

Guidelines



Our brand

Our brand is a combination of Co-op heritage and modern design. It runs through all our businesses and makes us easily recognisable.

It's not just about the logo, although this is the most visible part of our identity, our design principles brings core elements together, to create a distinctive look and feel across all elements of our brand.

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1. Design principles

Our design principles

The following Design principles exist to ensure that all material produced by Co-op is consistent to true Co-op values.

They should be the starting point of every single piece of Co-op design, from corporate stationery right through to uniforms and packaging.

1. Iconic. Simple. Powerful.
2. Straightforward, honest and functional.
3. Responsible and long-term.
4. Intelligent, not arrogant.
5. Improving the lives of real people.

2. Identity elements

A. Our logo

Our logo

Our well known Cloverleaf logo was created in 1968 as part of Project Facelift to symbolise the improvement in our products and services and to unite the co-operative movement.

We have updated this classic logo to use across our family of businesses. It's our most important visual asset and is a symbol of all the work we have done rebuilding our Co-op.



Our logo

Our logo should be infilled with our brand blue.
It can also appear as a white logo when on a
coloured background or when placed over imagery.



If sat over photography, make sure the
logo is clearly visible.

Minimum size

Our logo should never be used below the following sizes.

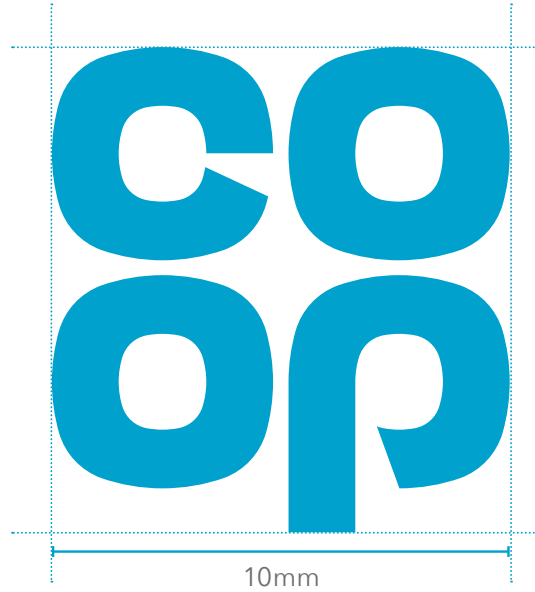
Print

Minimum size: 10mm

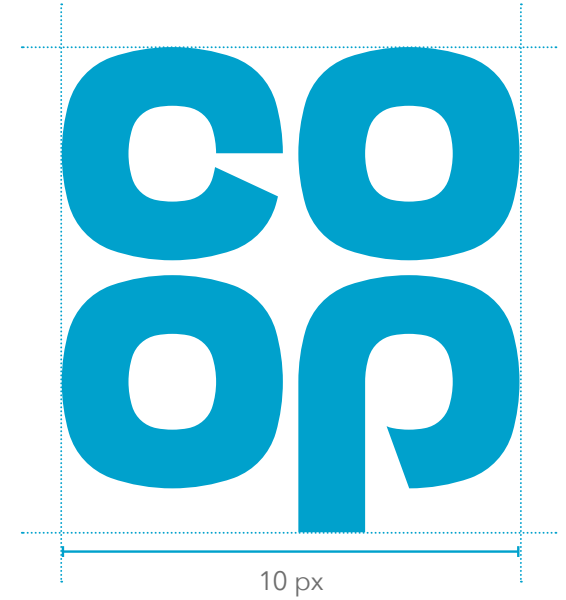
Digital

Minimum size: 30px

Print



Digital

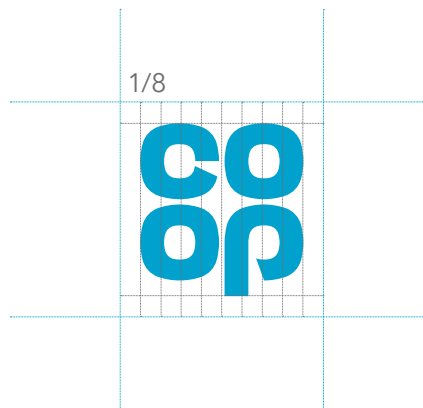


Minimum free space

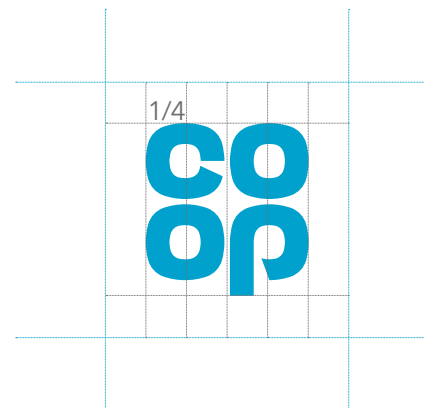
There needs to be some space around our logo at all times.

There are two exclusion zones to suit different formats.

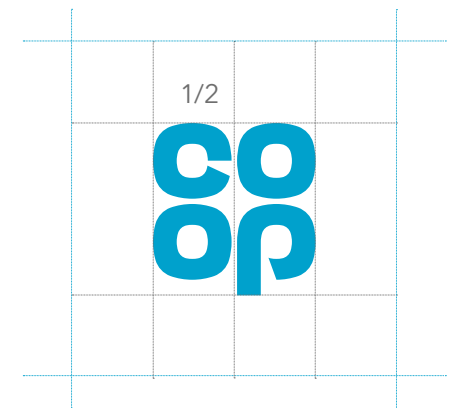
Large - 70%
Eighth logo width
Exclusion zone



Medium - 30%
Quarter logo width
Exclusion zone



Small - 12%
Half logo width
Exclusion zone

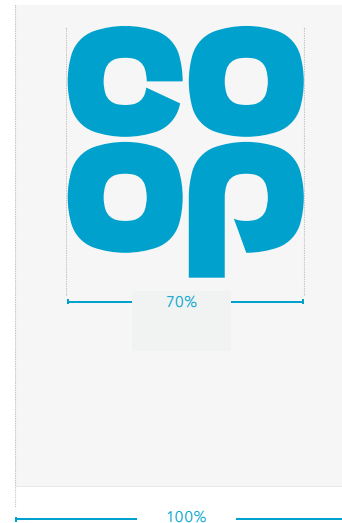


Recommended size and positioning

Our logo can be sized and positioned flexibly to best suit a wide variety of formats.

Large -
70% of shortest edge

Portrait



Landscape



Positioning

Primary position
Fully centred

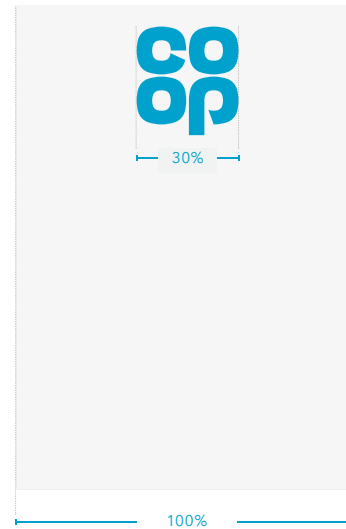


Secondary position
Top or bottom centred

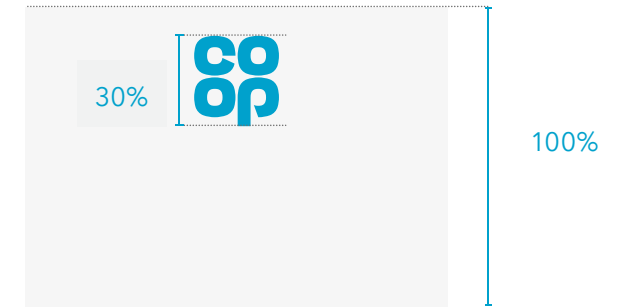


Medium -
30% of shortest edge

Portrait

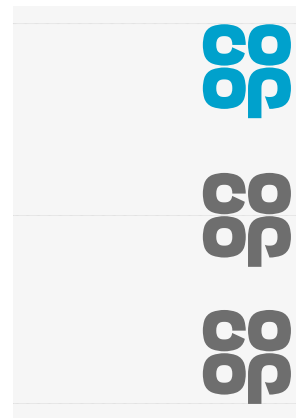


Landscape

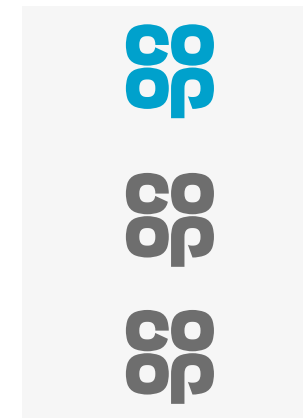


Positioning

Primary position
Top right aligned

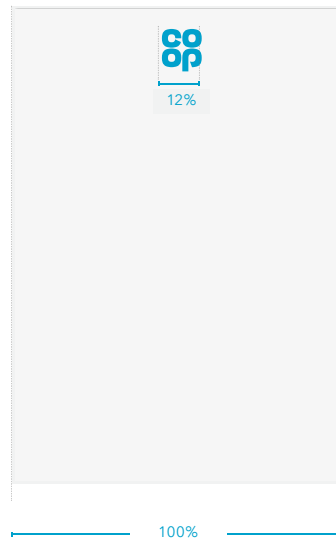


Secondary position
Centred or left aligned

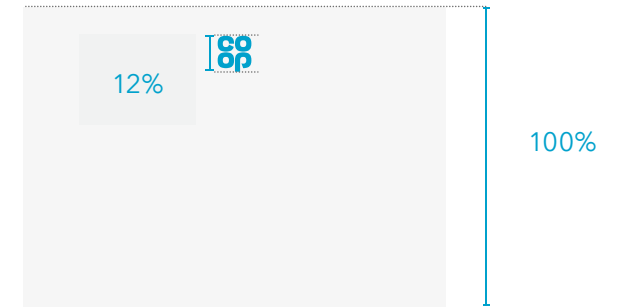


Small -
12% of shortest edge

Portrait

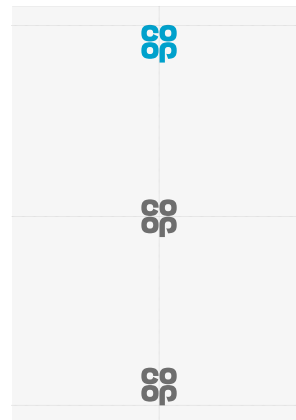


Landscape

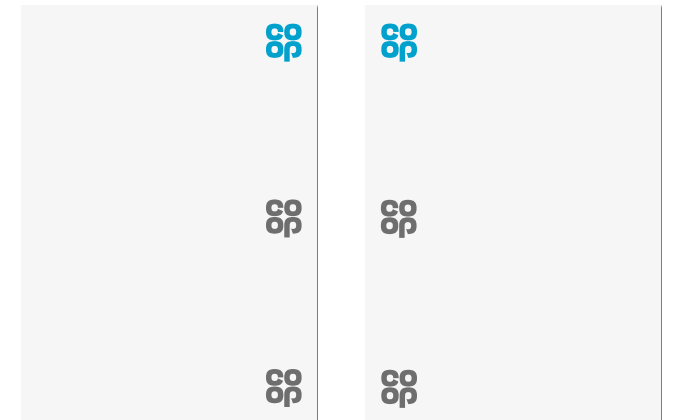


Positioning

Primary position
Centred



Secondary position
Left or right aligned



Our logo with copy

We wouldn't refer to the Co-op using the logo within copy, we would write 'Co-op'.

If we do need to sit copy alongside the logo always allow at least half a logo width between the text and the logo. Examples of the spacing and positioning are below; these business unit labels with the logo are available to download on our brand site.



B. Colour

Primary colours

Our brand blue is one of the most important parts of our visual identity. Consistent use of our blue will make sure Co-op communications are instantly recognisable.


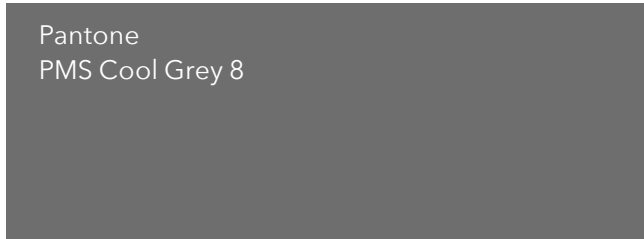
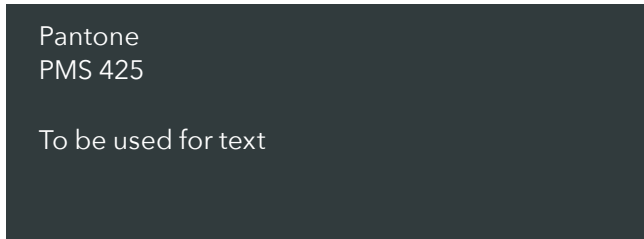
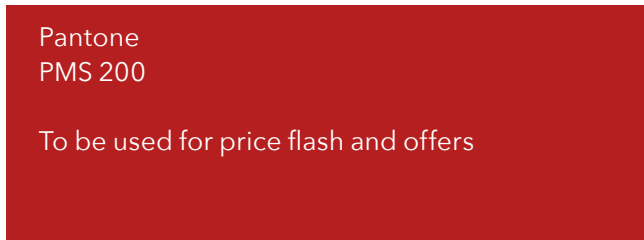
Co-op Grey and White have been chosen to compliment Co-op blue and create a modern, flexible system that allows clear and legible communication in all circumstances.

Print vs Screen

Please use the correct colour reference for your channel e.g if you are printing please use the Pantone (Pref 1) or CMYK (Pref 2) references but if you are designing for screen please use the RGB reference.

Colour matching

If the production process uses a different reference system, please find the closest visual match.

 Pantone PMS 306	CMYK		RGB	
	C	75	R	0
	M	4	G	161
	Y	8	B	204
	K	0	HEX #00a1cc	
 Pantone PMS Cool Grey 8	CMYK		RGB	
	C	0	R	110
	M	0	G	110
	Y	0	B	110
	K	58	HEX #6e6e6e	
 Pantone PMS 425 To be used for text	CMYK		RGB	
	C	52	R	84
	M	29	G	88
	Y	30	B	90
	K	78	HEX #54585a	
 Pantone PMS 200 To be used for price flash and offers	CMYK		RGB	
	C	0	R	206
	M	100	G	1
	Y	63	B	58
	K	12	HEX #ce013a	

C. Typography

Avenir Next

The Avenir font family is at the core of our visual identity. We use this font across all our customer and member communications.

Most communications should be set in Avenir Next regular.

This gives us an approachable modern and confident typographic tone of voice that visually compliments our logo.

Used for:

All Co-op messaging e.g

- Brand messaging
- Core product / service comms

Font Stack for digital use:

Avenir Next Regular
Helvetica Neue
Helvetica
Arial

aAbBcCdDeEfF
gGhHiIjJkKlLmM
nNoOpPqQrRsS
tTuUvVwWxXyYzZ

Avenir Next demi-bold

Avenir Next demi-bold Creates tactical impact for key marketing messages to cut-through.

Avenir Next demi-bold Creates tactical impact for key marketing messages to cut-through.

Used for:

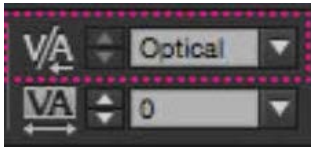
- Membership communications
- Key marketing headlines
- Sales messages
- Deals & Offers
- Low level hierarchy

aAbBcCdDeEfF
gGhHiIjJkKlLmM
nNoOpPqQrRsS
tTuUvVwWxXyYzZ

Suggested sizes

These type-sizes should allow you to work with the most common print formats.

All Avenir typography should be set to 'Optical' with a tracking of 0 to improve letter spacing issues.



Sometimes text will need to be set at sizes other than these. Please try to ensure the typesize/leading visually matches these combinations, and wherever possible matches in with the baseline grid.

Minimum type sizes

Print: Smallest typesize: 7pt

Digital: Smallest typesize: 10px

Please follow WCAG guidance for online accesibility

Cover
headline
(ratio 1.125)

60/67.5pt 60/67.5pt

Large
headline
(ratio 1.125)

43/48pt 43/48pt

Naming
convention
(ratio 1.125)

32/36pt 32/36pt

Sub heading
and quotes
(ratio 1.2)

20/24pt 20/24pt

Body copy
(ratio 1.3)

10/13pt 10/13pt

Image captions

8/11pt 8/11pt

T&Cs

7/10pt 7/10pt

D. Grid system

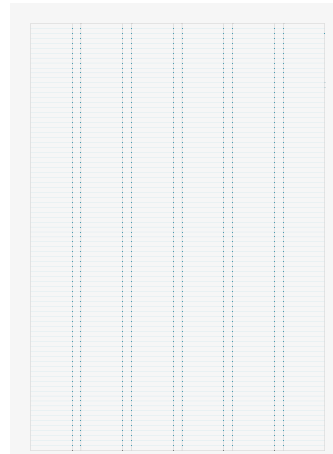
Small print formats

Always use DIN (standard) sizes for efficient production and to minimise waste.

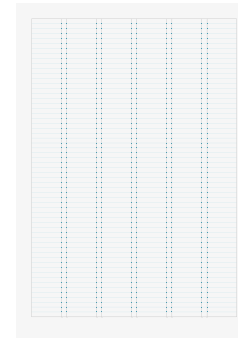
A baseline grid set at 13pt will help with large volumes of body copy.

Headlines and sub heads will not fit to this

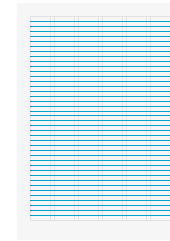
A3



A4



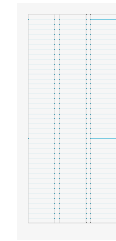
A5



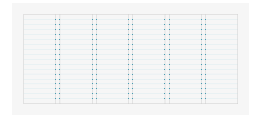
A6



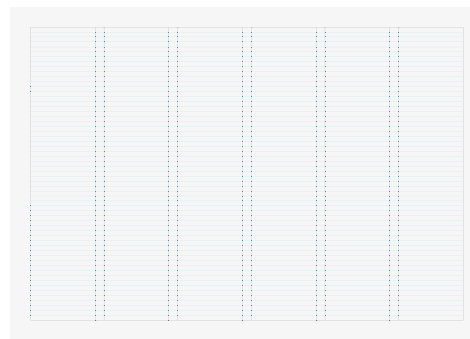
DL



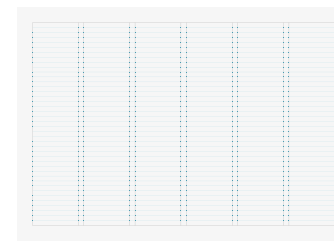
DL landscape



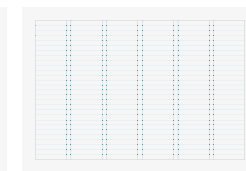
A3 landscape



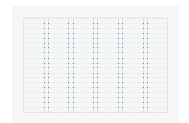
A4 landscape



A5 landscape



A6 landscape



3. Brand architecture

How our brand works across our family of businesses

How to refer to us

Use 'Co-op' when you talk about us

If the sentence needs (the) to make sense, use 'the Co-op', unless it is at the beginning of a sentence then use 'The Co-op'.

We can also use 'the Co-op Group'.

Co-operative Group Limited is still our trading name, should you need to reference it.



Membership

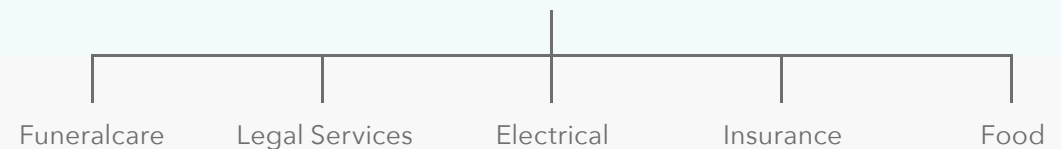
Membership sits within all our businesses, it is not a separate brand or sub-brand, use in the following ways:

Membership
Co-op Membership

Membership

Business Units

Names of business that the Co-op is operating in. These are not a separate brand or sub-brand.



How to refer to the Businesses in body copy

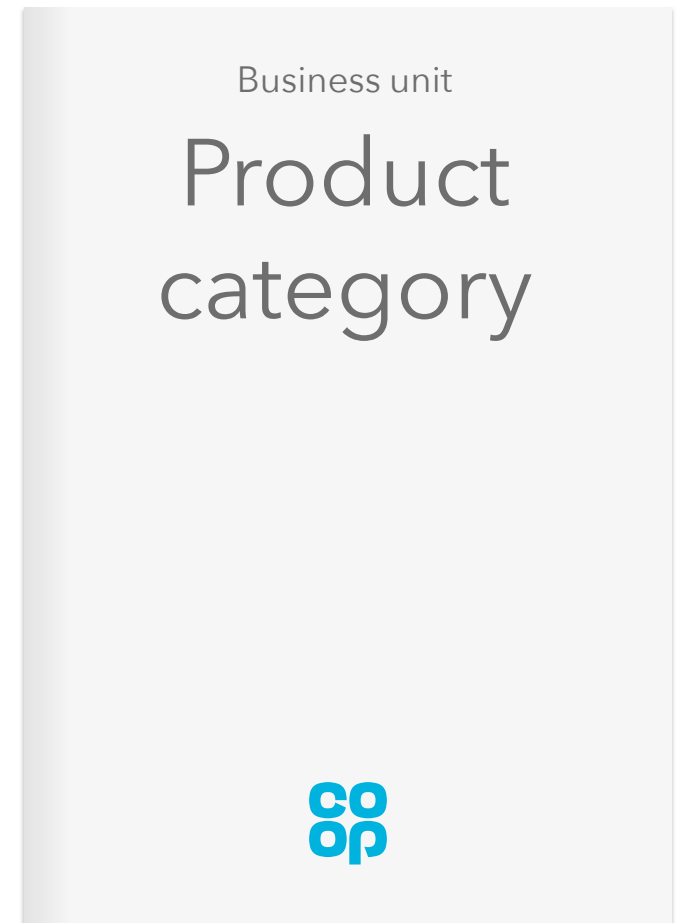
Use upper case for business names e.g. Co-op Legal Services, Co-op Food and Co-op Membership, use (the) when needed e.g. the Co-op Funeralcare, the Co-op Insurance again at the beginning of a sentence use a capital The Co-op Electrical.

Positioning of Business Unit descriptor on communications

Priority 1



Priority 2



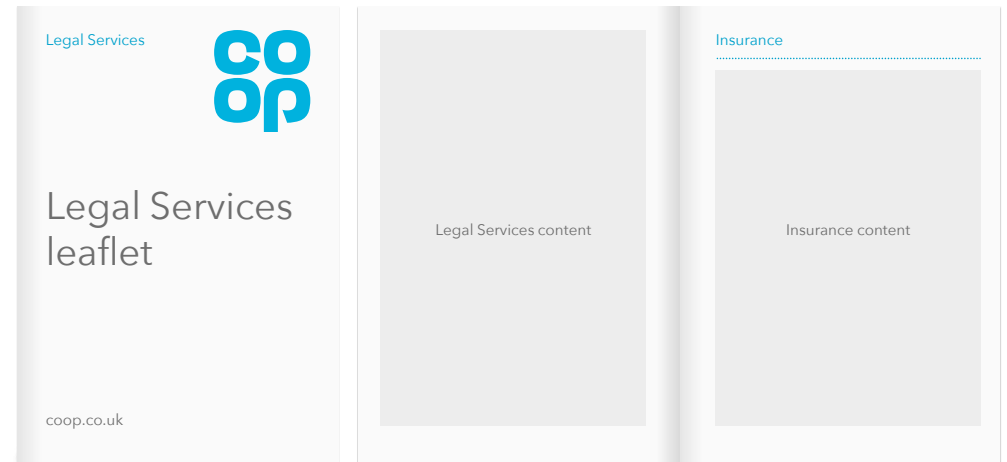
**Diagram only – not true designs

Multi business communications

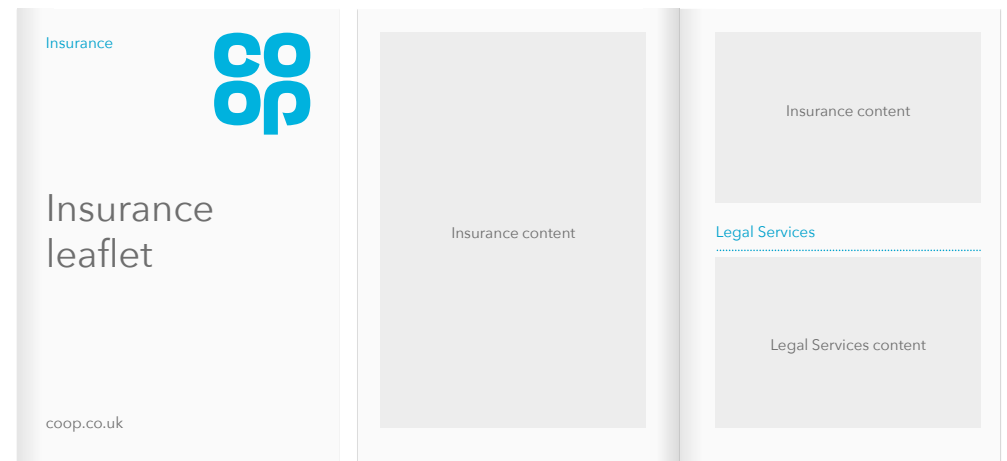
Within communications that feature a message from more than one Co-op business, the business unit should be clearly labelled so as to avoid confusion.

We recommend using a simple top left aligned business label with a **2pt Japanese dot stroke as a divider.**

Insurance content in a Legal Services leaflet



Legal services content in an Insurance leaflet



4. Imagery

Photography

Specific situations or stories.

Copyright

Photographs often remain copyright to the photographer. Always check the ownership and usage rights before using photographs.



Illustration

Concepts, non-specific stories and metaphors.



Lifestyle

1. Never staged

Our lives are rich with quirks & imperfections; not cold, staged stock shots.

Do:



Real environments



Capture a moment

Don't:



Fake settings



Force unnatural poses

Lifestyle

2. Tell personal story

This doesn't always mean a person needs to be in shot, however the image should aim to feel like a snapshot of life.

Do:



Real environments



Suggest a story

Don't:



Play up for the camera



Be too obvious

Lifestyle

3. Focus on the story

Think about where the story is.
Sometimes the story is in the details,
and sometimes it's in the wider context
of the image.

Do:



Close ups – emphasise skill



Extreme wide shots – tell the whole story

Don't:



Show too much – hides the message



Miss the story – this could be anywhere

Lifestyle

4. Inspire but don't alienate

Everybody likes to see nice, modern spaces, however our audience is wide, so ensure settings feel inspiring yet achievable for all.

Do:



Show modern, personal homes



Represent the whole of the UK

Don't:



Unrealistic and lavish



Uninspiring normality

Lifestyle

5. Realistic lighting

We are a part of real local life, so we should look to portray this by ensuring our photography has a realistic visual tone.

Do:



Warm natural daylight



Natural shadows - think about time of day

Don't:



Obvious flash



Double light source

Lifestyle

6. Natural colours

Colours should be kept natural. Overly treating photographs can make them look unrealistic. The lighting should always look like we're in Britain.

Do:



Realistic colour range



Balanced colour – lets us appreciate detail

Don't:



Lens flares and coloured tints



Over saturation washes out details

Portraits

Real people doing real things

Avoid forced posing. Portraits should be taken in surroundings and clothing that emphasise the personal story.

Do:



Capture people in their real environments



Capture people doing real things

Don't:



Odd clichéd poses



Staring off into the distance

Portraits

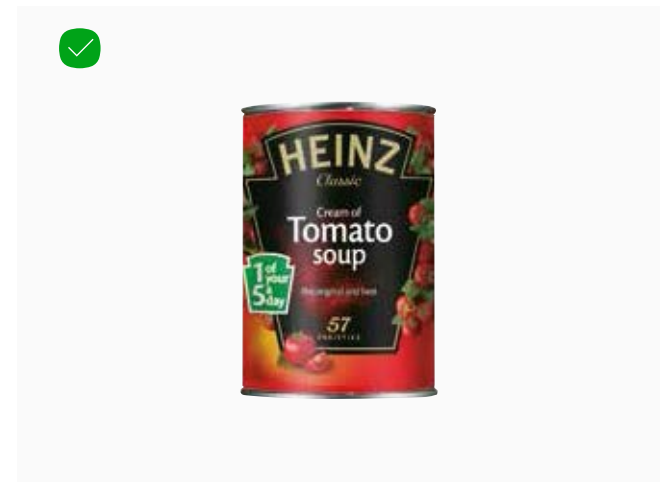
Supplied product shots

Wherever possible, the straight on version of supplied product shots should be used on a 4% black background.

Do:



Straight on



Straight on

Don't:



At an angle



At an angle

Co-op illustration

Our approach

Illustrations should be used to communicate complex ideas instantly in the most simple and visually interesting way possible.

Consider Illustration for communicating:

- Abstract concepts
- Non-specific stories
- Metaphors
- When no photography exists



Please refer to our
illustration guidelines
for more info

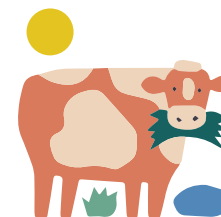
Preference 1 - Visual metaphor

Cleverly combining the two most important concepts or ideas into one, simple image.



Preference 2 - Single subject

Selecting the key idea from your story and illustrating it in isolation.



Preference 3 - Full scene

Portraying a complex story using a scene of multiple objects and or people.

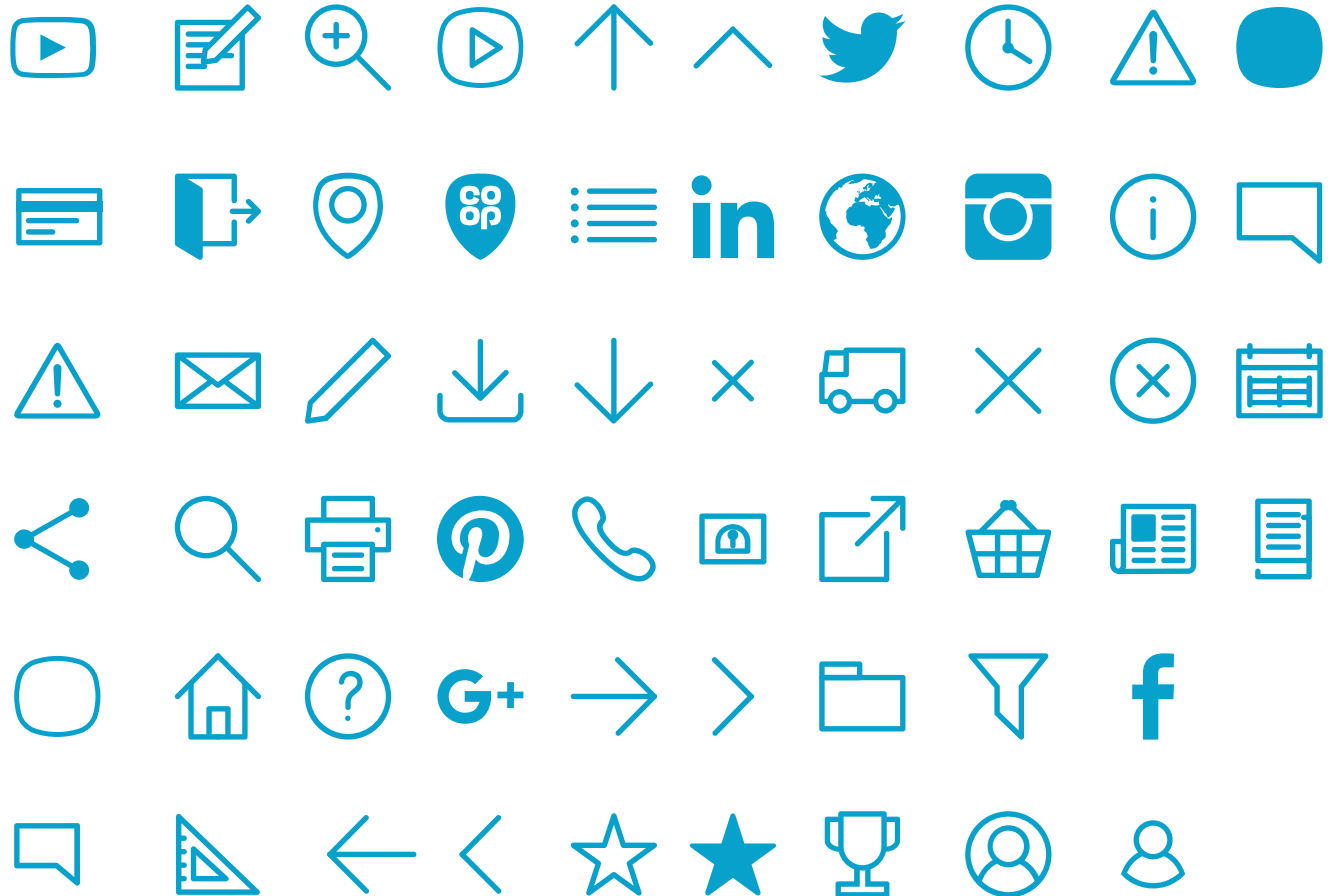


Icons

Icons have been produced to make sure we are using a consistent icon style across all types of communication.

Consider using icons

- To represent social media
- Digital communication
- In training booklets
- Maps



5. Examples of our communications

Advertising elements

The below explains how to create the key advertising elements.

The Squircle

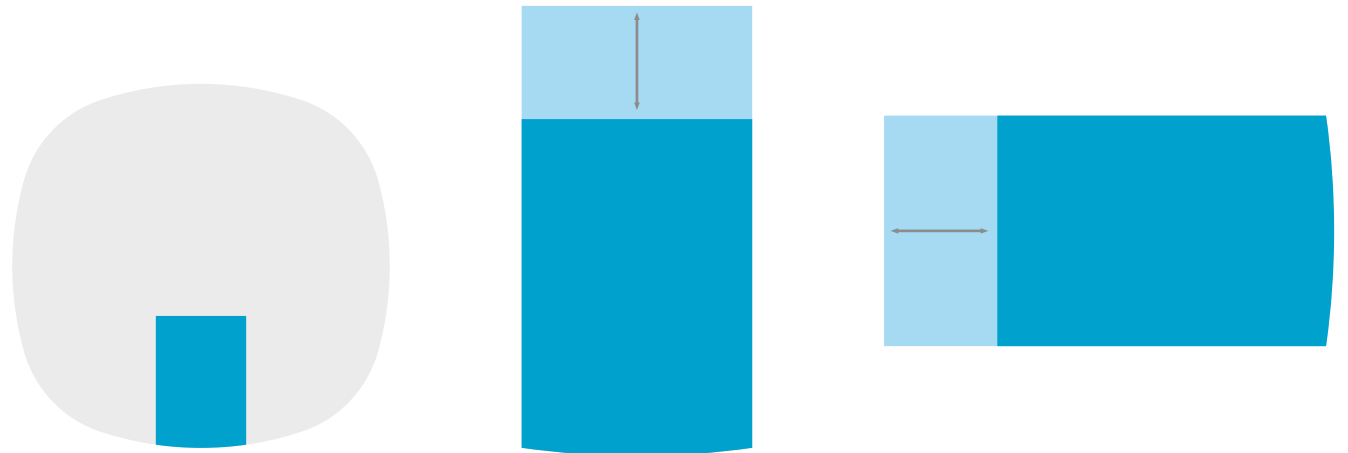
The Squircle is derived from the 'O' of the Co-op logo.



Squircle panel

The Squircle can be cropped to create the squircle panel. It can be rotated for landscape or portrait.

The panel can be extended to fit different proportions by moving the straight edge.



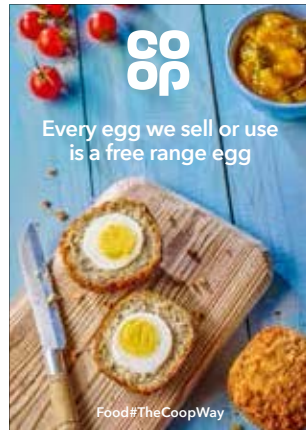
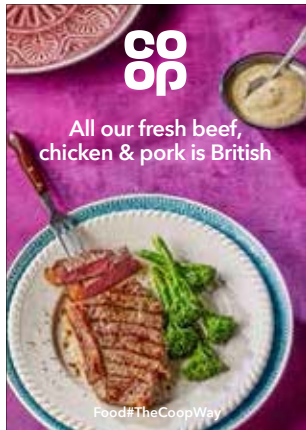
Advertising

The below examples are of best practice in advertising:



Advertising

The below examples are of best practice in advertising:



Funeralcare

The below examples illustrate how to create a 210 X 210 document for Funeralcare.

Heading

Avenir Next Regular
Blue 306 / 43pt

Sub heading

Avenir Next Regular
Grey 425 / 20pt

Personalising the funeral

Over the next few pages, we'll give you an idea of some of the different ways we can help you personalise the funeral.

Choosing the coffin

Deciding on a coffin can be difficult when you're grieving. Our trained and experienced staff will guide you with sensitivity and help you make your choice. We'll explain all the options and answer your questions.

We supply a wide range of coffins and caskets. As well as traditional wooden ones, we have wool, cardboard and personalised picture coffins where you can choose a particular image, scene or photograph to be printed on to the coffin. Our woven coffins include Willow, Bamboo, Water Hyacinth and Banana Leaf. You can also decorate the coffin with flowers or flags.

While we're looking after your loved one, you're welcome to put any personal or sentimental items in the coffin; people often like to put in photographs, letters or keepsakes. Crematoria won't allow certain items, but we will talk to you about that.



Business name

Avenir Next Regular
Grey 425 / 32pt

Title

Avenir Next Regular
Blue 306 / 60pt

Descriptor

Avenir Next Regular
Grey 425 / 32pt

Logo

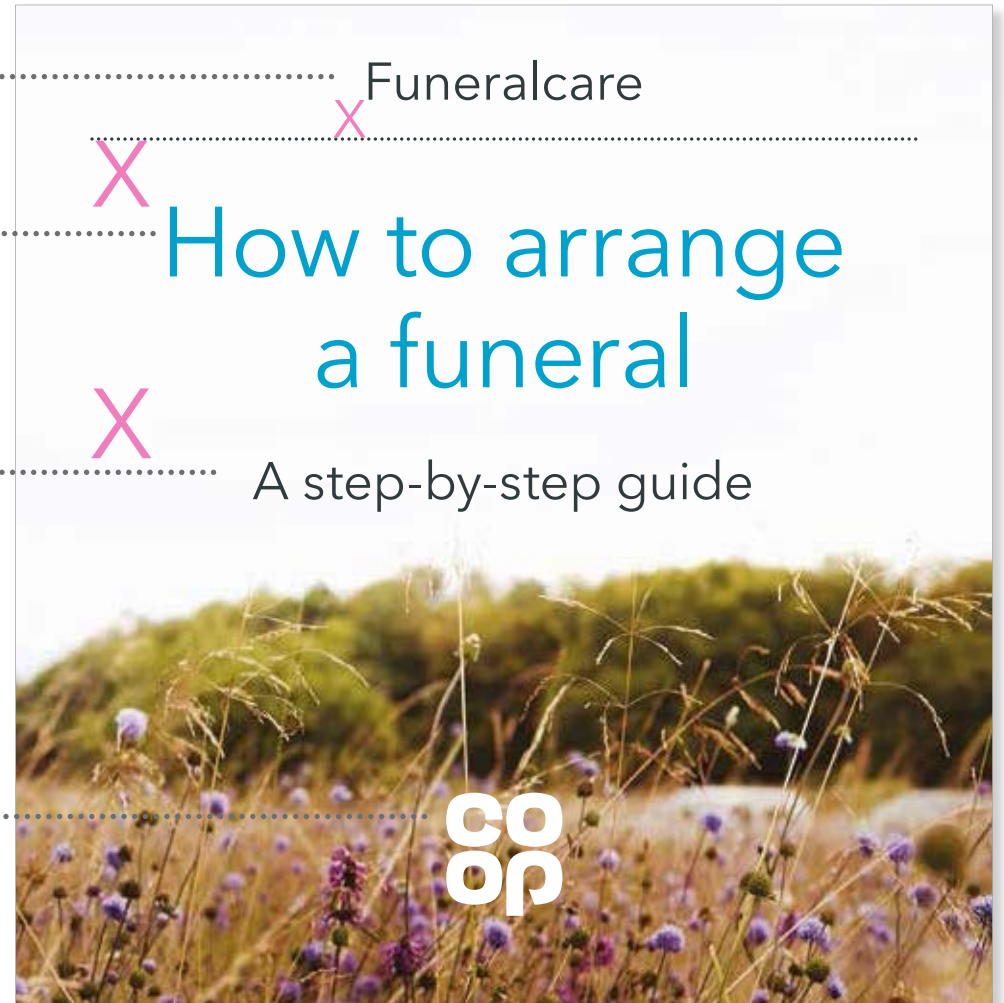
White
12% Shortest edge

Image spacing

Use caps height of body copy for minimum space around imagery

Body copy

Avenir Next Regular
Grey 425 / 10pt



X = caps height spacing

Insurance

The below examples illustrate how to create an A5 document for Insurance.

Business name

Avenir Next Regular
White / 20pt

Logo

White
30% Shortest edge

Title

Avenir Next Regular
White / 43pt

Descriptor

Avenir Next Regular
White / 20pt

Insurance

coop
X

Home
Insurance
X

Policy Summary

X = caps height spacing



Legal Services

The below examples illustrate how to create an A4 document for Legal Services.

Business name

Avenir Next Regular
White / 30pt

Logo

White
30% Shortest edge

Title

Avenir Next Regular
White / 60pt

Descriptor

Avenir Next Regular
White / 20pt

Legal Services

co
op

DIY
Divorce Guide

Your step by step guide to the legal
process involved in getting divorced



X = caps height spacing

Spreads

The below examples illustrate how to create a spread using imagery, type and boxes.

Header
Avenir Next Regular
Co-op Blue / 32pt

Body copy
Avenir Next Regular
Co-op Grey / 10 pt



Supporting you through your divorce

This guide will walk you through the legal process of getting a divorce, from filling in the first form to applying for your decree absolute.

Using this guide

To make life easier, we've split this guide into sections. These follow the typical stages you'll go through during your divorce:

Introduction	
Where do I start?	page 2
Stage 1	
Starting the divorce process	page 9
Stage 2	
Applying for your decree nisi.....	page 21
Stage 3	
Applying for your decree absolute	page 23

Where do I start?

This section covers the things you need to think about before you apply. It looks at lots of different topics. These include the forms you're going to need and the five facts you can base your divorce on. As well as what to do about a new Will and the most common terms you'll come across in the divorce process.



Your guide to getting going: the basics

Can I get a divorce?
To apply for a divorce, you'll need to:

- have been married for at least a year
- have a marriage that's legally recognised in England and Wales
- meet specific rules about your connection to England and Wales.

If you need help with any of these points, our managed divorce service might work better for you. With a managed divorce, we take the whole process off your hands. We prepare all your documents, communicate with the respondent and the court, and guide you through each stage. Information on our managed divorce service can be obtained by calling us on 0330 606 9698 or at co-oplegalservices.co.uk

Who's who?
The person applying for the divorce (in this case you) is the petitioner or applicant. Your husband or wife is the respondent.

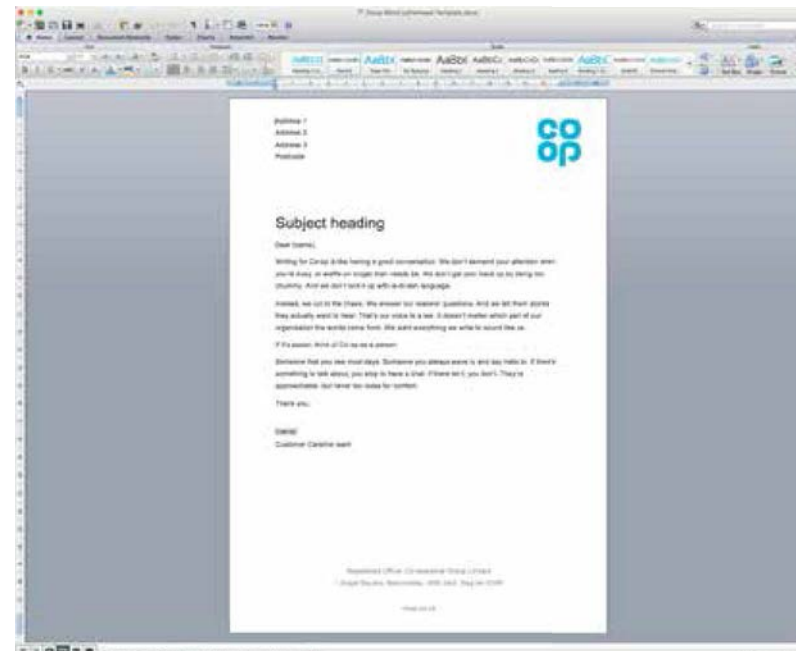
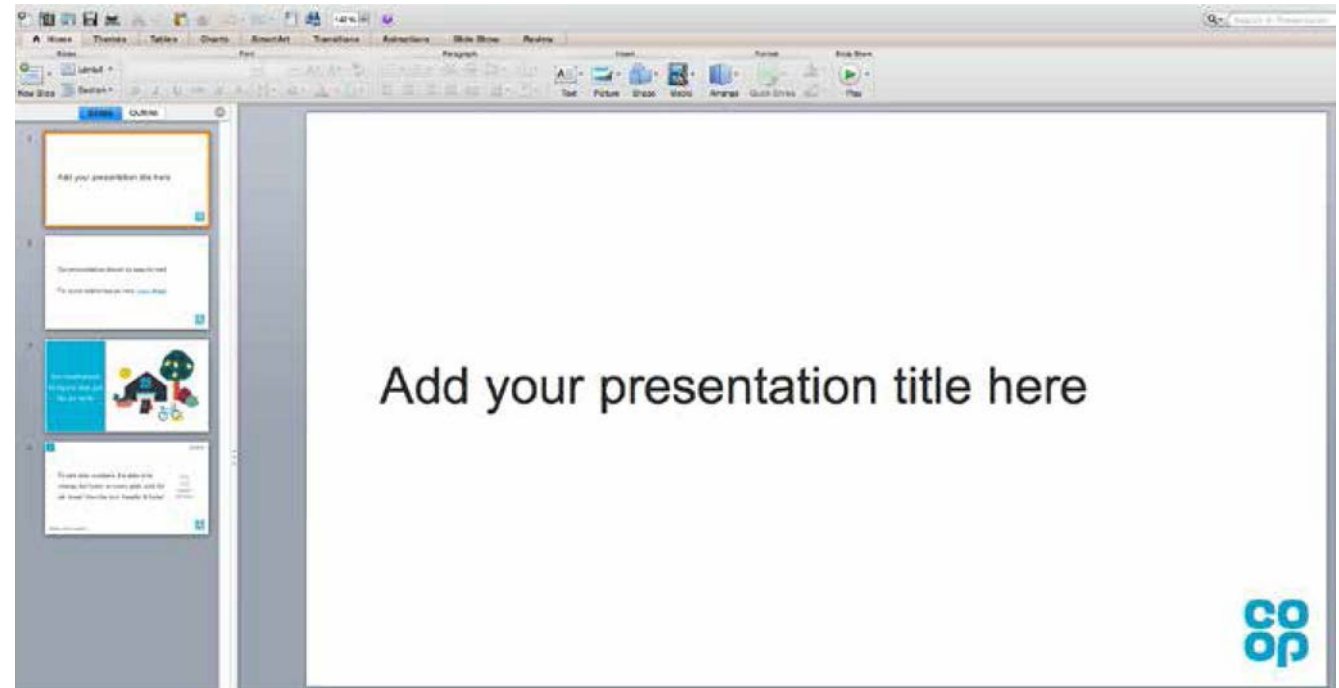
Which court?
A family county court usually deals with divorce but not all courts can.

You can get an up to date list of the ones that do at: courttribunalfinder.service.gov.uk

We've included a guide to using this court finder in this pack.

For internal communications please use the templates that are available on the intranet.

Please use the Arial font.



6. Membership

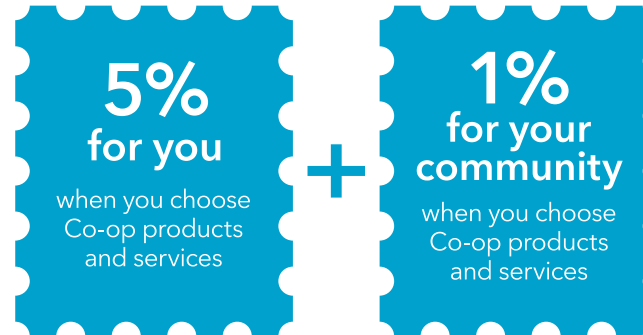
The card, the stamp and the squircle

Membership is at the heart of the Co-op so there's no separate visual identity.

3 graphic devices have been developed which allows Membership messaging to be clearly visible across Co-op communications.

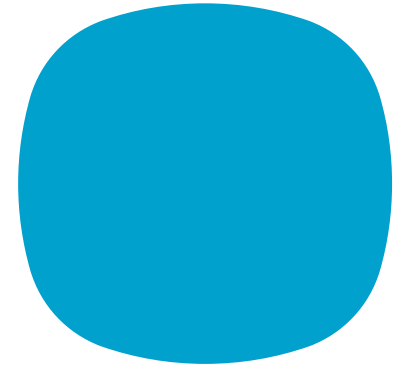
The stamp

The stamps explain our membership offer. They should only be used to hold the 5% and 1% message. The stamp graphic can't be used online.



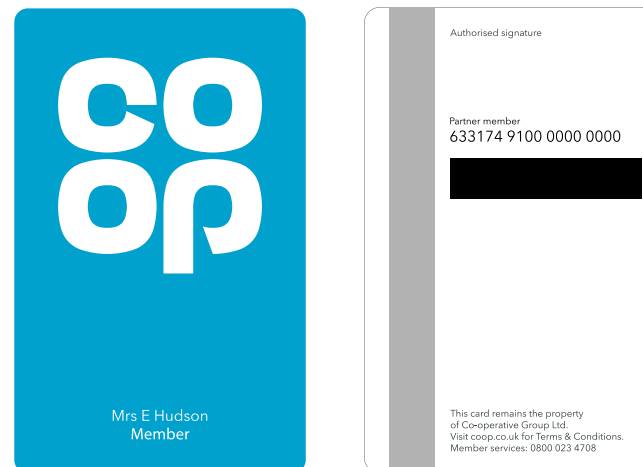
The squircle

A blue squircle can only be used for a member offer. The squircle should be used online/on emails instead of the stamp.



The card

The card is our membership icon.

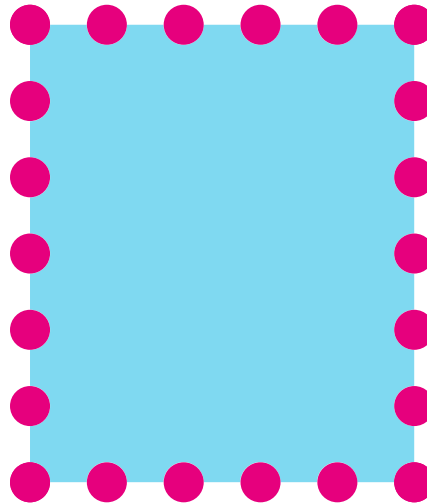


Stamp graphic construction

Japanese dot outline

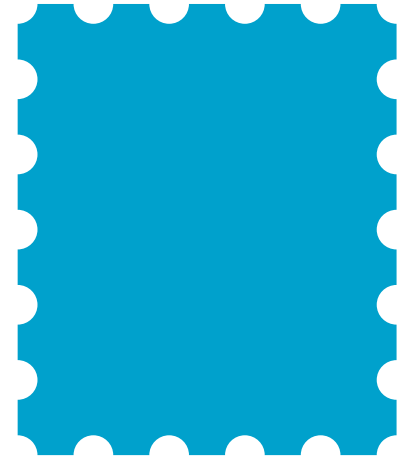
Use a stroke weight of 10.5% of the stamp carrier's shortest edge to create a visually consistent perforation size across all uses.

Shortest edge = X



Dot size
10.5% of X

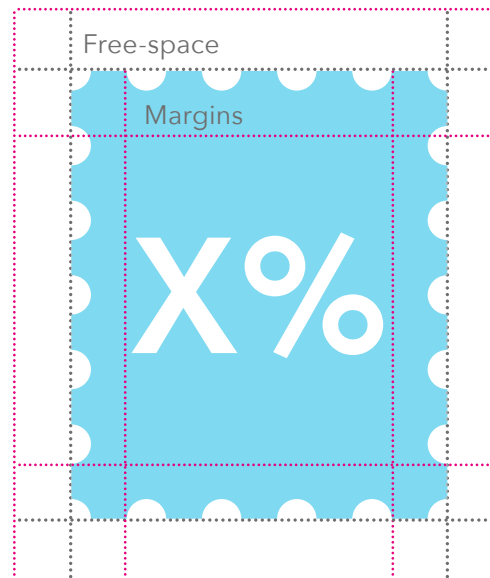
Priority 1 - Consistent portrait stamp shape



Typography

Avenir Next Demi-bold / Regular

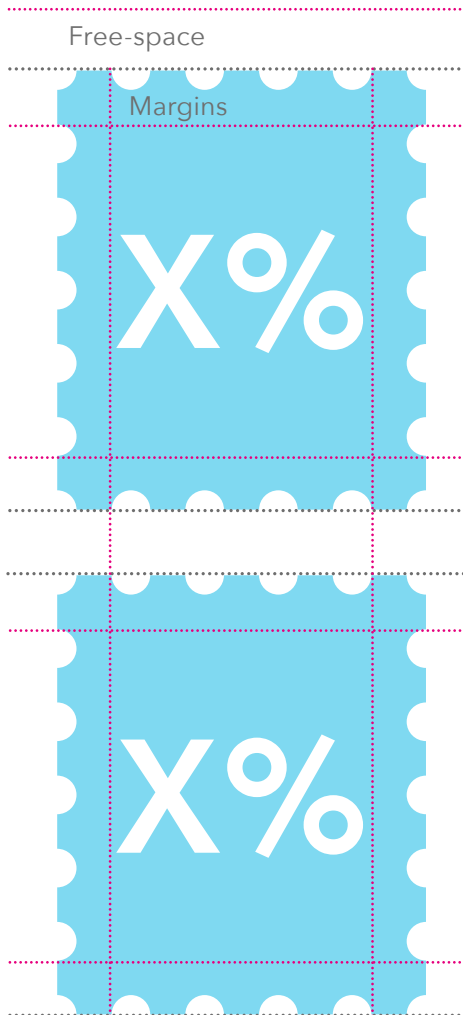
- White out of colour
- Flexible type-size (Max 2 sizes)
- Horizontally and vertically centre aligned



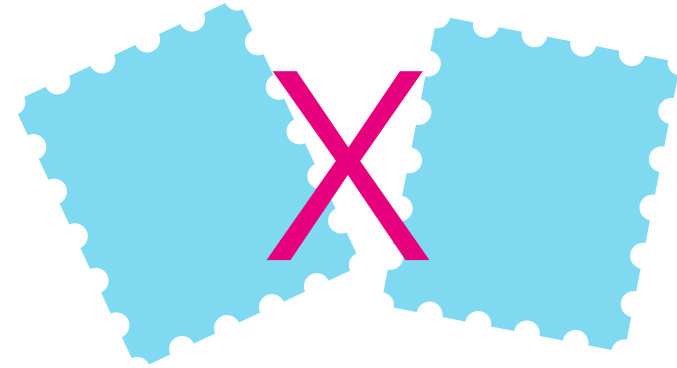
Stamp placement

The stamp should be used in either of the two positions shown below.

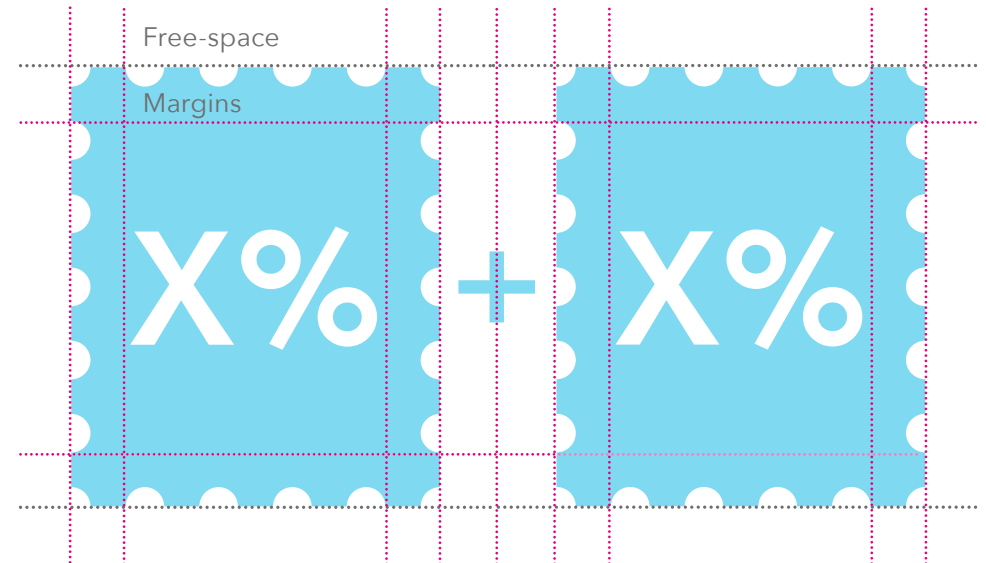
Vertically



Not to be placed at angles



Horizontally



You should use the plus when stamps are in this format to highlight that you earn for both you and your community.

Use of the card

Priority 1

Blue card on white background.

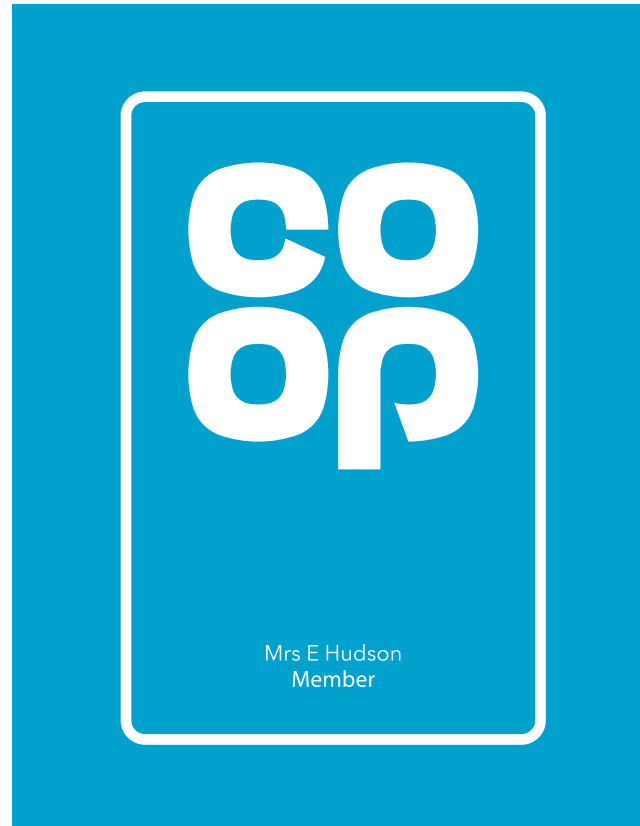
From actual size (55mm x 85mm)
3pt rounded corner
Large logo (70% of shortest edge)



Priority 2

Blue card on blue background.

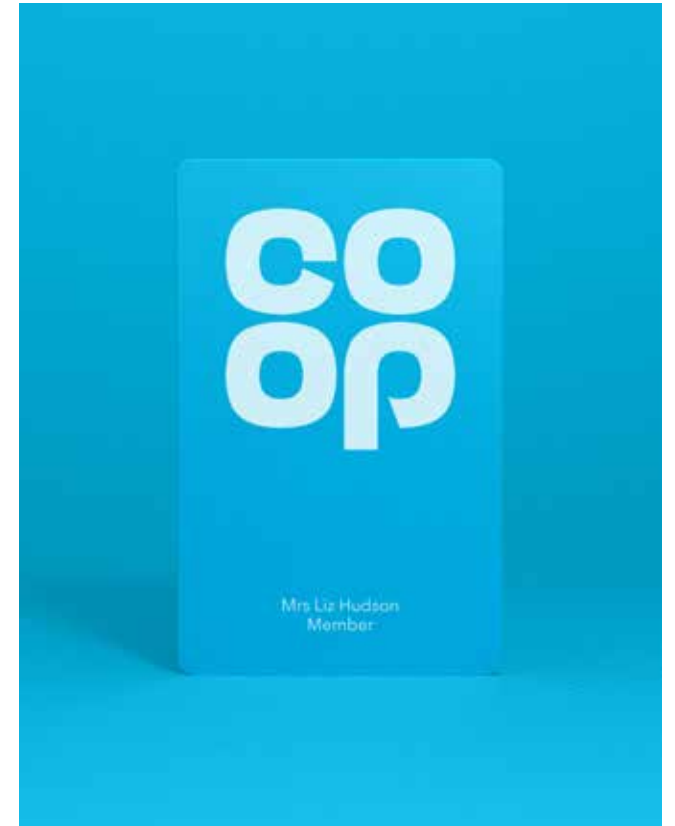
White 4pt stroke expanded
From actual size (55mm x 85mm)



Priority 3

Photo realistic mock up on blue background.

When using this style you will need to print proof to ensure stand out of the card on your communication. (Asset download available).



Imagery

We would always try to use photography showing real people who've benefited from the 1%. Illustrations should be used to communicate complex ideas.

Consider Illustration for communicating:

- Abstract concepts
- Non-specific stories
- Metaphors
- When no photography exists

coop

1% for your community

Choose which local cause you'd like to support

When you buy Co-op branded products both you and your community will benefit

Go online to choose a cause at coop.co.uk/membership or call 0800 023 4708

coop

Choose us as your Co-op local cause

Your support will benefit your community by

When Members buy Co-op branded products and services, the Co-op will give 1% to a local cause. Your support can help raise more for causes in your community.

Go online coop.co.uk/membership and make us your cause by March 2017.

coop

Our colleagues have been helping our communities around Manchester

#bigcoopclean

coop

Choose us as your Co-op local cause

When Members buy Co-op branded products and services, the Co-op will give 1% to a local cause.

Go online coop.co.uk/membership and make us your cause by March 2017.

coop

Choose us as your Co-op local cause

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Go online coop.co.uk/membership and make us your cause by March 2017.

coop

Choose us as your Co-op local cause

When Members buy Co-op branded products and services, the Co-op will give 1% to a local cause.

Go online coop.co.uk/membership and make us your cause by March 2017.

coop

Messaging in Food

Use your Co-op Membership card to earn 5% for you and 1% for your community when you choose Co-op own brand products.



Choose Co-op own brand products and earn

5% for you + 1% for your community

Here's a little something to get you started

£1 OFF COUPON

When you spend £5 or more and present your Co-op Membership card

Valid until 30/11/2016

£1 OFF COUPON

When you spend £5 or more and present your Co-op Membership card

Valid until 30/11/2016

From potatoes to Prosecco

Can't wait to get started?

Great. Pop down to your local Co-op Food and take your pick from our lovely range of own brand products. You'll find everything you need, from everyday things like milk and bread to quality British meat and our Irresistible range.

Look out for our Co-op Membership card on the shelf label

This will help you find all our Co-op own brand products where you'll earn 5% for you and 1% for your community. Where you see it on the shelf label that product is in. And remember to use your coupons before 30th November.



INTC0000001

Terms and conditions

TO OUR CUSTOMER: This coupon entitles you to £1 off when spending £5 in a single transaction, in a participating Co-op Food store. It is not transferable or refundable and cannot be used in conjunction with any other discount or promotion. Only one coupon per customer, per transaction. Only original coupons are valid. Photocopies will not be accepted. This offer excludes cigarettes, alcohol, tobacco, mobile phone top-up cards, saving stamps, non food, in store concessions, first stage baby milk products, lottery and fuel. TO THE STORE MANAGER: Scan at checkout and destroy coupon in store.



Valid from 20/9/16 to 30/11/16



Terms and conditions

TO OUR CUSTOMER: This coupon entitles you to £1 off when spending £5 in a single transaction, in a participating Co-op Food store. It is not transferable or refundable and cannot be used in conjunction with any other discount or promotion. Only one coupon per customer, per transaction. Only original coupons are valid. Photocopies will not be accepted. This offer excludes cigarettes, alcohol, tobacco, mobile phone top-up cards, saving stamps, non food, in store concessions, first stage baby milk products, lottery and fuel. TO THE STORE MANAGER: Scan at checkout and destroy coupon in store.



Valid from 20/9/16 to 30/11/16



See what's new at your Rooley Moor Rd Co-op



Rooley Moor Road
Somerset

Opening times:
Mon-Sun 7am-9pm

coop.co.uk/food

British produce

Fresh meat

New Costa Express

Bakery

Large range of Ready Meals

Fresh fruit and veg

Local produce

Large range of wine

Be as unpredictable as summer

Bored of the same old meals week in, week out? Then why not shake things up a bit and make your mealtimes a little more interesting.

Be inspired at: coop.co.uk/summer

Our full-of-beans fundraiser

Last month Carol, our store manager, was the star of our latest local charity fundraiser. Cheered on by staff and customers, Carol sat in a bath of baked beans all day long and raised £750 for St Luke's Hospice.

Use your Co-op Membership card and earn 5% for you and 1% for your community when you choose own brand products from everyday things like milk and bread to quality British meat and our Irresistible range.

Discover Summer deals at your local Co-op



SAVE
£2
per kg



Co-op British Beef Rump Steak
Was ~~£15.99~~ **Now £13.99**

£2



Co-op Red/Green Seedless Grapes
500g Per pack (£4.00 per kg) Each

£2



Co-op Truly Irresistible Victoria Cake
Each (£2.00 per item)

SAVE
25%



Scalini Prosecco
75cl
Was ~~£9.35~~ **Now £6.99**
Available until 2 August 2016

SAVE
25%



Hardy's Voyage Shiraz Mourvedre/Chardonnay Pinot Grigio 75cl
Was ~~£6.69~~ **Now £4.99**
Each
Available until 2 August 2016

£2
each



Co-op British Raspberries/
British Strawberries/Blueberries
Per punnet

Fresh 3

Nectarines,
Vine Tomatoes
and Galia
Melons

79p
each



serving suggestion

Co-op Nectarines Per Punnet Each/Co-op Cocktail On The Vine Tomatoes 230g Per Pack (£3.43 per kg)/
Co-op Galia Melon Each. Available until 2 August 2016.



Use your Co-op Membership card and earn 5% for you and 1% for your community when you choose own brand products from everyday things like milk and bread to quality British meat and our Irresistible range.

5%
for you

1%
for your community

P11 W2 V1

Freephone 0800 0686 727 (7 days a week)

Freepost Co-operative Freepost-MR9473 Manchester M4 8BA

Email customer.careline@co-operative.coop

Website coop.co.uk/food



Offers available from selected stores. To find your nearest participating store, please call the freephone number above. Varieties as stocked. All offers subject to availability whilst stocks last. See instore for details. It is an offence to sell alcohol to anyone under the age of 18. Alcohol only available in licensed stores. Prices correct at time of going to print. Equivalent prices relate to promotional prices. The cross out prices shown in this leaflet or higher retail prices were previously charged in over 500 Co-op stores. Images shown are serving suggestions only.

Under 25? If you look under 25 please do not be offended if we ask for proof of your age when you buy alcohol drinkaware.co.uk for the facts about alcohol. Remember to drink responsibly. For information on sensible drinking and to work out how many units are in each bottle or can, visit DRINKAWARE.CO.UK

Discover Summer deals at your local Co-op



£1



Coca-Cola
1.25 Litre (8.0p per 100ml)
Was ~~£1.69~~ Each

BUY 1 GET 1
FREE



Tropicana Pure Premium Orange Smoothie/with Juicy Bits
1 Litre (12.9p per 100ml) **£2.59 each**

£5



Kopparberg Strawberry and Lime Bottles
4x330ml (£3.79 per litre)

£8



Foster's/Strongbow Cider/Carling Cans
10x440ml (£1.82 per litre) Each

£13
each



Smirnoff Red Label Vodka/Gordon's Special Dry London Gin/Bell's Original Scotch Whisky Available until 2 August 2016/
Captain Morgan Spiced Golden Rum 70cl (£18.57 per litre)

Al fresco dining
Discover BBQ
favourites and
more at your
local Co-op

ANY 2
£7

Co-op BBQ Range Mix and Match
100g-1.56kg
See stickered packs in stores



serving suggestion

Offers available from 27 July to 9 August 2016 unless otherwise stated

At transactional points in store where we want to recruit new members we would use the "Become a member today" for £1 as shown below.

NEW Co-op Membership

5%
for you

+

1%
for your
community

when you choose Co-op
own brand products

**Become a Member
today for £1**



Premium
Unleaded

101.9

Food on the go
Hot food & drinks
Instore bakery
Free cash machine
Meal ideas



24 Hours

Use your
card here



Use a simple message outside
stores letting members know
where they can use their card.

**Here to help in
Lostock Gralam**

Become a
Member for £1



Co-op
British Beef Mince 12% Fat
750G



£4.49
£5.99 per kg



5000128594752 763590 1F

Messaging in Funeralcare

Use your Co-op Membership card to earn 5% for you and 1% for your community when you pay for a funeral with us or buy a Co-op Funeral Plan.

In business wide comms use the simple 5% and 1% message. Add in the £225 message where appropriate in tactical comms.



A fully guaranteed Funeral Plan: Leave your loved ones something they will appreciate in the future

Unlike some funeral plan providers, we promise to cover all the costs of your chosen burial or cremation*.

Contact us today on **0800 088 4870**, visit your local Co-op Funeralcare or find us online coop.co.uk/funeralcare.

Terms & conditions: *If you are choosing a burial, prices and availability of graves vary widely across the country and are therefore not included in the Funeral Plan.

[†]Calls to 0800 Freephone numbers are free from landlines but call charges from mobiles may vary and you may want to check this with your service provider. Calls may be monitored or recorded for security and training purposes. The minimum £225 reward is available from 21st September 2016 until further notice, but may be withdrawn at any time. You will need to show your membership card at time of purchase. Eligibility for the member reward is detailed in our terms and conditions which can be found at www.coop.co.uk/Membership or call our Membership Team on 0800 023 4708. You will not earn member rewards on any funeral plan you are paying for on fixed monthly payments underwritten by a third party. Co-op Funeralcare is a trading name of Funeral Services Limited. Funeral Services Limited (registered number 30808R), registered in England and Wales, with registered office at 1 Angel Square, Manchester, M60 0AG. VAT registered 403 3146 04. Part of Co-operative Group.



Use your Co-op Membership card to earn £225 or
5% for you whichever is greater and
1% for your community when you buy a Co-op Funeral Plan.

it cost?

que and it's the
ll determine
neral.

people including the minister and
um. These are called disbursements,
for payment for these when you
funeral.

o expensive

money can be difficult at this time.
look for changes we can make to
nts that you've selected to help to

nk you have the money to pay for
ase let us know as soon as possible.

ble to claim money for the funeral
Fund. We can tell you how to

Our Simple Funeral

We understand that some families may wish to keep things simple or just keep the cost down which is why we also offer a Simple Funeral.

Our Simple Funeral allows us to provide a caring and quality service at a fair cost. A simple, lower-cost funeral option with the comfort of knowing that quality isn't compromised, as we guarantee to provide our usual outstanding levels of care and standards for your loved one.

When comparing other 'simple package' funerals, please be sure of exactly what they include as they're not all the same. We proudly assure you that we will not compromise our quality of service in any way.

We understand that while you may want to keep a funeral simple, there may be some traditions or beliefs that you'd like to follow. We can help you with these. Our experienced staff will be happy to talk through your needs and help you decide on the options that best suit you. We'll then be able to confirm any additional costs that may be incurred.



Earn 5% for you and 1 % for your community when you pay for a funeral with us or buy a Co-op Funeral Plan.

Messaging in Legal Services

Use your Co-op Membership card to earn 5% for you and 1% for your community when you buy various legal products, including Wills and family law products.



Use your Co-op Membership card to **5% for you** and **1% for your community** when you buy various legal products, including Wills and family law products.



Legal Services

co op

Have you written your Will yet?

Because that nagging voice in your head does have a point



Peace of mind – your Will professionally written by specialists

Can I write my own Will?

Some people write their Will themselves, using self-help books and DIY packs. The trouble is, Wills are important legal documents with strict rules. And if you don't stick to those rules, your Will might not be valid. That's why it's best for you and your family to get a specialist to write your Will.

Co-op Legal Services provide one of the leading Will writing services in England and Wales. We'll talk to you about your wishes and draft your Will based on what you would like to do.

We'll also make sure your Will complies with every legal formality. That way, you'll have peace of mind because you'll know you're providing for those you care most about.

Co-op Legal Services

At Co-op Legal Services, we give you straightforward legal advice. Our aim is to be your trusted 'legal friend', someone you can turn to for help and support and who you trust to give you the legal protection you and your family need.

Legal matters can seem daunting, so we try to keep things simple. We will always explain how the law works, walking you through it step by step and try to avoid all legal jargon. And if that's not possible and it's something you really need to know, then we will explain it in simple terms.

We also make our help easy to get. You can get all services directly over the phone, by e-mail or by post, so you don't need to travel and when you need to talk, we will always try to agree a time that suits you.

A different approach with extra protection
Our solicitors and legal advisors do things a bit differently. Wherever possible we let you choose the level of advice and support you need. We will also give you a fixed price, without any hidden costs, so you can be certain of no nasty surprises when it comes to paying.

By using us you also enjoy extra protection. The Solicitors Regulation Authority (SRA) regulates our business and we need to make sure that everything we do is in line with their guidelines.

Part of the Co-op Group

As part of the Co-op Group, the UK's largest mutual business, we are owned by our millions of members. Unlike other law firms, this means that rather than any profits we make going to shareholders or private owners, they are invested back into the business to improve the service we offer to our customers, members and their communities.

We believe in working in an ethical and responsible manner based on traditional Co-op values, placing openness, honesty and caring for others at the heart of everything we do.



Use your Co-op Membership card to **5% for you** and **1% for your community** when you buy various legal products, including Wills and family law products.


Messaging in Electrical

Use your Membership card to earn 5% for you and 1% for your community on selected brands on the electrical website.




Cost Price Warranties

We don't make a profit on extended warranties - they cost you what they cost us.




Member Price Guarantee

We're very competitive on price, but if you find it cheaper with one of our listed competitors we will match the price.




Use your Membership card to earn **5% for you and 1% for your community** on selected brands on the electrical website.



1-Hour Time Slot

Don't wait in all day - we will message you and give you a free 1 hour time slot.



Visit coop.co.uk/electrical for more info

Additional member squircle
We replace the stamp device mechanism with a Co-op blue squircle for enhanced clarity of offer.

Member price highlight
The member price offer is then reconfirmed in blue under the sale price offer.

Card icon for member identifier
The card is then also used as an identifier of a member offer.



Messaging in Insurance

You can earn 5% for you and 1% for your local community on Co-op home and car insurance when you buy or renew a policy with us directly
NB- **launching in 2017.**



WIP

Membership Language

When we are talking about Membership we want to make sure we always use the same language and wording in everything we produce, so it is consistent in everything we do. Below is a guide to help.

Membership wording to use

Co-op Membership
the Co-op Membership
Membership
Co-op Membership account
Co-op Membership card
Membership card
Membership card number
member
Co-op Member
Colleague Member
Partner Member
Membership Scheme
the Co-op Membership Scheme

Community and Charity

The Co-op Local Community Fund
Local Community Fund
Your Community
Local Community
Local Causes
Local Good Causes
Community activities
Community event
Community lead
Charity partner
the British Red Cross
Carrier bag charge
Giving Period

Rewards

Reward/s
Benefit/s
Qualifying purchases
5% for you
1% for your community
One - off £1 payment
Temporary card
Temporary Co-op Membership Card
Potential reward
Co-op own brand
Membership rewards
For you
For your community
Earned

Correct Member Services contact information to use

Phone number 0800 023 4708
Website www.co-op.coop/membership
Email membershipcontactus@coop.co.uk
Address Co-op Member Services
The Co-op
c/o Swiss Post Solutions Limited
Unit 550,
Metroplex Business Park,
Manchester
M50 2UE

7. Tone of voice

Our Tone of Voice

A new visual identity might signal to the world that we're changing, but a new voice will show that we mean it.

Because if we change our logo, typefaces and colour to be reflective of our purpose, but our voice is still stuffy and corporate, no one will believe the change is more than skindeep.

Our words don't demand your attention when you're busy or waffle on longer than needs be. Don't get your back up by being too chummy. And don't lord it up with la-di-dah language.

Instead, they cut to the chase. They answer your questions. And tell you stories you actually want to hear. That's our voice to a tee. It doesn't matter which part of our organisation the words come from – legal, electrical, insurance, food or funeralcare.

We want everything we write to sound like us.

We are

1. Down to earth

We say the right thing
We sound genuine
We have a conversation

2. Confident

We share stories
We spot the opportunities
We keep our cool

3. Honest

We're transparent
We take ownership
We say it straight

4. Caring

We put the other person first
We keep a respectful distance
We break bad news clearly

For more information please see separate Co-op writing guide

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