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COOP Rebranding

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Beirut, Lebanon
28/05/2020

AMERICAN UNIVERSITY OF BEIRUT
UNDERGRADUATE DESIGN RESEARCH PROJECT
IN
GRAPHIC DESIGN
SUBMITTAL FORM

COOP REBRANDING

by
LYNN ASHI

GD 406/407 – FINAL YEAR THESIS I & PROJECT
SPRING 2020

ADVISOR: Hatem Imam

Approved by Thesis Advisor:



Hatem Akram Imam
Architecture and Graphic Design Department

Date of Thesis final presentation: May, 14, 2020

Abstract

COOP Rebranding deals with the rebranding of COOP supermarket in Lebanon. The main purpose behind this rebrand is changing the company from profit-based to community-based by applying the cooperative business model; a unique kind of membership where members pay a membership fee & have to work in the supermarket in order to get benefits and discounts. This way members are a lot more involved in the company and are motivated to better the supermarket.

This rebrand includes different applications, signage and way finding, communication strategy, and packaging.

NB: All images included in this paper are slides from the presentation.

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What Is COOP.....	7
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A CO-OPERATIVE IS AN ASSOCIATION OF PEOPLE UNITED **VOLUNTARILY** TO MEET THEIR COMMON **ECONOMIC, SOCIAL & CULTURAL NEEDS** THROUGH A **JOINTLY OWNED ENTERPRISE**

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A CONSUMER COOPERATIVE IS AN ENTERPRISE **OWNED BY THE CONSUMER AND MANAGED DEMOCRATICALLY**, AND IS **SERVICE ORIENTED RATHER THAN PROFIT SEEKING**

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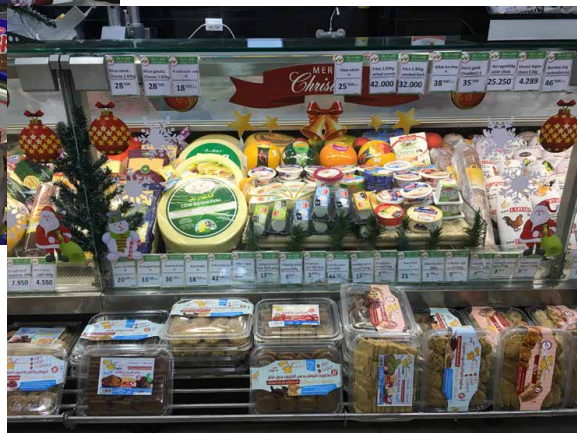
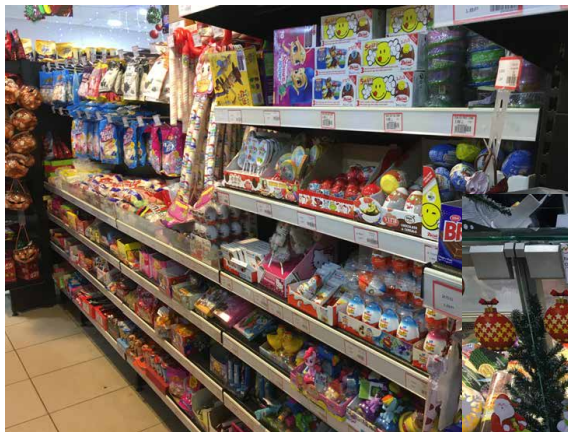
الجمعية التعاونية الإستهلاكية والإنتاجية في لبنان (COOP)
IS A **PRIVATE COMPANY OF LIMITED CAPITAL**
EQUIVALENT TO THE NUMBER OF SHARES IT HOLDS

43 BRANCHES ACROSS LEBANON





7



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THE COMPANY FACED A **MANAGEMENT ISSUE** IN 2000 THAT LEAD TO A LOT OF LOCAL SHARE HOLDERS' SELLING OF THEIR SHARES

AS A RESULT, UCCL – A SAUDI COMPANY – BOUGHT MOST OF THE SHARES AND CURRENTLY TAKES CARE OF THE COMPANY'S MANAGEMENT & COMMUNICATION

THIS RESULTED IN **THREE DIFFERENT SUPERMARKET BRANDS** OPERATING UNDER THE SAME COMPANY



THEREFORE, COOP AS IT STANDS TODAY DOES NOT
ADHERE TO THE TRUE DEFINITION OF A COOPERATIVE

FOR MY FINAL YEAR PROJECT, I AM REBRANDING
COOP BY CHANGING THE COMPANY FROM
PROFIT-BASED TO COMMUNITY- BASED

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I AM APPLYING THE **COOPERATIVE BUSINESS
MODEL**; A UNIQUE KIND OF MEMBERSHIP WHERE
MEMBERS PAY A **MEMBERSHIP FEE** & HAVE TO
WORK IN THE SUPERMARKET IN ORDER TO GET
BENEFITS AND DISCOUNTS

15

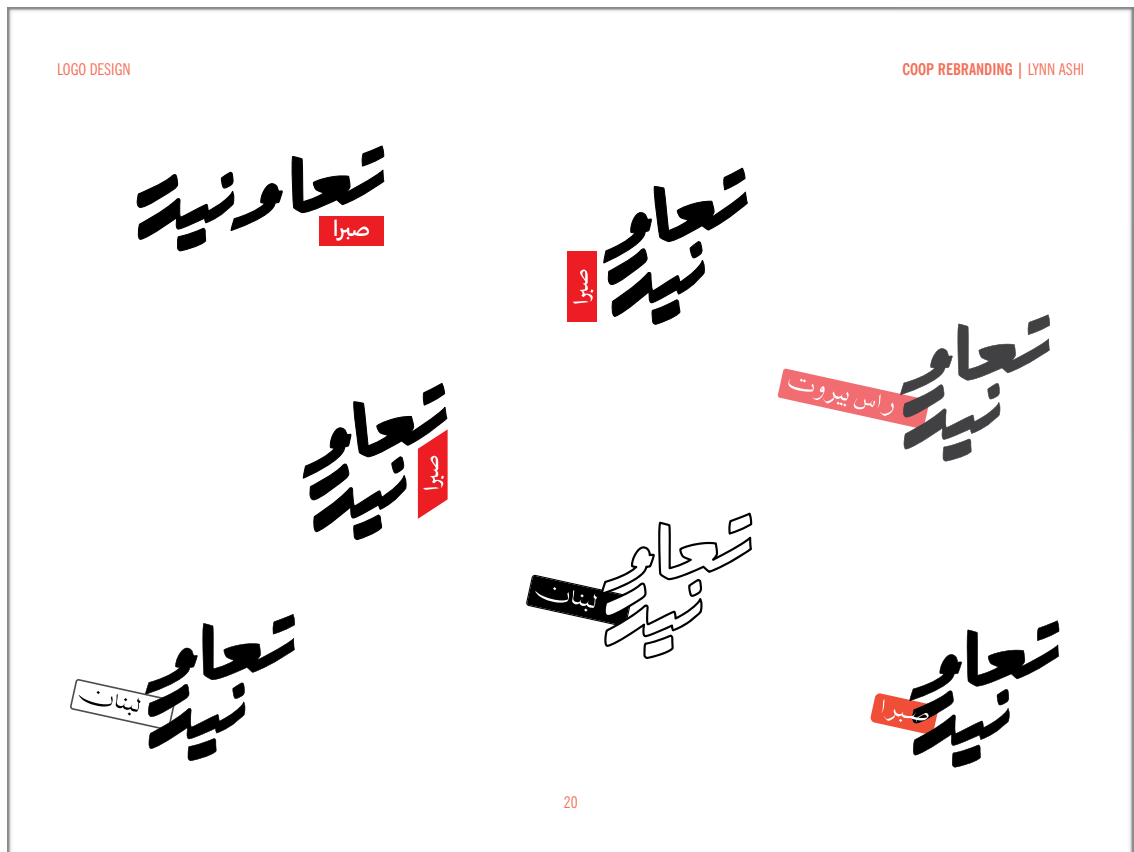
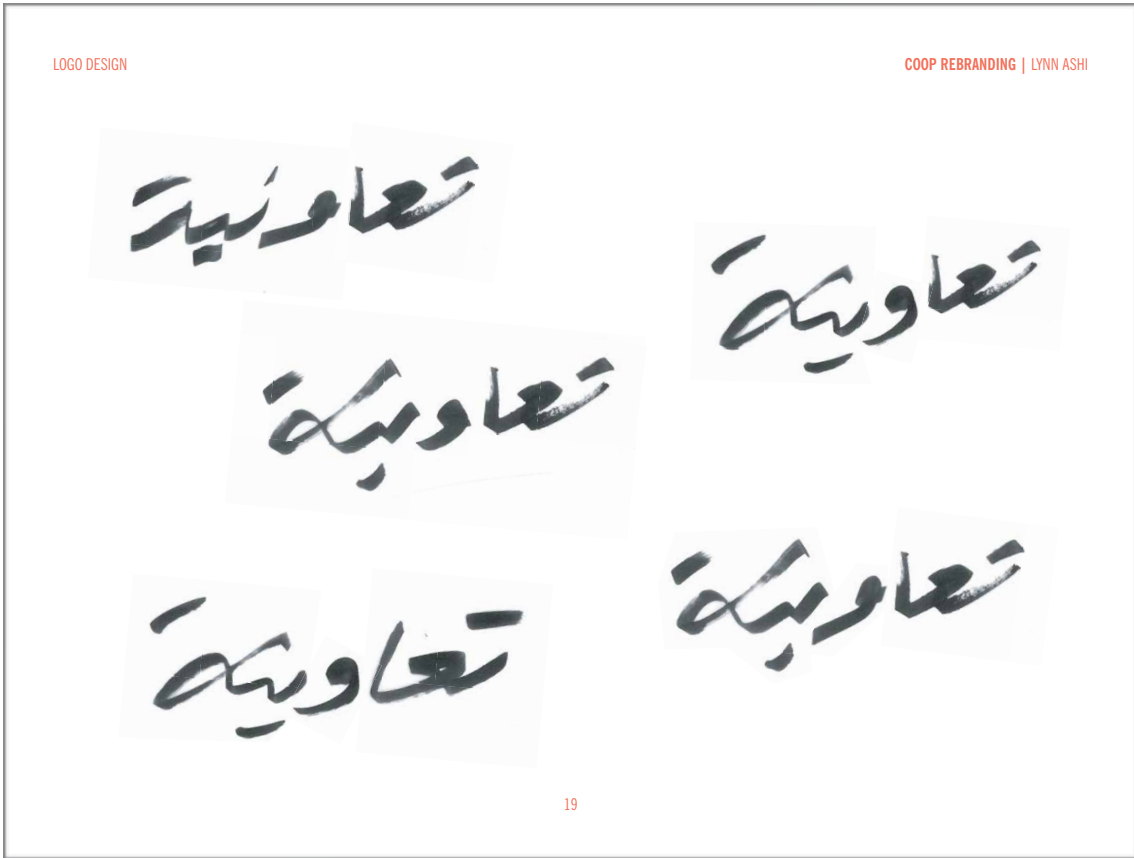
THIS WAY MEMBERS ARE A LOT **MORE INVOLVED**
IN THE COMPANY AND ARE **MOTIVATED TO BETTER**
THE SUPERMARKET

BRAND VALUES

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AS A COMMUNITY-BASED SUPERMARKET, IT'S
IMPORTANT FOR THE NEW COOP TO BE
**AFFORDABLE, LOCAL, ECO-CONSCIOUS
& SOCIALLY RESPONSIBLE**

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شعبان

شعبان
لبنان

LEBANESE COOPERATIVE



NEWS GOTHIC BT (CONDENSED + BOLD CONDENSED)

USED FOR TITLES & BODY TEXT

THIS CARD IS RESERVED FOR PERSONAL USE AND IS VALID IN ALL LEBANESE COOPERATIVE BRANCHES ONLY. ITS USE IS GOVERNED BY LEBANESE COOPERATIVE TERMS & CONDITIONS AND MUST BE RETURNED UPON REQUEST. THIS CARD IS NOT TO BE USED AS MEANS OF PAYMENT. IF FOUND PLEASE RETURN TO ANY LEBANESE COOPERATIVE BRANCH.

تعاونية لبنان

برج البراجنة - طريق المطار -
بيروت، لبنان - عنوان البريد

هذه البطاقة مخصصة للاستعمال الشخصي داخل جميع فروع تعاونية لبنان فقط. تحكمها شروط الإصدار وهي ملك لسركة تعاونية لبنان، وتعاد إليها لدى طلبها. هذه البطاقة ليست وسيلة دفع بتاتا. في حال العثور عليها يرجى تسليمها لأحد فروع الشركة.

MJ_SHAFIGH

USED FOR LOCATION & NAME OF COMPANY WHEN NECESSARY

AREF RUQAA

USED FOR TITLES & REDUNDANT TEXT (EX: LOCATION ON BUSINESS CARDS, LETTERHEADS ETC.)

ADOBE NASKH

USED FOR BODY TEXT & CHANGABLE TEXT (EX: NAMES ON BUSINESS CARDS, NAMETAGS ETC.)



COOP YELLOW

C: 0 R: 255
M: 20 G: 204
Y: 100 B: 0
K: 0 #: FFCC00

COOP RED

C: 0 R: 251
M: 70 G: 77
Y: 65 B: 58
K: 0 #: FB4D3A

COOP BLUE

C: 70 R: 79
M: 15 G: 120
Y: 0 B: 202
K: 0 #: 4FA0CA

GREY

C: 0 R: 26
M: 0 G: 26
Y: 0 B: 26
K: 90 #: 1A1A1A



APPLICATIONS: BUSINESS CARDS

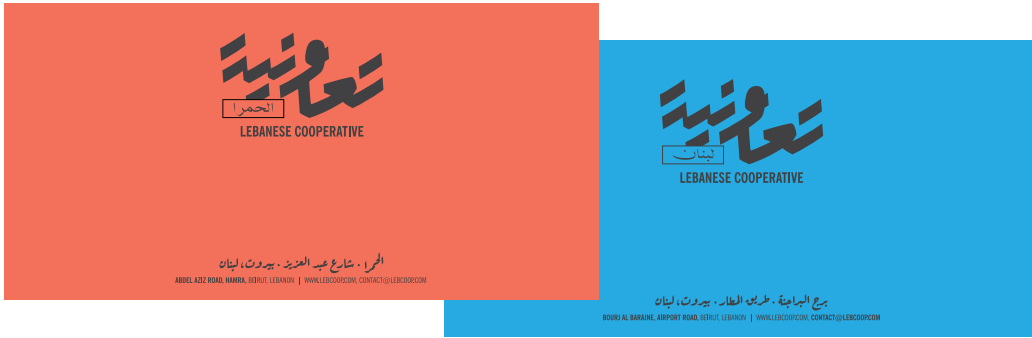
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APPLICATIONS: LETTERHEADS

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INVOICE

LEBANESE COOPERATIVE
BOURI AL BARANE, AIRPORT ROAD
BEIRUT, LEBANON
+961 1 438 226
CONTACT@LEB.COOP.COM

ORDER DATE:
ORDER NO:
CUSTOMER ID:
DUE BY:

BILL TO:
(NAME)
(COMPANY NAME)
(STREET)
(NUMBER)
(EMAIL)

ITEM	QTY	DESCRIPTION	UNIT PRICE

SUBTOTAL
SHIPPING & HANDLING
OTHER
TOTAL

PLEASE SEND TWO COPIES OF YOUR INVOICE.
ENTER THIS ORDER IN ACCORDANCE WITH THE PRICES, TERMS, DELIVERY METHOD, AND SPECIFICATIONS LISTED ABOVE.
PLEASE NOTIFY US IMMEDIATELY IF YOU ARE UNABLE TO SHIP AS SPECIFIED.

PURCHASE ORDER

LEBANESE COOPERATIVE
BOURI AL BARANE, AIRPORT ROAD
BEIRUT, LEBANON
+961 1 438 226
CONTACT@LEB.COOP.COM

ORDER DATE:
ORDER NO:
DELIVERY W/L:
SHIP WEEK OF:

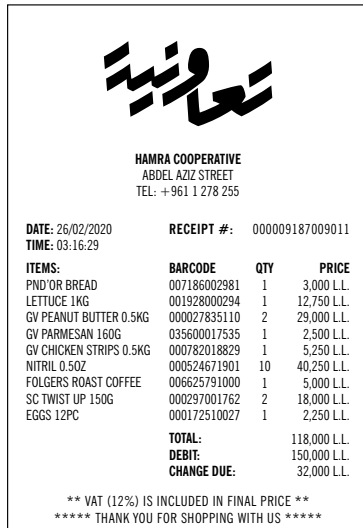
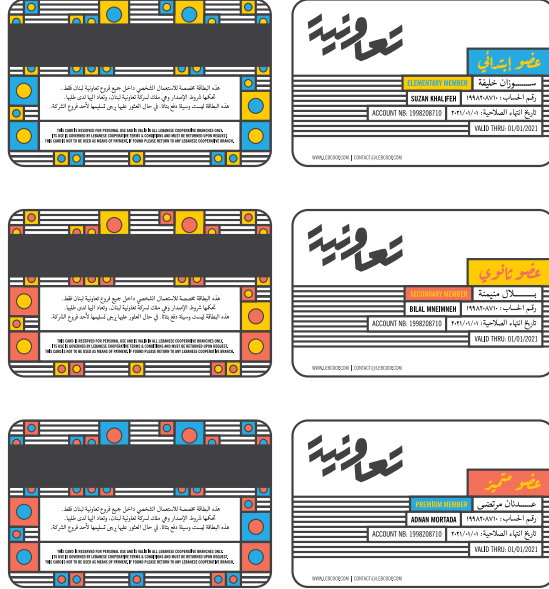
SHIP TO:
(NAME)
(COMPANY NAME)
(STREET)
(NUMBER)
(EMAIL)

BILL TO:
(NAME)
(COMPANY NAME)
(STREET)
(NUMBER)
(EMAIL)

ITEM	QTY	DESCRIPTION	UNIT PRICE	TOTAL

SUBTOTAL
TAX
SHIPPING & HANDLING
OTHER
TOTAL

PLEASE SEND TWO COPIES OF YOUR INVOICE.
ENTER THIS ORDER IN ACCORDANCE WITH THE PRICES, TERMS, DELIVERY METHOD, AND SPECIFICATIONS LISTED ABOVE.
PLEASE NOTIFY US IMMEDIATELY IF YOU ARE UNABLE TO SHIP AS SPECIFIED.



APPLICATIONS: TOTE BAGS

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AS PART OF THE BRAND'S ECO-CONCIOUSNESS, PLASTIC BAGS ARE NOT AVAILABLE INSIDE THE SUPERMARKET

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APPLICATIONS: NAME TAG

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APPLICATIONS: FLEET BRANDING

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Signage

EXTERNAL SIGNAGE: HEADQUARTERS

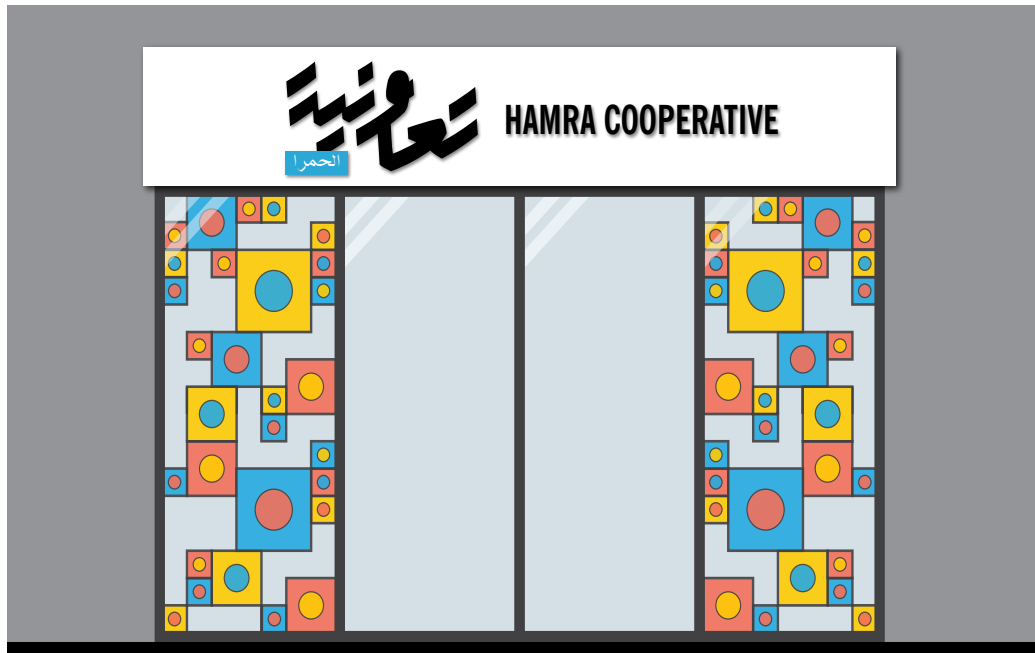
COOP REBRANDING | LYNN ASHI



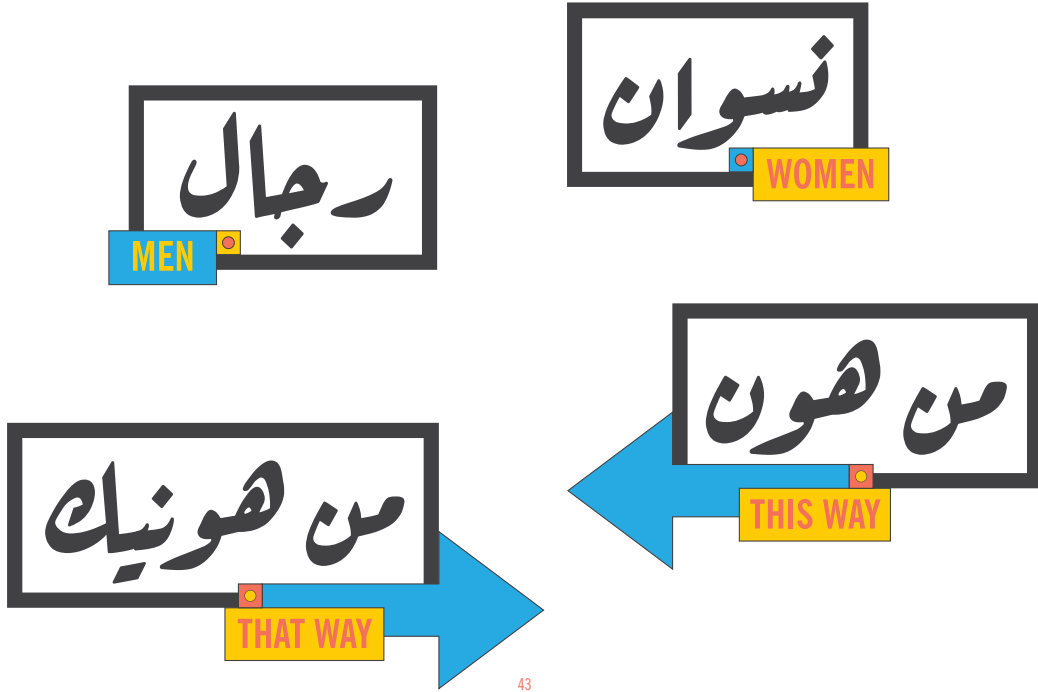
41

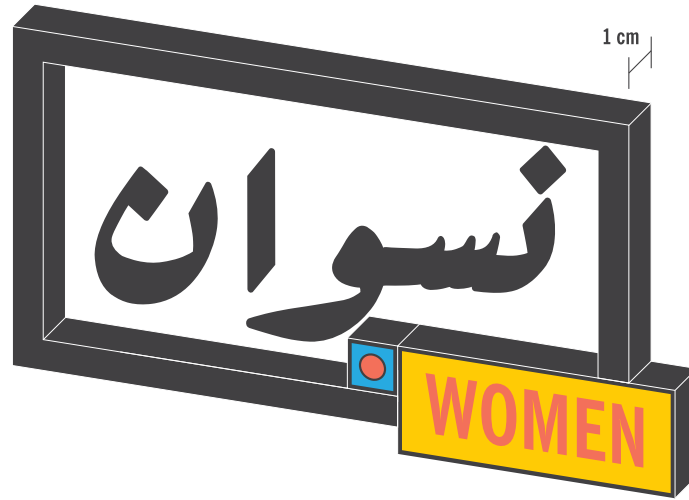
EXTERNAL SIGNAGE: SUPERMARKET

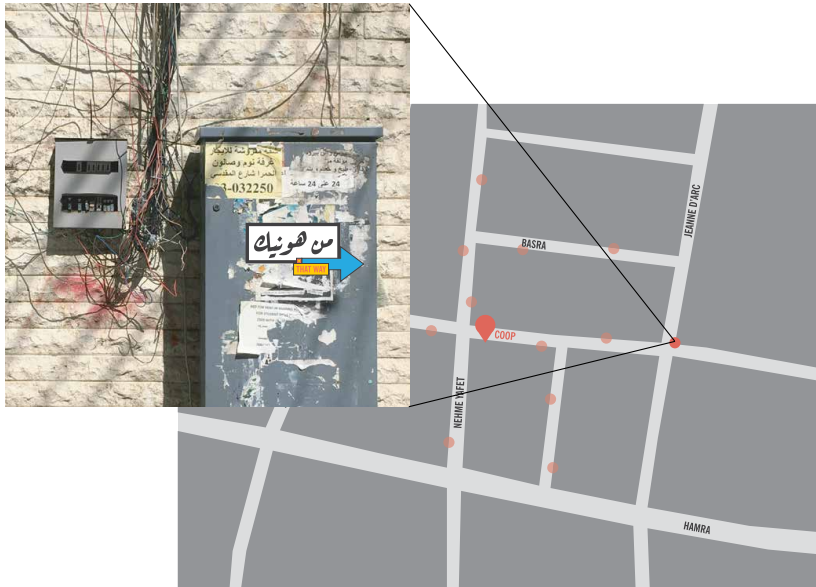
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PACKAGING: PREPACKAGED GOODS COOP REBRANDING | LYNN ASHI

المكونات

INGREDIENTS

سبد القمح القاسي، يحتوي على غلوتين، قد يحتوي على فول الصويا والبيض.

DURUM WHEAT SEMOLINA, WATER, CONTAINS GLUTEN, MAY CONTAIN TRACES OF SOYBEAN AND EGG.

يخفظ في مكان بارد وجاف. | STORE IN COOL & DRY PLACE.

WWW.LEBCOOP.COM | CONTACT@LEBCOOP.COM

معلومات غذائية

مقدار الوجبة: ١٠٠ غ
مقدار الوجبات في الحزمة: ٥٠٠ غ

مقدار الوجبة	
سعرات حرارية	٢١٤٥
اجمالي الكربوهيدرات	٢٧٥.٥ غ
سكر	٢٢.١٦ غ
دهون	٢١ غ
دهون مشبعة	٥.٣ غ
دهون غير مشبعة	١٥ غ
كوليسترول	٢٠ غ
صوديوم	١٠١٢ غ
نسبة القيمة اليومية مبنية على حمية ٢٠٠٠ سعرة حرارية	

PROD. DATE: 05/02/2020 | EXP. DATE: 05/02/2021

8 992772 485012

معكرونة فارفالي

تعبئة

FARFALLE PASTA
500 G

AS PART OF THE BRAND'S ECO-CONCIOUSNESS, ALL PLASTIC PACKAGING IS RECYCLABLE

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PACKAGING: PREPACKAGED GOODS COOP REBRANDING | LYNN ASHI

خبز

فبر أيضا

المكونات

INGREDIENTS

طحين القمح الكامل، مرقم بهباتك النخاع، قشور القمح، قشور القمح من الحبوب، طحين من الحبوب الخفيفة والانتفاخية.

WHOLE WHEAT FLOUR, ENRICHED WHEAT BRAN, LOW SALT, LOW YEAST, NO ADDITIVES OR PRESERVATIVES.

يخفظ في مكان بارد وجاف. | STORE IN COOL & DRY PLACE.

WWW.LEBCOOP.COM | CONTACT@LEBCOOP.COM

معلومات غذائية

مقدار الوجبة: ١٠٠ غ
مقدار الوجبات في الحزمة: ٥٠٠ غ

مقدار الوجبة	
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سكر	٢٢.١٦ غ
دهون	٢١ غ
دهون مشبعة	٥.٣ غ
دهون غير مشبعة	١٥ غ
كوليسترول	٢٠ غ
صوديوم	١٠١٢ غ
نسبة القيمة اليومية مبنية على حمية ٢٠٠٠ سعرة حرارية	

PROD. DATE: 05/02/2020 | EXP. DATE: 05/02/2021

8 992772 485012

خبز

فبر أيضا

AS PART OF THE BRAND'S ECO-CONCIOUSNESS, ALL PLASTIC PACKAGING IS RECYCLABLE

52

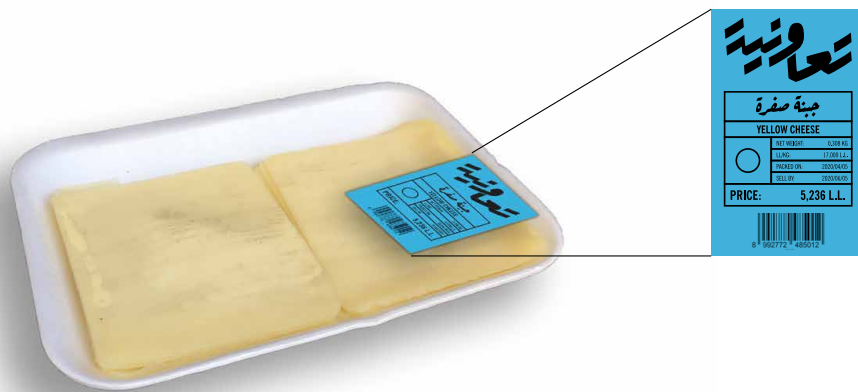


AS PART OF THE BRAND'S ECO-CONCIOUSNESS, ALL PLASTIC PACKAGING IS RECYCLABLE





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AS PART OF THE BRAND'S ECO-CONCIOUSNESS, ALL PLASTIC PACKAGING IS RECYCLABLE

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