



THE CO-OP BRAND IDENTITY GUIDE



CO-OP is a financial technology organization supporting thousands of credit unions, nationwide, that are committed to empowering individuals to achieve their financial goals by providing superior access, convenience and personalized service.

GUIDELINES

DO

DO include enough clear space around the logo to ensure visibility and integrity

DO contact us via the email mentioned at the end of this PDF if you are uncertain about whether you are correctly using these resources.

DON'T

DON'T modify the logos in any way, such as by changing the design, scale or color. If you can't use the full color logo due to limitations, use black or white.

CO-OP B2B

LOGO USAGE:

- Business-to-Business communications
- Corporation as a whole



Preferred Version



Vertical Version with Tagline



Horizontal Version
(only use as a secondary option)

CO-OP B2C

All consumer-facing marketing materials that promote a CO-OP product or service should be identified with this logo. The red triangle “CO-OP” logo without any secondary identifier is to be used only for any/all consumer facing purposes. The triangular mark should never appear independent of the logotype. The CO-OP logo also appears on Debit/ATM cards when a credit union processes transactions through CO-OP.

LOGO USAGE:

- Business-to-Consumer Communications
- Debit/ATM Cards



Access. Simplified.

Version with Tagline



Black and white



Reverse

CO-OP B2C / Branded Locations

Locations that offer CO-OP ATM or Shared Branch services are included in this category. Credit union members will see these logos online in the locator or when they visit a CO-OP Shared Branch or ATM.



Reverse



Reverse

CO-OP B2C / Miracle Match

Miracle Match is a \$1-million-annually matching program that encourages credit unions to create and participate in fundraisers for Children’s Miracle Network Hospitals. CO-OP will match credit union fundraising events and also offers in-product donations via solutions like Sprig, ShopSpot rewards and charitable donations at the ATM. This type of financial assistance is allowing these children to be on the road to recovery without putting their families at financial risk.



CO-OP
Miracle MatchSM

CO-OP THINK

To entrepreneurial minded, purpose-driven Credit Unions and consumers, our product is the innovation platform that provides a dynamic multi-channel forum designed to ignite the divergent thinking necessary to advance human-centered financial services and keep the credit union mission thriving because we believe in transformation through collaboration.



PRIMARY LOGO

Think website & seminars



ANNUAL THINK CONFERENCE

CONTACT INFORMATION

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LOGO ASSETS: [Download](#)

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SOCIAL MEDIA:    