Cooperative Councils' Innovation Network
Brand guidelines

A guide to preparing CCIN Final Reports

councils.coop

CCIN-funded Projects

Each year, CCIN members are encouraged to suggest projects where they can collaborate with other members to find cooperative policy solutions to local government challenges. The CCIN funds two types of projects:

- **larger projects, called Policy Labs, and**
- **smaller projects, called Policy Prototypes**

These projects are a substantial investment for the Network, and these guidelines have been developed to ensure that published reports funded by the Network (whether online or in print) clearly promote the CCIN's brand identity.

Published reports are expected to be clearly identified as CCIN publications, and the final document will form part of the CCIN's growing resource database.

The following guidelines have been produced to assist Policy Lab project leads. They have been developed to meet the expectations of the CCIN's Values and Principles Board in promoting the Cooperative Difference in our work. They will also be useful for Policy Prototype Leads. We have not produced a Standard for Policy Prototypes because of the different levels of funding; however, much of the guidance will be relevant for shorter reports.

Appendix 1 – examples of Policy Lab reports that should be considered as the new Standard
Appendix 2 – template for Policy Lab reports
Appendix 3 – examples of great Policy Prototype reports

CCIN logo

Introducing the new logo

It is now *without* the hyphen. This alteration marks a crucial shift in our visual identity as we drop the hyphen from 'cooperative'.

Primary logo

Cooperative Councils'
Innovation Network

Alternative/reversed logo

Cooperative Councils'
Innovation Network

Greyscale logo

Cooperative Councils'
Innovation Network

In certain circumstances, where colour printing isn't available, a greyscale verison of the logo is available.
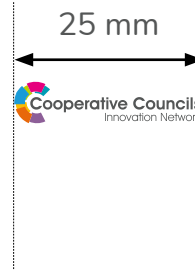
How to use the CCIN Logo

Exclusion Zone

Ensure that text or other graphical elements/images do not encroach on, or crowd out the logo. The exclusion zone is *equal to the width of one logo 'segment'*

Minimum reproduction size

Adhere to the *minimum width of xx mm* to ensure legibility.

25 mm

White/Reversed

In some circumstances, when the logo needs to be placed on a coloured back-ground – for example, on merchandise, or a page of solid colour in a document – the reversed version should be used.

CCIN Colour Palette

Cooperative Councils'
Innovation Network

The CCIN colour palette includes **12 colours** – made up from the *7 colours from the logo plus 3 from the Statement of Values and Principles Wheel, in addition to grey and black.* No other colours should be used in CCIN publications, including Policy Labs and Policy Prototypes, except for Members' own logos and imagery.

Primary colour palette (from the CCIN logo)

Teal	Magenta	Lime	Blue	Yellow	Orange
50% / 25%	50% / 25%	50% / 25%	50% / 25%	50% / 25%	50% / 25%
C100 – M0 – Y30 – K0	C0 – M100 – Y0 – K0	C35 – M0 – Y100 – K0	C76 – M23 – Y0 – K0	C0 – M28 – Y100 – K0	C0 – M69 – Y100 – K0
R0 – G171 – B189	R236 – G6 – B140	R178 – G210 – B53	R6 – G156 – B216	R251 – G187 – B20	R235 – G112– B35
HEX #00abbd	HEX #ec008c	HEX #b2d235	HEX #069cd8	HEX #fbbb14	HEX #eb7023

Secondary colour palette (from the Statement of V&P Wheel)

Purple	Grey	Black	Green	Mint	Pink
50% / 25%	50%	10%	50% / 25%	50% / 25%	50% / 25%
C52 – M69 – Y10 – K3	C5 – M0 – Y0 – K80	C0 – M0 – Y0 – K100	C70 – M0 – Y100 – K0	C42 – M2 – Y39– K0	C0 – M50 – Y0 – K0
R134 – G97 – B153	R82 – G87 – B91	R00 – G00 – B0	R80 – G184 – B72	R152 – G204 – B173	R244 – G154 – B193
HEX #866199	HEX #52575b	HEX #000000	HEX #50b848	HEX # 98cdad	HEX #f49ac1

CCIN Fonts

CCIN Font use

ITC Avant Garde Gothic Bold (for Headings)

ITC Avant Garde Gothic Book (for Body copy)

ITC Avant Garde Gothic Medium (for URLs mostly)

Nunito Regular (for additional contrast)

CCIN Website Logo

Like the slogan (see next page), we have developed a device to promote the website

councils.coop

CCIN Marque and Slogan

coop People-centred councils driving social innovation putting people first

The CCIN slogan uses the COOP Marque developed by the International Cooperative Alliance for the UN International Year of Cooperatives in 2012, and it has been specifically created for the CCIN

How to use the Marque and Slogan
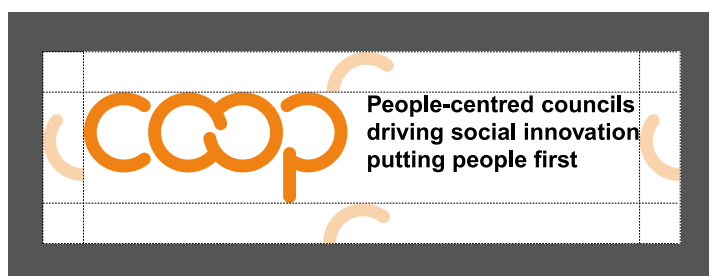
Exclusion Zone

Ensure that text or other graphical elements/images do not encroach on, or crowd out the logo. The exclusion zone is *equal to half the height of the 'c' in coop*

Minimum reproduction size

Adhere to the minimum size to ensure legibility. The 'coop' marque element of the logo should be a minimum of 12mm

White/Reversed

In some circumstances, when the logo needs to be placed on a coloured background – for example, on a page of solid colour in a document – the reversed version should be used.

Statement of Values and Principles

CCIN Statement of Values and Principles

Read more here: councils.coop/about-us/values-and-principles

Our **Values** are what we believe in

While not a registered cooperative, the Cooperative Councils' Innovation Network has adopted the Cooperative Values developed by the International Cooperative Alliance: Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity. In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility and caring for others.

Our **Principles** guide the way we, and our Members, put our **Values** into action

The Cooperative Councils' Innovation Network endorses the Principles of the International Cooperative Alliance:

- Voluntary and open membership
- Democratic member control
- Member economic participation
- Autonomy and independence
- Education, training, and information
- Cooperation among cooperatives; and concern for community.

Recognising that Councils are not in themselves registered cooperatives, we and our members have developed principles that have grown from those of the International Cooperative Alliance and are relevant within the context of local government. The CCIN has developed ten icons to illustrate its Cooperative Principles.
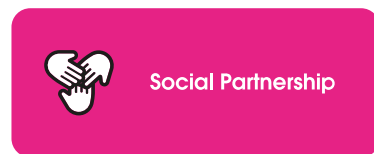
These icons should demonstrate how Cooperative Councils are putting our cooperative principles into practice, demonstrating the 'cooperative difference' in their work.

Councils and organisations that receive CCIN funding to undertake Policy Labs and Policy Prototypes are asked to use these icons to illustrate the 'cooperative difference' from this project.

CCIN Statement of Values and Principles icons

Cooperative Councils' Innovation Network

The icon sets and their descriptions are available as **.pdf, .png** and **.svg** in three formats:

Wide icons	Square icons	Icons only
Social Partnership		
Democratic Engagement		
Co-production		
Enterprise and social economy		
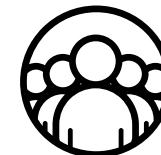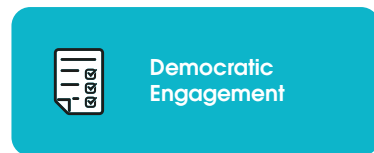
More icons …

Wide icons	Square icons	Icons only
Maximising social value		
Community leadership and a new role for councillors		
New models of meeting priority needs		
Innovation		
Learning		
Walking the talk		

Member Logos

These logos have been developed for use by current Members (Full Councils), Associate Members (Town, Parish, Community Councils and Opposition Groups) and Affiliate Members (businesses and non-political organisations).

They are available in **.jpeg** and **.eps** formats.

Member

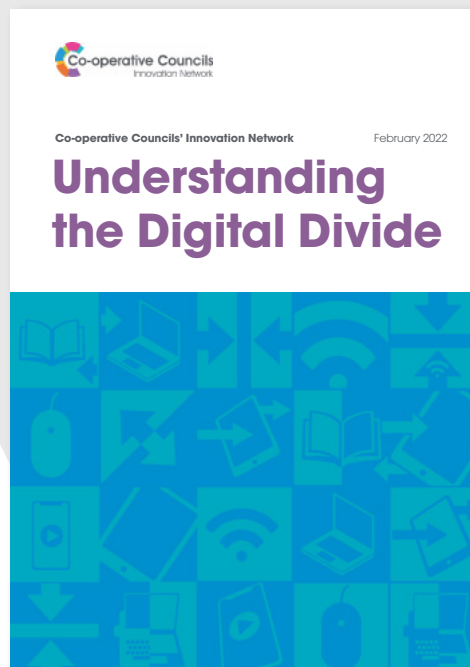Cooperative Councils' Innovation Network

Download

Associate Member

Cooperative Councils' Innovation Network

Download

Affiliate Member

Cooperative Councils' Innovation Network

Download

Supporter

Cooperative Councils' Innovation Network

Download

The New Standard for Policy Lab reports

Cooperative Councils' Innovation Network

Co-operative Councils' Innovation Network — February 2022

Understanding the Digital Divide

bit.ly/CCIN-Digital

Co-operative Councils' Innovation Network — February 2022

Co-operative Approaches to Reaching Net Zero

bit.ly/CCIN-Net-Zero

Co-operative Councils' Innovation Network — March 2021
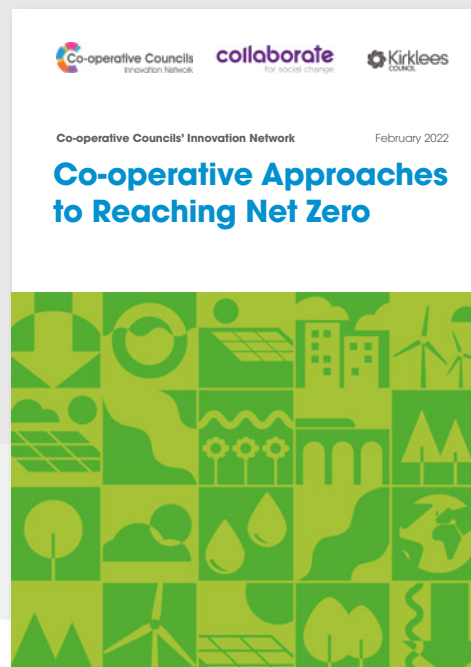
Beyond Asset Transfer
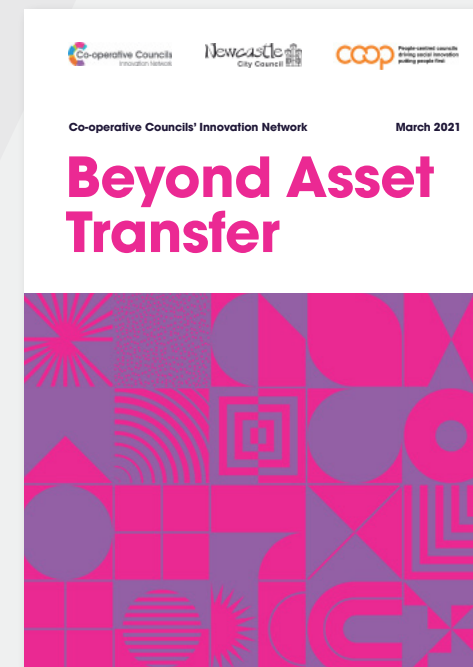
bit.ly/CCIN-Asset-Transfer

These reports were designed by the Coop News Comms Team.
Contact editorial@thenews.coop if you would like a quote for your report.

The New Standard
for Policy Lab reports

Cooperative Councils'
Innovation Network

Occasionally Policy Lab reports require a different approach, for example with a Toolkit
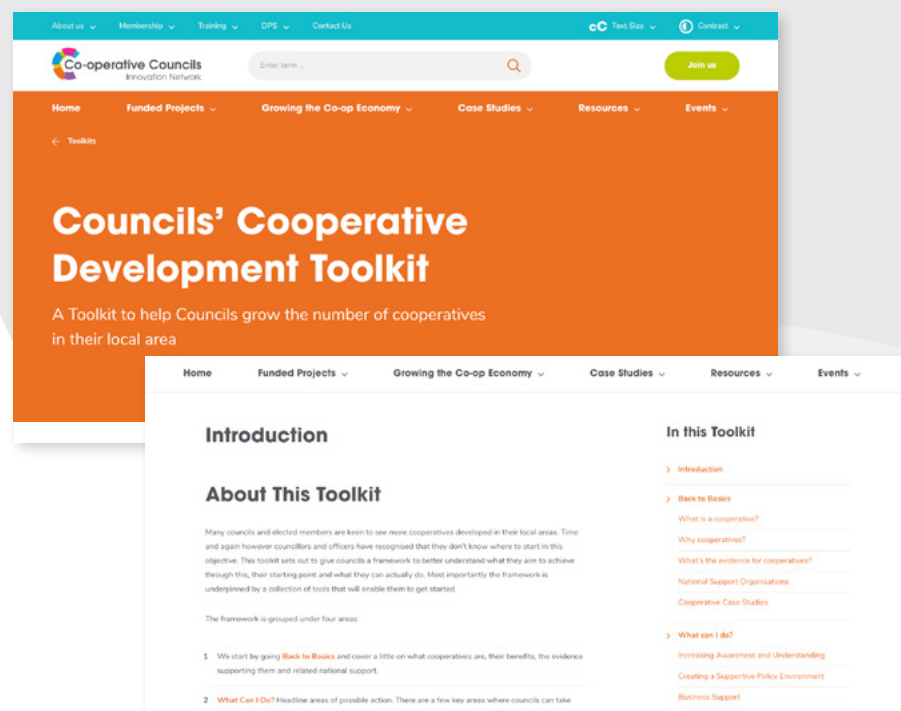
bit.ly/CCIN-coopdevt

Or where the content requires a more visual approach to have an impact

bit.ly/CCIN-coop-AI

Template for Policy Lab reports

Cover

- CCIN logo
- Lead Council logo
- Date of publication
- Your choice of design using any two colours from the colour palette

Inside cover

'About the CCIN and Policy Labs' to include:

- "To find out more about joining the CCIN, contact: hello@councils.coop"
- CCIN Accountable Body:
  Oldham Council, Oldham Civic Centre, West Street, Oldham OL1 1UL"

Acknowledgements

To thank anyone involved in the production of the report.

Page 3

Contents

Page 4 or 4 and 5

Foreword from the chair of the CCIN and Leader of the Lead Council including head and shoulders photos

Inside back cover

Contact details for the Policy Lead
Logos of all the partners involved in the project

Back cover

Refer to the back cover of the current CCIN Case Studies pack for the latest wording

Find out more about the UK Councils that are using cooperative values and principles to build resilient places through community wealth-building and co-produced services.

Join us today at

councils.coop

f @coopcouncils X @coopinnovation ✉ comms@councils.coop

✿ @coopcouncils.bsky.social

coop People-centred councils
driving social innovation
putting people first

Designed by Co-op News
Holyoake House, Hanover Street, Manchester M60 0AS | thenews.coop

Examples of great Policy Prototype reports

Cooperative Councils'
Innovation Network

Social Return on Local
Council Provision

Creating an effective measurement tool

Download

Connecting
Communities

Community Transport Policy Prototype

Download

Grow, Share, Cook

Watch the video report

These are smaller projects led by one council. Although there is no specified template, the final report should use the CCIN colour palette and logo and stand apart from a standard council report

Cooperative Councils'
Innovation Network

For advice on how to use these guidelines, please contact Nicola Huckerby
hello@councils.coop

International Year of Cooperatives
2025

Cooperatives Build
a Better World

councils.coop

f @coopcouncils 𝕏 @coopinnovation ✉ comms@councils.coop 🦋 @coopcouncils.bsky.social