

# CoTech Rebrand Proposal 2025

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## Summary

We're proposing a collaborative process to evolve CoTech's visual identity — logo, colours, typography and imagery — ahead of Co-ops Congress in July 2025. This idea came from open general circle calls and has been developed in open meetings.

We're asking for sign-off on the **process and funding**, not the final outputs. The work will be led by Creative Coop (who've offered to do it at cost), with input from an open Brand Working Group. We'll seek £3000 in funding (£1000 from CoTech fund + £2000 from Solidfund) to deliver the work by June.

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## The Proposal

We'd like CoTech to evolve its visual identity to increase brand awareness and better sell ourselves as a contemporary, vibrant network of cooperative tech businesses.

Using this new identity we would like to create digital and print assets in time for having a stall at Co-ops Congress on 4th and 5th July in Rochdale.

This proposal is to **sign off on the process and funding** for delivering this rebrand. If approved, we'll begin implementation and the final design will be signed off in the process outlined below.

## How This Came About

This idea was first raised in the March CoTech General Circle call (which is open to all). [Minutes here](#). Someone added an agenda point on the following:

*"Why don't we aim to have updated the CoTech website and have produced some new physical publicity in time for a CoTech stall at Co-op Congress in Rochdale (4–5 July 2025), with the specific aim of using it to try to generate additional work for CoTech member co-ops? There will also be a lot of ICA delegates there."*

We all agreed that having a stall at Co-op Congress makes sense for the network. This resulted in two actions:

- We are now trying to get this stall free of charge from Coops UK.
- People in the call felt that the brand needed updating and so we organised a [follow-up open meeting advertised on CoTech Forum](#) to flesh out this idea.

At this meeting were the following people:

- Natasha (Outlandish)
- Richard (Agile Collective)
- Mikaela (Agile Collective)
- Simon (Agile Collective)
- Tim (Data Content Reach)
- Ben (Creative Coop)

Together we shaped this process.

## Funding + Process

We're asking for Loomio approval of this **funding + rebranding process** (not the final outputs).

## Funding

We will seek to raise **£3000 inc VAT** to cover design and implementation costs:

- £1000 from the CoTech fund\*
- £2000 from Solidfund

*\*The Co-Tech funds are currently £3,638.99. [We ringfenced £1680 for network coordination from January to March 2025](#). This has not been invoiced for yet and has not been completely used. Either way there is still £1958.99 that can be used for these purposes.*

## Timeline & Steps

- **Monday 14 April** – Pitch to Loomio + Solidfund
- **Thursday 24 April** – Appoint [Creative Coop](#) to lead the design process
- **Tuesday 29 April to Tuesday 8th May** – Establish an open **Brand Working Group** (6–8 people, one person per co-op max)
- **Week of Monday 14 May** – Workshop with Brand Working Group to develop the design brief
- **May/June** – Creative Coop and the Brand Working Group iterate on brand concepts
- **June** – Implement brand across platforms and create materials for Co-ops Congress

## Outputs

- Refreshed logo
- Brand guidelines including colour palette, typography, imagery
- Brand assets available for members to use
- Updated website, wiki, and forum visuals
- Print and digital materials for Co-ops Congress including

- 2 x roll up banners - Budget £120 or £250 for more eco friendly
  - Badges and stickers - Quantity decided by budget est. £150-200+
  - Something interactive? Eg. slidedeck or something
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## Why Creative Coop?

We're proposing to appoint Creative Coop directly for the following reasons:

- They've participated in the CoTech circle calls and this process from the start.
- They've offered to do the work at **cost price**.
- Other coops on the call were happy for them to do it.
- Running a competitive process would create unnecessary admin and slow down the timeline, potentially making it impossible to have something by the Co-ops Congress in July.

Creative Coop is a longstanding member of the network, with a strong track record of delivering participatory branding projects that align with our cooperative values.

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## Who Will Guide the Work?

The **Brand Working Group** will guide the visual direction. Anyone in CoTech is eligible to join. Their role will be to:

- Provide feedback and guidance
  - Interpret our existing vision and values (not redefine them)
  - Collaborate with Creative Coop to shape the brand
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## Next Steps

If this process is approved, we will:

- ✓ Apply for funding from Solidfund
- ✓ Set up the Brand Working Group
- ✓ Appoint Creative Coop
- ✓ Begin the design process