

CO-OP Shared Branch Brand Usage Guidelines



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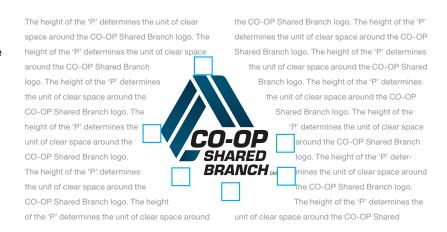
Logo Usage Guidelines

To ensure logo consistency and quality reproduction, always use authorized CO-OP Shared Branch artwork.

Follow these production guidelines to separate the CO-OP Shared Branch logo from other layout elements and achieve proper reproduction.



Clear Space Around Logo The height of the 'P' determines the unit of clear space around the CO-OP Shared Branch logo.



Download logos at co-opfs.org/marketingportal

^{*}PMS 308 may be used as a solid color in applications where the gradient may not be possible (e.g., vinyl signage).

Alternate Logos

Whenever possible, use the blue and black version of the CO-OP Shared Branch logo, following the reproduction guidelines shown here. Alternatively, a white version or a black version may be used when creative requirements dictate.



Do not alter the CO-OP Shared Branch logo in any way.

• Do not compress or extend the logo.





• Do not reproduce the logo in colors other than those listed on page 3.





• Do not extract elements from the logo.





• Do not alter the composition of the logo.





• Do not put logo over a background image.



