

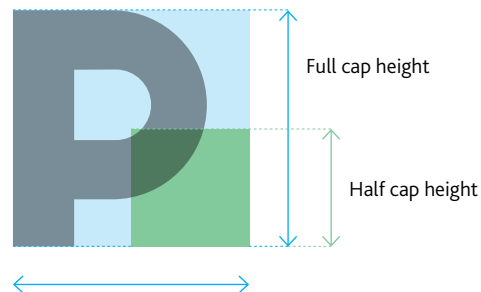
HOW TO USE CO-OP® TRADEMARKS

MINIMUM CLEARSPACE

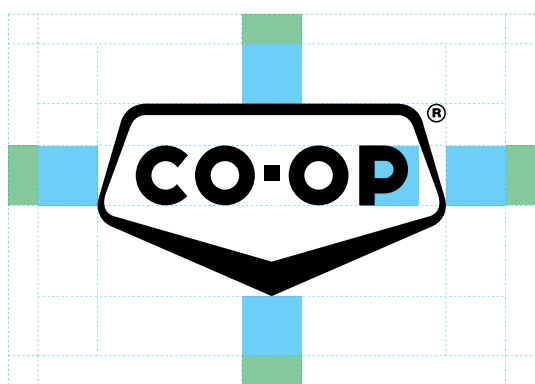
- The minimum distance is calculated using a square based on the height of the capital P (cap height), which is the height of all capital letters of the Wordmark 'CO-OP'
- DON'T allow other graphics or type to occupy this space



RECOMMENDED CLEARSPACE

- In most instances of applying the identity, it is preferable to allow more clearance than specified by the minimum distances.



THE SHIELD – MINIMUM CLEARSPACE FORMULA



-  Minimum clearspace = 1 cap height
-  Recommended clearspace = Additional 1/2 cap height

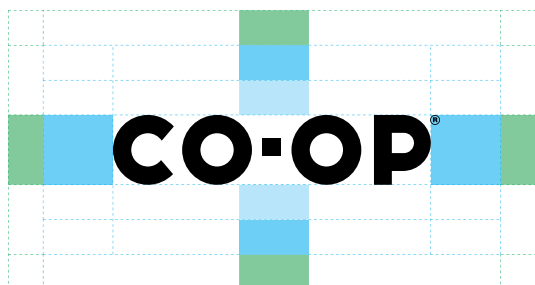





Recommended clearspace is more than the minimum area when applicable. The ideal clearspace when placing the shield on a backing box is 1.5 cap height. Some circumstances may dictate more space is used.

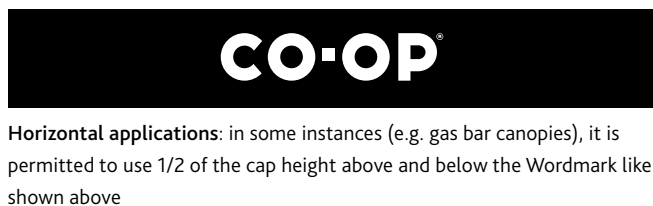


WORDMARK – MINIMUM CLEARSPACE FORMULA

Only in certain applications, and only with approval in advance, may the Wordmark be used.



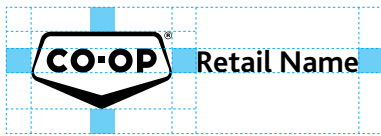
-  Minimum clearspace = 1 cap height
-  Minimum Horizontal clearspace = 1/2 cap height
-  Recommended clearspace = Additional 1/2 cap height



COMBINING THE SHIELD WITH NAMES

Bliss or Helvetica Bold is the recommended font for Location or company names. Use the CO-OP "P" to calculate clearspace and name cap height. Names can be placed to the right of the shield or below it.

Horizontal Name



Vertical



MINIMUM SIZE

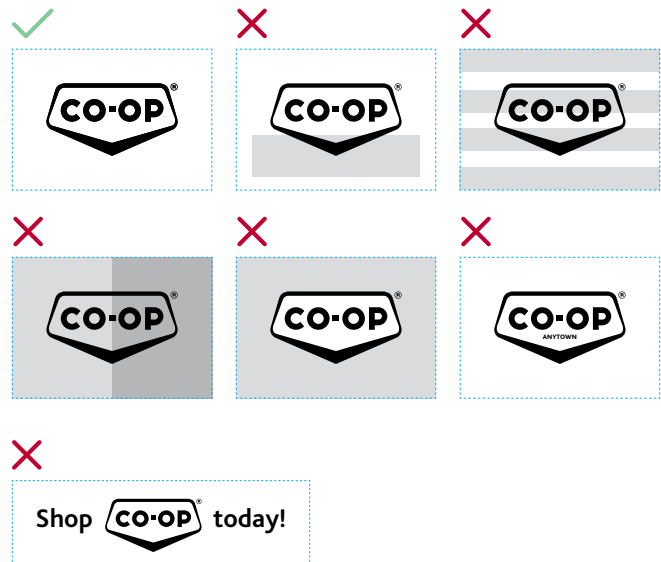
Don't reproduce the Shield or Wordmark smaller than the following sizes:



PRESENT THE CO-OP® LOGO PROPERLY

Whenever possible, generous open space (continuous colour, tone, or all white areas) should be allowed around the trade-mark to increase its emphasis and avoid distractions. Avoid having borders, designs, or products touching or superimposed on the logo

- The trade-mark should not appear in shaded form or on visually conflicting patterns or texture. The trade-mark should not be used in outline form or span two adjacent colour or tone areas.
- Do not use the CO-OP® logo as a word in a name, phrase or sentence.
- Do not substitute the logo for any part of an organization's name. The logo can be used in conjunction with an organization's identification
- Do not include anything else in the logo (words, graphics, slogans or symbols).
- Do not remove the registration mark ®.
- Do not combine the logo with any other elements that might seem to create a hybrid mark.



USING THE WORD CO-OP PROPERLY

CO-OP®

- All Capital letters and ® in upper right - To be used when referring to CO-OP® brand products. For example, CO-OP® peanut butter, CO-OP® gift cards. Example in a sentence: "Exclusive to CO-OP® stores."

Co-op

- Plainly typed "Co-op" is the generic form of co-operative. Often used in names. For example, Sherwood Co-op, Melfort Co-op. Also to be used when referring to CO-OP® stores, CO-OP® gas bars, etc.

CO-OP

- Artwork version of the word mark for uses when the CO-OP® logo is not used (ie. posters, coupons, point of purchase material).
- Example: Available at **CO-OP**

CO-OP COLOURS

The colour of the letters and the shield must be the same and the colour inside and outside the shield must be the same. The official colour for the letters and shield is **pantone 200C (red)**.

It is permissible to use the logo in traditional or reversed out form.



Co-op Red:

RGB - 204, 0, 0 | CMYK - 0, 100, 63, 12 | HEX - CC0000 | PMS - 200