

# Brand Guidelines

1.07 May 2021 / Draft Version 7



your  
COOP

## Contents

Our Mission	03
Brand Basics	07
Our Colours	30
Implementation	44
Using Images	47
Digital Platforms	50
Sub Brands	54
Our Typography	57
Our Tone of Voice	61
Owned By You	67
D.O.E.S	71
Workflow Checklist	72
The Approval Process	73
The Asset Matrix	74
Design Checklist	75

## Principles & Values

Welcome to these concise guidelines for the **Your Co-op** brand. If you're reading this then you're part of our big, beautiful co-operative family.

What we say and **how we choose to say it**, matters to us, it's how we communicate our values and principles. **That's where you come in.**

We compiled these guidelines to make it simpler 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.

Over the following pages we outline the correct usage of our brand marque, clarifying the principles for correct application and implementation of the core and sub-brands.

We've covered the brand marque, logotype, colour and fonts across print, digital and retail.

Because how we say things is just as important as what we say, we'll demonstrate our tone of voice and personality as well as how we use imagery to support our message.

But first we need to tell you a bit about our purpose.

**Melody Aguero**  
**Head of Brand and Insights**

- Our Membership
- Principles & Values
- Our Global Movement
- Our Brand Family
- Our Brand Hierarchy
- Our Brand Marque
- Protecting the Marque
  - Sub Brands
  - Spacing & Sizing
  - Implementation

Working towards  
creating a better,  
fairer world!

## Our Membership

We are a business **owned by our members**, with an elected Board of Directors who ensure that **you control your membership**. You can be involved as much or as little as you like, from being a customer to becoming a Board Director.

For just £1 anyone can have their say in how we run our co-operative and enjoy a share of the profits.

Members have the opportunity to take the lead, request grants and volunteer support for local community projects!

We listen when our members tell us what is important to them and they decide what percentage of our profits are returned to members and the local community.

## Principles & Values

As a co-operative society we are governed by the co-operative values and the same principles that guide all co-operative enterprises around the world.

### Our values are:

Self-help

**Self-responsibility**

Democracy

**Equality**

Equity

**Solidarity**

Honesty

**Openness**

Social responsibility

**Caring for others**

### Our principles are:

**Voluntary, open membership**

Democratic member control

**Member economic**

**participation**

Autonomy and independence

**Education, training and information**

Co-operation among other co-operatives

**Concern for the community**

# Our Mission



## Who we Are

There have been co-operatives and organisations set up by communities for the good of local people since 1844, providing quality produce at fair prices. **Your Co-op** has been serving your community since 1853. We're now a billion pound business with more than 500 trading sites.

## What we do

We are a consumer co-operative owned and controlled by our members, part of the global co-operative movement, subscribing to co-operative values and principles governing all co-operatives globally. The money we make creates a better, fairer world and helps build strong local communities.

## Our purpose

### **Our Purpose is simple:**

To be a successful consumer co-operative working towards creating a better, fairer world and to enhance the lives of our colleagues, members, customers and the communities we serve.

## We do only three things with our profit:



We **pay a share** to our members



We **invest in community projects**



We **reinvest back** into our business

## Part of a Global Movement

In 2018 **The Midcounties Co-operative** decided to adopt the ICA global identity, eventually becoming **Your Co-op** in late 2020. This helps us to identify ourselves as part of the global co-operative movement.

We have however made it our own, and yours, by use of a different colour palette for our core and sub-brands.

When using the global marque (as shown here) you should always use the approved master file supplied by the marketing department which will also be available to download from the marketing micro site.



**International  
Co-operative  
Alliance**

# Brand Basics

---

Bringing our  
heritage & mission  
together!

# Why We Need Brand 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 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 and inspiring trust and confidence.

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

## Internal Communications

Everyone who is part of **Your Co-op** is made to feel welcome and protected by our brand, it's part of us all.

This means that the design work we create internally to communicate with colleagues is also part of our wider brand story.

**There is no need to introduce or create new brands or sub-brands, it's all here for you.**

Avoid the temptation to create icons or logotypes for events or offers, they will only dilute the brand message and create **visual confusion.**

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

**Let's look at some examples:**

# Staying On-brand

## Member and Society Communication

Getting the best results for the huge range of design and communications expected by the Your Co-op brand can be a challenge.

The best strategy is to stay on brand, focus on the colour palette, the basic creative tools and assets, and building up whatever visual story you need to tell from there.

We have a great typeface that's perfect for both body copy and playful headlines, a warm, rich colour palette and a brand marque that's clever, friendly and visually exciting.

**Focus on your message and what you need to say.**



**Graphics or supporting illustrations** can help animate your message, but let bold, confident use of typography and copy do the hard work for you.



We accommodate other brands **(like Red Nose Day)** if they are essential to our message and don't compete with our own.

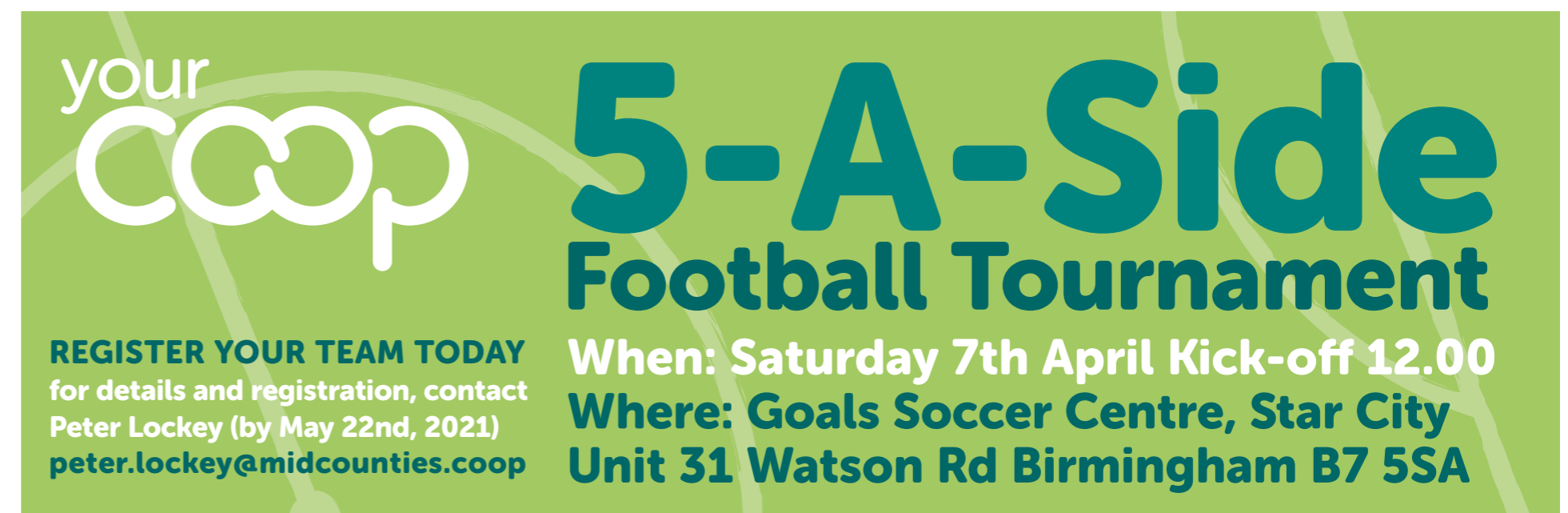
# Staying On-brand

## Member and Society Communication

You can control the mood and tone of voice of your communication to suit your message.

An upbeat, friendly message might employ pattern or illustrations, a more information based communication may only need a text treatment.

In all instances, the 'Your Co-op' marque must be prominent and in white. The core and support palette is broad enough to offer colour solutions to all your communication needs.



## Our Brand Family

Imagine an overall brand at the top (the parent) with all the sub-brands as their 'children' and a family of friends and supporters (our partners or campaign brands)

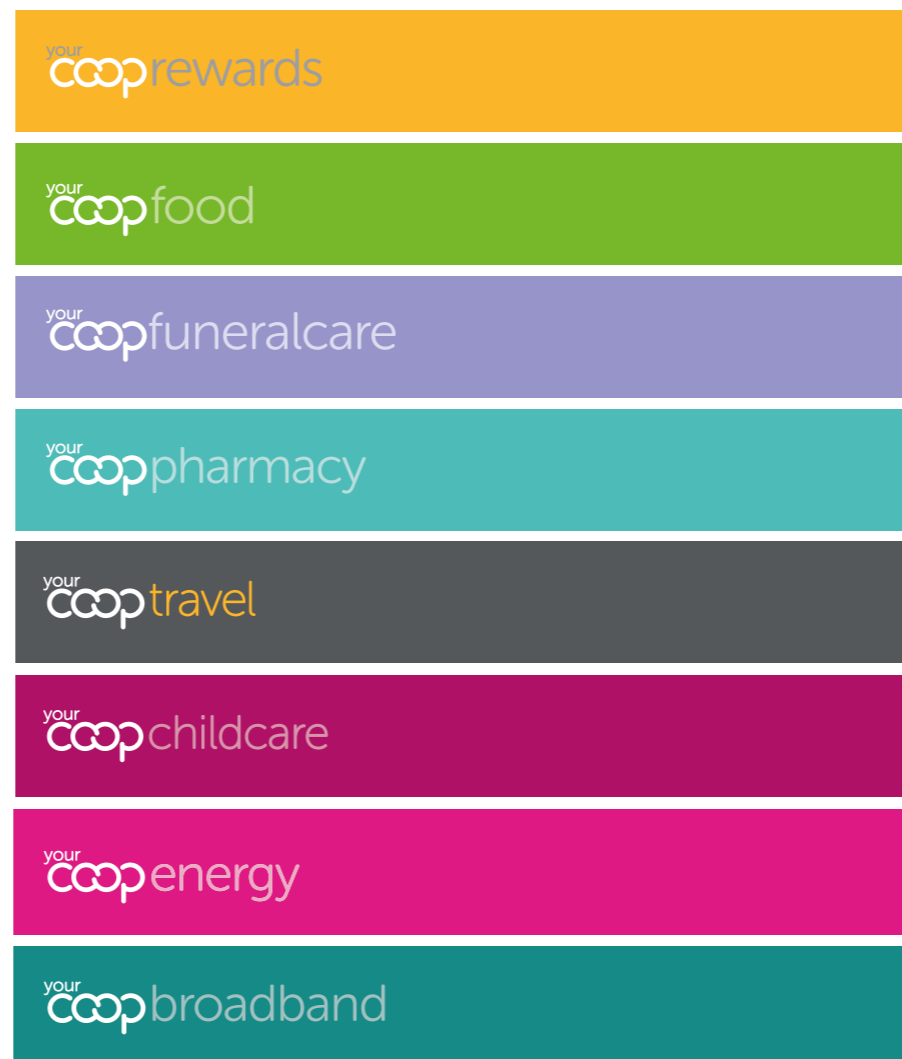
Understanding and working with the brand hierarchy makes the task of implementation simpler and more effective.

A well presented and effective brand builds strong relationships and will evolve and grow with our family.

### 1. 'Parent' Brand



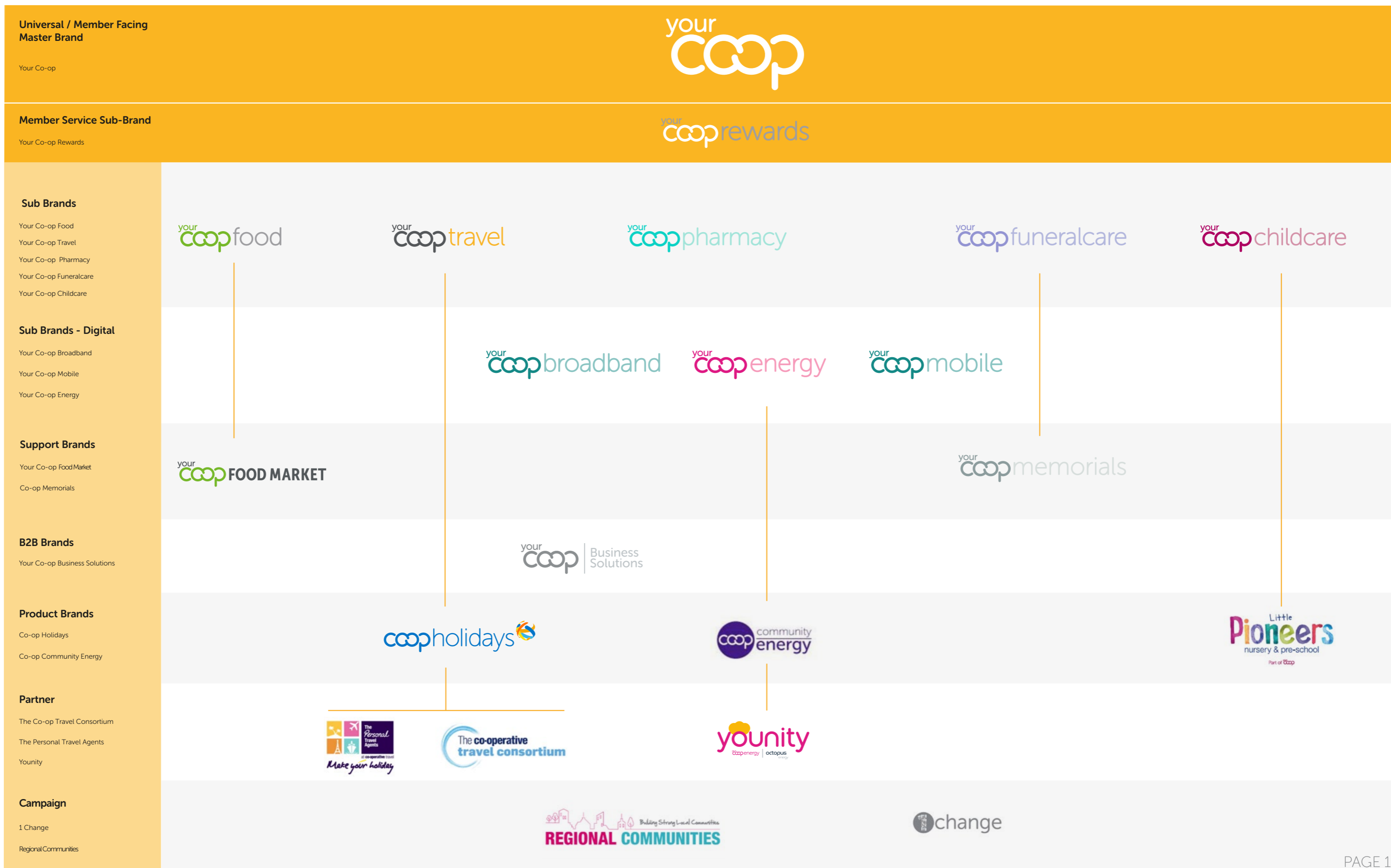
### 2. 'Child' Brands



### 3. Campaign Brands



# Brand Hierarchy Overview



# Brand Hierarchy



## Our Core Brand

All sub-brands and partners work together to make up the **Your Co-op** brand. Each with their own specific place on the family tree, all together under the umbrella of **Your Co-op**, our member-facing core brand.



## Retail & Digital

Our retail and digital brands work together to offer the membership and customer a full range of retail products and services across all platforms.



## Utilities Website

Through our utilities site, we are able to offer mobile, broadband and energy in partnership with expert, approved, ethically sound suppliers.



# Brand Hierarchy

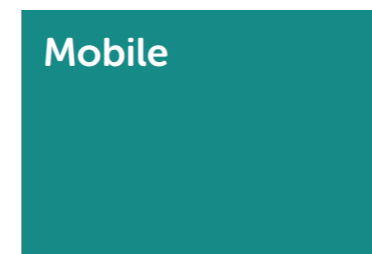


## Your Co-op utilities

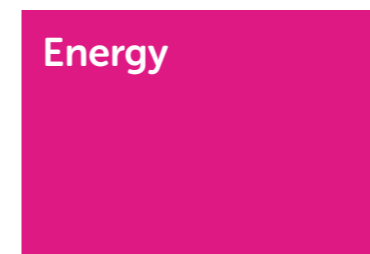
The Your Co-op dedicated portal provides access to our utilities service offers, specifically **mobile, broadband, energy** and **business solutions**.

Creating this virtual space brings together a suite of associated offers, all expert, ethically sound and endorsed by us.

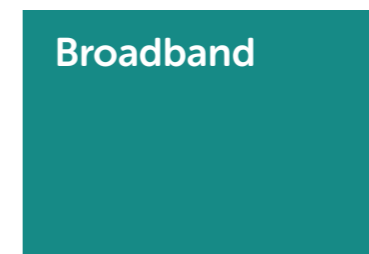
The portal is designed to have the space to grow, and may include **Electric Vehicle** services at a later date.



C:81 M:24 Y:48 K:7  
R:16 G:137 B:134  
#108986  
PMS 5483C



C:0 M:95 Y:0 K:0  
R:223 G:22 B:131  
#DF1683  
PMS 219 C



C:81 M:24 Y:48 K:7  
R:16 G:137 B:134  
#108986  
PMS 5483C



C:45 M:34 Y:34 K:0  
R:140 G:144 B:145  
#8C9090  
PMS 877C

- Basic Colour •
- Stationery •
- Powerpoint •

Presenting our  
brand to the  
world!



## Our Brand Marque

The hero 'Your Co-op' logotype is designed to be seen as a white brand marque over either a flat colour (from the Your Co-op colour palettes) or an approved image.

Each sub-brand has its own dedicated colour palette to help craft their own identity and differentiate them from each other. Clear guidelines have been developed to ensure that these colours are used correctly.

The Your Co-op logo marque has been carefully crafted to stand alone, as well as work consistently with our sub-brands.

**Important: Never alter the logo or attempt to create a 'lock-up' to any other logos, brands or icons, other than those specified within these guidelines.**



## Our Brand Marque

The **Co-op Brand Marque** uses simple graphic rules. The 'Marque' is designed to always be visually dominant. **The 'X' height** is an important, universal unit of measurement and should always be used to set out the Marque.

The '**Marque**' is the international Co-op graphic

The '**Typemark**' is the word 'Your'

Together they are our '**Logotype**'

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

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

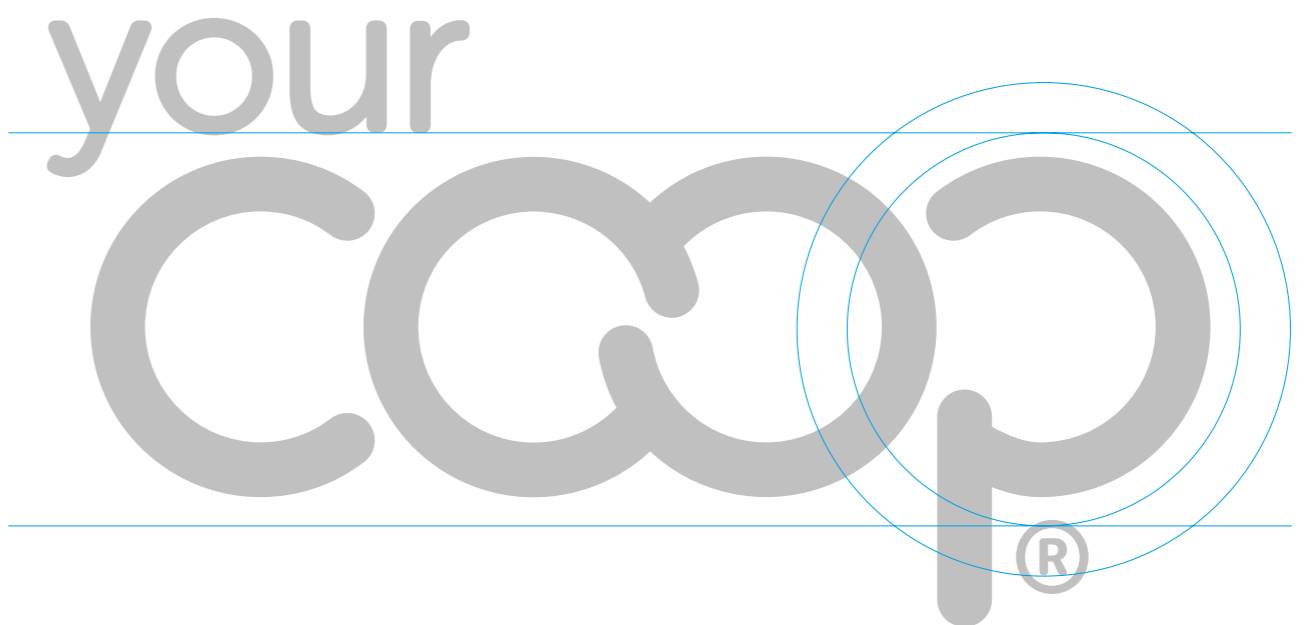
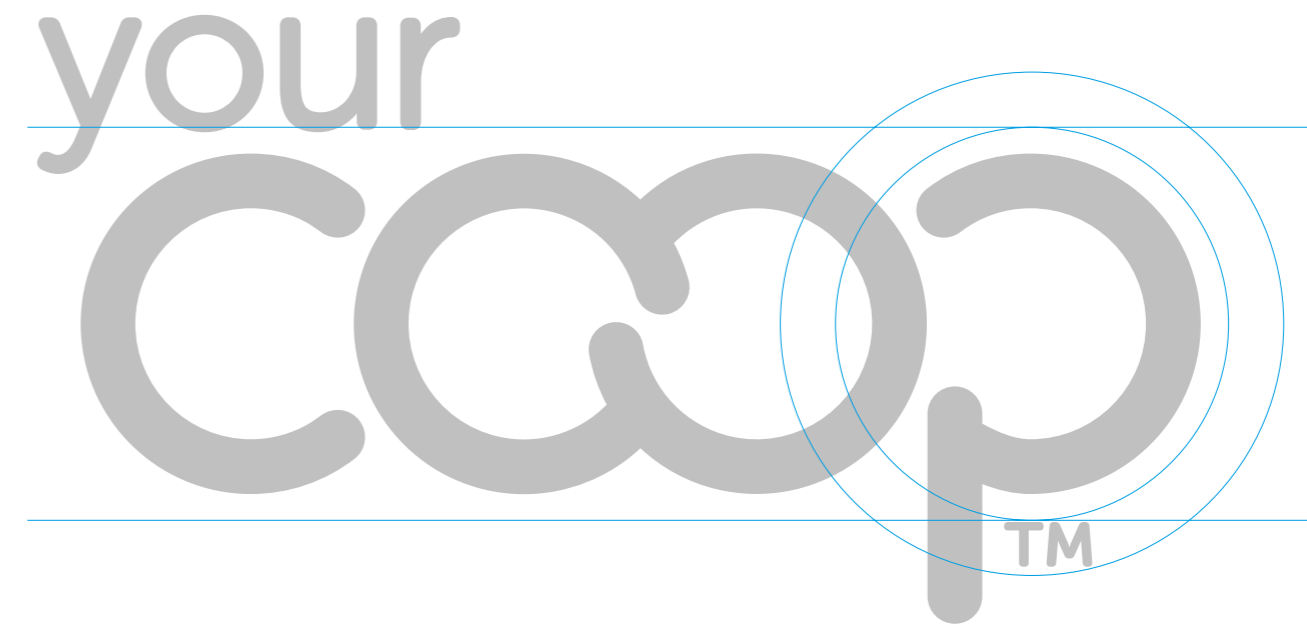


## Trademark/Registered Lock-Ups

A trademark is a symbol, word, or words legally registered or established by use as representing a company or product. We add the appropriate glyph where needed, carefully positioned in a visually balanced position, shown here.

The **trademark symbol '™'** indicates that the 'Your Co-op' Lock-up is trademarked. It is usually used for unregistered trademarks, as opposed to the registered trademark symbol ('®') which is reserved for trademarks registered with the appropriate government agency.

The **registered trademark symbol '®'** provides notice that the 'Your Co-op' Lock-up is a trademark or service mark that has been registered with a national trademark office.



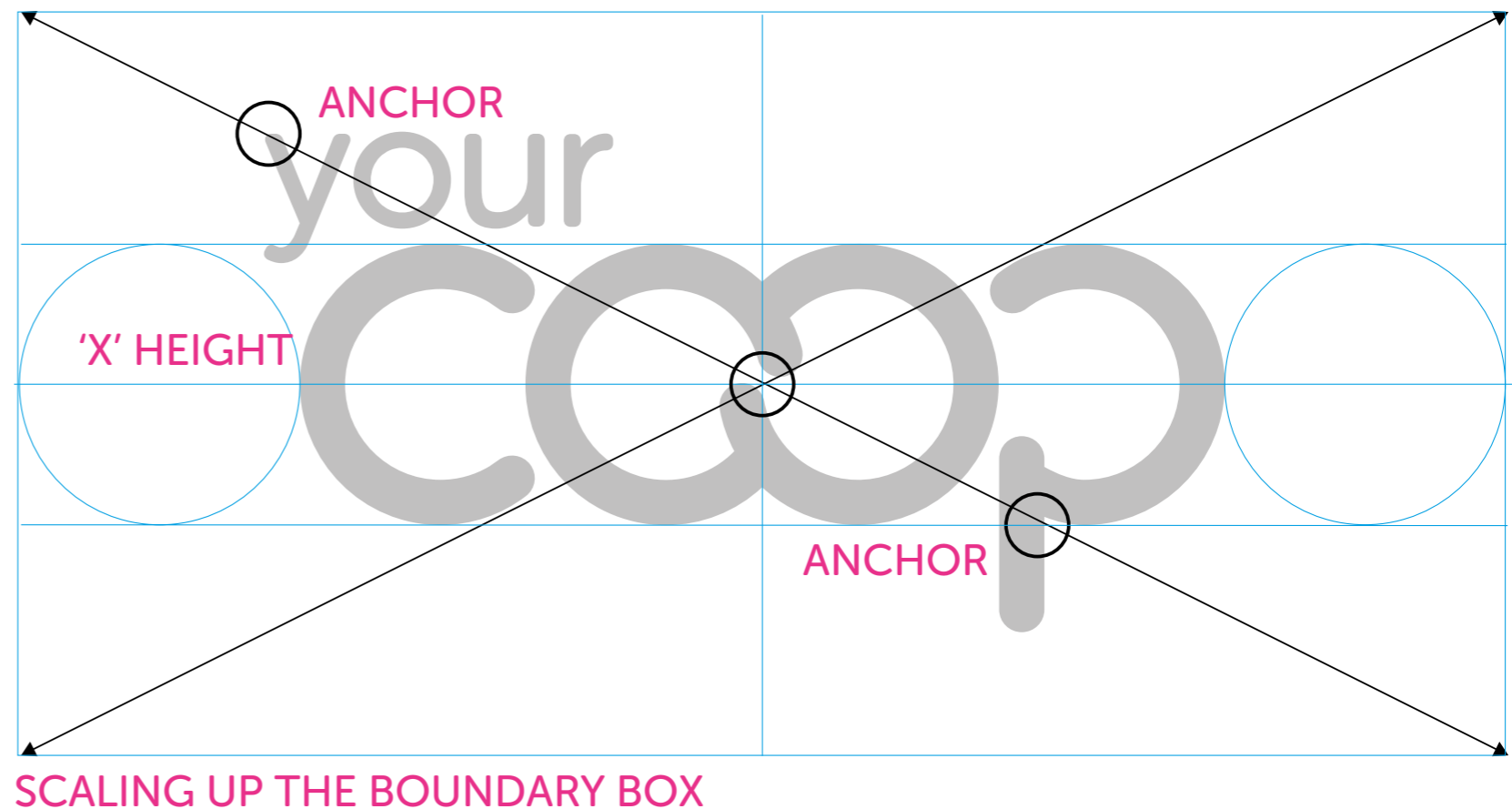
## The Boundary Box

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

To create a **Boundary Box**, we start with the 'X' height of the **Co-op** marque and scale up a safe-space box by looking for specific anchor points, as indicated here. This gives us the minimum amount of safe space allowed around our logomark

We start by using the 'X' height of the **Co-op** marque because it's an industry standard reference and really easy to define



MINIMUM BOUNDARY BOX

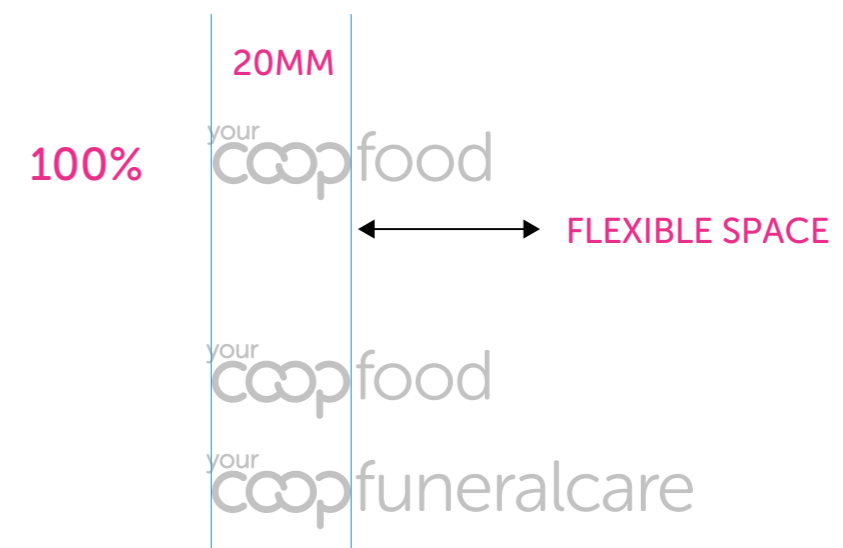
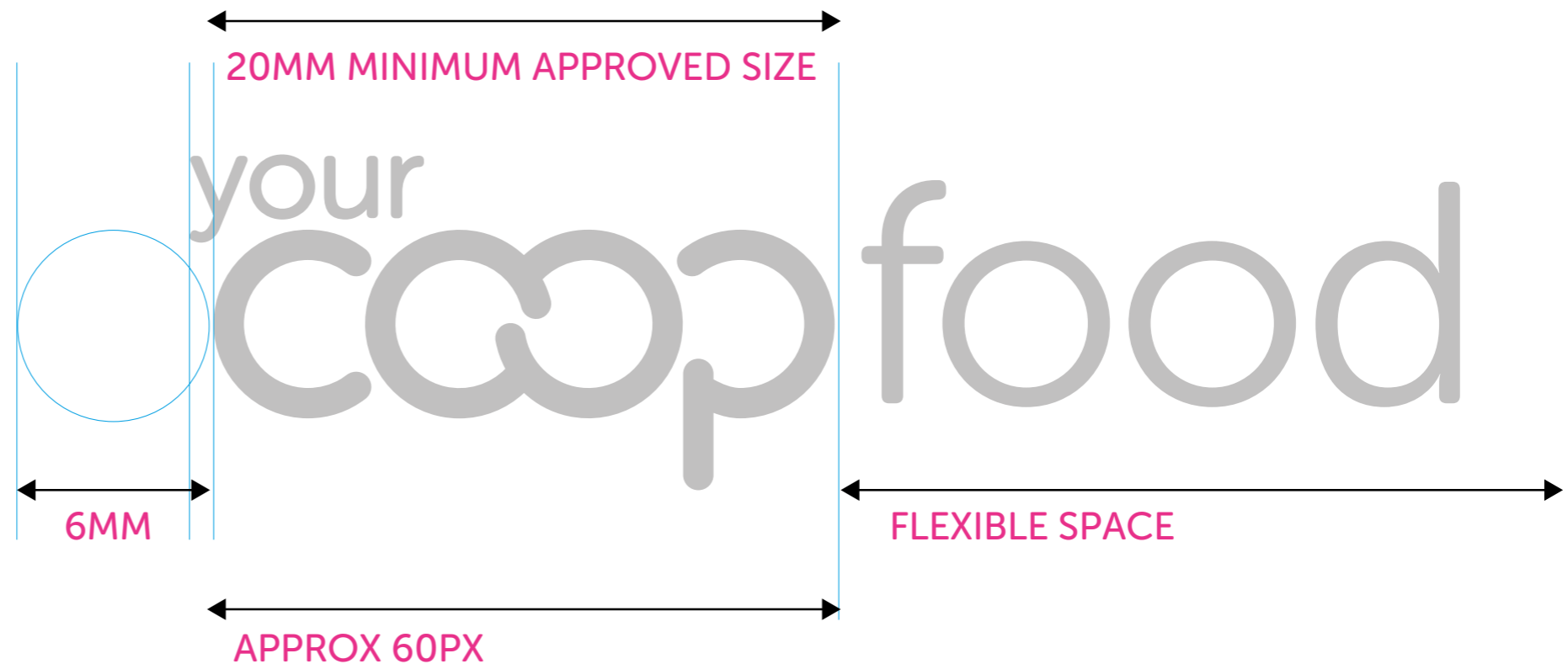
## Minimum Sizes

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** marque should not be seen in print or digital smaller than 20MM in length (60PX).

Because the sub-brands are all different line lengths, we need a flexible space after the marque.

This minimum size ensures a legible, accessible print or digital presentation of all our brands in all media, when used in white (over a flat colour or an approved image) or a palette colour.



## Working with Sub-Brands

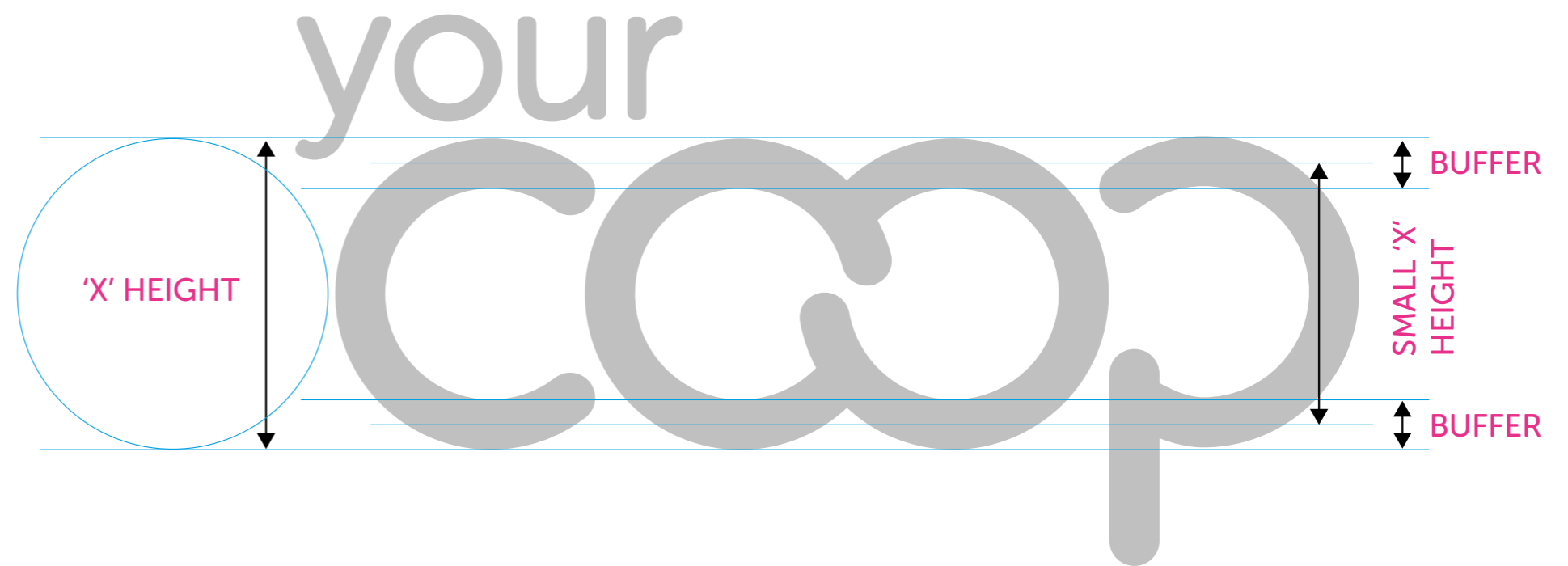
The 'Your Co-op' Logo marque is the basic graphic element for all our sub-brands, and because each sub-brand is different in weight and style, we needed to devise a clear visual ratio between the graphic elements.

The 'Your Co-op' logo marque must be dominant and consistent.

The sub-brand element needs to be proportioned carefully to balance the composition visually.

Start with the 'X' height of the 'Your Co-op' marque, then define a new 'X' height for the sub brand by dividing the 'buffer' space in half.

This defines the 'X' height of the sub brand, creating the best, visually balanced composition.

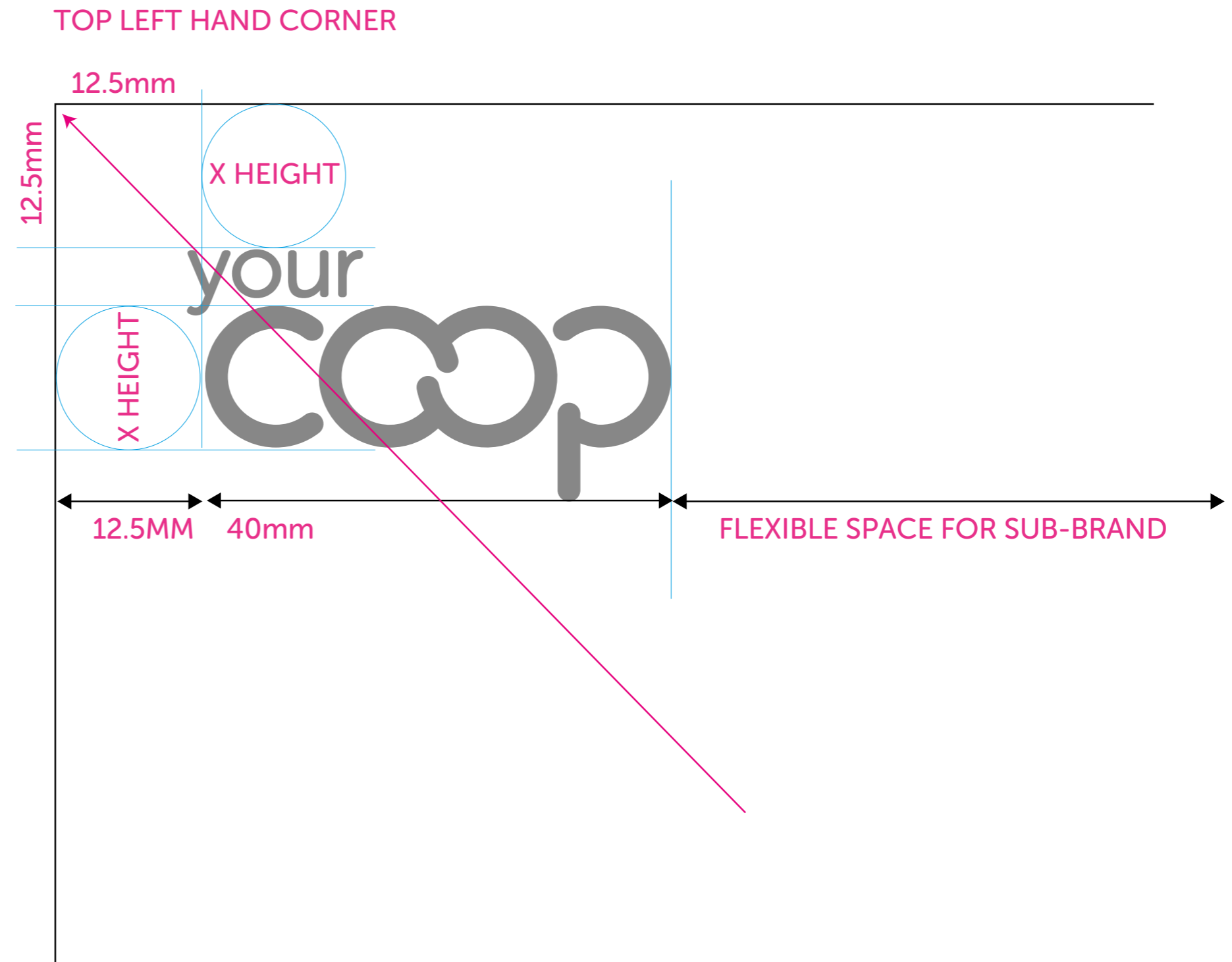


## Basic Implementation; Position

We needed a universal system to orientate logotypes within flexible page layouts that also accommodates sub-brands equally and works in all orientations, on page and screen.

We already have minimum size and boundary box guidelines for the **Your Co-op** marque, so we designated an optimum width of the 'Your Co-op' marque for stationery and communications at 40mm, which gave us a 12.5mm X height. The result was visually pleasing on the page and meant that even a very long sub-brand (such as Broadband) had plenty of breathing space.

The best page position for our logotype is always top left, so we use these measurements to create a universal system for page implementation.



# The Brand Marque

## Sub-brand colour, a quick guide

Each sub-brand has a dedicated colour palette, supporting their individual identity and helping to signal who they are and what they do.

It's always a challenge to manage strict colour guidelines across multiple platforms and applications, so we've thought carefully about the day to day use of each sub-brand Logotype.

The 'Your Co-op' logotype should **always appear in white where possible** with the sub-brand colour palette as support.

Each sub-brand has a detailed mini-guide with usage examples, but here are the basic colour principles in simple terms.





## Use of The Midcounties Co-operative

**Your Co-op represents a group of businesses (or sub-brands) operated by The Midcounties Co-operative (TMC).**

**Your Co-op** is our brand name which we use for marketing and communications.

When referring to our Society and Membership, for example as an employer or in business accounts we use the legal entity name, **The Midcounties Co-operative.**

The Midcounties Co-operative should always be referenced but not outwardly promoted as a brand.

**Do not attempt to create a lock-up between Your Co-op and The Midcounties Co-operative.**

### When and where to use TMC:

**We use The Midcounties Co-operative when referring to us as a Society or business but not as a logo.**

- In press releases, annual reports, on our website, communications and announcements about things we are doing as a Society
- Where it is announced in the media that TMC have raised XX amount for a charity
- In our annual report where we publish accounts data.
- When talking to colleagues or prospective employees about the business as their employer.

### Examples

The Midcounties Co-operative joined forces with other independent co-operatives from across the UK last month, to help raise almost £50,000 for NHS Charities Together.

The Midcounties Co-operative operates a range of businesses in Food, Travel, Healthcare, Funeral, Childcare, Energy and Telecoms.

2020/2022 half year report for The Midcounties Co-operative 26 weeks ended 25 July 2020.

The Midcounties Co-operative has a long and rich history, going back to the mid 19th century!

## Referencing The Midcounties Co-operative

The prominent brand name is Your Co-op but somewhere in the journey it should be referenced that we are part of The Midcounties Co-operative.

Examples:

- In membership communications Your Co-op is the member facing brand but the sign off is TMC
- In magazines and annual reports the logo (branding) is Your Co-op but The Midcounties Co-operative is always present
- The only exception would be in small promotional images but we would ensure that somewhere in the journey TMC is referenced
- In digital space it is sufficient that The Midcounties Co-operative appears as part of the URL web address. In these circumstances it need not appear again on the web page.

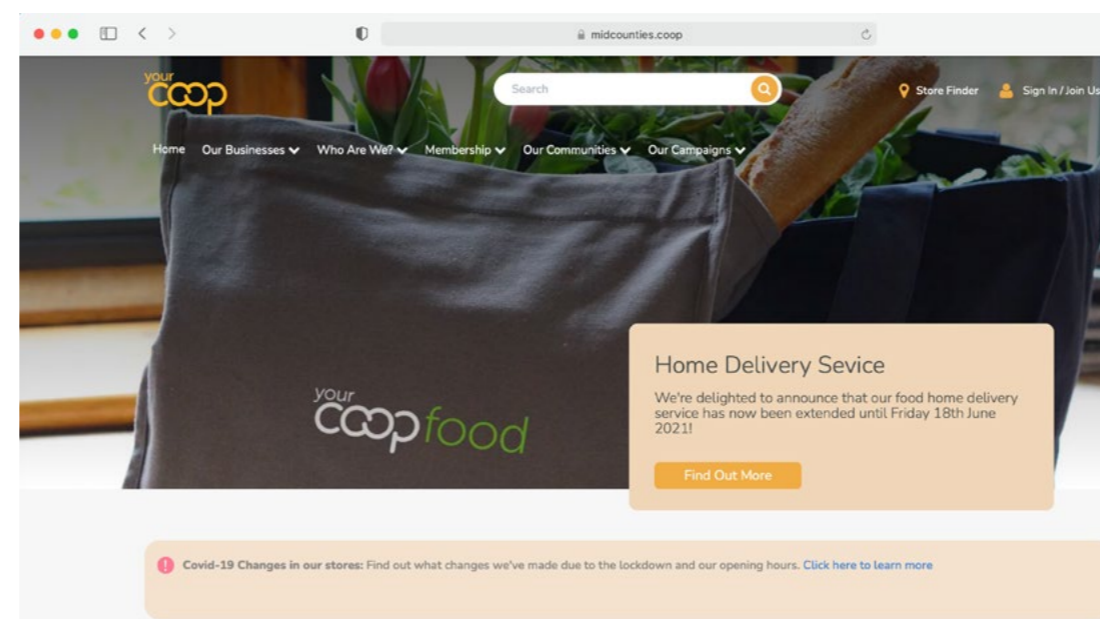
Annual Report



Email Signature



Careers



# Campaigns and Initiatives

## Logo use with campaigns and initiatives

The Your Co-operative logo has been designed with maximum brand recognition in mind. It should always lead any external communications and never be locked up with new logos.

If a campaign or product initiative has an approved logo, it should be kept separate from the Your Co-op logo.

When we want to promote a campaign or product initiative, you should follow these rules:



Lead on the Your Co-op brand marque in the top right hand corner.

Sign off with the schemes logo or name.



Lead on the Your Co-op brand marque in the top right hand corner.

Sign off with the schemes logo or name.

# Internal Initiatives

## Logo use with internal initiatives

Unlike external initiatives, new schemes should be presented as a simple piece of typesetting, rather than a new logo. This helps to keep the emphasis on the Your Co-op brand, whilst also maintaining consistency between initiatives.

**Do not create new logos for internal initiatives. Simply use the power of typography to keep the message simple and clear.**

**When we want to promote a new internal initiative or scheme, you should follow these rules:**



Lead on the Your Co-op brand marque in the top right hand corner.

Use our font, Museo Sans Rounded 700, to sign off the scheme. Keep this consistently in the bottom right hand corner.



Lead on the Your Co-op brand marque in the top right hand corner.

Use our font, Museo Sans Rounded 700, to sign off the scheme. Keep this consistently in the bottom right hand corner.

# Logo Don'ts



✗ Don't create new colour combinations



✗ Don't remove elements of the logo



✗ Don't alter the relationship between the elements



✗ Don't place the logo on complicated backgrounds



✗ Don't squash, stretch or warp the logo



✗ Don't create new lockups



✗ Don't rotate or skew the logo



✗ Don't create new logo's to lockup



✗ Don't use the colours of one retail brand for another brand.

## Our Main Brand Colours

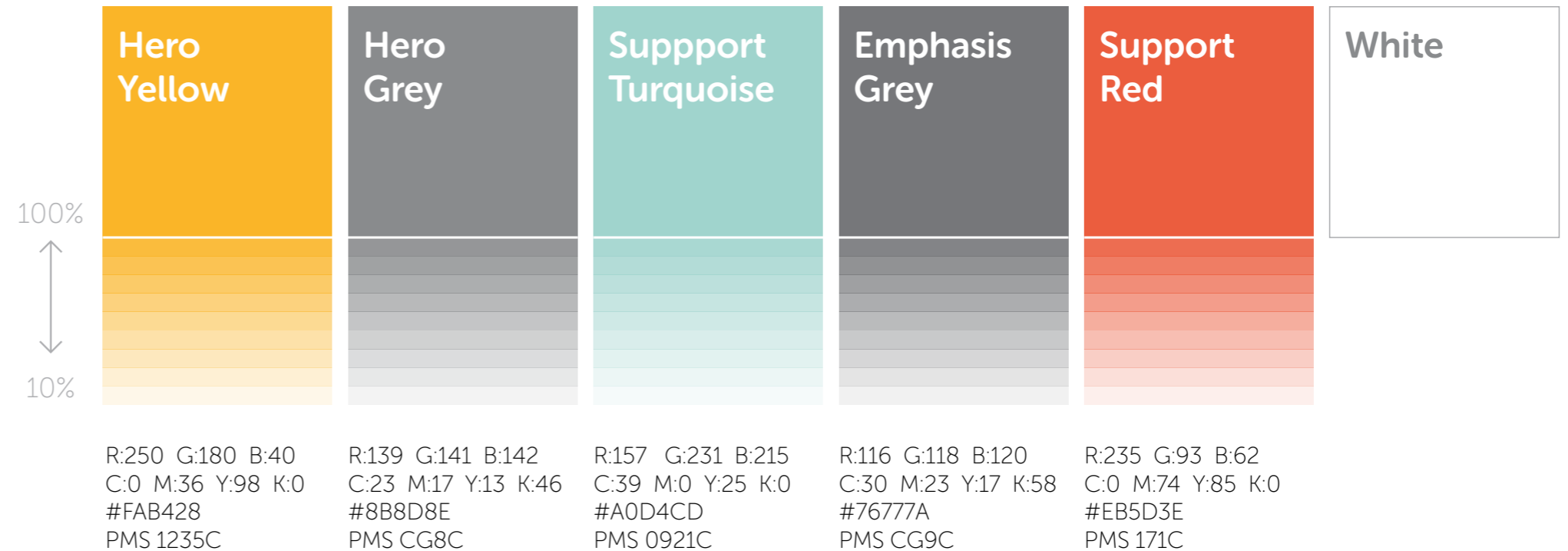
Our Hero and Support Colours are an essential part of our visual identity and the personality of our brand.

There is one Hero Grey for everyday use with a slightly darker 'Emphasis' tone if needed.

You may use tints to add depth and texture to your work. Only use the palette colours that are specified in this document.

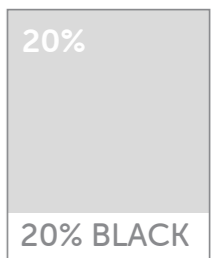
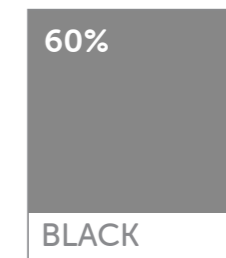
Don't forget: materials and applications can affect how colour reproduces, so proofing and testing is always recommended.

For print, always specify to Pantone colours where possible, or the correct CMYK breakdown. When designing for screen always specify RGB. **You may need to make the closest visual match, so request a proof prior to printing.**



When printing single colour, we can use a 60% black tint, which is a very faithful visual match and reproduces easily. Where extra definition is required, for example in body copy, you may use up to 80% black.

When we use a link motif on a page or screen based presentation we need a tint, this is always 20%.



## Main Brand Colours

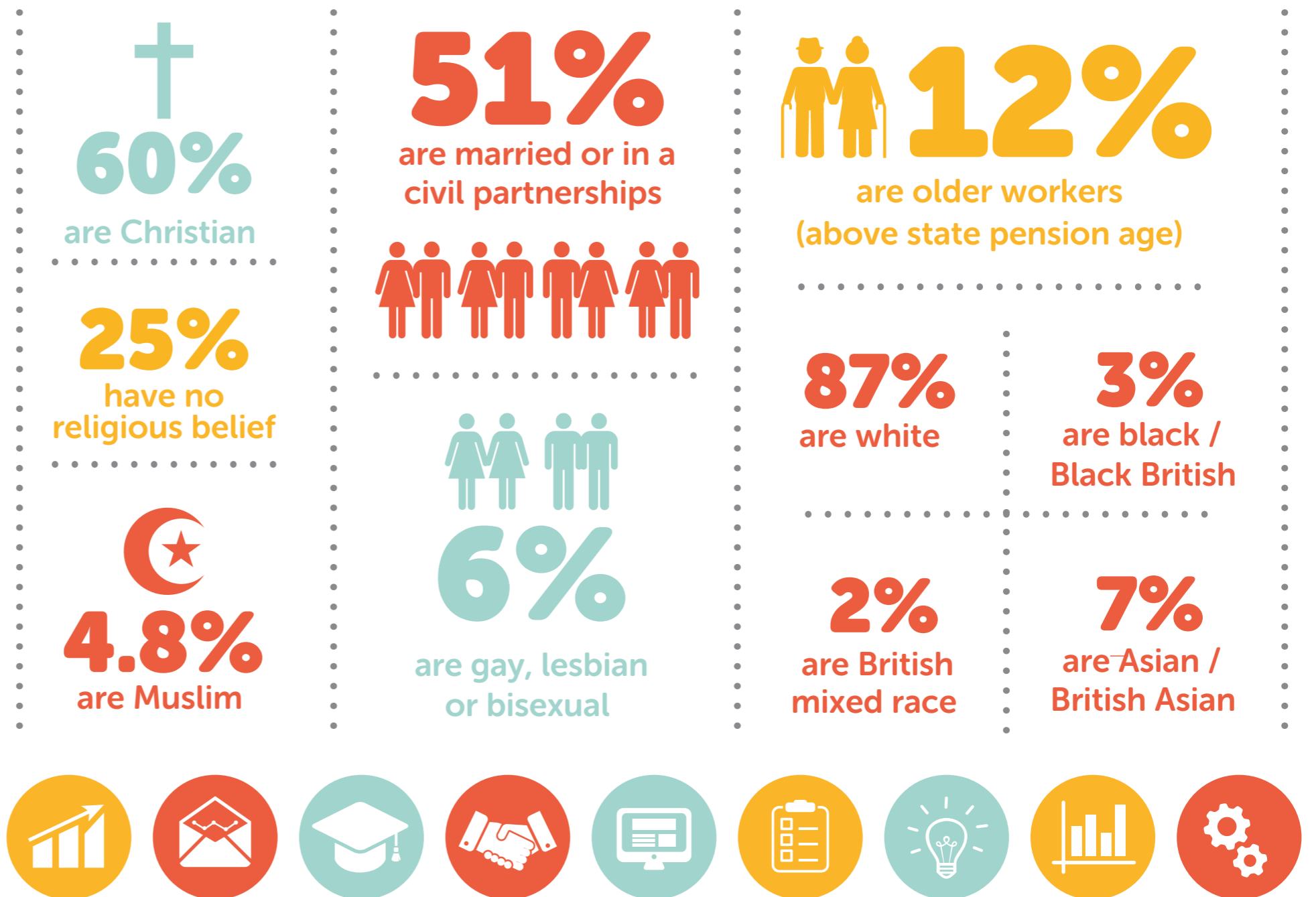
Our Hero Brand Palette was designed to work together as a tight family of colours that can adapt to any application, working as a suite or stand alone colours, in solid colours or as tints.

Keeping to our palette helps to retain the integrity of our brand and supports our ethos, values and principles.

Think about the mood and tone of voice for your application before you start and use our colours accordingly.

This diagram could have been a simple graph, but we've added pace and visual interest, making it more dynamic and engaging.

## DIVERSITY STATISTICS



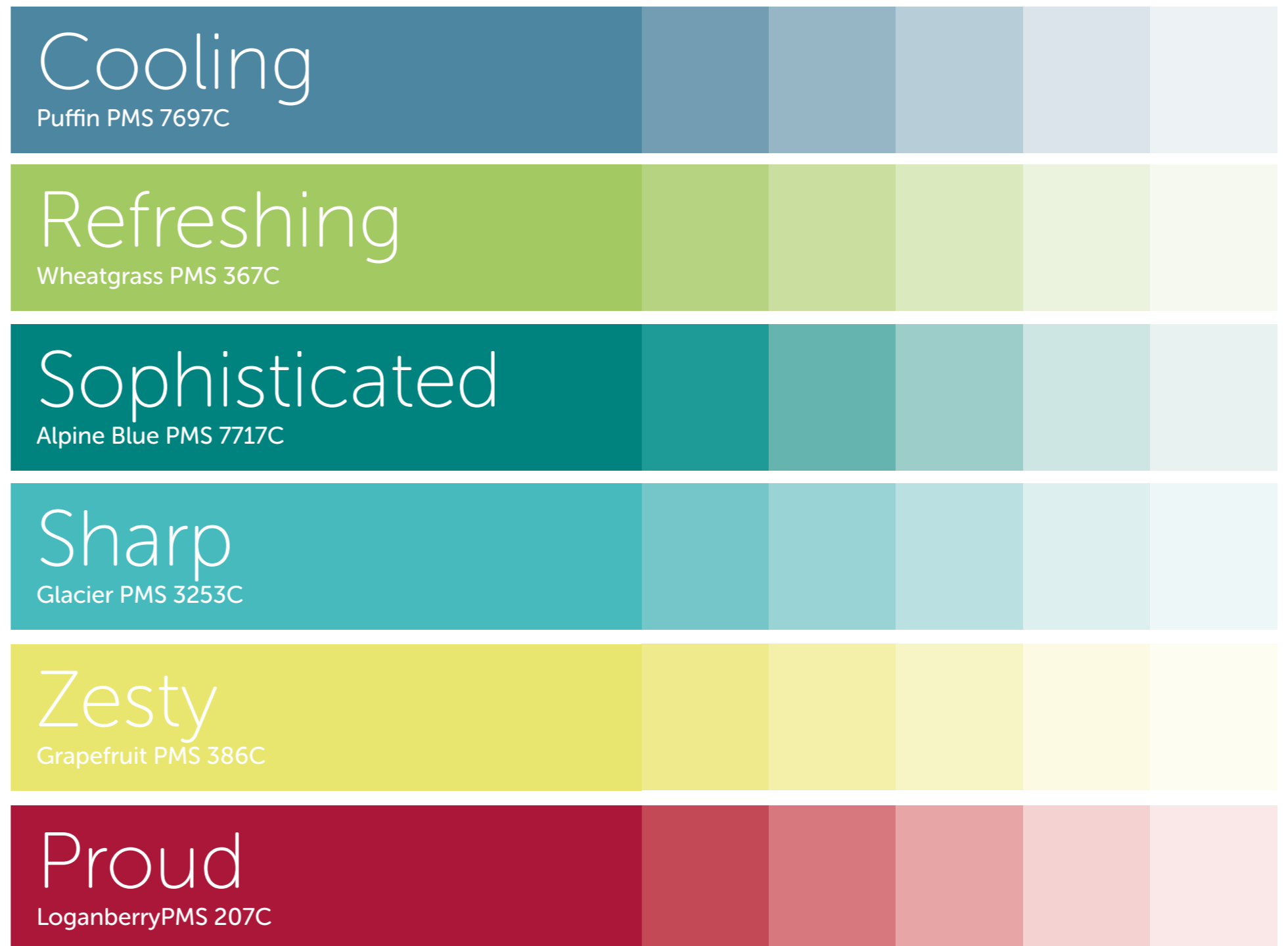
# Support Colours

## Support palette

Our main palette is small and focused, but you may need more range for seasonal design and illustration so we have created a set of support colours that lift and extend the scope of our main palette.

Everything in the support colour palette maybe used in solids or as tints, but remember:

**You must submit all creative work for approval, illustrations and support graphics must be on-brand and only use approved colours and fonts.**





# Support Colours

## The palette in action

The best way to approach using colour from the support palettes is to be economical, keeping a light touch.

One suggestion is to select just two colours from the support palette that support the 'feel' of your brief.

Here we have used this trick to re-colour our illustrations to feel either 'Bright' - 'Fresh' - 'Cool' - or 'Serious'.

**All of our colours have been carefully chosen to balance and work together tonally, supporting our brand.**

## Bright



## Fresh



## Cool



## Serious



## Basic Implementation; Stationery

Here are the basic layouts for letterheads and compliment slips following our position and colour guide.

The primary brand colour for the **Your Co-op** logotype is PMS 1235C yellow when we communicate with members and customers.

We use PMS CG8C, our own support grey, when we communicate internally (including pages that need duplication or are printed in black and white). This colour is the visual equivalent to 60% black so reproduces easily.

The **'Your Co-op'** marque is always in the same size and position, regardless of the sub brand you need to use.



Hero Yellow Stationery  
Portrait (A4) Format  
A1 - A6 and stationery

**When we communicate to members and customers the preferred presentation is in our hero yellow. (PMS 1235C)**



Compliment slip  
Standard stationery



Internal communication  
Mono printers  
Portrait (A4) Format  
A1 - A6 and stationery

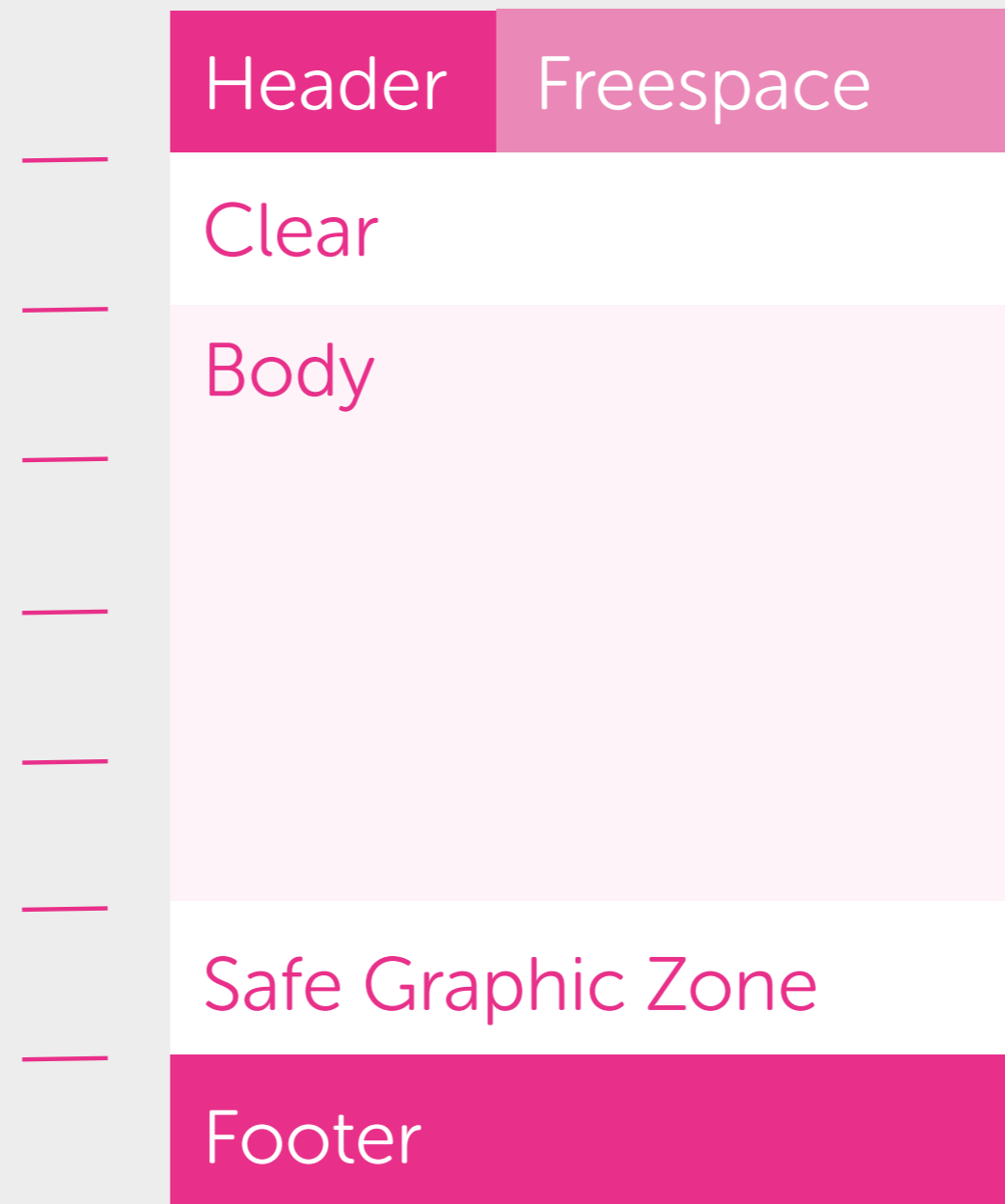
**When we communicate internally the preferred presentation is in grey PMS (CG8C)**

## Basic Implementation; Stationery

With stationery, the standard A4 portrait sheet can be neatly divided into a grid of 8 equal bands so that you can organise content and graphics easily with the top-left position free for your logotype.

Because all main and sub-brand logotypes have the same key element (the **'Your Co-op'** marque) we always orientate each logotype with the common element in the same place.

We also adopt the same rules for landscape layouts and presentations, formatting each logotype so that the position of the 'Your Co-op' marque is always anchored to the top left hand corner.



Here a basic A4 portrait letterhead is split into basic zones to accommodate your content.



New graphic content should only be added to the footer or safe zone where it has space to breathe.

## Basic Implementation; Stationery

All formats, A4 portrait or landscape, Powerpoint presentations and compliment slips have the same basic proportions and positioning for the **Your Co-op** marque.

This creates a sense of consistency and common visual theme for all sub-brands and in all applications

All of the correct logotypes and colour ways are available with the asset package.

If you are creating work that needs to be photocopied or printed in black, you may use the support grey (PMS CG8C) which is the equivalent of 60% black print.



## Basic Implementation; Powerpoint

When creating a landscape page or Powerpoint presentation, we always adopt the top-left position as a starting point for formatting each artwork so that the position of the **'Your Co-op'** marque is always the same.

This allows us to adapt the page to accommodate every sub-brand marque and allows plenty of space for content and graphics.



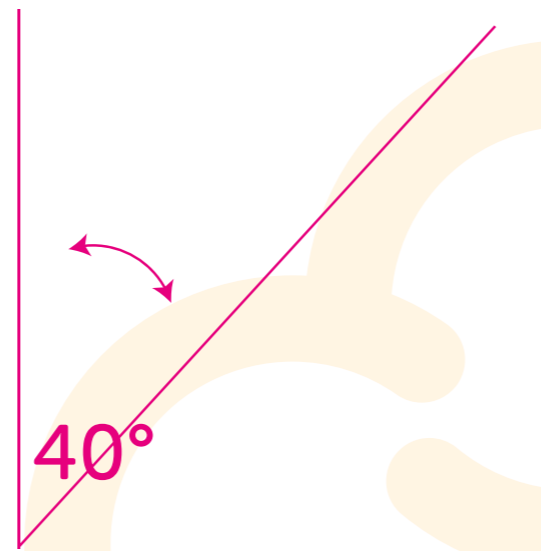
Click to add title

Click to add sub-title

## Using Elements of the link

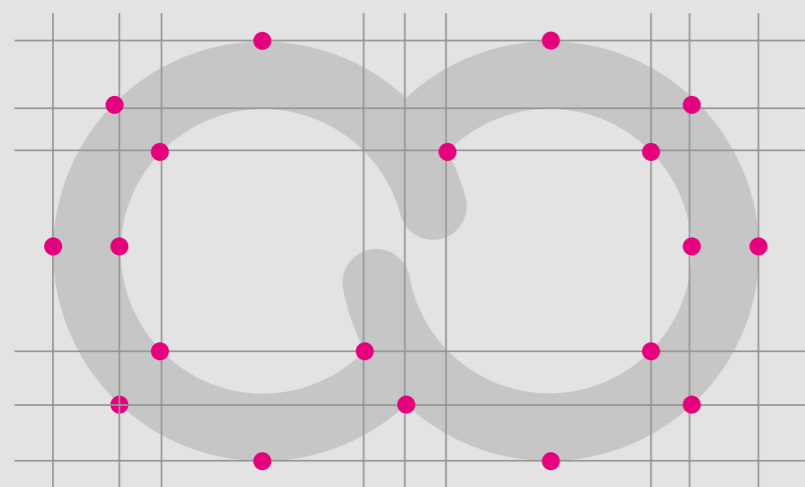
The element symbol performs well on portrait formats as well as landscape, following the same positioning and alignment rules as the link symbol and has the benefit of being ink-efficient.

It is important to be consistent in all branded items, and preserve the integrity of the brand.

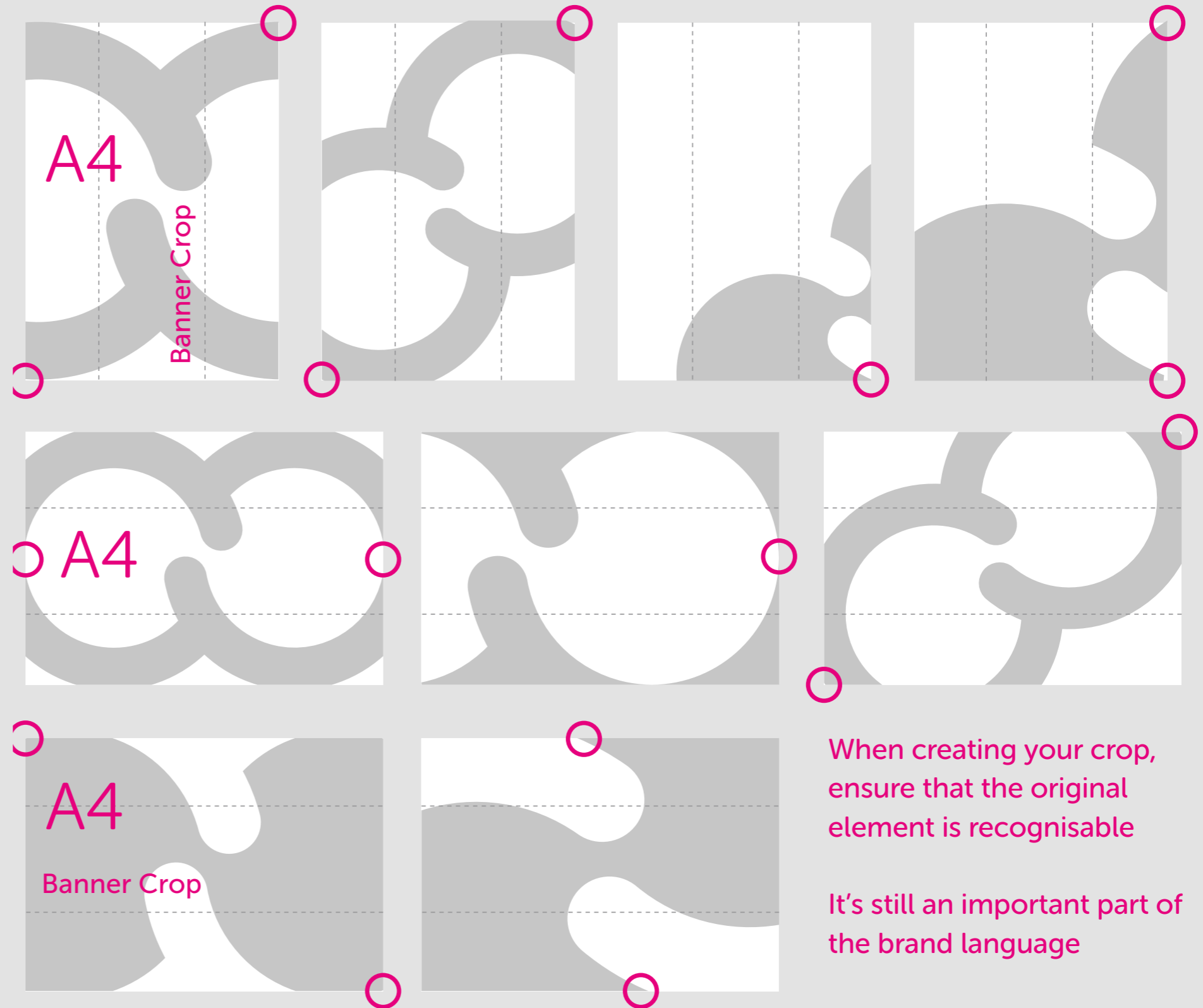


## Using Elements of the link

Two simple graphic elements can be taken from the Co-op Marque, The Link and the Inner Space. They can be used for crops, tint overlays and graphic panels in print and digital banners. The easiest way to position elements is to match anchor points in the links to points on your layout, orientating on the page in a visually pleasing way. Both the link and inner space graphic may be rotated to 40°.



Use the natural anchor points found within the elements to connect the link to your design layout



When creating your crop, ensure that the original element is recognisable

It's still an important part of the brand language

## Using Elements of the link

When creating a landscape page or Powerpoint presentation, we adopt the traditional top-left position for the your logotype, formatting each sub-brand so that the position of the **'Your Co-op'** marque is always the same.

We may also use elements of the link motif to add an on-brand watermark to the page.





## Powerpoint Pages

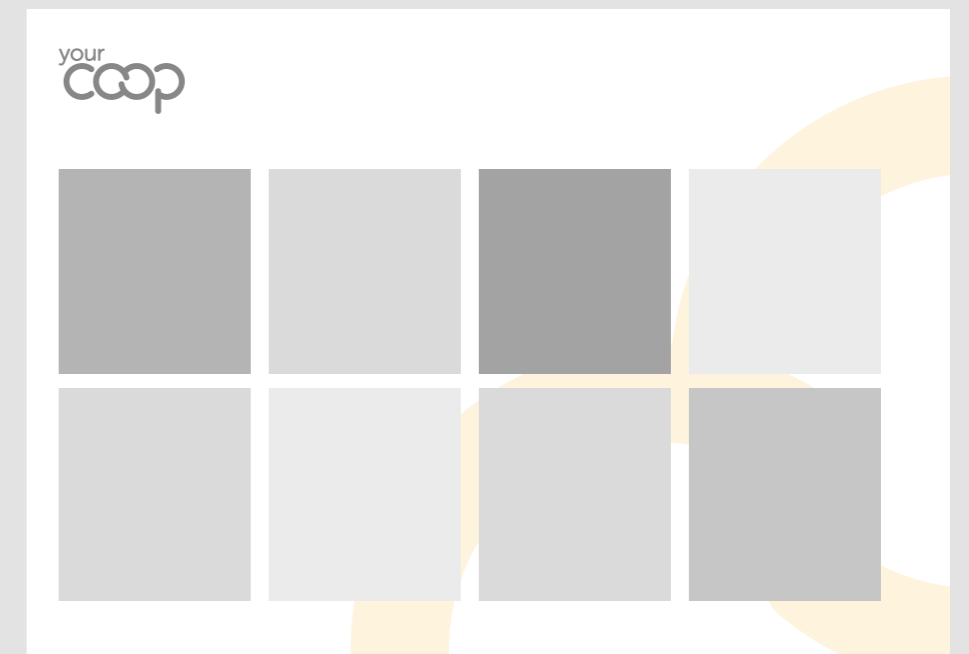
Powerpoint pages should start with an on-brand cover and following pages that retain the same basic structure, regardless of content.

Here is a basic **'Your Co-op'** internal presentation with a very simple grid layout for text and images.

We started with a solid base of our hero yellow and the **'Your Co-op'** logo marque in white, with a link watermark in a 20% tint. All of these elements follow the brand guidelines perfectly.

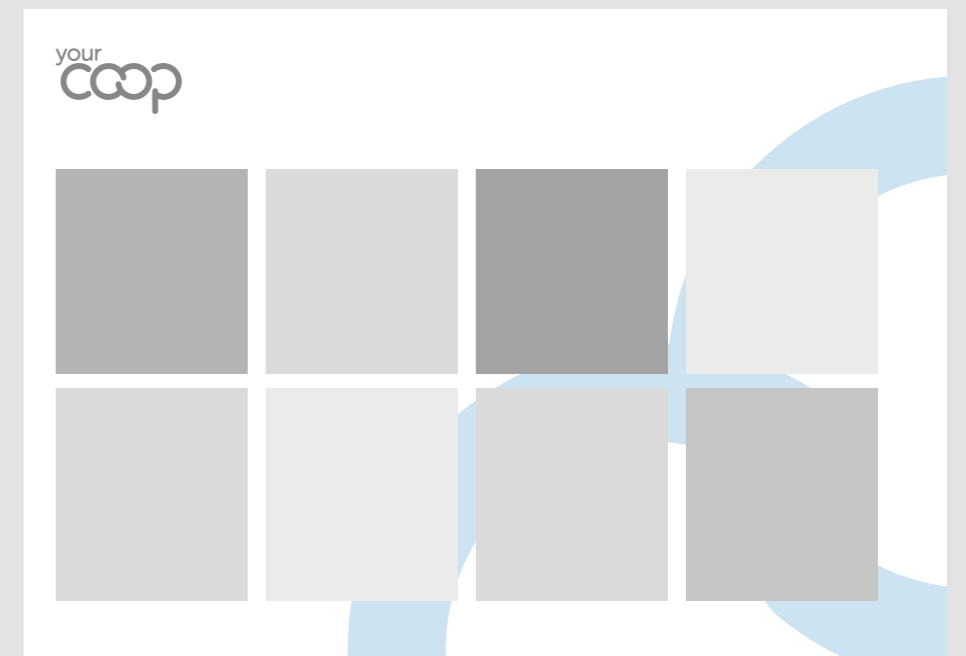
Following pages retain the watermark in 20% of our hero yellow to retain brand consistency, with the **'Your Co-op'** logo marque in grey to accommodate the white slide base.

Content is then added within a simple grid layout.



# Brand basics

## Powerpoint Sub-brand Options



# Brand Basics Checklist

## 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 .

**™ and ®** shows that we protect and respect our visual assets and brand language.

**Sub Brands** give each part of the Your Co-op brand their own identity, but holds everyone together with one coherent brand language.

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

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

## Remember:

**All our assets are available in the 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 something or are missing anything, please contact your departmental brand guardian, or the head of brand for assistance.**

- Basic Implementation •
- Using Photography •
- Image Styling •
- Our Visual Principles •
- Our Digital Presence •
- Social Media & Websites •

Our presence  
in print, online,  
& social media

## Basic Implementation

Everything we do is an intrinsic part of our brand. Confident implementation supports our values, ethos and message and tells the world who we are.

Our colours, assets and guidelines give you the tools and freedom to create new and exciting visual material in print and digital.

Here are some examples of our brand in use, created by using just the core and support palette, our house font (**Museo Sans Rounded**), a selection of images and illustrations that follow our themes and guidelines, supported by the simple graphic device of the circle, which we have adapted from our roundel motif.



### Connect

- Speak to someone new
- Put five minutes aside to find out how someone really is
- Give a colleague a lift to work or share a journey home

### Be Active

- Take the stairs not the lift
- Go for a walk at lunchtime
- Walk into work – perhaps with a colleague – so you can ‘connect’ as well

### Take Notice

- Have a ‘clear the clutter’ day
- Take notice of how your colleagues are feeling or acting
- Take a different route on your journey to or from work

### Learn

- Find out something about your colleagues
- Do a crossword or Sudoku
- Research something you have always wondered about

## Ways to wellbeing



## Helping others to help themselves

**Influence** – Influence other to take responsibility for their own wellbeing.

**Listen** – Look after your colleague by listening and understanding their goals as well as their concerns.

**Involve** – Involve others where necessary.

# Implementation

## Basic Implementation

Mr A P Sample  
Sample Street  
Sample Lane  
SA1 2MP

[Membership card no]

Find your **exclusive member offers inside!**

EXCLUSIVE *Summer* SPECIAL OFFERS

**Campaigns Fund 2019 Now Open!**

**NOW OPEN**

**ATTENTION!** Does your organisation run campaigning activities which promote the aims of co-operation in the political arena and support the Society's values and ethics, such as **Democracy, Openness, Equality and Social Responsibility?** If so, your organisation could be eligible to apply for a grant through our Campaigns Fund initiative.

For information and details on how to apply, call the Secretariat team **01926 516 000**

**Thank You!** for attending your **AGM 2020**

> SEE INSIDE TO SAVE OVER £100

**Beautifully British**

**Food provenance in the spotlight**

Special Members' Report

# Images

## Using Photography

Images are integral to how we communicate. They should be **dynamic, engaging, familiar, evocative and on-brand.**

The best image selections are engaging, familiar and tell a story. We want people to connect with the brand and feel that they belong.

This image was chosen because it told a familiar story. It's warm, human and a simple gesture that everyone is familiar with and responds positively to. It is cropped within the page to support the text and create an interesting dynamic. It reflects our brand values, our ethos and understanding of our customers.

**Our images are always:**

**Inspiring, positive, personal**  
**Empowering, expert, supportive**  
**Trustworthy, fair, open**

**We love this image.**

It reinforces the link logo with a simple human gesture, it's full of love and care and reflects our values and principles.

The recommended source of stock imagery is **Shutterstock**, where we have an account. Always check the image ownership and usage rights.

# Images

## Styling

**Our photography represents our people, our community and the relationships within.**

Show that we are inspiring, positive and personal. Show that we interact and share. We capture the moment by being natural, friendly and uplifting, showing relationships and the moments that people share.

We are empowering, expert and supportive. We show activity, interaction and shared experiences, lives or expertise. We show we are empowering by having engaging storytelling at the heart of every image and that we are encouraging through expression and respect-based relationships with our subjects.

We show that we're trustworthy, fair and open by showcasing the people within our diverse range of businesses.

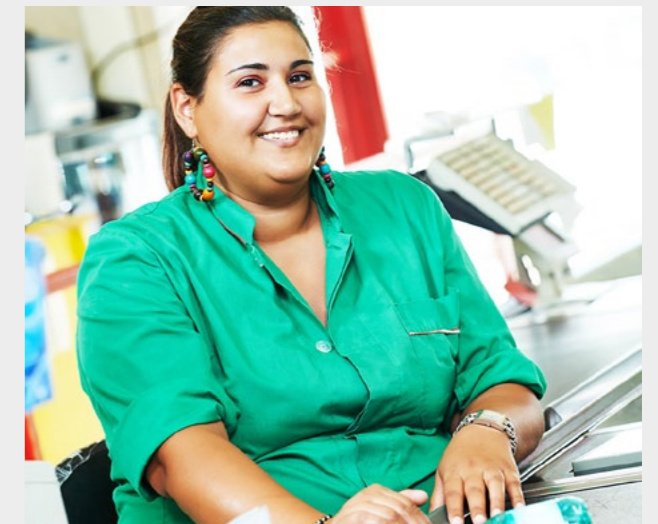
Inspiring, positive, and personal



Empowering, expert and supportive



Trustworthy, fair and open





# Images

## Our Visual Principles

Images can be portraits, subject shots or scenarios. Expressions should be natural and scenarios not staged or forced. Each image is a snapshot from real life, with all its quirks and imperfections.

Lighting should be natural and feel intrinsically British, with a realistic tone.

Show our people in their natural environments where they are comfortable and relaxed, which may include colleagues or our members.

Ensure we are open, so assign credit and describe our images carefully and with respect. Always check ownership and usage rights.

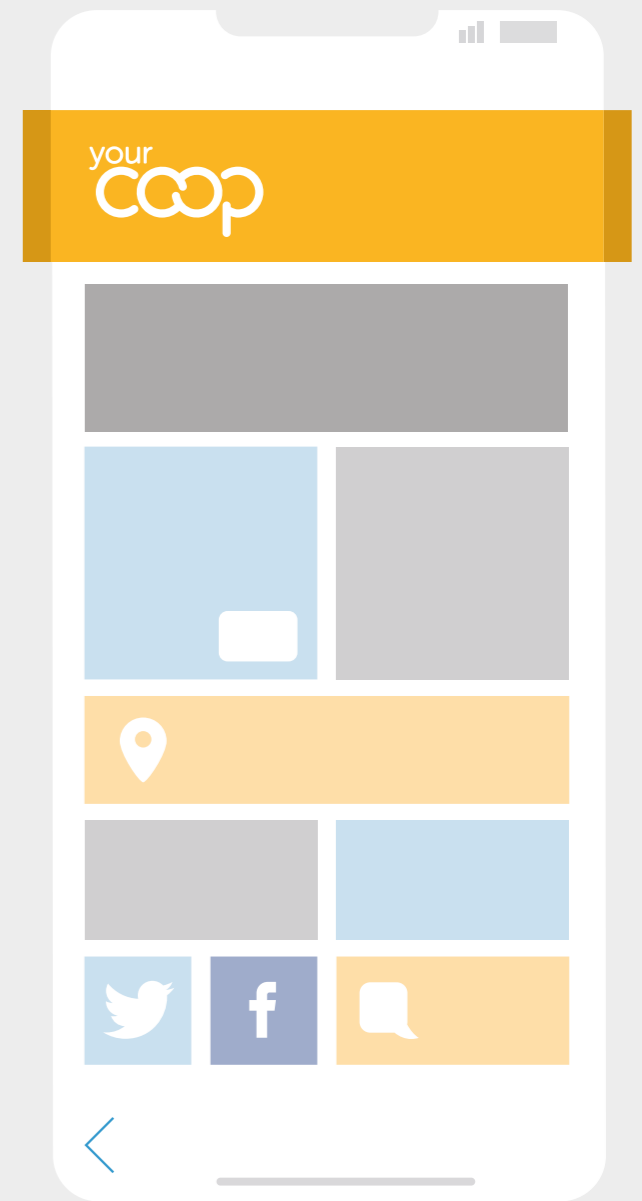
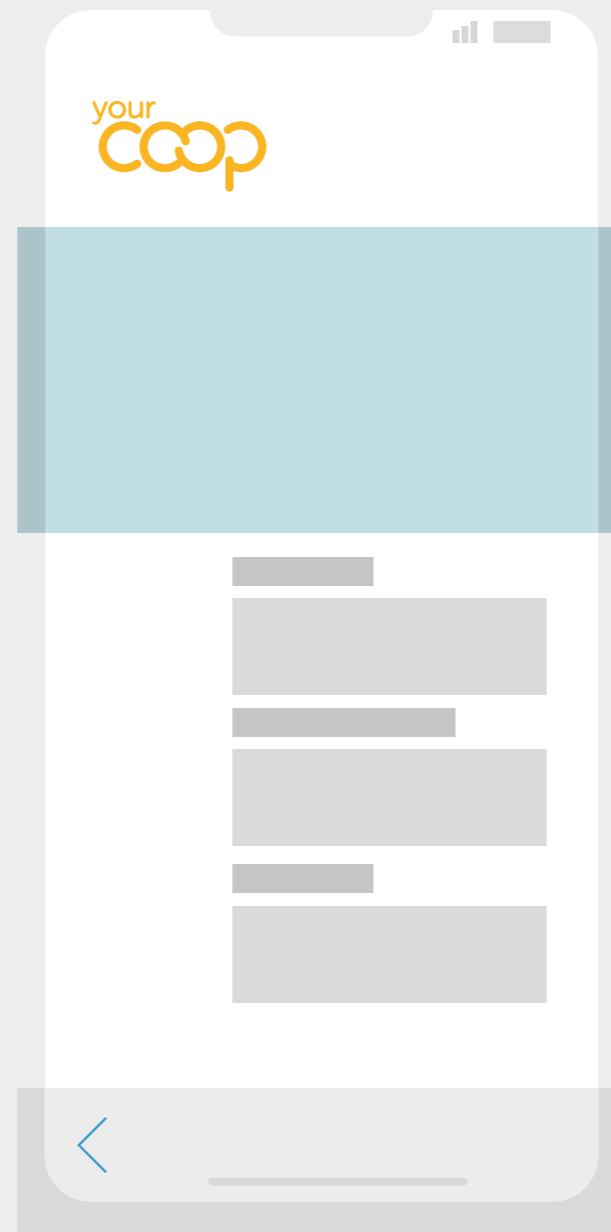


## Our Digital Presence

We understand that the world is changing and for many people, their primary relationship with our brands will be online.

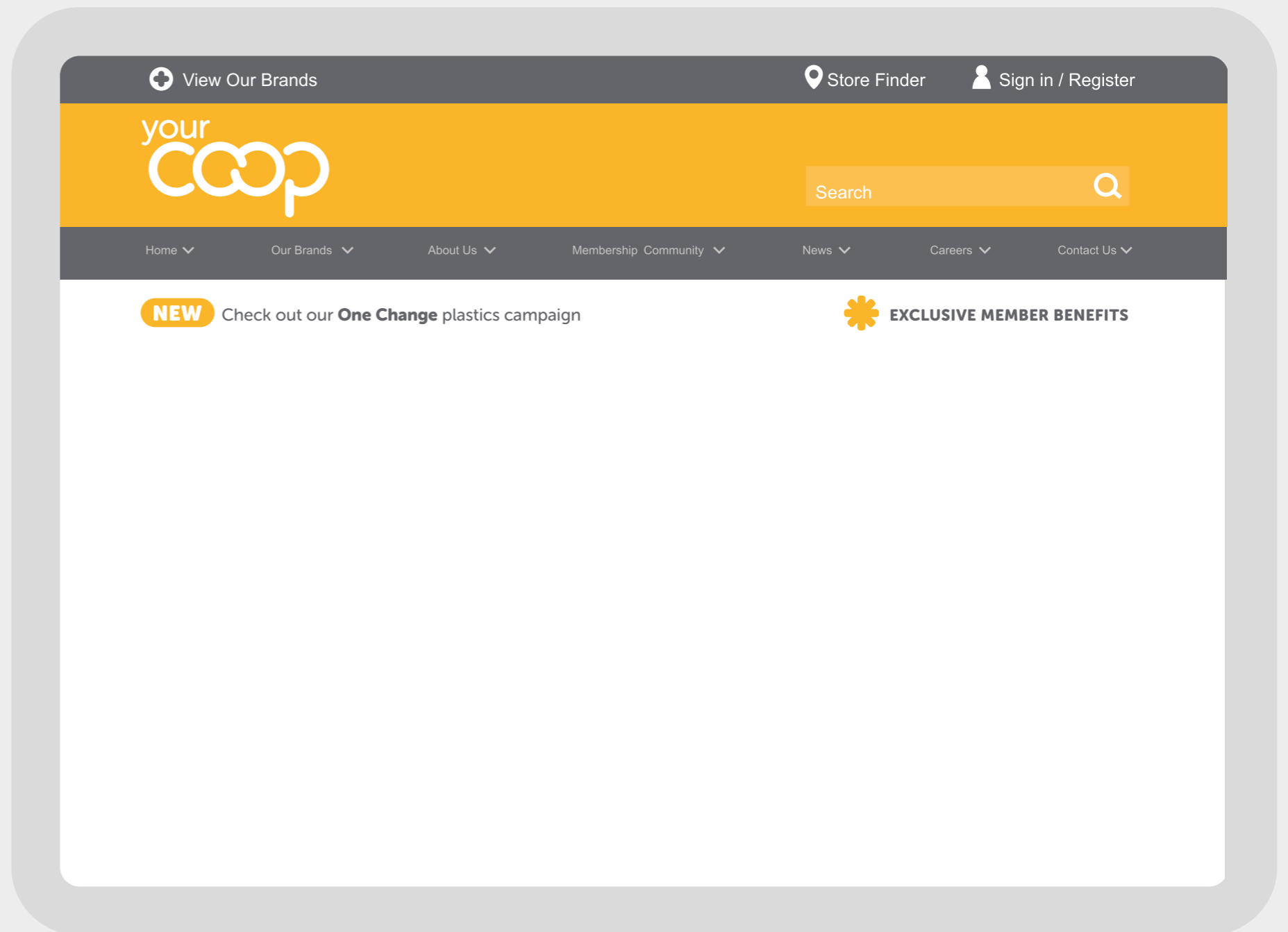
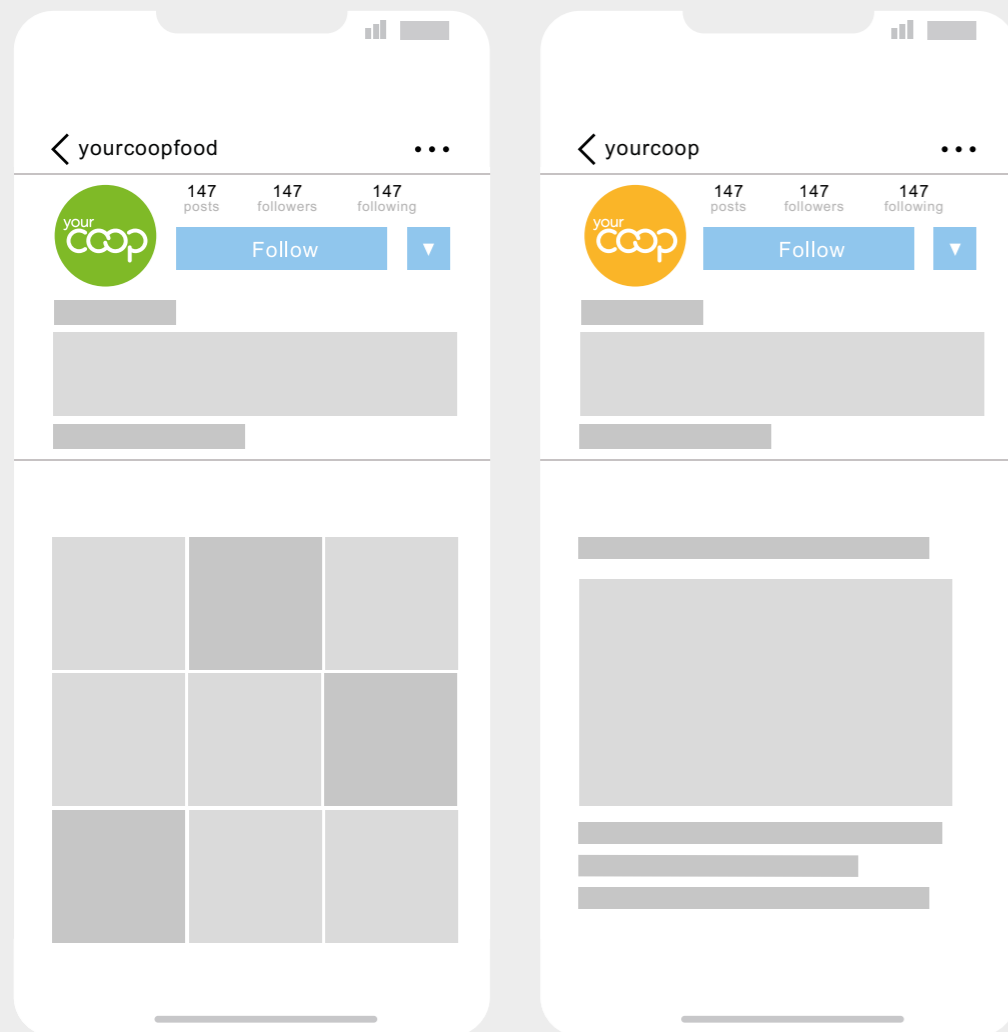
Our brand is supported by clear guidelines and work in all digital environments, because brand consistency is an important part of the trust building process.

Always follow the clearly defined guidelines carefully. **They will allow you greater creative freedom.**



## Social Media & Websites

Our assets and guidelines work together efficiently and effectively in digital environments like social media, bringing our sub-brands and main brand together to give us a cohesive, unified voice in the digital world across all platforms.



## Social Media Profile Icons

Our individual businesses have their own social media icons which are available for you as assets. Please do not modify these or try to create new icons.

**Note:** This is the only instance where a stacked version of the individual business logos are to be used.



## Social Media & Websites

Using our assets and guides included with a careful interpretation of our tone of voice, you can create an effective, dynamic digital presence.



- Our Brands ▾
- Childcare >
- Energy >
- Flexible Benefits >
- Funeralcare >
- Food >
- Healthcare >
- Post Office >
- Travel >
- The Phone Co-op >

The desktop website layout includes a top navigation bar with 'View Our Brands', 'Store Finder', and 'Sign in / Register'. The main header features the 'your COOP' logo and a search bar. A secondary navigation bar contains links for Home, Our Brands, About Us, Membership Community, News, Careers, and Contact Us. The main content area features a 'NEW' banner for the 'One Change plastics campaign' and 'EXCLUSIVE MEMBER BENEFITS'. Below this is a large image of a child in a grocery store. The 'Your Co-op Membership' section includes a sub-header, a paragraph of placeholder text, and a call to action 'Join today to get 1000s of great member benefits!'. To the right, there are two boxes: one for 'Join Today... It's quick, easy and only £1' with buttons for 'Join us today!', 'Your account log-in', and 'Lost/damaged card?'; and another for 'Join today to get access to 1000s of offers and other member benefits!' with a 'membership' button. The footer contains a grid of links under four categories: About Us, Our Values, Society, and Our Brands.

About Us	Our Values	Society	Our Brands
Welcome to Midcounties	DOES Values	Governance	Energy
What is a Co-operative	Responsible Retailing	Being a Director	Childcare
Our Mission		Reports and Accounts	Travel
History		International Co-operative	Funeral Care
Our Heritage		Modern Slavery	Childcare
Our Awards		Gender Pay Gap Report	Pharmacy

- Introducing Sub-Brands •
- The Sub-Brand Palettes •

# Introducing the Sub-Brand Family

# Sub-Brand Logotypes

## Sub-Brand overview

**Each sub-brand has the common Your Co-op element and its own dedicated name and colour.**

**Assets for each sub-brand are available and we have already calculated the CMYK, RGB and Web Safe variants for you.**

Some sub-brands have a larger palette, such as travel and some are more focused, like Pharmacy and Funeralcare.

Each sub-brand has its own set of dedicated brand guidelines.

In design and marketing, you will always see the Your Co-op element in white over colour or an image. Sub brand colours work in partnership with the main brand palette colours and white.

When you specify materials, such as in retail fascias, display or paints, always try to match carefully to the correct Pantone references or RAL colours. If you are not sure, refer to the Your Co-op brand guardians.

**One Golden Rule: You will never need to adapt, modify or create new brand marques or logotypes.**

**If you need guidance refer directly to the Your Co-op brand guardians.**



# Sub-Brand Colour



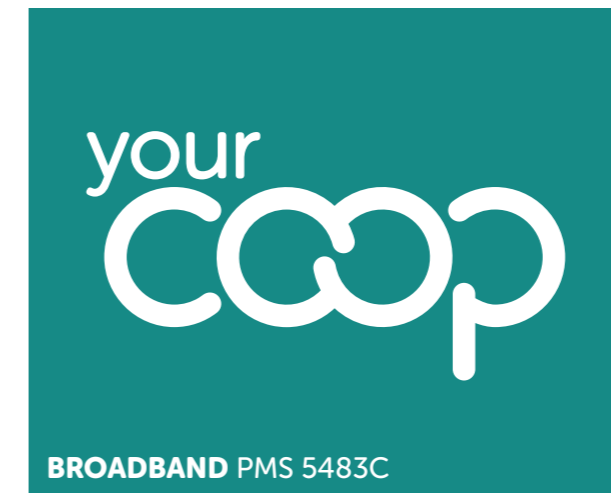
## Sub-Brand Palettes

When we chose the colours for our brands, we thought about their individual personality and how we wanted our customers to feel.

Colour is such an emotive and inspiring element and we worked hard to develop a palette that would support our mission, communicate our values and principles and help you to create exciting, original work.

You can use each of the brand colours as a solid or in tints (from 100% down to 10%) and in conjunction with the main brand colours Hero Grey and Yellow, Support Red and Light Green and our Emphasis Grey.

Careful use of colour helps each brand to stand alone, stay strong and focused.





# Our Typography

---

Typography for Print & Display •  
Typography for Digital •

Bring everything  
together  
with words!

# Our Typography

## Print & Display

Our house font for Your Co-op is 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.

Always use the font family Museo Sans Rounded to stay on-brand.

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 Italic 100 - 100%  
Working towards  
Museo Sans Italic 300 - 70%  
creating a better,  
Museo Sans Italic 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!**

## Print & 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 use Museo Sans Rounded to stay consistent and on-brand.

**Hero grey is the best colour for text on a white base.**

**Emphasis Grey is used where extra definition is needed.**

**Use Hero Yellow as your main highlight colour as long as it's clear and readable at all times.**

Colour breakdowns are available on page 30, use the appropriate breakdown for the media you are designing (e.g. Digital=RGB). Where a percentage black is required, use 60% for our logo, and in the case of body copy, you may use 80% black.

**DISPLAY**  
Museo Sans Rounded 1000

**HIGHLIGHT**  
Museo Sans Rounded 900

**Impact**  
Museo Sans Rounded 900

**Emphasis**  
Museo Sans Rounded 700

**attention**  
Museo Sans Rounded 500

**readability**  
Museo Sans Rounded 300

**presence**  
Museo Sans Rounded 100

**MAKE A CALL TO ACTION**

Museo Sans Rounded 1000

**With A Bold Headline**

Museo Sans Rounded 900

Qualify with the right sub-header

Museo Sans Rounded 500

Use the right weight of body copy to be readable, accessible and well spaced. Think about your line length, not too short or too long, and always try to keep to a consistent column width wherever possible.

Museo Sans Rounded 300

**Credits and sign-offs play their part too!**

Museo Sans Rounded 700

## 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!**

- Tone of Voice •
- Owned By You •
- D.O.E.S •
- Workflow Checklist •
- Asset Matrix •
- The Approval Process •
- Step by Step Checklist •

Introducing:  
Tone of voice &  
Owned by you!

# Introducing 'Tone of voice'

## Our tone of voice

**Tone of voice** is how we sound, how we write and how we speak. The words we use and how we use them to make a lasting impression are important.

**Tone of voice** reveals our personality and values and helps to build confidence and trust.

**Tone of voice** makes us recognisable, familiar and reassuring.

**Tone of voice** together with a strong verbal identity helps connect us with our customers. They define why we are different and help express what we stand for.

We're the UK's largest co-operative, and we're proud of our family of brands, so we want to tell everyone about them! This is a guide to help you write confidently and consistently in the **Your Co-op** tone of voice.

Firstly, let's sum up our **brand personality** in three key terms, we bring them to life whenever we write or speak, **they are:**

**Trustworthy**

**Because we're fair and open!**

**Empowering**

**Because we're expert and supportive!**

**Inspiring**

**Because we're positive and personal!**

# 'Tone of Voice' Explained

## Our tone of voice

**Our tone of voice reflects our personality and makes people feel a certain way about us. What we say and how we say it speaks volumes about our brand.**

**The 'Your Co-op' personality can be summed up in three words that are our key traits and we bring them to life whenever we write or speak.**

## We are trustworthy

We're with our customers throughout life's journey. People see us as reliable, principled and genuine, trusting us to deliver what they need. We're consistent.

We stand for honesty and quality. We are always straightforward, fair and open in our dealings with others.

We treat everyone equally and honestly in everything we do. We are transparent and committed to being open, accountable, accessible, receptive and clear.

## We are empowering

Our business is all about people. Our members are at the centre of everything we do. We give them influence and a say in how a business is run, thriving on collaboration and partnership.

We stand for equality, opportunity and positive energy. We are highly skilled, expert and professional. Our heritage sets us apart from our competitors. Committed to giving our members the power to make decisions, our Society is democratic and approachable. We treat everyone equally.

## We are inspiring

In a profit-driven world, we are the difference. We enhance the lives of our colleagues, members, customers and communities. We represent a fairer way of doing business. Our values set the standard for others to follow.

We create positive value for our customers and to serve the wider community.

We are progressive and optimistic, looking forward and embracing change. We are friendly, caring and build great relationships. People are at the heart of our business. We're supportive and inclusive.

# 'We Are Trustworthy'

## Overview

**We're with our customers throughout life's journey. People see us as reliable, principled and genuine, trusting us to deliver what they need. We're consistent.**

We stand for honesty and quality, always straightforward, fair and open in our dealings with others, treating everyone equally and honestly in everything we do.

We are transparent and committed to being open, accountable, accessible, receptive and clear, honest and accurate. We tell it like it is.

Our writing reflects pride in our business, but we never overstate or exaggerate. We show that we are open by being supportive and respectful. Our language is accessible, makes people feel at home, gets to the point quickly and answers the question being asked.

## Checklist

**We are fair**, straightforward and generous in our dealings with others.

**We are equitable**, we treat everybody fairly and equally.

**We are honest** and consistent in everything we do.

**We are open**, transparency is the cornerstone of our Society.

**We are committed** to working and behaving in an open and accountable way.

**We are accessible**, receptive and always clear.

## Writing tips

Write as if you're speaking to a single customer – a person who you know.

Be welcoming and warm. Personalise where possible. Could 'Hello Kate' replace 'Dear Member'?

Be down to earth – don't use formal language.

Think carefully about what you want to say and stick to it.

Talk about our values and principles.

Write with courage and conviction.

Check for exaggerated language and hyperbole.

**Remember: get to the point quickly.**



# 'We Are Empowering'

## Overview

**We are all about people and our members are at the centre of everything we do. We give them influence and a say in how a business is run, thriving on collaboration and partnership.**

We stand for equality, opportunity and positive energy. We are highly skilled, expert and professional. Our heritage sets us apart from our competitors. We are committed to giving our members the power to make decisions. We are democratic and approachable, treating everyone equally. Inclusive and energetic, we use upbeat language, connecting directly with our members.

We know our subject, sounding confident but never self-important. Our words make powerful connections, make people feel noticed, important and valued, using everyday phrases, not jargon or abbreviations.

## Checklist

**We are expert**, we are highly skilled and professional.

**Our social heritage** sets us apart from our competitors.

**Our knowledge** is second to none.

**We are encouraging**, we are committed to giving our members the power to make decisions that affect us all.

**Our Society is democratic** and approachable.

**We treat everybody equally** and promote an environment where people are free to share their views.

## Writing tips

**Write with a sense of purpose.** Use active language to involve the reader.

**Show and tell.** Take pride in our achievements.

**What's in it for me?** Include at least one reference to member or customer benefits.

**Think about your audience** and what's important to them. What would they like to know? What's the best way to tell them?

**Always edit.** Scan for business language and abbreviations.

**Don't use 20 words if 10 will do.**

# 'We Are Inspiring'

## Overview

**In a profit-driven world, we are the difference, enhancing the lives of our colleagues, members, customers and communities, representing a fairer way of doing business.**

Our values set the standard for others to follow, creating positive value for our customers, serving the wider community. We are progressive, optimistic, look forward and embrace change. We are friendly, caring and build great relationships with people at the heart of our business. Supportive, inclusive, upbeat and optimistic. Commitment and enthusiasm shine through. Choosing vibrant words and phrases to emphasise our values and how we create value.

We are always warm and friendly, make customers and colleagues feel recognised, valued and supported. Everyone is welcome here.

## Checklist

**We are positive,** we exist to create value for our customers and to serve the wider community.

**We are progressive** and optimistic, looking forward and embracing change.

**We are personal,** we are friendly and caring and strive to build great relationships with everyone we meet. People are at the heart of everything we do.

**We are supportive,** encouraging and inclusive.

## Writing tips

**Aim for a conversational style** by writing as you speak.

**Be imaginative.** Use short catchy titles, or introductions.

**Use an active, energetic voice.** Use verbs instead of nouns.

**Read your first draft out loud.** Does it have pace? Does it feel natural?

**Who you are talking to,** how do you want them to feel? Did you convey warmth and friendliness?

**Give your writing the human touch.** Does it engage and inspire? Talk to your audience directly. Use personal pronouns.

# Introducing 'Owned By You'

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**Owned by you** is our own powerful brand positioning statement. It describes what sets us apart.

**Owned by you** works harder when we use it strategically to sign-off relevant messages.

**Owned by you**, if used in the right way, as a marketing sign-off, is an important brand asset.

**Owned by you** reveals our ethos and works best with customer and member-focused messages.

**Owned by you** messages are benefits and not business-led. They reference member benefits – or the benefits of belonging to our co-operative. They are not for sharing product details, price promotions or business information.

**Owned by you** benefit-led messages have two key audiences: Consumers who are members and consumers who are not yet members.

**Let's look at some real messaging to see how Owned by you can work for these audiences.**

# Using 'Owned By You'

## When to use

When we talk to our members directly we should make them feel valued and included, they are central to everything we do. **These are the benefits of membership.**

Hello Kate

**Co-operatives Fortnight is here** and we'd love to hear how The Midcounties Co-Operative supports you and your community.

To be in with a chance to win £200 of vouchers please share your stories at **#coopdifference**. We look forward to hearing from you!

**'Your Co-op. Owned by our members. Owned by you.'**

When we talk about membership in general we have an opportunity to show our range of benefits. **These are the generic benefits of membership.**

Annual General Meetings

**Experience democracy and co-operation in action at our Annual General Meetings.** Interact with our directors, listen to key presentations and have your say as a member of the Society.

**'Your Co-op. Owned by our members. Owned by you.'**

Communicating our brand values, ethos and purpose, an opportunity to show we are a co-operative and what we stand for. **Serving our members, customers and the wider community.**

We've been supporting local communities for over 100 years **We've distributed over £390,000 across 500 local community groups** and good causes through grants and carrier bag monies.

Members, colleagues and customers have donated over **70,000 products to local foodbanks**, providing enough meals for 1,000 families in need.

**'Your Co-op. Owned by our members. Owned by you.'**

# Using 'Owned By You'

## How to use

**Your Co-op** is a diverse society and we're proud of our wide range of services. From childcare to travel, energy to food, there's a place for **Owned by you** across the business.

When we use **Owned by you** in the right place at the right time, we are instantly recognisable. A strong identity helps connect us and empowers us to show what we stand for.

We've chosen some messages from each of our brands and applied the above guidance. Let's see where **Owned by you** works and where it doesn't.

### Example from Energy

We share our profits with our members. As a co-operative we're **Owned by you** – not by shareholders. The profits are shared with you, our members.

This message is focused on member benefit and the co-operative ethos.  
**Owned by you works here.**

### Example from Travel

We are delighted to share September's **exclusive member travel offers**, hand picked just for you - our Members, because we're **Owned by you**.

This message combines travel offers with member benefit.  
**Owned by you works here.**

### Example from Food

Because we're **Owned by you** our members over 60 get 10% off their shop every Tuesday.

## You can too!

Combines a promotional offer with both specific and generic member benefits. **Owned by you works here.**

# Using 'Owned By You'

## Where to use

Understanding that **Owned by you** is ethos and benefit-driven helps us to see where it might be used.

**Owned by you** works across a number of channels, this table gives some guidance.

When thinking about using **Owned by you**, a good test is to read the marketing message out loud.

Ask yourself: does **Owned by you** make sense as a sign-off in this context?

## Putting 'Owned By You' to the test

Application	Owned by you sign-off?
Corporate brand/product literature	Yes
Internal Communication	Yes
Digital Communication	Yes
Permanent Store Signage	No
Semi Permanent communication	Yes
In-store POS	Yes
Advertising	Yes
Uniforms	No
Name Badges	No
Packaging*	No *except on-pack promotion

# What D.O.E.S Means To Us

## Democracy, Openness, Equality, Social Responsibility

**This is our brand positioning statement. It clearly describes what sets us apart.**

**We acknowledge that our members are at the heart of our business and they are what makes us different.**

**Used in the right way, as a marketing sign-off, these four words are an important brand asset, part of a strong identity that connects us and helps us to show what we stand for.**

**Understand how to use them sparingly and effectively or they lose impact and meaning.**

Co-operatives are **democratic** organisations, owned, controlled and run by their members. Our Board of Directors is elected by other members and drives the direction our Society takes. All members can have their say at our AGM. Our democratic structure means members must agree any rule changes that are passed and have an open forum to ask questions of the Board and Executive team.

**Openness** creates an environment where everyone is free to share their views and input into their Society, with an annual Colleague Survey, regular Colleague Council meetings, forums and conferences allowing everyone to bring their ideas to the table. It means honestly and transparently communicating with members and customers. Trust is at the heart of co-operative dealings.

Our commitment to **equality** means recognising the opportunities and benefits each individual brings, with everyone treated fairly and equally. Diversity within the business and our customer base is key. We use focus groups to address this issue as comprehensively as possible. As an equal opportunities employer, we strive to create an inclusive working environment for all colleagues.

**Social Responsibility** forms one of the values and principles on which we base our business and is at the heart of co-operation.

As a co-operative business we work towards creating a better, fairer world through our environmental initiatives, with a strong focus on energy saving and recycling.

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 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 Head of Brand and Insights. We're here to help.

**Melody Aguero**  
**Head of Brand and Insights**

01926 516000  
melody.aguero@midcounties.coop

## 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 Colour

### Format

Adobe Illustrator (.AI)  
Adobe EPS (.EPS)  
Adobe Acrobat (.PDF)

## Vector (RGB)

### All Artwork:

Black  
White  
Brand Colour

### Format

Adobe Illustrator (.AI)  
Adobe EPS (.EPS)  
Adobe Acrobat (.PDF)

## Raster (RGB)

### All Artwork:

Black  
White \*not JPEG\*  
Brand Colour

### Format

Adobe Photoshop (.PS)  
Adobe Photoshop (.TIFF)  
Adobe Photoshop (.JPEG) Adobe Photoshop (.PNG)  
- .TIFF is a layered file  
- .PNG transparent background

# Design Checklist

## Step by Step Checklist

<b>Checklist</b> <b>Member/Business facing</b> <span style="float: right; font-size: 2em;"><b>1</b></span>	<b>Checklist</b> <b>All applications</b> <span style="float: right; font-size: 2em;"><b>2</b></span>	<b>Checklist</b> <b>All applications</b> <span style="float: right; font-size: 2em;"><b>3</b></span>
<b>Logotype Assets</b> <b>'Your Co-op' Logotype</b> Correct Asset selected <input type="radio"/>	<b>Typestyling</b> <b>Print applications</b> Museo Sans Rounded family <input type="radio"/> <b>Any other typeface</b> <b>X</b>	<b>Tone of Voice</b> Inspiring <input type="radio"/> Empowering <input type="radio"/> Trustworthy <input type="radio"/>
<b>Implementation</b> A - White out of Hero Yellow <input type="radio"/> B - Hero Yellow out of Image <input type="radio"/> Main or Sub Brand Palette only <input type="radio"/> <b>Any other colour or base</b> <b>X</b> Safe Space Observed <input type="radio"/> Size guidelines observed <input type="radio"/>	<b>Digital applications</b> Ariel family <input type="radio"/> <b>Any other typeface</b> <b>X</b>	<b>Owned by you</b> Observes our core principles <input type="radio"/> <b>D.O.E.S</b> Observes our core principles <input type="radio"/>
<b>Checklist / Step 1</b> <b>Retail/Digital offers</b> <span style="float: right; font-size: 2em;"><b>1</b></span>	<b>Images Styling</b> Inspiring <input type="radio"/> Empowering <input type="radio"/> Trustworthy <input type="radio"/> <b>Principles</b> Observes our core principles <input type="radio"/> <b>Non approved images</b> <b>X</b>	<b>Approved Copy Artwork</b> <input type="radio"/> (Copy & Message)
<b>Logotype Asset</b> Correct Sub Brand Asset <input type="radio"/> Correct Sub brand colour <input type="radio"/> <b>Any other colour or base</b> <b>X</b> Safe Space Observed <input type="radio"/> Size guidelines observed <input type="radio"/>	<b>Finished Visual Artwork</b> <input type="radio"/> (Brand/Type/Image)	<b>Workflow Checklist</b> Double Check all aspects <input type="radio"/>
		<b>Approval and sign off</b> All work signed off <input type="radio"/>

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

Registered number - 19025R

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Thank You!