

A presentation from Fabrik Brands

January 2021

Cochrane Strategy —

Design development



Current colour palette

Colour contrast check on white

	Aa normal text	Aa large text	components		Aa normal text	Aa large text	components
Pantone 281 #002D64	WCAG AA ✓	WCAG AA ✓	components ✓	Pantone 326 #00AAAA	WCAG AA ✗	WCAG AA ✗	components ✗
	WCAG AAA ✓	WCAG AAA ✓			WCAG AAA ✗	WCAG AAA ✗	
Pantone 253 #962D91	WCAG AA ✓	WCAG AA ✓	components ✓	Pantone 715 #F58C2D	WCAG AA ✗	WCAG AA ✗	components ✗
	WCAG AAA ✗	WCAG AAA ✗			WCAG AAA ✗	WCAG AAA ✗	
Pantone 2925 #008CD2	WCAG AA ✗	WCAG AA ✓	components ✓	Pantone 369 #55AF3C	WCAG AA ✗	WCAG AA ✗	components ✗
	WCAG AAA ✗	WCAG AAA ✗			WCAG AAA ✗	WCAG AAA ✗	
Pantone 485 #E12328	WCAG AA ✓	WCAG AA ✓	components ✓	Pantone 219 #DC2882	WCAG AA ✗	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗			WCAG AAA ✗	WCAG AAA ✗	

Notes:

- Only Pantone 281 (Cochrane Blue) passes AA and AAA for all text sizes and components.
- Pantone 253 and 485 (Cochrane Purple and Secondary Red) both pass AA for all text sizes and components.
- Suggest increasing the contrast of all other colours to match the rating standards of the purple and red.

Proposed colour palette

Adjusted to improve colour contrast on white

	Aa normal text	Aa large text	components
Pantone 281 #002D64	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✓	WCAG AAA ✓	No change

Pantone 253 #962D91	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	No change

Pantone 2935 #0057B7	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	+ Contrast

Pantone 485 #E12328	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	No change

	Aa normal text	Aa large text	components
Pantone 3282 #008578	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	+ Contrast

Pantone 1525 #B94700	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	+ Contrast

Pantone 7732 #007A3E	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	+ Contrast

Pantone 226 #D00070	WCAG AA ✓	WCAG AA ✓	components ✓
	WCAG AAA ✗	WCAG AAA ✗	+ Contrast

Notes:

- Only Pantone 281 (Cochrane Blue) passes AA and AAA for all text sizes and components.
- All other colours now pass AA for all text sizes and components.

Colour palette development

Before and after comparison

Pantone 281
#002D64

Pantone 281
#002D64

Text contrast
No change

Pantone 326
#00AAAA

Pantone 3282
#008578

Text contrast
Text contrast

Pantone 253
#962D91

Pantone 253
#962D91

Text contrast
No change

Pantone 715
#F58C2D

Pantone 1525
#B94700

Text contrast
Text contrast

Pantone 2925
#008CD2

Pantone 2935
#0057B7

Text contrast
Text contrast

Pantone 369
#55AF3C

Pantone 7732
#007A3E

Text contrast
Text contrast

Pantone 485
#E12328

Pantone 485
#E12328

Text contrast
No change

Pantone 219
#DC2882

Pantone 226
#D00070

Text contrast
Text contrast