

Here's a useful guide on how to use our Co-op logo

You can use the Co-op logo to promote the Local Community Fund and encourage Co-op Members to select your cause online or in your community. You can download our logo [here](#) and add it to your communications (eg poster or news release).

Colour

Our logo should be either blue or white and wouldn't be infilled with any other colours. If you ever need to tell a printer the colour code for our blue we've listed them for you below.

1. Use a blue logo when you have a white background



2. Use a white logo when you have a coloured background or over photography. Please make sure the shot isn't too light in colour where the logo sits so it's easy to see over the image.



3. Don't rotate or use our logo in another colour



Co-op blue colour breakdown:

CMYK: C 75% M 4% Y 8% K 0%

Pantone: PMS 306

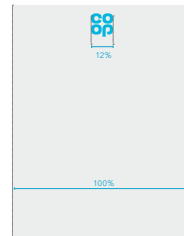
RGB: R 0% G 161% B 204%

HEX: #00a1cc

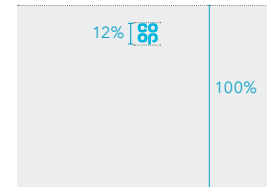
Size and free space

The logo should either be sized to 12% (small), 30% (medium) or 70% (large) of the shortest width of the communication (eg poster or news release) that you're putting the logo onto. When changing the size of the supplied logo please do it proportionally so it isn't stretched.

Portrait



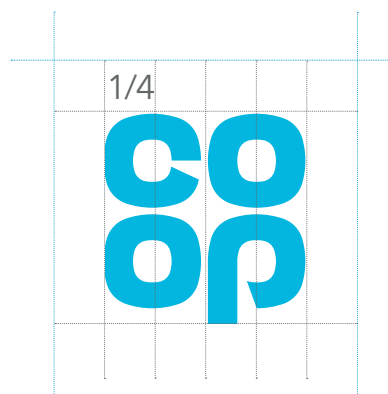
Landscape



The minimum size for the logo would be 10mm on print (eg poster) and 30 px on digital (eg website).

We always allow space around our logo so nothing interferes with it. The exclusion zones for the different sized logos are shown below.

Quarter of logo width as exclusion zone



When using our logo with your own logo or others, there should be one "O" from our logo in between, see below:

