

HOW TO USE OUR LOGO

Preferred Usage (English)



- Logo and tagline must be all in black.
- Logo colour is 100% cyan blue, tagline must always be black. If 100% cyan blue is not available, the closest Pantone colour is Avery Pantone 3005.
- Logo may appear in white, tagline must also be white. Logo must be on a solid colour of background. Gradient background colours are not acceptable behind the use of The Co-operators logo.

Secondary Usage (English)



- Only show the logo this way if space constraints limit the use of the preferred versions shown above.

Quebec Usage Bilingual

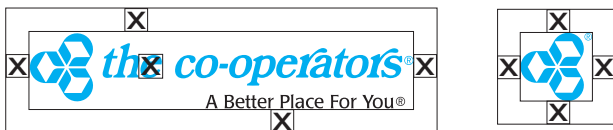


- **Individual** — Bilingual logo in Quebec must have both the French and English logo with the French logo in the first position.



- **Group** Bilingual logo in Quebec must have both the French and English logo with the French logo in the first position.

Protection Zone



- The logo must maintain a protection zone around it, allowing it to stand without interference. Using the height of the “e” in The Co-operators as a unit of “x”, place the “x” around all sides as in the example. No type, image, or graphic element may be within the protection zone.

Minimum size



- The Co-operators logo may appear in a variety of sizes, as long as it is always sized proportionately and not stretched, condensed or angled in any way. The minimum acceptable size of the logo with the tagline is 1.5 inches wide. Without the tagline, the logo may be set no smaller than 1 inch wide.

Our logo is on the Internet! Go to our website www.cooperators.ca and click “Downloads”.