



Style Guides

Version 1.02

Contents

Visual Guidelines

03	Introduction
05	Workers coop logo
06	Logo positioning
07	Membership badge
08	Colour palette
09	Typography
10	Application: The worker cooperative code
11	Application: Posters & large format print
12	Application: Leaflets & postcards
13	Application: Promotional materials
14	Application: Website
15	Social Media

Writing Guidelines

17	Who is this for?
17	Who are we speaking to?
18	Our Name
18	Cooperative
18	Pitching the federation
19	Explaining worker co-ops
19	Simple & clear
20	Our politics
21	Contact

Introduction

The purpose of this guide is to help our members, workers and partners produce visual and written content on behalf of the **workers.coop** federation. It has two sections. The first covers all the aspects of our visual identity including our logos and badges, typography, colours and design styles. The second is a writing style guide. It includes pointers about our audiences, key messages, tone of voice and how we talk about **workers.coop** and worker cooperatives.

We need quality and consistency in **workers.coop's** communications, whoever we're talking to and whatever channel we're using. So please take this guide in the spirit intended, and stick as closely as you can to the rules it sets out.

You can ask for any of the logos, badges, symbols or artworks described in this guide, in the right file formats for the way you want to use them. The Guide will be updated from time to time as we learn and create new materials.

If you have any comments or questions we'd like to hear from you. To get the assets, or to get in touch, please email **solidarity@workers.coop**

Visual Guidelines

workers.coop Logo

Logo

The logo should always be reproduced from master artworks and never recreated or scanned from an existing document. It should be used in vector format where possible or JPG/PNG formats when vector is not possible.

Where possible in print the Pantone version should be used otherwise the CMYK version can be used. For screen usage please use the SVG version or PNG.

Do not alter, distort, or modify the logo in any way, including changes to proportions, elements, or colours. Do not add effects, filters, or additional elements to the logo.



workers
.coop

Logo positioning

The logo is purposefully minimal in style and comes in black and white only. Always ensure that the logo is displayed prominently. There are two versions of the logo:

Horizontal version

There is a single line version of the logo for use when horizontal space needs to be optimised.

Stacked version

There is a stacked and right aligned version of the logo for use when vertical space is limited.

Exclusion zone/clear space

In both cases, maintain a clear space around the logo to ensure visibility and legibility. The height of the 'o' is used as a minimum clear space around all sides of the logo when the logo is used in isolation. No other elements, text, or graphics should intrude into this clear space.

Horizontal



Stacked



Member badge

About the badge

For members, a badge is available to download for placing on websites and promotional materials.

We've provided the badge in regular and reverse colour ways to suit either need. The badge should not be altered in any way, except for where a lower opacity may be used.

Member advice

As a rule, advice should be to place the membership badge in the footer of your website or promo, with clear hierarchy between their own organisations logo.

A minimum distance of the width of the 'W' should be considered when using the badge on any application.



Colours

Primary colours

The brand focuses on high contrast Black and White to maintain a brutalist approach. The brand's primary colour is Coop Orange, however is used sparingly to allow the black and white take the lead.

Secondary colours

The brand is minimal, therefore relies heavily on the primary palette, though a secondary light grey can be used

To ensure consistency, always use the Pantone® or CMYK four colour process references shown.

Colour reproduction in this document is not accurate. Do not use this document for colour matching – always use a dedicated Pantone® colour swatch. Pantone® is a registered trademark of Pantone Inc.

Primary Colours

workers.coop orange

Pantone 2013 U

C **000** R **242**

M **033** G **145**

Y **100** B **012**

K **000** # **F2910C**

workers.coop black

95% black

C **000** R **028**

M **000** G **028**

Y **000** B **027**

K **095** # **1C1C1C**

White

Secondary Colours

Stone

3% Black

C **000** R **59**

M **000** G **104**

Y **000** B **213**

K **003** # **FAFAFA**

Typography

Rubik Semibold

is our heading font and is primarily used for H1s and leading statements. It's predominantly used in black, but can be used in the primary orange for bolder statements if applicable.

Take care when placing orange text on a white background to maintain readability. The correct contrast ratio must be met to facilitate basic accessibility standards.

It's a free Google font and is available to download [here](#).

Rubik Regular & Bold

are used for subheadings in a mix of upper and sentence cases.

Work Sans

Is our body font for both online and offline purposes. It's a free google font and is available to download [here](#).

Graphic Styles

We have three additional graphic elements used in type styles. For bullets and lists, use the orange rotating bullet. For call to actions and sign-posting links, use the orange arrow. For headings, an orange emphasis line should be placed underneath the first few letters of the statement.

Heading typography

Rubik

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Body copy

Work Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Work Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Graphic Styles

A Bold Statement Goes Here

- Item one
- Item two
- ◆ Item three
- ◆ Item Four

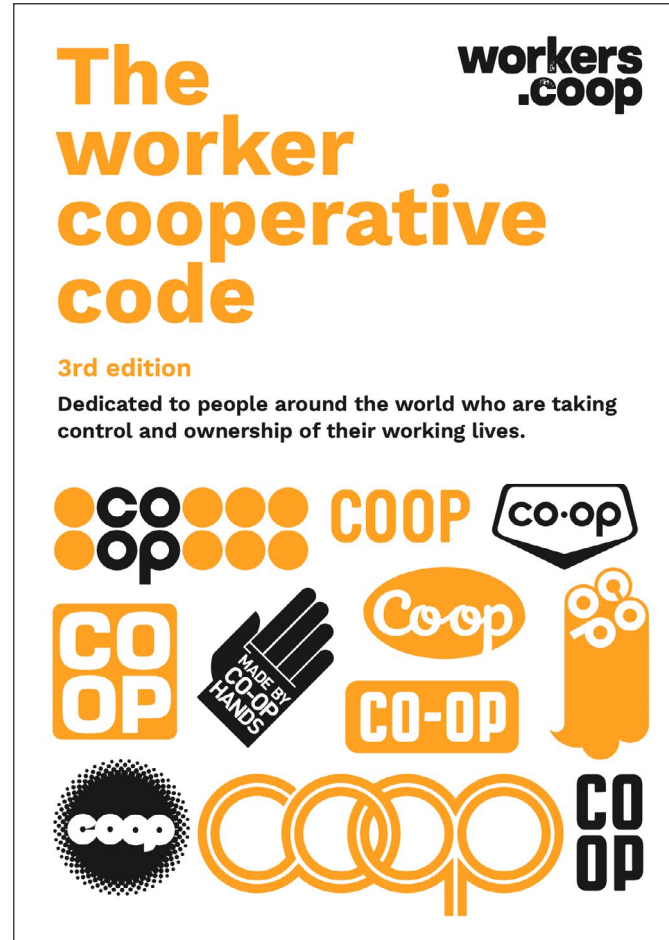
➤ Call to action link one

➤ Secondary call to action link

Application – The Worker Cooperative Code

Workers.coop have a cooperative code that was produced by **calverts.coop**. It uses the basic styles set out in this guide, and introduces a range of simple, on-brand illustrations and diagram styles.

This is maintained and updated by the team in-house and an up-to-date version can be downloaded from the resources section on the workers.coop website



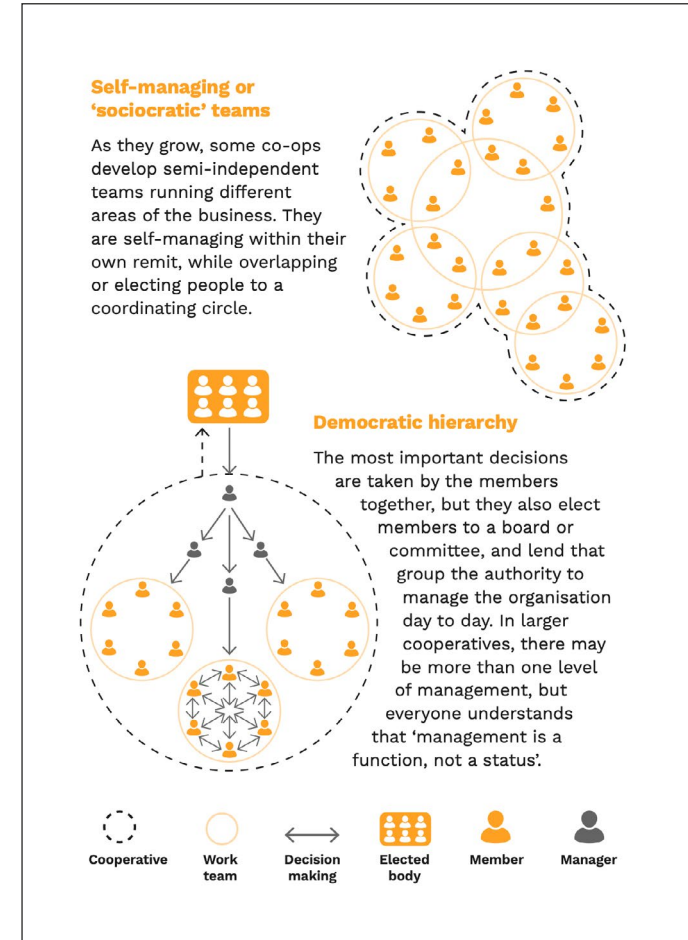
workers
.coop

The worker cooperative code

3rd edition

Dedicated to people around the world who are taking control and ownership of their working lives.

COOP COOP COOP
CO OP CO-OP COOP
COOP COOP COOP
MADE BY CO-OP HANDS
COOP COOP COOP



Self-managing or 'sociocratic' teams

As they grow, some co-ops develop semi-independent teams running different areas of the business. They are self-managing within their own remit, while overlapping or electing people to a coordinating circle.

Democratic hierarchy

The most important decisions are taken by the members together, but they also elect members to a board or committee, and lend that group the authority to manage the organisation day to day. In larger cooperatives, there may be more than one level of management, but everyone understands that 'management is a function, not a status'.

Cooperative Work team Decision making Elected body Member Manager

Application – Flyers & Postcards

Flyers and cards should follow the normal typographical rules. Calls to actions should be grouped to ensure clear signposting. URLs, social media links and QR codes should be arranged according to importance.

Artwork on the reverse should adhere to previously mentioned rules regarding 3rd party artwork and should not be warped or altered. Photographic applications should also adhere with any logo overlays given adequate space and contrast.



Application – Promotional Materials

The examples shown are promotional stickers.

Adhere to previous guidance on logo placement over photos.



Application – Online

The website has a minimal, brutalist aesthetic, with high contrast and minimal imagery.

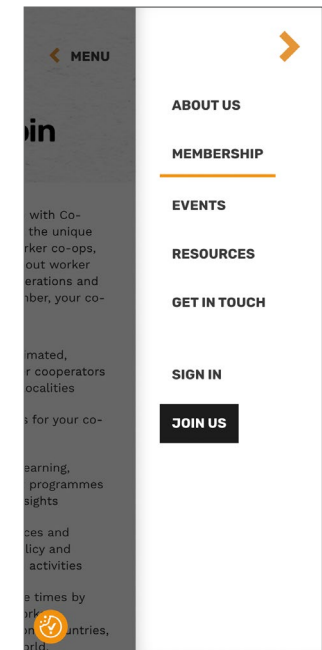
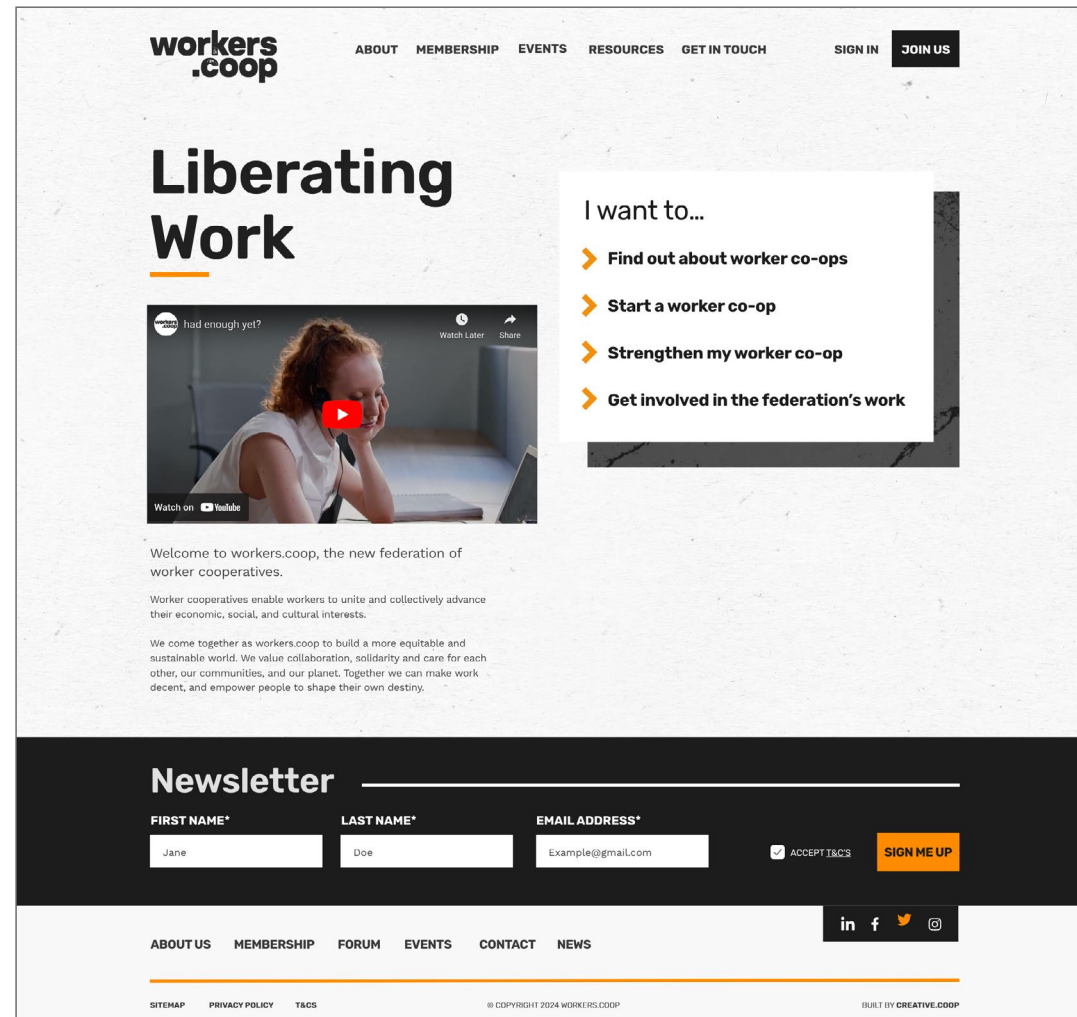
Pages should follow a similar structure of grids and blocks, disjointed in places to create interest.

Where images are used, these should be abstract, and in-keeping with the tone and palette of the site. There is a short looped animation used as a background element on call to action boxes, and can be used for other video-supporting applications such as social media posts and HTML newsletters.

Links, calls to action, and other important elements use the orange primary colour, but this should be kept minimal to avoid overloading.

As previously mentioned, all fonts are google webfonts and can be used freely across the site, along with Google documents.

Website




Writing Guidelines

Writing style guide

1. What's this for?

This style guide was put together by workers.coop's Communications group to help people write on-message, effective, style-conscious content for our main audiences. It's designed to support members of our board, working groups and communications partners.

workers.coop is both the trading name and web domain of workers.coop Limited, the federation of worker co-ops and worker-led co-ops.

Our tips for do's and don'ts are marked throughout with the  symbol.

2. Who are we speaking to?

There are two primary audiences and a number of other audiences to think about when you're writing for workers.coop, and you should think about which of them you're addressing in each piece of communication. The two primary audiences are:

Influencers and activists in existing worker and worker-led cooperatives. We want them to join and be involved.

Young, discontented workers who might respond to worker co-op ideas and practice. 'The avatar' for this audience is:

- ◆ 28 years old
- ◆ from a mixed family
- ◆ culturally savvy
- ◆ someone who's already had three or four different jobs, both 'intellectual' and 'manual'
- ◆ a disillusioned former Labour supporter, but
- ◆ still open to trying to things in an organised way with other people.
- ◆ frustrated about being exploited and patronised at work
- ◆ a member of a couple of single-issue campaigns
- ◆ angry about inequality, social injustice and the climate crisis

We want them to connect with us via our newsletters, social media, programmes and events. The other potential audiences include:

- ◆ Foundations, partners, or well-off individuals who could be persuaded to support us materially
- ◆ through grants, sponsorships, donations or legacies.
- ◆ Pro-worker activists and militant employees from other parts of the UK cooperative movement
- ◆ Worker cooperators in other countries, especially where there is not a worker coop organisation
- ◆ Activists and officers from workers' unions and social justice campaigns
- ◆ Local, borough and city region politicians and policy makers
- ◆ National politicians and policy makers at the national level - England, Ireland, Scotland, Wales, UK

- **Develop your content in a style and tone of voice aimed at one or more of these primary and secondary audiences**
- **Don't write for the 'general public', because it's a meaningless category so anything you write for it will tend to be meaningless or just bland.**

3. Our Name

- ▶ For everyday hand written or electronic documents, write **workers.coop** with a lower case 'w' – even at the start of a sentence.
- ▶ Say 'workers dot co-op' – don't say 'coop' as in chicken coop. When telling people our website address, say 'workers dot co-op' and if clarification is wanted, say 'c-o-o-p with no hyphen'.

4. Cooperative

- ▶ Write 'cooperative' and 'cooperation' not 'co-operative' and co-operation' – i.e. no hyphen
- ▶ Write 'co-op' not 'coop' – use the hyphen
- ▶ 'Workers co-op', 'workers' co-op' and 'worker co-op' – or cooperative – are all OK.

Why? We follow the style used in most countries and adopted by the International Cooperative Alliance. However we spell the abbreviation 'co-op' with a hyphen, to help people not get us confused with confined spaces for chickens.

5. Pitching the Federation

There are several places you can find 'boilerplate' copy about the federation and its purposes. You can select from, mix or adapt these texts for different audiences, channels and occasions:

- ▶ **Our website landing page:**
We come together as workers.coop to build a more equitable and sustainable world. We value collaboration, solidarity and care for each other, our communities, and our planet. Together we can make work decent, and empower people to shape their own destiny.
- ▶ **Our 'About' page:**
workers.coop is a UK-based federation of worker co-ops, founded in 2022. As the network and voice for worker cooperation, we bring co-ops and supporters together as a movement, to advance our shared interests and gain strength.

We collaborate to reach our training, political and commercial goals, and to spread the word about cooperation among new generations and groups of workers.

By taking part in this growing network of cooperators from different places and industries, you will be able to:

- ◆ Identify new trading, sourcing and development opportunities
- ◆ Co-create learning, development and support programmes
- ◆ Engage new audiences and sectors through youth and worker awareness activities
- ◆ Act together with workers across the UK, Europe and the global movement

- ▶ **Our 'Manifesto' booklet**

workers.coop is a new kind of member-driven organisation that unites worker co-ops, individual workers and supporters. Our network shares knowledge and collaborates to grow and strengthen worker co-ops, while spreading the word to new generations and sectors of workers. Our goal is to liberate work, bringing the production of goods and services under worker control – so that everyone gets what they need.

- ▶ **Our recruitment flyers**

*For people who might be new to the worker co-op idea:
Had enough of meaningless, useless or exploitative work?
How about this?*

- ◆ Being free from stupid systems of management and workplace hierarchy
- ◆ Making work fit your life, not the other way round
- ◆ Keeping collective control over the surplus you create
- ◆ Being equal with your co-workers
- ◆ Developing skills and capacities you didn't plan, or even always wanted
- ◆ Being part of the worldwide movement for decent work

*For existing co-ops and cooperators we want to recruit:
Join us! Help build a world where:*

- ◆ everyone has access to decent work
- ◆ wealth is shared fairly
- ◆ people collectively take control of what they produce, and on what terms
- ◆ the worker co-op system is well known, and an option for more people

workers.coop is the network for worker co-ops and supporters. We provide:

- ◆ worker co-op centred training and opportunities
- ◆ peer learning and industry member networks
- ◆ resources for your co-op, your members and customers
- ◆ a space to organise and grow the movement for worker-community control, when it's needed more than ever

6. Explaining worker co-ops

How do we tell people about what worker co-ops are, and why worker cooperation matters? Here's some more 'boilerplate' workers.coop copy:

- ▶ *Worker cooperatives are groups of workers who democratically control and collectively own the businesses they work in. The workers form the co-op's membership. Worker co-ops around the world run small and large enterprises. They might have two members, or thousands. Worker co-ops trade in goods and services, and have diverse forms. They work across most sectors of the economy, from creative industries, technology, manufacturing and logistics; to services of public interest such as care, education and environmental management. Whatever their trade or activity, all worker co-ops exist to provide the best possible conditions of work and standards of production, to improve the lives of workers and their communities. Successful worker cooperatives have one thing in common: they apply the values of cooperation – autonomy, democracy, equality, equity and solidarity. (Worker Co-op Code)*
- ▶ *A worker co-op's governance and management structure is an expression of its history and personality. For instance, it may have come from one person's idea; a shared project among friends; a conflict between private owners and their workers; a peaceful handover; or a workplace occupation. It will also be shaped by relevant laws. In the UK for instance, a worker co-op can be a company, a society, or a partnership. It might operate as an 'unincorporated' association, or even begin informally inside another type of organisation. (Worker Co-op Code)*
- ▶ *Worker cooperatives have the objective of creating and maintaining sustainable jobs and generating wealth, in order to improve the quality of life of the worker-members, dignify human work, allow workers' democratic self-management and promote community and local development. (CICOPA World Declaration on Worker Cooperatives)*

7. Simple and Clear

When communicating with grassroots audiences - including worker co-operators themselves - our writing needs to reflect the special character of worker co-ops. It also needs to 'speak to' the motivations of workers who come together to start worker co-ops, or to take control of existing organisations and turn them into worker co-ops, or to maintain and grow existing worker co-ops. Simplicity is clarity.

- ▶ *Write plainly. Use everyday, basic language. Write in short sentences. As far as possible avoid abstraction, jargon, academic, policy and corporate speak – even when you're writing for an academic, policy or corporate audience.*
- ▶ *Don't overqualify the term 'worker co-op(erative)' by hanging unnecessary adjectives on it. Specifically, avoid using the term 'worker-owned co-op(erative)', since all co-ops are by definition owned by their members.*

- ▶ *Don't elevate the aspect of 'ownership' over 'control', since the latter generally carries at least as much weight. 'Worker-controlled' may be preferred to 'worker-owned', because it gives a better sense of worker co-operation as a collective activity, rather than a 'thing'. When talking about the democratic nature of the enterprise, more active terms like 'control', 'decide' or 'participate' are better than more passive terms like 'have a say'.*

The members own the co-op and decide how it is run. In different types of co-op, members might be workers, customers, suppliers, local residents, other enterprises - or a combination of these. In a worker co-op, the co-op is run for the benefit of - you guessed it - people who do the work. Worker co-ops like XXXXX Co-op, XXXX and XXXXXXXX are controlled by the workers, who all participate in decision making.

- ▶ *Avoid the term 'worker co-op model'. It is better to use the term 'worker co-op system' or 'worker co-op method' because this better expresses our interconnectedness and the dynamic of worker solidarity. 'Model' is the right term for a particular codex of rules, articles or policies, but it's off-beam as a catchall because again it 'thingifies' worker co-operation. In other words: there's only one worker co-op system, but there are many worker co-op models.*

When referring to the people who are the members or prospective members, we should say 'workers' or 'worker-members' or 'co-workers' rather than 'employees', 'staff', 'colleagues' or 'partners' which are more commonly used by consumer co-ops and non-democratic employee owned businesses.

- ▶ *Don't use the terms 'co-operative' and 'employee owned' (EO) interchangeably. Worker co-ops may be owned by employees, but we also have co-ops of self-employed people or mixed. More importantly, we say that worker co-ops are 'gold standard' because we are democratic. As the World Declaration on Worker Cooperatives says: "Among the modalities of worker ownership, the one being organised through worker cooperatives has attained the highest level of development and importance at present in the world..." The main audiences for our general communication about worker co-ops is different from the primary audience for EOs (legacy or philanthropic owners, business transfer and HR professionals, policymakers). From this comes the need for both the content and tone of our comms around worker co-ops to be distinctive.*

Working with regional partners, we raise awareness of worker co-operatives and employee owned businesses, and support people to explore these business typologies.

A worker buy-out or conversion sees the ownership of a business transferred to its employees or workers. This can take different forms, from a common ownership worker co-op like Suma Wholefoods through to Gripplé, which operates employee share schemes where employees own a minority stake in the business.

Worker co-operatives are trading enterprises, owned and run by the people who work in them, who have an equal say in what the business does, and an equitable share in the wealth created from the products and services they provide.

8. Our Politics

Pro-worker political is fine, but we endorse no party.

Worker co-operators often express themselves in political terms. This can be a positive way of communicating our vision of democratic control of production and distribution, equality, social and ecological responsibility, and system change.

“Being a member of XXXXX allowed me to act on my beliefs.”

“Most importantly, co-operatives go further than giving workers a stake in the companies they work for – the workers own the whole thing. They are not given a share of the profits – the profits are theirs to redistribute how they want.”

“Worker co-operatives meet a desire for immediacy. Unlike other forms of activism, they seem to create the possibility of not only demanding change, but creating it. I got tired of campaigning and being angry. And I thought we have to start making it now.”

▶ **Be careful how you use the term ‘business’**

People in some worker co-ops, and some from our wider target audience, respond negatively to ‘business speak’ – yet sometimes it’s useful to describe worker co-ops as businesses, rather than ‘trading enterprises’, ‘projects’, ‘collectives’, and so on. Again, think about the audience.

▶ **Focus on workers**

Promote the benefits of worker co-operation for workers and working class people – creating decent jobs; enabling collective self-management; being respected and treated as an equal equal at work; developing confidence and skills; supporting workers’ home and social life; being responsible for the services and goods we provide, that meet genuine needs.

▶ **Solidarity not charity**

Avoid the language of corporate social responsibility, social enterprise, ‘good’ business (ethicalwash) and so on. When writing about worker co-operation, it is really important to lean in to solidarity-speak, not charity-speak. Charity is almost the exact opposite of solidarity. We have to communicate how democratic control is fundamental to worker co-ops. This should be expressed in the way we write case studies or blogs about worker co-ops, reflecting the ethics of worker cooperation in terms collective of self-determination and shared goals.

▶ **Equality**

Our communications need to reflect and express a key condition and goal of worker cooperation – equality among workers. Who is our enemy? Any political, cultural or economic agency that exploits, disempowers, disrespects or marginalises us. Anything and anyone reinforcing division and undermining solidarity.

Worker co-operators may mean well but nobody is immune to the racism, sexism, ableism and prejudice in us and around us, that can wash away the foundations everything we’re trying to build.

In our media – as in our network and our worker co-ops – we should make a particular effort to be aware of, avoid and challenge, codes and habits of communication that reinforce cultural and economic inequality, that push people back into their boxes, such as gendered and racialised identity, middle class v working class, generational, college v school educated, (dis)ability.

Contact

Thanks for taking the time to read our guidelines.
For further information and to receive digital copies
of the workers.coop brand assets please contact:

solidarity@workers.coop