

Our brand

Below is a useful guide to help you use the Co-op logo in the best possible way, it is broken down into 3 simple steps:

We will supply the logo as a PNG so that it can be applied easily.

1. Colour

1. Blue on white



2. White on blue

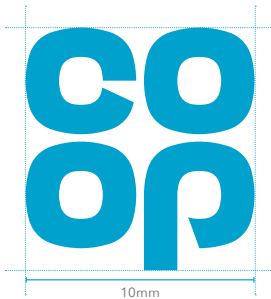


Don't use another colour



2. Size

Print

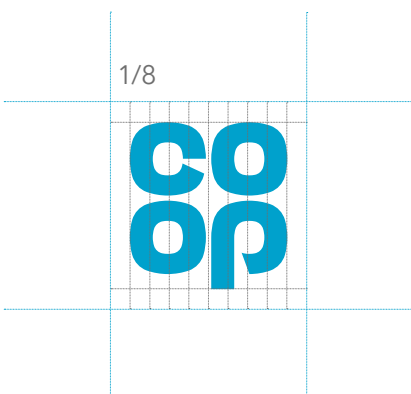


Digital

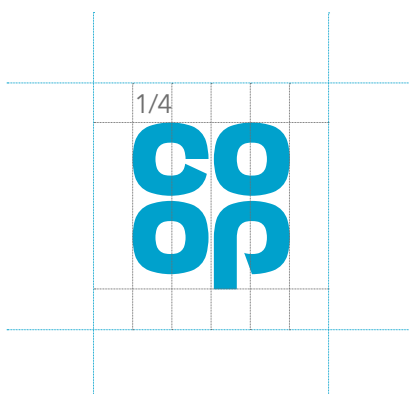


3. Free space

Large - 70%
Eighth logo width
Exclusion zone



Medium - 30%
Quarter logo width
Exclusion zone



Small - 12%
Half logo width
Exclusion zone

