







New Consumer Branding for CO-OP Shared Branching and CO-OP Network Frequently Asked Questions

Is it true that the CO-OP Network and CU Service Centers logos are changing?
Yes, the logos are changing, as shown below:

	Previous Logo	New Logo
For the ATM Network:		
	Previous Logo	New Logo
For ATM/Debit Cards:		
	Previous Logo	New Logo
For Shared Branching:		

Why are the logos changing?

By leveraging the power, awareness and equity of the CO-OP brand/logo, which is the most recognizable consumer credit union brand, we created consistency among CO-OP products across the consumer channel. The new logos will help consumers clearly identify the CO-OP service that fits their particular need and help drive those who are looking for a convenient financial institution to select a participating CO-OP credit union.

Where can we find information about the transition to the new logos?

- Visit www.co-opfs.org/rebrand to find webinar recordings and other important information regarding the rebranding, as well as download your launch guide, which will include all information pertaining to the new logos and accessing your online launch kit.
- Read the April 30 press release that formally announced the program at co-opfs.org/news.

Where can I download the new logos and access my online launch kit?

- The new logos can be downloaded on the CO-OP Marketing Portal at www.co-opfs.org/MarketingPortal. Also available on the Marketing Portal are free CO-OP ATM decals, CO-OP Shared Branch window clings, statement stuffers and more. A CO-OP Extranet username and password is required for log in. If you have questions regarding your credit union's Extranet credentials, contact Client Services at 1.800.782.9042, option 2 or memberservices@co-opfs.org.
- If your credit union is not set up with CO-OP Extranet access, visit www.co-opfs.org/MarketingPortalAccess to request alternate access.

What is the long-term timeline?

2013	Introduction and dual branding for consumer transition
	Implementation and usage guidelines introduced
2014	Signage program for replacement or addition added
	Compliance now included in shops but no premiums for non-compliance
	Complete compliance expected by December 2014
Beyond	Phase out of CO-OP Network on cards
	Compliance verification continues

How do I inform my members?

An online launch guide is available on www.co-opfs.org/rebrand, which will guide CO-OP participating credit unions to an online launch kit. The launch kit includes member educational materials, such as newsletter articles and other collateral in print and digital formats. The kit will contain decals, window clings, etc. and usage guidelines.

Will anything change at the Outlet/Credit Union Service Center?

No, the service will remain the same.

Will my members need new ATM/Debit cards?

Only through the normal expiration process of your card stock.

For more information on the consumer branding transition, please contact Client Services at 800.782.9042, option 2.

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