

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?

- Read the April 30 press release that formally announced the program at co-opfs.org/news.
- Attend a webinar for credit unions on May 30, or download the event afterwards.
- Look for an invite to an operational webinar, and for the Launch Kits that will be delivered to all credit unions in July.
- Planned Launch Date: Tuesday, August 13 – CO-OP locators will start displaying both new logos, along with an explanation for consumers. On this date, credit unions can begin displaying the new logos (either side by side with the previous logos, or completely replacing them).
- In the fall, watch for a webinar on the conversion and compliance timeline.

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 and when do I inform my members?

Launch Kits will be sent to each CO-OP participating credit union in July with member educational materials, such as web copy, newsletter articles and other collateral in print and digital formats, as well as social media. 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.

How and when will I get the new logo(s) for my newsletter/inserts/posters/website?

You do not need to do anything immediately as this is a multi-year process. It is best to wait to begin using the new logo(s) until August for the official launch when we will update our website and locators with the new logos. If you use the new logos sooner, members may be confused.

Your Launch Kit will provide directions to obtain the logos and usage guidelines.

If specific needs arise that require the use of the new logos prior to the launch date, please send an email to CO-OP Financial Services' Marketing Department at marketing@co-opfs.org and we will assist you with your request.

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

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