

Brand Guidelines

Quick Guide 1.01 November 2020

your
coop food

Contents

Brand Basics	03
Brand Family	06
Brand Marque	07
Our Colours	13
Colour Palette	14
Supporting Colours	15
Typography	16
Retail Presence	18
Brand Toolkit	21
Colour Breakdowns	22
Asset Matrix	23

Introducing Co-op Food

Welcome to our concise basic guidelines for the **Your Co-op Food** brand.

We compiled these guidelines to make it easier to understand how to create and deliver great work by making them as accessible as possible.

We've cut down on excess and concentrated on demonstrating just what you really need to know to deliver consistent, accurate and meaningful creative communications.

Here you'll find correct fonts, colours, logos and design guidelines for each asset used within **Co-op Food**.

Because how we say things is just as important as what we say, we'll demonstrate our tone of voice and personality, and show how we use our high street presence to support our brand.

For all queries please contact:

Melody Aguero
Head of Brand and Insights

01926 516000
melody.aguero@midcounties.coop

Crafting the Your Co-op Food brand

We need guidelines..

Because:

They are the rules that create a unified identity, connecting the multiple elements that make up our brand, across all applications and platforms.

As we evolve and grow, these guidelines give us structure. We've worked hard to make them simple, taking pressure off our creative teams and to allow them the scope to concentrate on brilliant communication.

Brand Guidelines give us:

Standards

You already know our brand inside and out, but new colleagues, suppliers and partners may not, these guidelines keep us focused and cohesive.

Familiarity

Stay recognisable with simple rules, consistency and control, so that members and customers know who we are.

Focus

When introducing new products or services, a brand can get stretched too thin. Guidelines help you retain that essential connection with your audience.

Value

A cohesive identity increases the brand's perceived value, our brand appears stronger, more professional, with transparency and integrity.

Customer/Member

Everything our customer or member sees must be carefully crafted to support our brand and observe our brand guidelines, building a strong visual relationship with our customers and members, inspiring trust and confidence.

Our customers expect us to be the best we can be and these guidelines give you the flexible framework to create brilliant, engaging, on-message design and communication.

Internal Communications

Your Co-op Food is an important part of the extended Your Co-op brand, it's part of us all.

This means that design work created to communicate internally **to colleagues** is also part of our wider brand story, so it's important to be familiar with all aspects of our brand guidelines.

Icons or logotypes for events, partners or offers, will be supplied to you in an approved form, that way we avoid visual confusion, there is no need to create new branding independently.

There is plenty of scope to use typography, simple supporting images or illustrations with our colour palettes to deliver visual impact and excitement to your communication.

Brand basics



Our Brand Family

Your Co-op Food sits within the **Your Co-op** brand family, with the **international Co-operative logo** **marque** at its core.

The **Your Co-op** group of sub-brands are designed to work together as a team, each with its own place in the family tree and palette of colours.

Your Co-op Food is our primary high street retail grocery brand and is complemented by the **Co-op Food Market** retail brand.

Your Co-op

Our parent brand



Your Co-op Food

Our Sub-brand with a focus on high street retail



Co-op Food Market

Our complementary retail grocery brand



Brand basics



Our Brand Marque

The **Your Co-op Food** logotype is primarily composed of a white Co-op brand marque with the 'Food' typemark in PMS 368C green, usually over an approved image.

Retail fascias will always be grey other than in conservation areas where a white fascia is required. In that instance **Your Co-op** should be presented in green and food in grey.

Your Co-op Food is an integral part of the Your Co-op family of sub-brands and we should always refer to it with that name, when in written form the 'Food' always has an upper case 'F'.

For marketing, the PMS 368C accent and white **Your Co-op** marque are designed to complement fresh green produce.



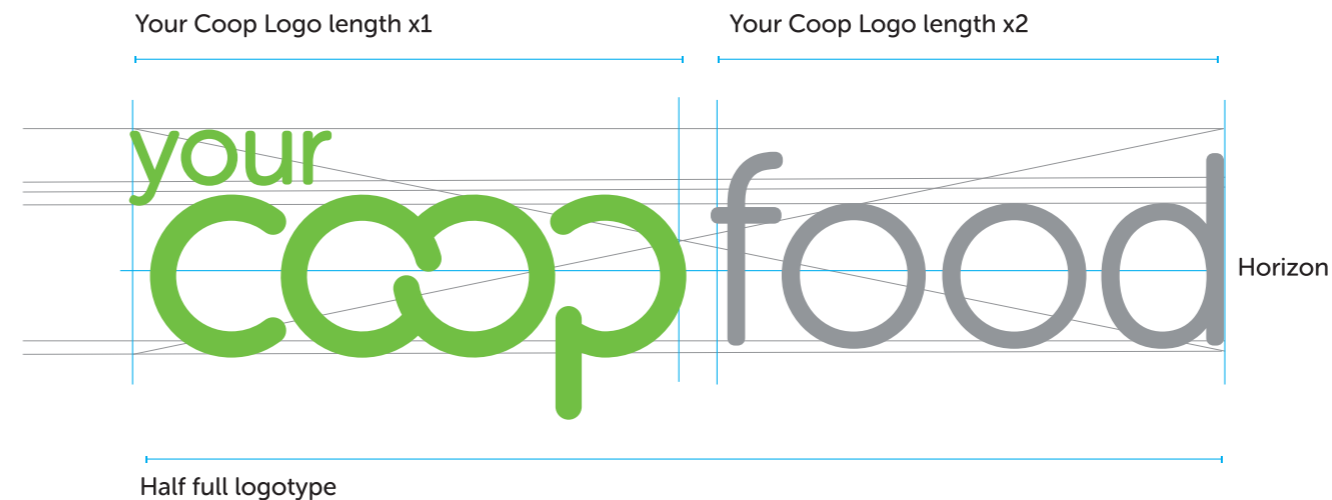
Our Brand Marque

The **Your Co-op Food logotype** is drawn using simple graphic rules, and combines the **'Your Co-op'** brand marque with a dedicated **'Food'** Type Mark.

We utilise the **'X' height** as a universal unit of measurement to set out the marque.

This graphic shows how we found the perfect balance between elements, **they must never be presented in any other arrangement.**

Please note: Where we use the term **Your Co-op** in this document this refers to the registered name of the business.



The Boundary Box

We have clear minimum size guidelines for all our Logotypes. These guidelines ensure that each graphic is clear and free of distortion in print and digital.

We devised a **Boundary Box**, where all the graphic elements reside, and which must always be kept clear.

To create a **Boundary Box**, we take the 'X' height of the **Co-op** marque and build up the safe-space box as indicated here. This gives us the minimum amount of safe space allowed around our Logomark

The 'X' height of the **Co-op** marque is a industry standard reference and really easy to define.

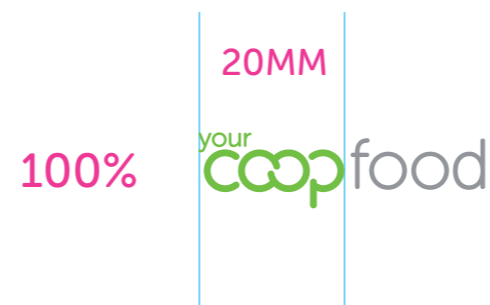
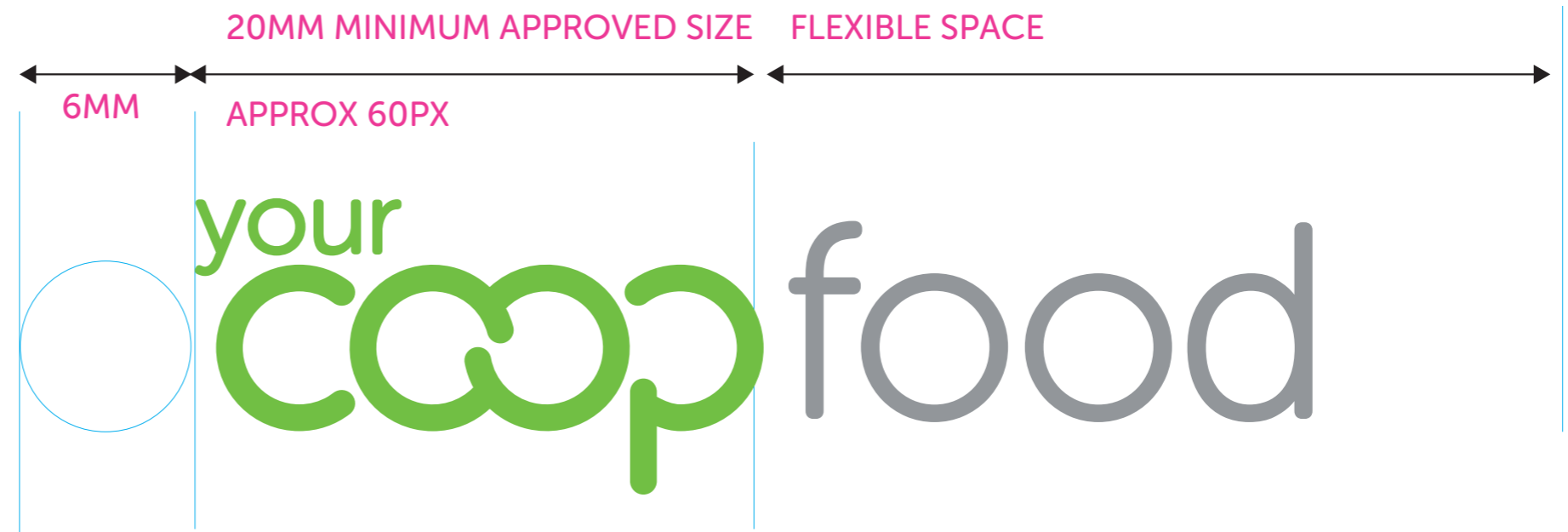


Minimum Sizes

We need clear minimum size guidelines for all our logotypes, ensuring that each graphic is clear and legible in print and digital.

The **Your Co-op Food** marque should not be seen in print or digital smaller than 20MM in length (60PX).

This minimum size ensures a legible, accessible print or digital presentation of all our brands in all media and presentations.



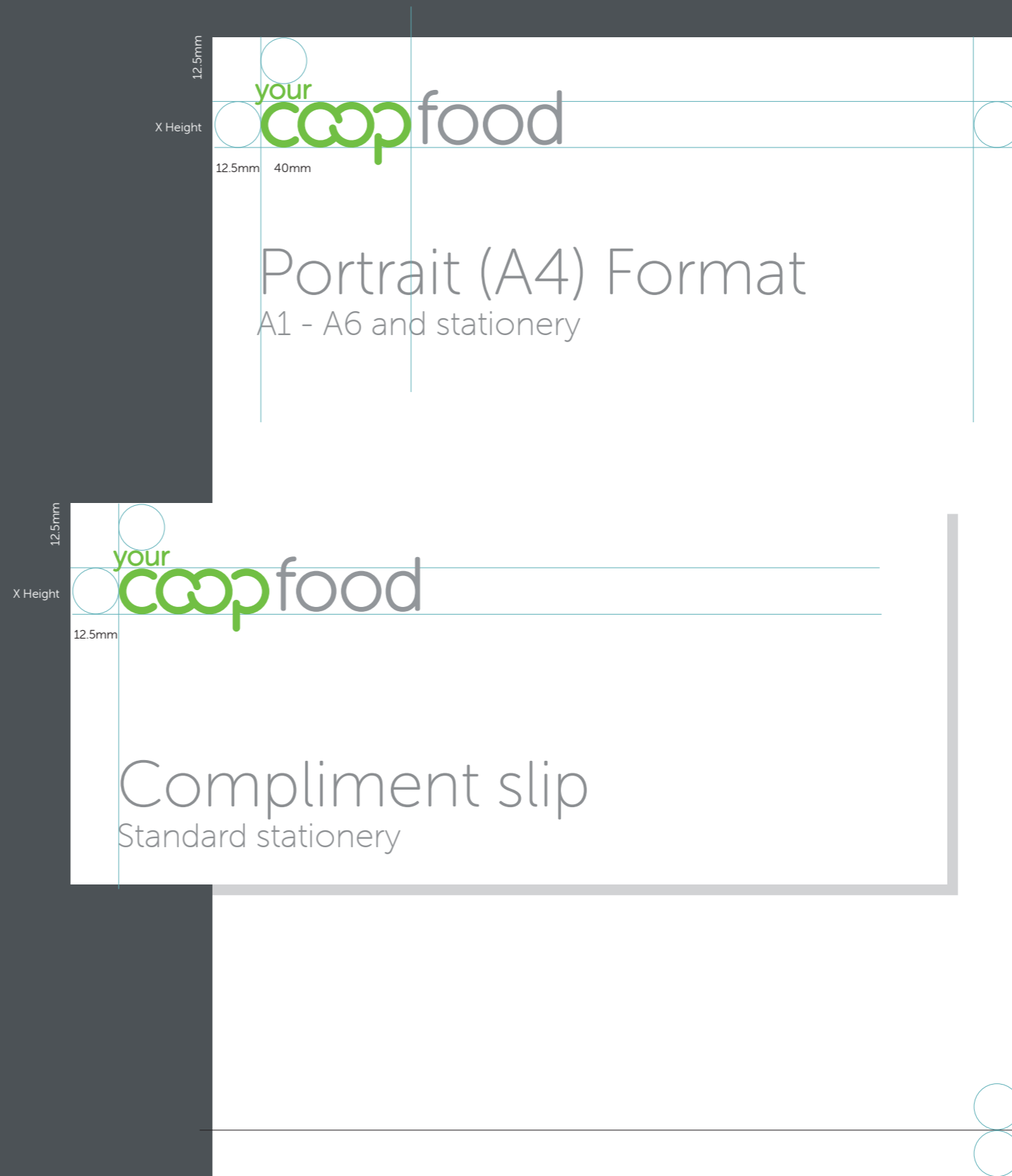
Basic Implementation

We have a simple, universal system for positioning and spacing our logotype, using the 'X' height of the **Co-op** marque as a starting point, working in simple multiples to fix our position on the page.

For stationery and basic print or design applications, placement is always top left, positioned one 'X' height in and one 'X' height down.

The **Your Co-op** marque is universal to all brand and sub-brand logotypes, so for consistency across all stationery we use the same size and position as a starting point. The **Your Co-op** marque is always 40mm in length.

For business cards and similar print items, a prominent, well balanced central position is always preferred.



Implementation Checklist

Our Brand Family is who we are and we can find strength and confidence in its correct use.

Our Brand Marque is the most important part of our brand language and the visual marque that brings us all together.

Sizing and spacing ensures that all graphic elements are shown at their best and are clear, prominent and accessible.

Implementation helps build our visual language and allows us to speak with one visual voice.

Partner Brands have their own identities and guidelines, where possible you will be given assets and guidelines.

Remember:

All assets have been made available in a full range of formats and colour spaces, there is no need to recreate or alter anything or use assets supplied by a third party.

If you're not sure how to achieve or source an asset, contact your head of brand for assistance.

Bringing our
communication
to life!

The Your Co-op Food Colour Palette

We devised a small, focused colour palette for 'Your Co-op Food' as a complement to both the core 'Your Co-op' brand and our 'Co-op Food Market' brand.

When designing for print, specify to Pantone colours, when designing for screen specify RGB. **CMYK/RGB/HEX breakdowns are defined on page 26.**

Materials and applications may affect how colour reproduces, for example when selecting a RAL colour, so proofing is always recommended.



Our Typography

Bring everything
together
with words!

Our Font

The Co-op Food sub brand is part of the Your Co-op brand, so we use our house font Museo Sans Rounded, chosen because it's warm, familiar, modern and very flexible.

There are multiple different weights available, supporting every possible application, from body copy, to headlines and display.

Because **Museo Sans Rounded** has a large family of weights and styles, you can make your design work hard, express mood and impact, and always stay engaging and readable.

Always using **Museo Sans Rounded** keeps you consistent and on-brand.

For general text and copy uses, the Your Co-op family of sub-brands use two shades of grey, CG8C for general use and and CG9C for emphasis over white.

Let's talk type

AaBbCcDdEeFfGgHhIiJjKk
LlMmNnOoPpQqRrSsTtUu
VvWwXxYyZz 1234567890

Museo Sans Rounded 100 - 100%

Working towards

Museo Sans Rounded 300 - 70%

creating a better,

Museo Sans Rounded 500 - 35%

fairer world!

Museo Sans Rounded 700 - 100%

Working towards

Museo Sans Rounded 900 - 70%

creating a better,

Museo Sans Rounded 1000 - 35%

fairer world!

Screen & Digital

We use Ariel Regular and Ariel Bold for all digital and screen based communications,

It's a universal system font, readily available on your computer or device.

This means that everyone, everywhere, gets to share the same brand experience no matter how they connect with you.

AaBbCcDdEeFfGgHhIi

JjKkLlMmNnOoPpQq

RrSsTtUuVvWwXxYyZz

1234567890

Screen & digital

Working towards creating a better, fairer world!

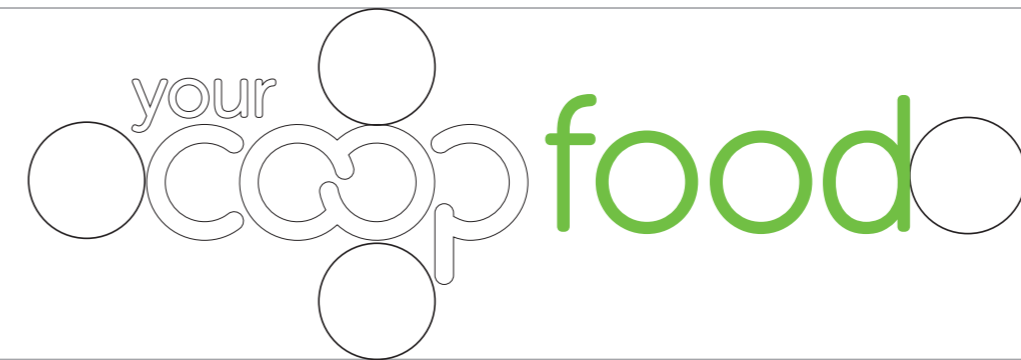
Our fascias
and high street
Storefronts

Fascias: Standard

The standard Your Co-op Food fascia will always be

Base Fascia

Dark grey Tongue & Groove
White 'Your Coop'
Green PT 368C '



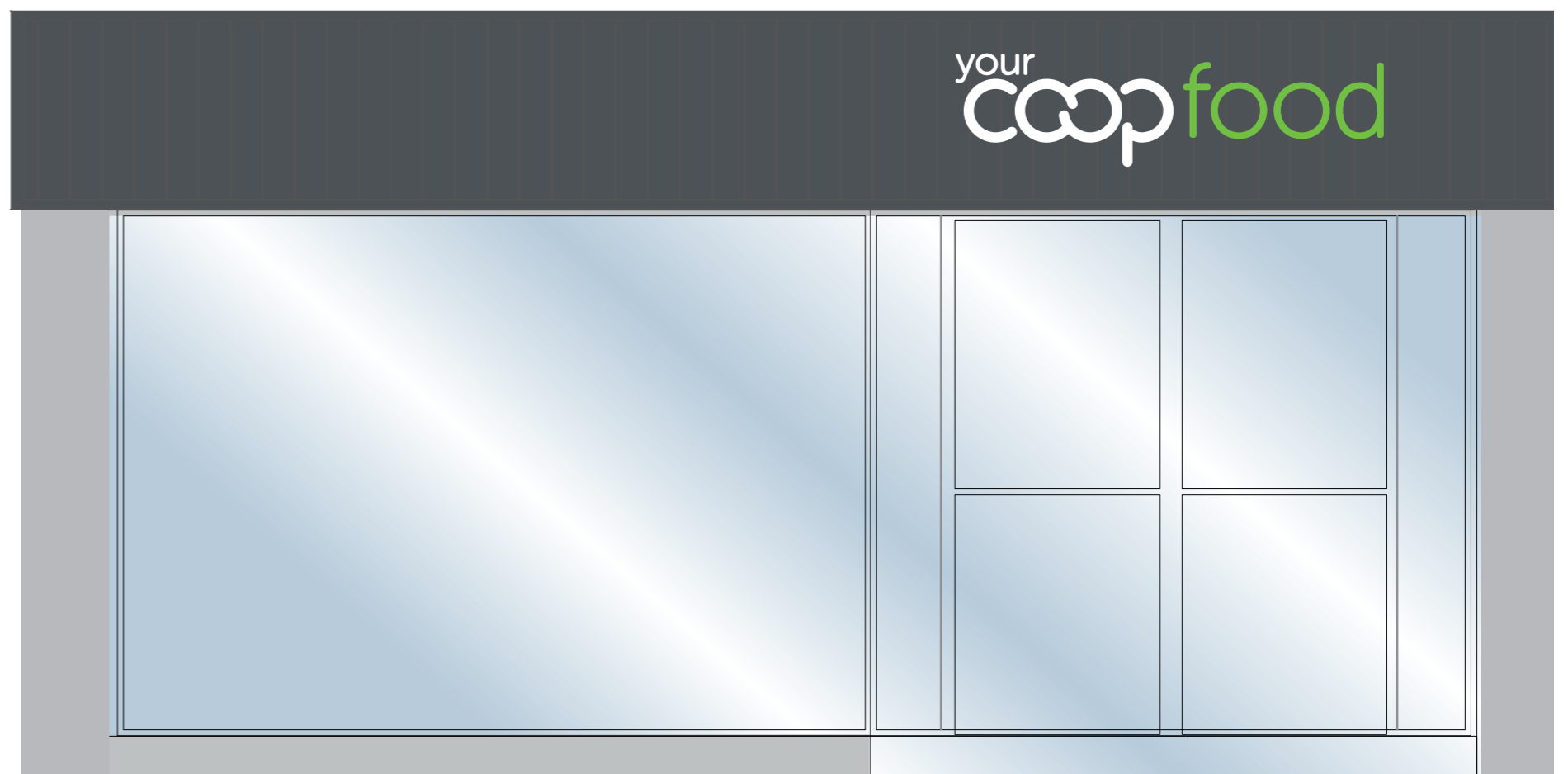
Projecting Sign

Green base PT 368C
White 'Your Coop'



Central positioning

Always observe standard
'X' height positioning
and spacing.



Fascias: Heritage

The standard Your Co-op Food fascia will always be

Base Fascia

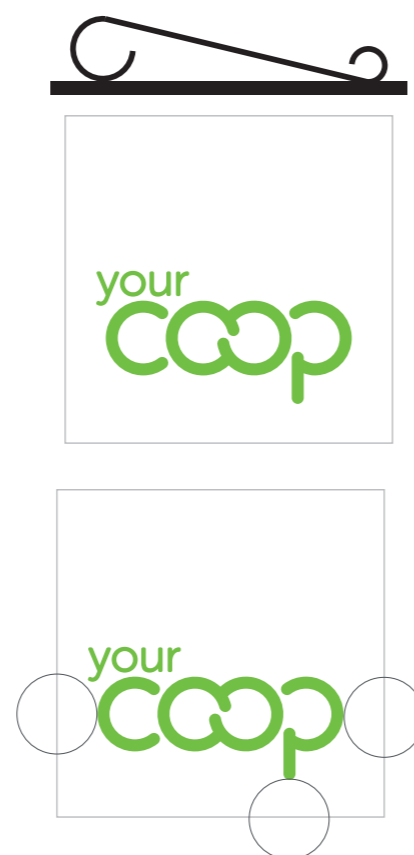
Painted White
Green PT 368C 'Your Coop'
Grey PT CG9C 'Food'

Projecting Sign

Gallows style
White Base
Green PT 368C 'Your Coop'
Grey PT CG9C 'Food'

Central positioning

Always observe standard 'X' height positioning and spacing.



Your Assets, Colours and **Process**

Colour Breakdowns

Your Co-op Food Palette

All colour references are Adobe Native for use in creative suite.

Assets are supplied in Vector (CMYK) and Raster (RGB) formats.



PMS 368C

PMS 368C
C60 M0 Y100 K0
R118 G188 B33
#76BC21



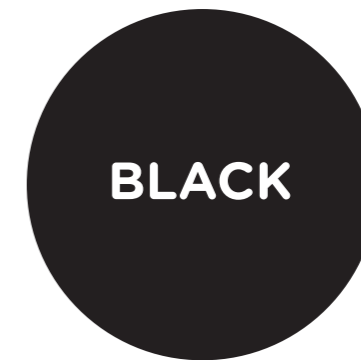
PMS CG9C

PMS CG9C
C53 M42 Y39 K23
R118 G119 B121
#76777A



PMS 425C

PMS 425C
C62 M50 Y47 K40
R83 G87 B90
#53575A



BLACK

BLACK
C0 M0 Y0 K0
R29 G29 B27
#1D1D1B

Your Design Tool-Kit

All assets are available in all the following formats and colour ways. Vector files are single layer and Raster files are all at a large enough size for use in both print and digital applications. For large format or display, always start with a Vector format file.

All our assets and colour references are available in all of the formats you might need.

Make sure your personal archives and asset resources are always up to date.

Never try to generate new logotypes or brand marques independently.

All of your creative work must be submitted for approval before being printed or going live.

Vector (CMYK)

All Artwork:

Black

White

Brand Colours

Format

Adobe Illustrator (.AI)

Adobe EPS (.EPS)

Adobe Acrobat (.PDF)

Raster (RGB)

All Artwork:

Black

White ***not JPEG or TIFF***

Brand Colours

Format

Adobe Photoshop (.TIFF)

Adobe Photoshop (.JPEG)

Adobe Photoshop (.PNG)*

* .PNG transparent background







What we call ourselves

Your Co-op Food is an integral part of the Your Co-op family of sub-brands and we should always refer to it with that name, When in written form the **'Food'** always has an upper case 'T'.

The Asset Matrix

Your Co-op Food

All assets are available in all the following formats and colour

Roundel	Solid Colours	Solid - tint	Mono colour
 <p>PMS 368C</p> <p>YourCoopFood_RDL</p>	 <p>YourCoopFood_Solid</p>	<p>Not applicable for this sub-brand</p>	 <p>YourCoopFood_Mono</p>
	 <p>YourCoopFood_SolidR</p>		 <p>YourCoopFood_Block</p>
<p>All colour references are Adobe Native for use in creative suite.</p> <p>Assets are supplied in Vector (CMYK) and Raster (RGB) formats.</p>			 <p>YourCoopFood_White</p>

The Approval Process

Stay On-Brand

Always obtain your assets or templates directly from us, never from a third party or through an online search.

If you are using your own set of resources already, take time to check they are up to date, follow current guidelines and ensure that all your colours correspond to this document.

Closing The Loop

Never distribute our assets or templates to third parties. Third parties must always request their own material through the right channels.

Stay On Schedule

Allow plenty of time for approval, making amendments, updates and changes in your schedule.

Getting Sign-Off

All of your creative work must be submitted for approval before being printed or going live.

Make sure you know who is tasked with that role. Never try to generate new logotypes or brand marques independently.

All of our assets and colour references are available in all of the formats you might need. Make sure your personal archives and asset resources are always up to date.

If you need any further information or confirmation on anything detailed in our guidelines, please refer directly to the Brand Marketing Manger. We're here to help.

For all queries please contact:

Melody Aguero
Head of Brand and Insights

01926 516000
melody.aguero@midcounties.coop

1

Less is more

Keep it simple and on-brief, let the brand do the hard work. Be clear about your message and who you are communicating with.

2

Brand heroes

This is a great brand, so let's bring it to life. It's how we celebrate and communicate our values and principles and how we connect with the customer.

3

Keep it current

Keep everything up to date. Make sure your suppliers are working with the same assets and colours as you and everyone is on-brand.

4

Picture perfect

Try to select and commission images that bring stories to life that our customers can relate to and connect with.

5

In & out

Everything created for internal use is just as important and valuable as anything customer facing - so share the love.

6

Signing work off

Devise an approval and sign-off process that is streamlined and efficient to support you and your work flow.

The Midcounties Co-operative Limited.
A registered Society under the
Co-operative and Community Benefit
Societies Act 2014

Registered number - 19025R

The Midcounties Co-operative,
Co-operative House,
Warwick Technology Park,
Gallows Hill,
Warwick, CV34 6DA

01926 516000

www.midcounties.coop

Thank You!