

Meet.coop brand development

Based on input from the forum

Functional:

- A reliable and easy to use service that provides the features I need at a **fair price**.
- long-term: **integrate floss tools together into a virtual office**, and in turn direct roadmap of the projects themselves so they work together
- short-term: catch **everyone who doesn't want to use zoom**
- An **infrastructure** that potentially can be shaped directly by **non-corporate user organisations** because it is **coop governed**.
- An **infrastructure** that hopefully will expand to embrace a full-featured **easy-to-use toolkit of digital means** of organising.
- A **fairly priced** service that works OK in everyday life and doesn't cause me headaches (as user or administrator), **without over-elaborate features designed for corporate administration**.
- A venture that builds the **coop economy** and is a **user-facing utility for non-corporates like my organisation**, not a machine for network dominance and private intelligence gathering.
- It's not just about meetings or generic corporate conferencing. It's about **functionality in which social justice organizations are part of the design and roll out of features**, it's functionality is informed by these use-cases and **not controlled by the highest bidder or the largest corporate client**

fair price - non-corporate - coop governed - user-facing - infrastructure

Mental:

- Using the service makes me feel good because I'm part of a **community**, part of something that is shifting the balance in the right direction.
- Comfort that **I can access ppl running this**
- **I have a voice**, I can participate
- I can **contribute** to a solidarity-economy venture, not a private company, a venture-capital startup or a for-profit.
- I can be a **contributor** to a radical shift, not a consumer who carelessly props up the system and sustains capitalist-oligarchic wealth and power.
- I can **contribute** to an ethical livelihood for a small number of people operating an essential alternative infrastructure.
- If I have ideas on how it should work, I can **contribute** them and they **will be responded to**.

I have a voice - I'm part of a community - I can contribute - will be responded to - I can access ppl running this

Spiritual/Idealistic:

- The service is built on a strong set of **values** that we are aligned with. **meet.coop** is part of the solution rather than part of the problem.
- **Cooperative**, not competitive
- Respect **data privacy**, **transparent** about operations and how data flows
- Meet.coop identifies with the **radical coop tradition** of free association, fair livelihood and ordinary people's provision for their own wellbeing.
- Meet.coop advances the practice of peer-to-peer production and **free-libre software**.
- Meet.coop manifests a commitment to **radical practice in the coop sector**, including multistakeholder governance, **openvalue accounting**, **contribution accounting**, **transparency** of operations and financial fairness, rather than ownership of financial stakes, commercial secrecy and financial accumulation.
- But let's not call this 'ethical', let's call it political, anti-capitalist and anti-propertarian. I would expect meet.coop to fly a banner saying it is **building a commons**.
- Meet.coop fundamentally, at its core, is different from all the corporate conferencing tools because it **rejects that capitalist model of ownership** and provides something no other conferencing system can provide: a sustainable future
- **The freedom to run the program as you wish**, for any purpose.
- **The freedom to study how the program works**, and change it so it does your computing as you wish. Access to the source code is a precondition for this.
- **The freedom to redistribute copies** so you can help your neighbor.
- **The freedom to distribute copies of your modified versions** to others.

Cooperative - values led - transparent - freedom

Social:

- The fact that we use the service, as opposed to one of the mainstream big-tech offerings, sends an important **message to our audiences/stakeholders** about us and the choices we make.
- Neighbourly
- Associated with **free software movement** and open work culture
- I care about my data, not exploited
- Using **meet.coop** **sends a message to my collaborators** about my own affiliation with the commons-cooperative economy.
- I hope that in time it will also **send a message** about . . . mutuality between global North and South, . . . attention to the needs of civil-society organisers in the South and in the global majority, and . . . collaboration across language regions . . . **a message** about the geography of digital power and digital infrastructure.
- our vision and values of a cooperative economy extends beyond the by-laws, **connecting us with other movements for justice and equality**, where the links between a fighting for a just economy and the fight against other oppression . . .
- The joy of **building software in a collaborative way** that functions outside the Googlesphere without ties or report-backs to Corporate schemes.

sends an important message to our audiences/stakeholders... connecting us with other movements for justice and equality... associated with free software movement and open work culture

Summary of input from the forum

Functional:

*fair price - non-corporate - coop
governed - user-facing - infrastructure*

Initial ideas for a brand descriptor...

'infrastructure' can mean different things to different people and is not really explicit... so is not the best word...

Meet.coop

The non-corporate community for cooperative infrastructure

Social:

sends an important message to our audiences/stakeholders... connecting us with other movements for justice and equality... associated with free software movement and open work culture

Mental:

I have a voice - I'm part of a community - I can contribute - will be responded to - I can access ppl running this

A cooperative community for common infrastructure

Cooperative tools for collaboration

Cooperative collaborative tools

A co-operative community for open source collaboration / organising

Open source tools for collaboration

Spiritual/Idealistic:

Cooperative - values led - transparent - freedom

Possible brand descriptor (tagline)

Meet.coop

Long version

A co-operative community providing open source tools for collaboration

Short version

Open source tools for collaboration

Meet.coop initial brand concepts:

Freedom:

To choose, to get involved, to contribute, to participate, to have your say, to influence the products and services we develop together, to share these with others ...

Choice:

Joining Meet.coop is a conscious choice to align your choice of digital tools to your values and support open source, co-ops and the commons

Non-corporate:

Meet.coop provides collaborative tools that are free from corporate nonsense... No spyware, no adverts, no hard sell, no data manipulation... delivered by conscientious people, like you, that are collaborating to provide an alternative to the standard, extractive business model ...

This concept is probably too "non" and need to be more "pro" or "for" something positive...

Collective / Community:

Together we are stronger.

Why give your money to huge corporations that exploit your data and place shareholder value above users needs?

By pooling resources we are creating an alternative model for collaboration - free from surveillance capitalism - based on cooperation.

Join the Meet.coop community and support the development of a world in which people and planet come before profit.

The following pages show some initial visual concepts to illustrate the type of visual imagery which might suit the initial brand concepts...

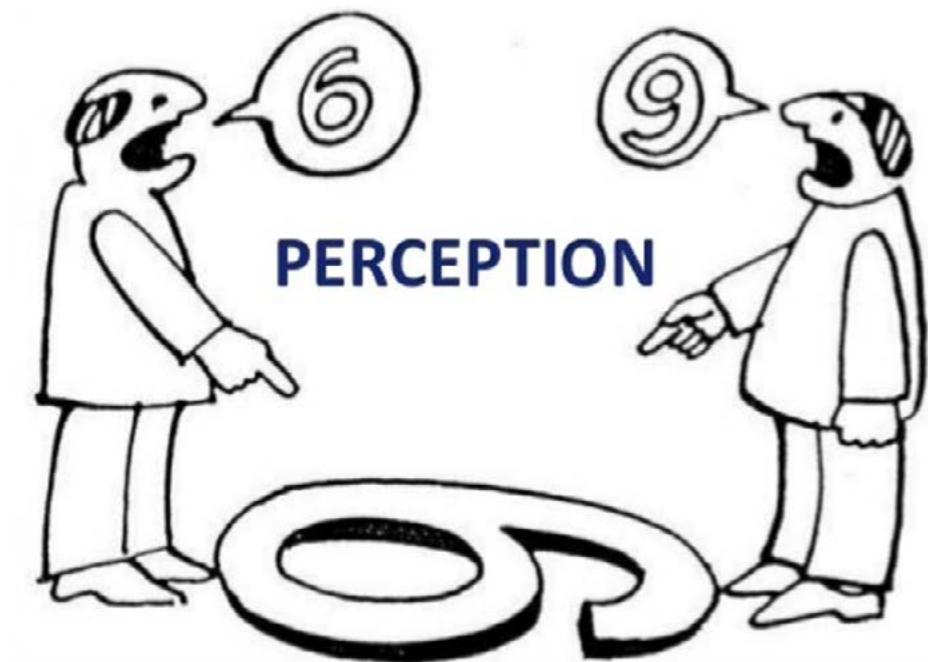
The idea is to try to capture the kind of 'feeling' we hope to communicate with our brand... and to see if any of these ideas creates the right kind of 'perception' in the minds of our stakeholders...

We want the visual language of our brand to be clear, and easily understood...

These are by no means final and are simply meant to act as drafts for discussion... Please let us know:

Which, if any, of these do you prefer?
What do you like about them and why?
If you don't like any of them, why not?

Once we have a bit of feedback, we will develop the preferred concept/s / work on new concepts and start to think about a possible logo and potential layouts for the web etc... :)



Freedom: 'Clouds' concept 1

The background of the image is a dramatic sunset or sunrise over a vast expanse of clouds. The colors transition from deep blues and purples at the bottom to bright yellows, oranges, and reds at the top. The clouds are thick and textured, creating a sense of depth and movement.

Meet.coop

OPEN SOURCE TOOLS FOR COLLABORATION



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OPEN SOURCE TOOLS FOR COLLABORATION

Freedom: 'Hands' concept 1

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Freedom: 'Hands' concept 2



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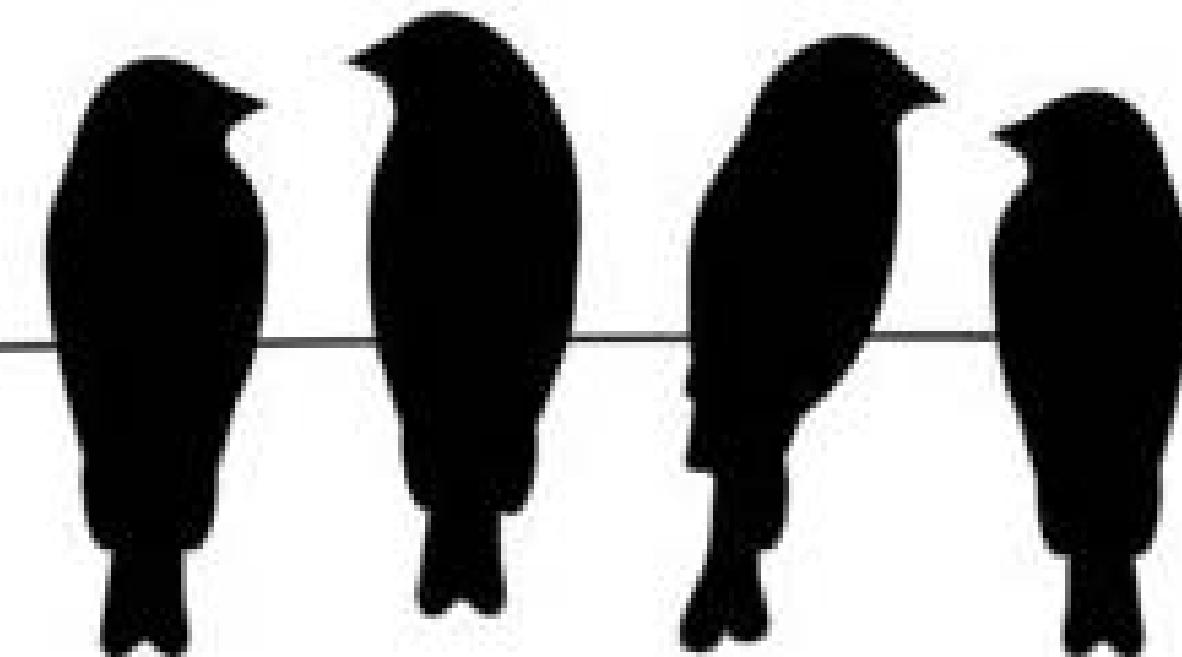
Collective: Concept 1

Meet.coop
OPEN SOURCE TOOLS FOR COLLABORATION



Meet.coop

OPEN SOURCE TOOLS FOR COLLABORATION



Collective: Concept 3

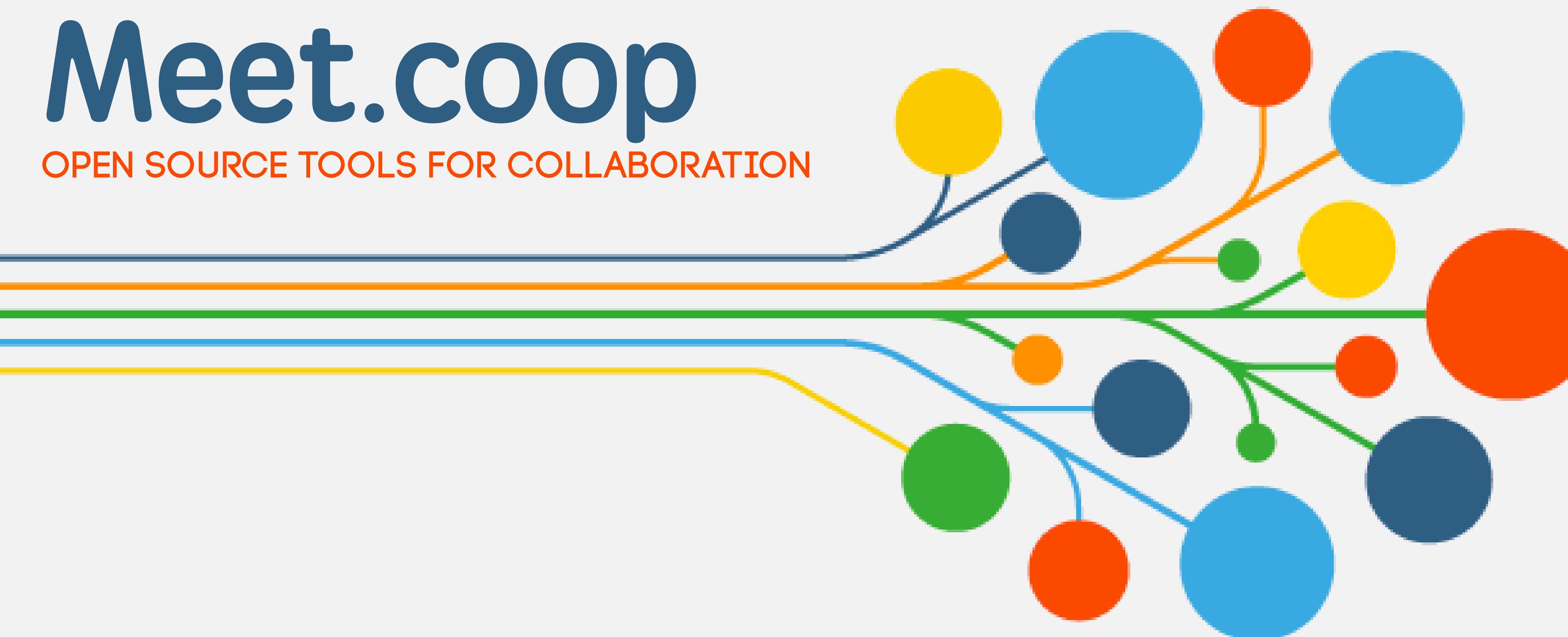


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Choice: Concept 1

Meet.coop

OPEN SOURCE TOOLS FOR COLLABORATION



Choice: Concept 2

Meet coop

OPEN SOURCE TOOLS
FOR COLLABORATION

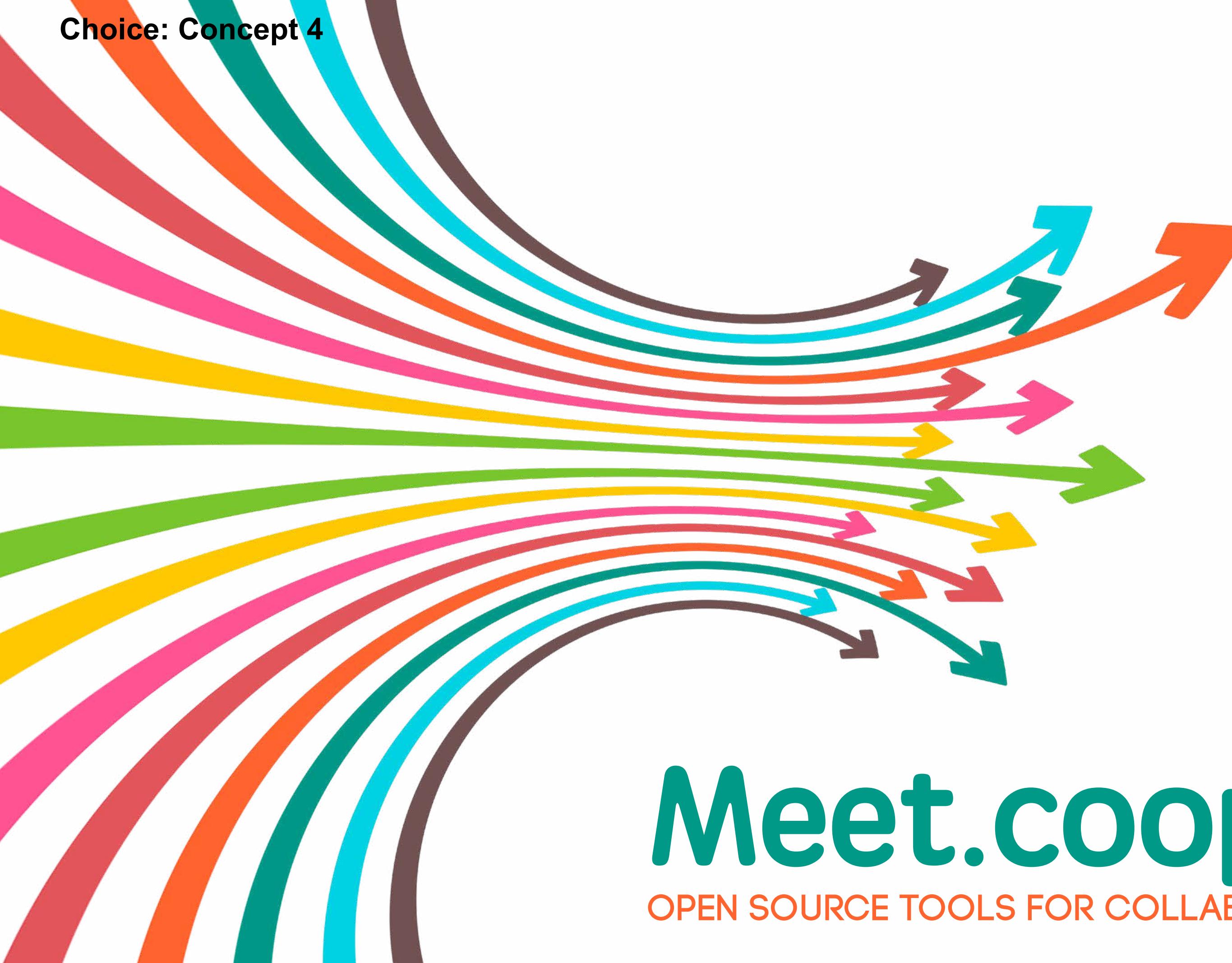
Choice: Concept 3



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Choice: Concept 4



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Choice: Concept 5

