



NEWS RELEASE
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After 55 Years, the CCO Reveals its New Logo

Ottawa, October 21 2019 – The Cooperation Council of Ontario (CCO) unveiled a new logo at its AGM in Timmins on September 26th. This reinforces the new vision and strategic planning of the organization.

"The exact date of publication of the latest logo of the CCO is not known, but it appears in our documentation since the 80s," says Julien Geremie, Executive Director of the CCO. "Since that time, some minor changes have been made. The modernization of our logo is a tribute to our roots, while opening up new horizons."

The change was first proposed to CCO employees and the Board of Directors. During these presentations, it seemed important to keep a reference to the old logo, especially the green color that represents the Francophone community and the hexagonal form that binds the organization to the co-operative sector.

This new logo created by *Shout Media*, a Thunder Bay agency, strengthens and modernizes the brand image of the organization. New changes brought to the logo include a bilingual version and different greens to demonstrate the diversity that exists in the Franco-Ontarian communities.

Since the beginning of the year, several changes have been made to the CCO, including a new strategic plan, two new offices in Windsor and Thunder Bay, increasing the number of employees from 12 to 17, and new services and programs.

The CCO has been specializing since 1964 in the sound economic and social development of Ontario's Francophone and bilingual communities. The mandate that our organization has been pursuing for more than 55 years is simple: to contribute to the development of the social economy in communities through cooperation.

CONSEIL DE LA
COOPÉRATION
DE L'ONTARIO



COOPERATION
COUNCIL OF
ONTARIO

About the CCO:

The Cooperation Council of Ontario (CCO) uses cooperation as a development model for Ontario's Francophone and bilingual communities. It ensures the development and growth of co-operatives and social enterprises, strengthens community dialogue, produces high-level research, manages high-potential organizations and connects Ontario's and worldwide collective businesses

Contact:

Nadine Olivier

Coordinator, Communication and marketing

Cooperation Council of Ontario

nadine.olivier@cco.coop

613-745-8619 ext. 6614