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Name Guidelines

Full name
The proper name of the organisation is Cooperative Business New Zealand Inc.

Abbreviations
Once Cooperative Business New Zealand has been referred to by its proper name, it may subsequently be referred to as Cooperative Business.

When it is clear from the substance of the text that reference is to a New Zealand context, the organisation may be referred to as the Cooperative Business NZ.

Alternatively, the organisation may also be referred to as NZdotCoop in an online context.

Social media
The abbreviation for Cooperative Business when used in social media or in an online context is NZdotCoop.

This references the prominent dot in our social media avatar, and it’s also how our website address is spoken aloud.

Things to avoid
Do not hyphenate cooperatives as ‘co-operatives’, unless you are abbreviating it as ‘co-ops’.

Do not capitalise the second part of the abbreviated word as ‘Co-Ops’. ‘Co-ops’ is an abbreviation of a single word so the second half of the word should not be capitalised.

Do not abbreviate cooperatives as ‘coop’ or ‘coops’ without the hyphen - a coop refers to a bird enclosure, while a cooperative is a member-owned business.

Avoid abbreviating Cooperative Business as ‘NZ Coop’, or ‘NZ Coops’.
Use of Identity

Purpose

Cooperative and mutual enterprises are encouraged to use the Cooperative Business New Zealand branding for the following uses:

1. So that businesses can identify themselves as a cooperative;
2. For businesses to identify themselves as members of Cooperative Business;
3. When acknowledging Cooperative Business as a sponsor or contributor to events;

Guidelines

The use of Cooperative Business’ branding must follow the guidelines, and should not be used in a manner which implies Cooperative Business endorses a business, product or service.
Core Identity

Core Brand
Used in most of Cooperative Business’ communications including website, stationery and advertising.

See page 7 for when the secondary identity should be used.

See page 12 for when the social media avatar should be used.

Brand image
Contact Cooperative Business for the core identity in an appropriate file format. We can provide the logo image in these formats: EPS, TIFF, JPEG, and PNG.
Core Identity Rules

All elements of the core identity have been custom drawn. Do not attempt to redraw or re-typeset it in any way. The logo should not be misused in any way. These rules apply to our core identity only.

Clear space
The central circle in the logo defines the minimum clear space in all applications of the logo.

Minimum size
In all instances, the core logo should be at least 50mm in width. Therefore the logo should be no less than 9.3mm tall. For online applications the logo should be no smaller than 62 pixels tall.

Colour
Colour is an important aspect of the logo and the full-colour version should be used wherever possible. In specific situations, such as when printing black only, it is acceptable to use the greyscale version of the logo below.
Secondary Identity

**Brand**
The secondary identity should be used where using the core identity would make COOPERATIVE BUSINESS NEW ZEALAND difficult to read, or the dimensions of our core identity are not suitable for the particular application.

In other instances, our core identity should be used.

**Typical uses**

**Size**
Where the minimum size specified for the core identity would be too large.

**Dimensions**
Where the dimensions of the core identity are not suitable.

**Posters**
Where the name of Cooperative Business needs to be emphasised.

**Brand image**
Contact Cooperative Business for the core identity in an appropriate file format. We can provide the logo image in these formats: EPS, TIFF, JPEG, and PNG.
Secondary Identity Rules

All elements of the secondary identity have been custom drawn. Do not attempt to redraw or re-typeset it in any way. The logo should not be misused in any way. These rules apply to our secondary identity only.

Clear space
The central circle in the logo defines the minimum clear space in all applications of the logo.

Colour
Colour is an important aspect of the logo and should be reproduced as the full-colour version wherever possible. In specific situations however, such as black and white printing, it is acceptable to use the greyscale version of the logo as below.

Minimum size
In all instances, the core logo should be at least 50mm in width. Therefore the logo should be no less than 9.3mm tall. For online applications the logo should be no smaller than 62 pixels tall.
Identity Rules

These rules apply to our core and secondary identity, not our social media avatar.

- **DO NOT CHANGE THE TYPEFACE**
- **DO NOT CHANGE THE COLOUR**
- **DO NOT ADD FEATURES OR EFFECTS TO THE LOGO**
- **DO NOT REMOVE OR CHANGE ANY PART OF THE LOGO**
- **DO NOT CHANGE LOGO PROPORTIONS**
- **DO NOT USE AS A WATERMARK BACKGROUND**
- **DO NOT PLACE LOGO ON BUSY BACKGROUND OR MAKE IT DIFFICULT TO READ**
Our colour palette reflects the cooperative ethos of New Zealand - the green signifies the land of Aotearoa New Zealand and the blue is the sea that surrounds us.

The green and the blue are used predominantly with white and black to maintain the open and clean feeling of the brand.
Our Branding Typefaces

Sansa Black and DTL Argo are the typefaces used in our core identity for Cooperative Business New Zealand branding. Sansa Black is a striking and contemporary typeface which grabs attention, while DTL Argo is elegant and clean.

**SANSA BLACK**

**DTL ARGO ST Regular & ST Italic**
ABCDEFHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

**DTL ARGO T Caps Regular & T Caps Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

**DTL ARGO T Bold & T Bold Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

**DTL ARGO T Caps Bold & T Caps Bold Italic**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz123456

DTL Argo font set can be purchased from www.dutchtypelibrary.nl
Sansa Black font can be purchased from www.fontshop.com
Social Media Identity

Our social media sites reflect our brand identity. The identity we use in these sites is the square social media avatar, as our core identity becomes illegible when used in smaller applications.

Our avatar is identifiably ours and uses both our colour palette and our unique font effectively at smaller sizes.
Social Media Avatar Rules

Our social media avatar is to be used in specified circumstances outlined below only. In all other circumstances, use the Cooperative Business’ core or secondary identity.

Contact Cooperative Business for the avatar in an appropriate file format.

When the social media avatar is to be used:

1. Where social media sites require a square logo;
2. When linking to one of Cooperative Business’ social media websites (i.e. to our Facebook or Twitter page);

Minimum size
In all instances, the social media avatar should be at least 16mm wide and 16mm tall. For online applications the logo should be no smaller than 48 pixels wide and 48 pixels tall.
Website

Our online presence also reflects our brand identity. The typeface Georgia is used as the web-safe font for the body text and for some headings.
Contact

If you have any questions about our visual identity please don’t hesitate to contact Cooperative Business.

Email       cbnz@nz.coop
Phone       +64 9 539 5482
Skype       nz.coop

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youtube.com/NZdotCoop
facebook.com/NZdotCoop
flickr.com/photos/NZdotCoop