



Identity Guide for Vendors

Version 1.5 | September 2023

Table of Contents

3	Introduction and Purpose
4	Permitted Uses
5	How to Request Logos
6-7	National Co+op Grocers Logo Guidelines
8-9	Co+op Logo Guidelines
10-11	Co+op Deals Logo Guidelines
12	Co-op Trade and Inclusive Trade Logo Guidelines
13-14	Co+op Basics Logo Guidelines
15-17	Color Palette

Introduction and Purpose

National Co+op Grocers (NCG) is a business services cooperative for retail food co-ops located throughout the United States. National Co+op Grocers helps unify natural food co-ops in order to optimize operational and marketing resources, strengthen purchasing power, and ultimately offer more value to natural food co-op owners and shoppers everywhere.

The purpose of this document is to introduce NCG vendor partners to the most common logos and marks used by NCG, communicate their proper usage and provide instructions for requesting logos.

Permitted Uses

The logos and marks found in this guide are trademarked or registered by National Co+op Grocers (NCG).

The logos may not be used in any manner that may imply that any policies, goods, services, websites, or publications are sponsored, endorsed, licensed by, or affiliated with NCG. Further, the logos may not be used in a manner that would disparage NCG, food co-ops, or any individual person/group of people.

NCG reserves the right in its sole discretion to terminate or modify permission to display any logo owned by NCG, and may request that any NCG affiliate or third party modify or delete any use of the logo(s) that, in NCG's sole judgment, does not comply with these guidelines, or might otherwise impair NCG's rights in the logo(s).

Requesting Logos

Vendors must request NCG's explicit approval for each instance of use of any NCG logo and final art must be submitted to NCG for approval.

If you would like to use a logo owned by NCG, please send an email with the following information to Kelly Smith (kelly.smith@ncg.coop) or Liz McMann (liz.mcmann@ncg.coop):

- **Logo Requested** – NCG, Co+op, Co+op Deals, Inclusive Trade, Co-op Trade or Co+op Basics
- **Description of Use** – short description of how you intend to use the logo including: purpose, audience, and planned distribution method (print or online)
- **Version Required** – color or grayscale, primary or reversed
- **Color Format Required** - PMS, CMYK or RGB
- **File Format Required** – EPS, JPG or PNG

National Co+op Grocers Logo Guidelines

The National Co+op Grocers logo may only be used in connection with promotion of a partnership with NCG.

VERSIONS

The primary version of the logo is the default option for logo use. The reversed logo is to be used only when contrasted against a dark color such as dark green or black as illustrated below. Note: regardless of version, the oval background as well as the “plus” are always in white (not transparent). Logo colors may not be modified.

PRIMARY LOGO



REVERSED LOGO



GRAYSCALE LOGO



GRAYSCALE REVERSED LOGO



CLEAR SPACE

The following guidelines tell you how much clear space should be left between the National Co+op Grocers logo and other graphic design elements, page edges, and other visual features to ensure the logo's maximum impact and readability.



SIZE FORMATS

To ensure legibility, the logo may not be reproduced below 1" wide. Large application should use a logo size of approximately 2" wide.



Large Applications

~2" and larger for impact
on collateral materials.
(shown at 2")



Small Applications

~1" to 2" for
business/office use.
(shown at 1")



Co+op Logo Guidelines

The Co+op logo may only be used in connection with promotion of NCG member co-ops or our consumer website, www.grocery.coop. When used online, the Co+op logo should always include a hyperlink to www.grocery.coop.



VERSIONS

The primary version of the logo is the default option for logo use. Note: regardless of version, the “plus” is always in white (not transparent). Logo colors may not be modified.

PRIMARY LOGO



REVERSED LOGO



GRAYSCALE LOGO

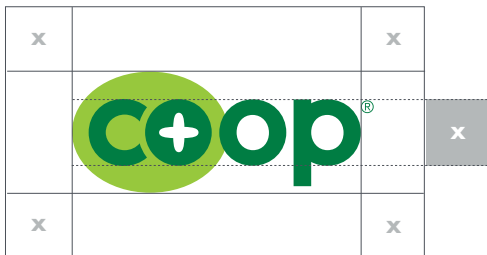


GRAYSCALE REVERSED LOGO



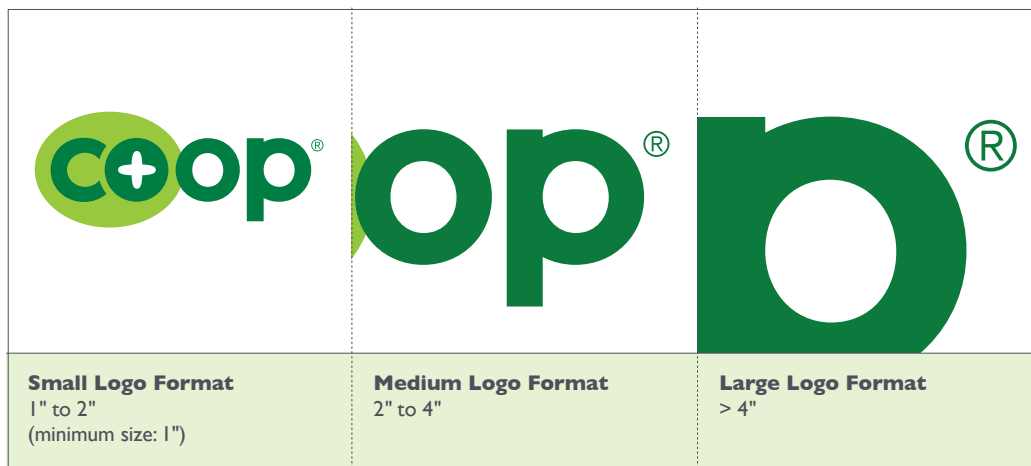
CLEAR SPACE

The following guidelines tell you how much clear space should be left between the Co+op logo and other graphic design elements, page edges, and other visual features to ensure the logo's maximum impact and readability. Guidelines also note where the registered trademark symbol (®) fall within the required clear space.



SIZE FORMATS

The Co+op logo is always the same no matter what its dimensions, but the registered trademark symbol (®) varies slightly for readability. There are three available size formats, each offering the best proportions between the logo and trademark symbol for a set size range. Please choose the best size format file for your application.



Co+op Deals Logo Guidelines

The Co+op Deals logo may only be used in connection with NCG's promotions program.

VERSIONS

The primary stacked version of the logo is the default option for logo use. Note: regardless of version, the "plus" is always in white (not transparent). Logo colors may not be modified.

PRIMARY LOGO (STACKED)



REVERSED LOGO (STACKED)



GRAYSCALE LOGO (STACKED)



GRAYSCALE REVERSED (STACKED)



PRIMARY LOGO (IN-LINE)



REVERSED LOGO (IN-LINE)



GRAYSCALE LOGO (IN-LINE)



GRAYSCALE REVERSED (IN-LINE)



CLEAR SPACE

The following guidelines tell you how much clear space should be left between the Co+op Deals logo and other graphic design elements, page edges, and other visual features to ensure the logo's maximum impact and readability.

Stacked



In-line



SIZE FORMATS

The Co+op Deals logo is always the same no matter what its dimensions (i.e., should not be stretched). The minimum size for the Co+op Deals in-line logo is 1.5" wide and the minimum size for the stacked logo is 1" wide.

Co-op Trade and Inclusive Trade Logo Guidelines

CO-OP TRADE

The Co-op Trade logo may only be used by vendors who have been verified by NCG as cooperatively owned. Those who wish to verify their cooperatively owned status can contact [Heidi Traore](#).

Note: Logo colors may not be modified.

PRIMARY LOGO



INCLUSIVE TRADE

The Inclusive Trade logo may only be used by vendors who have been verified as at least 51% owned and operated by an individual or group that is part of a systemically underrepresented or underserved group; including businesses that are women-owned, BIPOC-owned, LGBTQIA+-owned, veteran/service-disabled veteran-owned, or owned by persons with disabilities. Those who wish to verify their Inclusive Trade status can contact [Heidi Traore](#).

Note: Logo colors may not be modified.

PRIMARY LOGO



Co+op Basic Logo Guidelines

The Co+op Basics logo may only be used in connection with the Co+op Basics everyday low price program.

VERSIONS

The primary stacked version of the logo is the default option for logo use. Note: The “plus” is always in white (not transparent). Logo colors may not be modified.

PRIMARY LOGO (STACKED)



REVERSED LOGO (STACKED)



GRAYSCALE LOGO (STACKED)



GRAYSCALE REVERSED (STACKED)



PRIMARY LOGO (IN-LINE)



REVERSED LOGO (IN-LINE)



GRAYSCALE LOGO (IN-LINE)



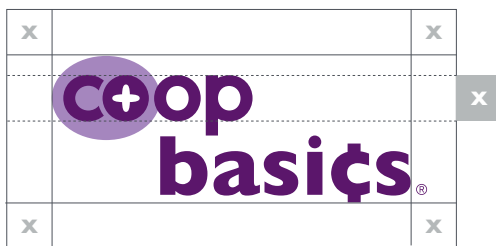
GRAYSCALE REVERSED (IN-LINE)



CLEAR SPACE

The following guidelines tell you how much clear space should be left between the Co+op Basics logo and other graphic design elements, page edges, and other visual features to ensure the logo's maximum impact and readability.

Stacked



In-line






SIZE FORMATS

The Co+op Basics logo is always the same no matter what its dimensions (i.e., should not be stretched). The minimum size for the Co+op Basics in-line logo is 1.5" wide and the minimum size for the stacked logo is 1" wide.




COLOR PALETTE

The Co+op, Co+op Deals and National Co+op Grocers logos use 3 colors, with the “plus” always in white (not transparent). Do not modify logo colors.

NATIONAL CO+OP GROCERS, CO+OP, CO+OP DEALS COLORS

Color	Pantone Coated	Pantone Uncoated	CMYK	RGB	HEX
 Dark Green	356C	356U	95/8/93/27	0/121/52	007934
 Light Green	376C	382U	45/0/100/0	146/199/40	7AB800
 White	Opaque White	Opaque White	0/0/0/0	255/255/255	FFFFFF




GRAYSCALE

Color	Pantone Coated	Pantone Uncoated	CMYK	RGB	HEX
 Black	Black	Black	0/0/0/100	0/0/0	000000
 Dark Gray	425C	426U	38/28/21/63	86/90/92	565A5C
 Light Gray	421C	421U	12/8/9/21	181/182/179	B5B6B3

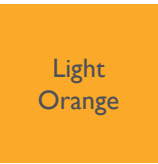

COLOR PALETTE

The Co-op Trade and Inclusive Trade logos use 3 colors each, with the white always in solid fill (not transparent). Do not modify logo colors.

CO-OP TRADE COLORS

Color	Pantone Coated	Pantone Uncoated	CMYK	RGB	HEX
 Dark Blue	301C	301U	100/46/5/18	0/82/147	005293
 Light Green	376C	382U	45/0/100/0	146/199/40	7AB800
 White	Opaque White	Opaque White	Opaque White	Opaque White	Opaque White


INCLUSIVE TRADE COLORS

Color	Pantone Coated	Pantone Uncoated	CMYK	RGB	HEX
 Light Orange	137C	1235U	0/38/95/0	255/161/0	FFA100
 Yellow	116C	7404U	0/12/100/0	254/203/0	FECB00
 White	Opaque White	Opaque White	Opaque White	Opaque White	Opaque White

COLOR PALETTE

The Co+op Basics logo uses 3 colors each, with the white always in solid fill (not transparent). Do not modify logo colors.

CO+OP BASICS COLORS

Color	Pantone Coated	Pantone Uncoated	CMYK	RGB	HEX
 Dark Purple	260C	2613U	66/100/6/28	98/37/103	622567
 Light Purple	2573C	2573U	36/50/0/0	179/130/199	B382C7
 White	Opaque White	Opaque White	Opaque White	Opaque White	Opaque White