



**The
Cooperative
Foundation**

Logo Identity Standards

LOGO ELEMENTS

The Cooperative Foundation logo is made up of two elements: the icon graphic and the title “The Cooperative Foundation.”

The logomark must appear as all of these elements combined; do not attempt to represent the logomark yourself.

TYPOGRAPHY

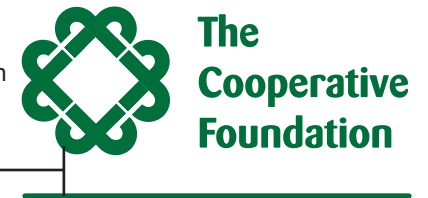
The title, “The Cooperative Foundation” is always set in the font Barmeno, Bold, as shown. Do not alter the size or placement of the typography in relation to the graphic element.



RULE

The logo may also be used with a rule, as shown. The use of the rule is optional. The rule has rounded ends and the rule weight is 1/2 the weight of the rules in the icon element.

1/2 the weight of the rules in icon.



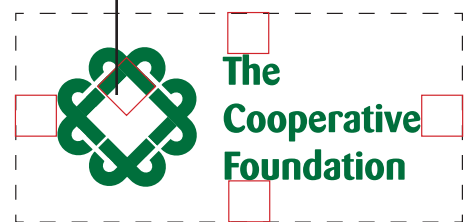
CLEAR ZONE

The Cooperative Foundation logo should never be incorporated with another graphic element.

The Cooperative Foundation logo is a dominant logo that demands a sufficient amount of area around the logo where no distracting graphic elements should be placed. This white space is generally referred to as the “clear zone.”

The Cooperative Foundation clear zone is 1/4 of the square part of the icon.

1/4 of the square part of the icon.



RESIZING

The Cooperative Foundation logo must be increased and decreased proportionately.

RIGHT



WRONG



MINIMUM SIZE

The Cooperative Foundation logo should never be used smaller than 1 inch.



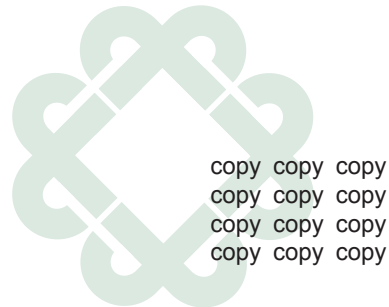
INCORRECT USAGE

The Cooperative Foundation logo should never be incorporated with another graphic element.



SUPER GRAPHIC

The Cooperative Foundation logo icon may be isolated and screened back to 10% for use as a super graphic.



LOGO COLORS

The Cooperative Foundation logo was designed to be a 1-color logo using the print standard Pantone® Match System of colors, or PMS.

COLOR LOGO: PMS 349

4 COLOR PROCESS: PMS 349= 100% cyan, 0% magenta, 91% yellow, 42% black

ONE COLOR OPTION:

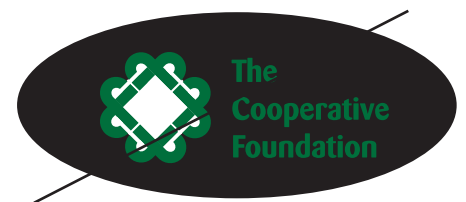
It is acceptable to use The Cooperative Foundation logo in black and white as shown.

WEB COLORS: PMS 349=003300



BACKGROUNDS

Background colors or graphic elements are not to be used.



This visual representation of The Cooperative Foundation logo is one of the most valued assets. Protecting the integrity of The Cooperative Foundation logo through consistent use and quality reproduction will ensure the long-term value of this asset.

This flyer outlines graphic standards for The Cooperative Foundation. This logo will appear on all communications, correspondence, premiums and specialities. Every effort should be made to adhere to these identity standards. If you have any questions or need further information, contact Leslie Mead at 703-578-1820 or leslie.mead@verizon.net.



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