Cochrane exists so that everyone can be sure of the best healthcare decisions.

During the last 25 years we've helped to transform the way healthcare decisions are made.

Now, as part of Cochrane’s Strategy to 2020 we are showing that change by updating our identity so that we can:

• work more effectively in a digital world;
• present a unified look and feel to a wider universe; and
• make it easier for those new to Cochrane to understand what we are trying to achieve.

This document tells the story of our new identity.

This document is a series of branding guidelines.

It is a toolkit to help all Cochrane Groups implement our new, coherent, visual and written identity. Its purpose is to give you the most up-to-date and relevant information in order to brand your Group, whether you are an existing Cochrane Group or a newly registered entity.

The contents provide an overview of Cochrane’s story: who we are, what we do, and how we describe ourselves to a wider world - as well as make it easier for those new to Cochrane to understand what we are trying to achieve.

In addition, we are providing a section on language, organizational information, and standard policies and procedures as outlined in Cochrane’s organizational policies (community-archive.cochrane.org/organisational-policy-manual). This will support your Group’s external communications style.

It is not designed to be a style guide for Cochrane Reviews. We have our established Cochrane Style Manual, which is available at community.cochrane.org/style-manual.

These guidelines have been developed in English. We recognize that Cochrane Groups in different regions of the world will need flexibility in how to translate and apply these guidelines to their linguistic and cultural contexts; see more on page 35, Translation and Localization.

Along with these guidelines there are series of brand templates and usage documents which all Cochrane Groups are encouraged to use; these are available at community.cochrane.org/organizational-info/resources/resources-groups/brand-resources.
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If you require further information about Cochrane’s brand or have any questions about these guidelines, please contact support@cochrane.org.
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Who are we? What’s special about us? How do we show that we are different?

Everyone who’s part of Cochrane will have similar answers for these questions. However, by agreeing on one shared version, we become a more recognizable, more united, and a more effective collaboration.

This is what our brand does for us. It’s more than just a logo: it distills everything that’s great about Cochrane into one clear, strong identity.

This set of detailed brand guidelines sets out our brand: who we are and how we express our identity in the way we look and sound. You’ll find examples, templates, and practical advice to help you create communications that are compelling — and instantly recognizable.
Cochrane is a global independent network of researchers, professionals, patients, carers, and people interested in health.

We respond to the challenge of making the vast amounts of best available evidence generated through research useful for informing decisions about health.

Cochrane is a not-for-profit organization with collaborators from more than 130 countries working together to produce credible, accessible health information that is free from commercial sponsorship and other conflicts of interest.

Find out more at cochrane.org

Follow us on Twitter @cochranecollab
Our logo tells a story...

The circle formed by two ‘C’ shapes represents our global collaboration.

The lines within illustrate the summary results from an iconic systematic review. Each horizontal line represents the results of one study, while the diamond represents the combined result, our best estimate of whether the treatment is effective or harmful.

The diamond sits clearly to the left of the vertical line representing “no difference”, therefore the evidence indicates that the treatment is beneficial. We call this representation a “forest plot”.

This forest plot within our logo illustrates an example of the potential for systematic reviews to improve health care. It shows that corticosteroids given to women who are about to give birth prematurely can save the life of the newborn child.

Despite several trials showing the benefit of corticosteroids, adoption of the treatment among obstetricians was slow. The systematic review published by Crowley et al. was influential in increasing use of this treatment. This simple intervention has probably saved thousands of premature babies.

During the past 25 years Cochrane has progressed the way healthcare decisions are made. And now we’re leading another change, as outlined by Strategy to 2020. A visible expression of this change is our brand identity.

Our strength is in our people — an independent and highly respected global network that links the world of research with the reality of making informed health decisions.

Together we can use the new wealth of information we generate to achieve trusted evidence, informed decisions, and better health for everyone.

Our strapline is the core idea that lies at the heart of everything we do. It expresses the essential reason why Cochrane exists.

Cochrane Groups are only permitted to use the logo and strapline in accordance with Cochrane’s Logo and Endorsement Policy (community.cochrane.org/organizational-info/resources/policies/logo-and-endorsement-policy).
Vision

Our vision is a world of improved health where decisions about health and health care are informed by high quality, relevant, and up-to-date synthesized research evidence.

Mission

Our mission is to promote evidence-informed health decision-making by producing high quality, relevant, accessible systematic reviews and other synthesized research evidence.

Goals

Goal 1: Producing evidence
To produce high quality, relevant, up-to-date systematic reviews and other synthesized research evidence to inform health decision-making.

Goal 2: Accessible evidence
To make Cochrane evidence accessible and useful to everybody, everywhere in the world.

Goal 3: Advocating for evidence
To make Cochrane the 'home of evidence' to inform health decision-making, build greater recognition of our work, and become the leading advocate for evidence-informed health care.

Goal 4: Building an effective and sustainable organization
To be a diverse, inclusive, and transparent international organization that effectively harnesses the enthusiasm and skills of our contributors, is guided by our principles, governed accountably, managed efficiently, and makes optimal use of our resources.

The Strategy to 2020: community.cochrane.org/organizational-info/resources/support-cet-csg/strategy-2020
### Principles

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td><strong>1 Collaboration</strong></td>
<td><strong>6 Striving for relevance</strong></td>
<td></td>
</tr>
<tr>
<td>by fostering global co-operation, teamwork, and open and transparent communication and decision-making.</td>
<td>by promoting the assessment of health questions using outcomes that matter to people making choices in health and health care.</td>
<td></td>
</tr>
<tr>
<td><strong>2 Building on the enthusiasm of individuals</strong></td>
<td><strong>7 Promoting access</strong></td>
<td></td>
</tr>
<tr>
<td>by involving, supporting, and training people of different skills and backgrounds.</td>
<td>by wide dissemination of our outputs, taking advantage of strategic alliances, and by promoting appropriate access models and delivery solutions to meet the needs of users worldwide.</td>
<td></td>
</tr>
<tr>
<td><strong>3 Avoiding duplication of effort</strong></td>
<td><strong>8 Ensuring quality</strong></td>
<td></td>
</tr>
<tr>
<td>by good management, co-ordination, and effective internal communications to maximize economy of effort.</td>
<td>by applying advances in methodology, developing systems for quality improvement, and being open and responsive to criticism.</td>
<td></td>
</tr>
<tr>
<td><strong>4 Minimizing bias</strong></td>
<td><strong>9 Continuity</strong></td>
<td></td>
</tr>
<tr>
<td>through a variety of approaches such as scientific rigour, ensuring broad participation, and avoiding conflicts of interest.</td>
<td>by ensuring that responsibility for reviews, editorial processes, and key functions is maintained and renewed.</td>
<td></td>
</tr>
<tr>
<td><strong>5 Keeping up to date</strong></td>
<td><strong>10 Enabling wide participation</strong></td>
<td></td>
</tr>
<tr>
<td>by a commitment to ensure that Cochrane Systematic Reviews are maintained through identification and incorporation of new evidence.</td>
<td>in our work by reducing barriers to contributing and by encouraging diversity.</td>
<td></td>
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</tbody>
</table>
We have three defining statements that guide our behaviour, culture, and decisions.

Together we stand...

**for knowledge**
We accept only the best evidence that research can provide. This sets us apart and makes us strong.
We express ourselves clearly and precisely, giving evidence for what we say.

**for change**
We’re working for a future where everyone can be sure of the best possible healthcare decisions.
We’re positive, energetic, and forward-looking, giving encouragement and inspiration to those around us.

**for you**
We’re open, collaborative, and inclusive: everyone can get involved and everyone benefits.
We show warmth and humanity, using everyday language.

If our organization was a person, you’d recognize these statements in their behaviour. Our language guidelines explain how we can express standing for knowledge, for change, for you through our communications.
Cochrane exists so that healthcare decisions get better.

During the past 25 years, Cochrane has helped to transform the way health decisions are made.

Cochrane produces reviews that summarize the best available evidence generated through research to inform decisions about health.

We are a global independent network of researchers, professionals, patients, carers, and people interested in health.

Our work is recognized as representing an international gold standard for high quality, trusted information.

We want to be the leading advocate for evidence-informed health across the world.

This is our standard way of describing Cochrane and starting conversations. We can vary it to suit different audiences as shown on page 13-14.
This is a series of brief statements which describe how Cochrane works with our six major stakeholders.

**How we support policymakers**
“We enable you to make better informed health policy decisions by bringing together all the best current evidence available.”

**How we support health practitioners**
“We make healthcare research useful and usable for you when advising your patients, to help you make decisions based on the best available and current evidence.”

**How we support the general public**
“We gather and summarize the best evidence from research to help you and your health practitioners make informed choices about the right treatments for you.”

**How we support members of the Cochrane community**
“We’re building a future of better healthcare for everyone, where treatment and policy decisions are based on the best current evidence. We can achieve this together, with your help.”
How we support our funders

“We work collaboratively with funders to produce authoritative, relevant, and reliable health evidence. Our work is produced by independent researchers who are unconstrained by commercial and financial conflicts. Cochrane’s funding model reflects the international and diverse nature of the organization.”

How we support our partners

“We work with our partners to increase the reliability and accessibility of evidence-informed health worldwide. Cochrane evidence has been used for the past 25 years to inform health decisions. Our new partnerships reflect our commitment to help improve the world’s health through high quality, up-to-date research evidence, and to make this information accessible and easy to understand.”
Cochrane Reviews are systematic reviews of primary research in human health care and health policy, and are internationally recognized as the highest standard in evidence-based health care. They investigate the effects of interventions for prevention, treatment, and rehabilitation. They also assess the accuracy of a diagnostic test for a given condition in a specific patient group and setting. They are published online in the Cochrane Database of Systematic Reviews in the Cochrane Library.

Each systematic review addresses a clearly formulated question; for example: Can antibiotics help in alleviating the symptoms of a sore throat? All the existing primary research on a topic that meets certain criteria is searched for and collated, and then assessed using stringent guidelines, to establish whether or not there is conclusive evidence about a specific treatment. Cochrane Reviews are updated as new evidence becomes available, ensuring that treatment decisions can be based on the most up-to-date and reliable evidence.
The Cochrane Library is a collection of six databases that contain different types of high-quality, independent evidence to inform healthcare decision-making, and a seventh database that provides information about Cochrane Groups.

Systematic reviews are our main publication. They are published electronically in full text in the Cochrane Library. The abstracts and plain language summaries of all Cochrane Reviews are also freely available on cochrane.org

All Cochrane Reviews are published in the Cochrane Database of Systematic Reviews in the Cochrane Library – cochranelibrary.com

The Cochrane Library is published by Wiley.
The Cochrane Library App presents the latest up-to-date evidence from the Cochrane Library in a convenient, easy-to-navigate format so you can read relevant, accessible research, when you need it, from the world’s leading experts in evidence-informed health care.

Our monthly issues feature a hand-picked selection of Cochrane Systematic Reviews, specifically chosen by the Editor-in-Chief. Abridged Cochrane Reviews provide the best possible tablet and phone reading experience and they are downloadable for reading offline.

The Bookmark feature allows you to create your own special collection of Cochrane Reviews across issues. Additionally, the title page for every Review includes a link to the full version of the Review available on the Cochrane Library.

The app is freely available from iTunes: [itunes.com/apps/TheCochraneLibrary](http://itunes.com/apps/TheCochraneLibrary).
Language

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This section sets out how we want to present the language and tone of voice reflecting our identity to a wider world.

We have designed these guidelines to inform your group’s external communications style.

They are a useful tool when writing communication reports, marketing and public relations materials.

They are not designed to be a style guide on how to write a Cochrane Review.

For this type of guidance, we have our established Cochrane Style Manual, which is available at community.cochrane.org/style-manual.

When writing all documents, Cochrane’s ‘house’ style is UK with a ‘z’ spelling. We encourage you to use this style when producing official Cochrane documents. However, if you choose not to follow this recommendation, please ensure that your style choices are consistent throughout any document.
Our name is Cochrane

To make things clear, and consistent and to maximize impact, we now refer to ourselves simply as ‘Cochrane’, in the singular.

For example:
‘Cochrane is...’

We no longer say ‘The Cochrane Collaboration’.

We are a collaboration as well as an organization, however; you can continue to talk about us as a collaboration, using a small ‘c’.

For example:
‘Cochrane is a worldwide collaboration...’.
When communicating externally, everything we write counts.

Every piece of external communication we produce is an opportunity to help us achieve our goals to attract support for our work and make Cochrane better known. It is a chance to achieve our mission of promoting evidence-informed health decision-making.

The tone of our language, what we say, and how we say it defines the way people respond to us.

By writing in a plain speaking tone that’s true to our brand, we can bring to life all that is important about Cochrane.
Finding our voice

Our three statements shape our behaviour, our decisions, and the personality or tone we convey in our writing:

**for knowledge**
We write in a tone that’s clear, confident and direct. Our language is precise, concise, and backed up with evidence.

**for change**
Our writing conveys energy, optimism, and confidence. We focus on outcomes, use active language, and talk about the future.

**for you**
We focus on our readers’ interests, use their everyday language, and write as if we’re talking face-to-face.

We are aiming for one clear, recognizable voice that is for knowledge, for change, for you.
How does our tone of voice sound?

What it is

✓ One clear, recognizable voice
✓ A conversation with your reader
✓ A valuable point of view
✓ An inspiring example
Here are some practical tips to help you write clear and effective external communications.

Ready to write?

First, ask yourself:

- **Who is my reader** and what do they want to know?
- **What do I want to happen** as a result of this communication?
- **What do I need to say?** What’s the best order to say it in, and is there anything I can cut out?
- **How should I say it?** Now you’re ready to choose and apply the tone of voice techniques in our toolkit…
For knowledge

We accept only the best evidence that research can provide. This sets us apart and makes us strong.

Techniques:

1. Get to the point
2. Show, don’t tell
3. Be concise

We express ourselves in a clear, confident, direct way. We’re precise and give evidence for what we say.
1. Get to the point

Start with your conclusion, giving the benefit of your information up front.

What it is

✓ A is more effective than B. This review explains why.

How to

✓ Cochrane Colloquia are our annual flagship events, bringing together Cochrane contributors from around the world to discuss, develop, and promote Cochrane and help shape its future.

What it’s not

✗ This review explores the relative merits of options A and B.

How not to

✗ Cochrane Colloquia are held in different locations each year and comprise business, scientific, and training sessions for Cochrane contributors.
2. Show, don’t tell

Don’t just tell your reader what to think: show them with concrete facts, examples, and other evidence that gives the proof.

What it is

✓ Our work is recognized by A, B, and C as the benchmark...
✓ We collaborate with...
✓ The review led to... [specific outcomes]

What it’s not

✗ Our work is widely recognized as the benchmark...
✗ We believe in collaboration
✗ The review had a significant impact
3. **Be concise**

Less is more. Break up text into short paragraphs and sentences and if in doubt, cut it out.

Delete

- The following orientation may be helpful in navigating this site
- At this moment in time
- As a respected collaboration
- Going forward / Ongoing
- We would like to take this opportunity to
- I am writing with regard to / First of all
- Please do not hesitate to / Please take time to
For change

We’re working for a future where everyone can be sure of the best possible healthcare decisions.

Techniques:

4. Talk about the outcome
5. Choose active language
6. Focus on the future

We take ownership of what we say, speaking in a way that’s positive, active, and engaging.
4. Talk about the outcome

You’ve already decided what you want your audience to do, think, and feel. Now write so that everything you say points towards these outcomes.

What it is

✓ We’re depending on you to help us make this project a success. It’s easy to enrol but we need your form by 6 May.

How to

✓ Tell us what you think works at Cochrane Colloquia, and how they could work better for you. Submit your opinions here by 28 Feb and help shape the future of our events.

What it’s not

✗ Should you wish to participate, please note that submissions for enrolment will close on 6 May.

How not to

✗ We are interested in input from Cochrane contributors on their experiences of Cochrane Colloquia. Please note that the consultation period closes on 28 Feb.
5. Choose active language

Use the active voice to give a clear sense of people doing things and taking ownership of their tasks.

**What it is**
- ✓ You can find out about training...
- ✓ I’ve read your email
- ✓ We’re looking into it
- ✓ I’ll get back to you by Friday

**What it’s not**
- ✗ Training resources can be found...
- ✗ Your enquiry was received
- ✗ Enquiries are being made
- ✗ You’ll be informed in due course
6. Focus on the future

Use future-focused words and phrases to talk about what will be.

What it is
- ✔️ we begin
- ✔️ we want
- ✔️ we will see
- ✔️ we look ahead to
- ✔️ we’ll become
- ✔️ our plans
- ✔️ our ambitions

What it’s not
- ✗ we began
- ✗ we wanted
- ✗ we have seen
- ✗ we look back on
- ✗ we have become
- ✗ our experience
- ✗ our heritage
For you
We’re open, collaborative, and inclusive: everyone can get involved and everyone benefits.

Techniques:

7. Step into your readers’ shoes
8. Use everyday words
9. Say: you, I, and we

We put ourselves in the shoes of our audiences and write as if we’re talking face-to-face, using everyday language.
7. Step into your readers’ shoes

What’s their agenda?
What’s their interest?
What do they need to know?
Would they like to know?
Will it help them to know?
What’s the best way to tell them?
Let these insights guide what you say.

What it is

✔ You can use this website to find summaries of our latest reviews of health evidence on any topic.

What it’s not

✗ The following orientation may be helpful in navigating this website...

✗ The website is designed with four different sorts of pages...
8. **Use everyday words**

Avoid unnecessary jargon, spell out abbreviations, and choose the shorter word.

<table>
<thead>
<tr>
<th>What it is</th>
<th>What it’s not</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Start</td>
<td>✗ Commence</td>
</tr>
<tr>
<td>✓ Use</td>
<td>✗ Utilize</td>
</tr>
<tr>
<td>✓ Help</td>
<td>✗ Assist</td>
</tr>
<tr>
<td>✓ Ask</td>
<td>✗ Request</td>
</tr>
<tr>
<td>✓ Need</td>
<td>✗ Require</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>What it is</th>
<th>What it’s not</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ Get</td>
<td>✗ Obtain</td>
</tr>
<tr>
<td>✓ Tell</td>
<td>✗ Advise</td>
</tr>
<tr>
<td>✓ Thanks</td>
<td>✗ Acknowledge</td>
</tr>
<tr>
<td>✓ Try</td>
<td>✗ Endeavour</td>
</tr>
<tr>
<td>✓ End</td>
<td>✗ Terminate</td>
</tr>
</tbody>
</table>
9. Say: you, I, and we

Create a sense of direct dialogue by talking in the first and second person: you, your, yours, we, our, ours, us, I, my, and mine.

<table>
<thead>
<tr>
<th>What it is</th>
<th>What it’s not</th>
</tr>
</thead>
<tbody>
<tr>
<td>✓ We</td>
<td>✗ The department, the organization, the team, etc.</td>
</tr>
<tr>
<td>✓ You</td>
<td>✗ Colleagues, members, candidates, applicants, stakeholders, those individuals, etc.</td>
</tr>
</tbody>
</table>
Cochrane Groups and contributors work in many different parts of the world. As a result, we communicate in many different languages and interact in a variety of social and cultural environments.

We have developed these brand and communication guidelines in English, and our messages need to be consistent across the world.

We do encourage you to translate, and if necessary, adapt these, so they are applicable in your local context and allow you to reach your local audiences.

You are the experts in your regions, and you know best what your audiences do and don’t understand.

If you do not mainly communicate in English, we encourage you to take the time and translate at least the “About Cochrane” and “Language” sections of the brand guidelines into your main language of communication. This will provide you with a basic framework and point of reference on how to talk about Cochrane in your own language. It may be beneficial to involve a native-speaking translator or editor in this task to help with the linguistic side of the translation.

If you need any support or advice in relation to translating or localizing the brand guidelines and your communication materials, please visit our online Help and Support Centre.
Cochrane master brand design toolkit

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Our visual identity is more than just a logo. It is a toolkit of parts designed to work in combination with each other. Together they provide Cochrane with a distinctive look and feel that can be applied across all media and communications materials.

Our logo

Colour

Typography

Source Sans Pro Regular
Source Sans Pro Semi-bold
Source Sans Pro Bold

Strapline

Systematic graphic

Imagery

Trusted evidence.
Informed decisions.
Better health.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
The Cochrane logo tells a very important story (see page 7). It is our brand’s most important visual asset and as such all reproductions must use original artwork. Please do not redraw, alter, or recreate it.
When communicating externally to a wide audience which includes our six major audiences, please use the master brand logo.

When communicating information about specific Cochrane evidence to a smaller niche audience (examples include researchers and academic or healthcare organizations), you are permitted to use the Cochrane Library logo together with the full citation of the Cochrane Review.
The Cochrane logo must be instantly recognizable in all applications. Wherever possible, we encourage you to reproduce it in colour. Where this is not possible, reversal or use in mono is the next best option.

**Our logo**
Our preferred colour variation. Please use wherever possible, ideally on a white or very light coloured background.

**Reversed logo**
For use in circumstances where the standard logo would not be legible. For example, when placing the logo on a coloured background or image.

**Mono logo**
For usage in situations where colour reproduction is not available. For example, one-colour print.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
The Cochrane logo should stand out as much as possible. We have created an exclusion zone to provide clear space between it and all other elements.
All printed materials should apply the Cochrane logo consistently. Wherever possible, place the logo in the top left corner and follow the recommended sizes detailed below. In exceptional circumstances, when this position does not suit the format, position the logo centrally as shown.

**Printed applications**
In printed materials, position the Cochrane logo in the top left corner and scale to 40% of the document’s shortest side.

**Minimum size**
Avoid using the logo any smaller than 48mm unless the medium or format dictates otherwise.

**Templates**
Wherever possible, use document template files where our logo is already scaled to the correct size.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Online and other screen-based applications should also apply the Cochrane logo consistently. Always place the logo in the top left corner and follow the recommended sizes detailed below.

**Screen applications**
In online applications, position the Cochrane logo in the top left corner and scale to 30% of the site width.

For mobile websites and applications, increase this measurement to 50%.

For PowerPoint presentations, follow the guidance for printed applications shown on the previous page.

**Minimum size**
In pixel-based digital applications, aim never to use the logo any smaller than 200px wide.

Download templates and ‘How to’ guides from [community.cochrane.org/organizational-info/resources/resources-groups/brand-resources](community.cochrane.org/organizational-info/resources/resources-groups/brand-resources)
Please treat the Cochrane logo with respect. It is the cornerstone of our brand and presentation should always be consistent, on- and offline.

Do not change the colour of the logo.
Do not distort the shape of the logo.
Do not outline the logo or add keylines.
Do not add any effects to the logo.
Do not add to any component parts or alter the graphic data lines within our logo.
Do not use the logo on a background that affects legibility; always use the right logo for the application.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
A stacked format version of the Cochrane logo exists for usage where horizontal space is restricted. For example: social media profile images, online skyscraper ads, signage, merchandising, and when you are limited to a square space.

Usage guidelines
Please ensure, when using the stacked format logo, that all uses carefully follow our logo principles regarding colour, clear space, and misuse.

Social media guidelines
For social media profiles, use the circular graphic without the text. Carefully follow our logo principles regarding colour, clear space, and misuse.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Our strapline expresses our mission:

**Trusted evidence. Informed decisions. Better health.**

The strapline must appear on materials representing the collaboration as a whole.

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**Usage**

The strapline must always appear in Source Sans Pro Semibold and should be positioned in the bottom left corner.

Where this is not possible, please align the strapline with the logo in another adjacent corner.

Presentation may omit the strapline when ‘Trusted evidence. Informed decisions. Better health.’ is the document’s main headline. (See example shown far right.)

The strapline can be used together with the Cochrane logo as any part of external communications representing Cochrane work.

[community.cochrane.org/organizational-info/resources/policies/logo-and-endorsement-policy](community.cochrane.org/organizational-info/resources/policies/logo-and-endorsement-policy)

---

Download templates and ‘How to’ guides from [community.cochrane.org/organizational-info/resources/resources-groups/brand-resources](community.cochrane.org/organizational-info/resources/resources-groups/brand-resources)
Colour is integral to our identity. Please use our colour palette for all general communications produced on behalf of the collaboration as a whole.

The Cochrane master brand colour palette consists of the following colours:
Cochrane Blue + Cochrane Purple + white + black + four greys

<table>
<thead>
<tr>
<th>Colour</th>
<th>Spot</th>
<th>CMYK</th>
<th>RGB</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cochrane Blue</strong></td>
<td>Pantone 281</td>
<td>100.72.0.38</td>
<td>0.45.100</td>
<td>002D64</td>
</tr>
<tr>
<td><strong>Cochrane Purple</strong></td>
<td>Pantone 253</td>
<td>42.91.0.0</td>
<td>150.45.145</td>
<td>962D91</td>
</tr>
<tr>
<td><strong>Black</strong></td>
<td>CMYK 0.0.0.100</td>
<td>CMYK 0.0.0.0</td>
<td>RGB 0.0</td>
<td>HEX 000000</td>
</tr>
<tr>
<td><strong>Dark Grey</strong></td>
<td>CMYK 0.0.0.75</td>
<td>CMYK 0.0.0.38</td>
<td>RGB 105.105.105</td>
<td>HEX 696969</td>
</tr>
<tr>
<td><strong>Mid Grey</strong></td>
<td>CMYK 0.0.0.50</td>
<td>CMYK 0.0.0.50</td>
<td>RGB 153.153.153</td>
<td>HEX 9999999</td>
</tr>
<tr>
<td><strong>Light Grey</strong></td>
<td>CMYK 0.0.0.25</td>
<td>CMYK 0.0.0.25</td>
<td>RGB 204.204.204</td>
<td>HEX CCCCCC</td>
</tr>
<tr>
<td><strong>Extra Light Grey</strong></td>
<td>CMYK 0.0.0.10</td>
<td>CMYK 0.0.0.10</td>
<td>RGB 230.230.230</td>
<td>HEX E6E6E6</td>
</tr>
<tr>
<td><strong>White</strong></td>
<td>CMYK 0.0.0.0</td>
<td>CMYK 0.0.0.0</td>
<td>RGB 255.255.255</td>
<td>HEX FFFFFF</td>
</tr>
</tbody>
</table>

**Cochrane Blue and Purple**
Please follow carefully the colour specifications shown to ensure consistent reproduction across different media.

**White space**
Without white our master brand colours won’t stand out enough.

**Black and greys**
A neutral base for our communications. Black is ideal for long sections of text. Use greys to define and highlight information subtly.
Source Sans Pro is an open, legible, and professional font family. We have selected it purposefully, to represent Cochrane’s tone of voice in text. It is suitable for all applications, from print to online, and is free to download, allowing anyone to use it. Please do not use any other fonts.

**Source Sans Pro Regular**
This is our standard font weight and preferred version for body text and headlines across all applications.

**Source Sans Pro Semibold**
This version provides an additional font weight for when regular is too light and bold too heavy. For example, an introductory paragraph.

**Source Sans Pro Bold**
This weight provides strong contrast to regular and is our preferred version for subheadings and highlighting text.

---

**Important information:**

- Use Source Sans Pro for all documents where possible.
- If sharing the documents with external groups, send the document as a PDF or image file.
- If sharing documents with other Cochrane colleagues and Groups, you will not need to save as PDF as they should have Source Sans Pro installed on their computer.
- If you are unable to share the document as a PDF or you are using websites to produce content, then use Arial.
- Arial is Cochrane’s secondary font if Source Sans Pro cannot be used.
- For standard text, make it 11pt in size.
Typography is a key part of our brand. To create a consistent recognizable tone of voice in text, follow the guidelines below. Think carefully about how you use Source Sans Pro in applications. It is important that every piece of communication is clear, confident, and direct.

**Capitalization**
Always use sentence case text rather than ‘Title Case’ or ‘UPPER CASE’.

**Text alignment**
Wherever possible, align text left. When this is not practical, align small amounts of text right or centred.

**Leading (line spacing)**
As a rough guide to line spacing, aim for around 20% leading. For example: 11pt text should be on 12pt leading.

**Tracking (character spacing)**
It is possible to reduce the space between characters slightly to improve readability.

---

**Use sentence case**

**Align text left**

**Aim for 20% leading (line spacing).**

**The space between lines of text**

**Tight spacing between letters**
Neuraminidase inhibitors for preventing and treating influenza in children

This review found that treatment with neuraminidase inhibitors was only associated with modest clinical benefit in children with proven influenza. Treatment with oseltamivir or zanamivir shortened the duration of illness in healthy children by about one day.

Background: Influenza attack rates in children range widely. Options for prevention and treatment range from vaccination and antiviral drugs to a community-based influenza virus immunization and vaccination. Influenza-associated illness occurs most frequently in children under five years of age. For treatment of influenza, neuraminidase inhibitors are widely used and are recommended as first-line therapy for uncomplicated influenza. Oseltamivir (Orally administered) and zanamivir (inhalational) have shown efficacy in treating uncomplicated influenza in children (aged 2 to 12 years)

Objectives: To assess the efficacy, safety, and tolerability of neuraminidase inhibitors in the treatment and prevention of influenza in children.

Search strategies: For this update we searched the Cochrane Central Register of Controlled Trials (CENTRAL) and the Cochrane Airways Group Specialised Register. CENTRAL (Issue 3, 2011) and EMBASE (January 2011 to January 2012).

Inclusion criteria: Eligible trials were randomised controlled trials (RCTs) comparing neuraminidase inhibitors with placebo or no intervention in children aged 2 months and including 11 years. We also included safety and tolerability data from open trials of oseltamivir and zanamivir.

Data collection and analysis: Two review authors (MC and JG) independently assessed trial quality and extracted data from the current and previous versions of the review. The analysis was based on the intention-to-treat principle. Where possible, trials were pooled using a random effects model. We have compared neuraminidase inhibitors with placebo and with each other. We have expressed all results with 95% confidence intervals (CIs) unless otherwise stated.

Main results: Six treatment trials enrolled 1,590 children with acute uncomplicated influenza and placebo-controlled data were available for five trials. Of these 312 children, 126 had laboratory-confirmed influenza. Three placebo-controlled trials included children with laboratory-confirmed influenza. The median duration of illness in children with laboratory-confirmed influenza was 3 days (95% CI 2.9-3.9 days).

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Source Sans Pro currently supports a wide range of languages using Latin script, including extended characters and support for Cyrillic, Greek, and Vietnamese. Source Han Sans offers a set of Chinese, Japanese, and Korean fonts designed to complement Source Sans Pro.

### Source Sans Pro

**Latin and Latin Extended**
- Afrikaans, Archaic Danish, Basque, Breton, Catalan, Croatian, Czech, Dutch, English, Esperanto, Estonian, Finnish, French, Gaelic, German, Hungarian, Icelandic, Indonesian, Irish, Italian, Latvian, Lithuanian, Norwegian, Polish, Portuguese, Romanian, Sami, Serbian (Latin), Slovak, Slovenian, Spanish, Swahili, Swedish, Turkish, and Welsh.

**Cyrillic and Cyrillic Extended**
- Abaza, Adyghe, Agul, Avar, Balkar, Belarusian(Cyrillic), Bulgarian, Buryat, Chechen, Crimean Tatar(Cyrillic), Dargin, Dungan, Erzya, Ingush, Kabardian, Kalmyk, Karakalpak, Karachay, Kazakh, Lak, Lezgian, Khinalugh, Kyrgyz(Cyrillic), Kumyk, Macedonian, Moksha, Mongolian(Cyrillic), Nanai, Nivkh, Nogai, Russian, Rusyn, Rutul, Selkup, Serbian(Cyrillic) Tabasaran, Tajik, Tat, Tatar, Turkmen, Tuvan, Ukrainian, and Uzbek(Cyrillic).

**Others**
- Archaic Greek, Modern Greek, and Vietnamese.

### Source Han Sans

**Pan-CJK**

Download Source Han Sans from [sourceforge.net/projects/source-han-sans.adobe/files/](sourceforge.net/projects/source-han-sans.adobe/files/)

---

B Yekan font can be used for Farsi.
The systematic graphic, better known as the forest plot, is a dynamic and distinctive layout device that brings a cohesive unity to Cochrane communications. We have created it by isolating and enlarging the review data from within our logo.

We have designed the systematic graphic to illustrate Cochrane’s story. Please treat it with respect by following the guidelines and examples in this section to ensure that we tell our story correctly.
A few dos...

- Always place the graphic on the right hand side of layouts.
- Carefully position the graphic so it does not clash with the logo or enter its clear space.
- It’s acceptable to scale up and crop the graphic, but the vertical line must always be visible.
- Position text, such as the document title, so that it aligns with the graphic shapes created.
- Aim to include the diamond shape, which symbolizes success, in layouts wherever possible.
- If in doubt, use the templates provided or follow the examples shown on the following pages.

A couple of don’ts...

- Never rotate, flip, skew, or distort the graphic in any way.
- Do not alter, change, edit or remove any parts from the graphic.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Flexibility
Designs may scale the systematic graphic up or down to suit the document contents and intended audience. This can range from simple, purely graphic layouts through to more complex layouts where the graphic works with imagery.

Download templates and ‘How to’ guides from [community.cochrane.org/organizational-info/resources/resources-groups/brand-resources](community.cochrane.org/organizational-info/resources/resources-groups/brand-resources)
Templates
The examples on these pages illustrate how you can use the digital templates. Use these files as a starting point for your reports and communications.

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
When selecting images for communications materials, choose images that illustrate our strapline:

**Trusted evidence. Informed decisions. Better health.**

Choose light and bright imagery that works in harmony with our colour palette.

---

**Trusted evidence**
Clean, bright, close-up imagery of research trials, data analysis, and cutting edge healthcare evidence gathering.

**Informed decisions**
Positive, human images of engaged and culturally diverse decision makers collaborating with others in bright research and healthcare environments.
Images are vital when telling the story when we share evidence. They help our target audience see that content is relevant to them and to make an immediate connection with the topic. Thoughtful image choice can inform or misinform, attract or repel, and can help challenge assumptions and change conversation about health conditions.

To support those selecting images, Cochrane UK has developed ‘Choosing images for sharing evidence: a guide’. 
When selecting images for communications materials, choose images where the main subject isn’t disturbed by the dataline or other graphics. Consider cropping or resizing images to fit the area better, such as for the Community website feature image or on the cover of a report. Free tools like [picmonkey.com](http://picmonkey.com) can be used to edit images, if you don’t have access to photo editing software.
Cochrane master brand design toolkit

Print examples

Literature

Left: Brochure cover
Right: Brochure text page

Neuraminidase inhibitors for preventing
and treating influenza in children


Display

Left: Pop-up banner stand
Right: Poster
The Cochrane Store brings designs that celebrate evidence-based healthcare, take pride in the quality of systematic reviews, and show the world you are a supporter of high-quality Cochrane evidence! All money from sales are reinvested in helping people get involved in Cochrane.

Visit the Cochrane Store now
Print examples

Cochrane master brand design toolkit

A0 poster templates

Poster title – source sans pro bold 72 pt

Heading 2 – source sans pro bold 72 pt

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Presentation

Left: PowerPoint title slide
Right: PowerPoint master slide

Slide description
- Healthcare decisions get better.
- 20 years of transforming decisions.
- Reviews which study all of the best available evidence.
- Global, independent network of researchers.
- Gold standard for high quality, trusted information.

Download templates and 'How to' guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Screen examples

Left: Desktop homepage
Right: Mobile homepage
Social media banners

If your group would like a set of social media banners, email skhamissa@cochrane.org with a suggested banner image and a list of the banners needed.
**Infographics**

Information graphics or infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly. They are an interesting and exciting way to represent graphic content to tell a story. You can also use pictures to illustrate the story.

Cochrane is exploring ways of using infographics to translate evidence, data, and information into easy insights and understanding to internal and external audiences.

Cochrane infographics need to align with our brand integrity, and here are some examples and templates you may wish to use. For more examples and how to use, please download the Cochrane infographic ‘How to’ guide.

Before you create your infographic, be clear about:

**Who do I want to reach?**

**What do I want to say?**

**What’s the best form for achieving this?**

---

Left: Cochrane Translations infographic
Middle: New Cochrane Review Ecosystem infographic
Right: Cochrane evidence informs new UK child healthcare programme infographic

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Cochrane master brand design toolkit

MailChimp e-newsletter template

Left: Cochrane Connect newsletter
Right: Cochrane Community newsletter

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
We have a collection of online and print templates available for all Cochrane Groups. There is also a series of ‘How to’ guides on how to use the Cochrane brand appropriately and in accordance with our Logo Endorsement Policy (community.cochrane.org/organizational-info/resources/policies/logo-and-endorsement-policy).

**Templates that are available:**
- Basic Word documents (landscape and portrait)
- Detailed Word reporting documents (landscape and portrait)
- PowerPoint slides
- InDesign and PDF business cards
- Word certificate
- Email signature
- Word letterhead
- Word press release
- MailChimp e-newsletter template
- A0 PowerPoint poster templates (landscape and portrait)
- Blogshot and social media advert templates

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Guidelines for applying the Cochrane brand in software tools are as follows:

**Principles**
- The Cochrane brand should be integrated elegantly into all core tools to be used across Cochrane.
- Should a conflict between brand prominence and user experience occur, the user experience must be favoured.
- New tools will be asked to follow these closely. For existing tools (i.e. Archie, CDSR), these guideline should be implemented organically as part of the software’s development cycle.

**Logo**
- Use the main logo - possible though using Cochrane with the name of the tool underneath (i.e. Cochrane Task Exchange).
- We will use the main Cochrane fav icon for tools in the browser and when we have smaller responsive spaces where we want to show a minimum level of branding due to space constraints.
- The logo ideally should be in the upper left hand corner.
Metanav and footer
- The standardized navigation element only applies to the homepage/log-in page of the tool and not when someone is working within the tool.
- The universal footer from Cochrane.org needs to be at the bottom of log-in pages.
- Quick links to other places should be in the upper right hand corner, as appropriate where a user would need to go elsewhere from the tool.

Font
- Use Source Sans Pro.
- Follow the weighting and guidance of sizing as on the style sheet.

Colour
- Core tools to be used across Cochrane will use the main colours of blue and purple.
- Other colours—use sparingly and only ones that are in the secondary brand palette. Use Green for “go”/“success”, yellow for “warning” and red for “stop”/“danger”.
- In graphics or where you need more colours, use them but be conscious that too much colour and relying on colour as a way to guide something through a page isn’t always helpful and has its limits.
- The official Cochrane blue and purple colours meet online accessibility standards.
Use of Cochrane logo and endorsement policy

This policy sets out the terms of use for Cochrane’s name and logo, and in what circumstances it provides endorsements to contributors or external parties. The guiding principle is that requests will only be approved if they support Cochrane’s mission, and where the aims of the activities or organizations to be endorsed are aligned with its own aims and principles.

In particular, it should be noted that Cochrane has a strict non-commercial use policy preventing the use of our name, logo, information, and evidence for any promotional or advertising purposes. This policy helps ensure that Cochrane avoids even the appearance of endorsing a particular product or service for financial gain. It also guarantees that users of Cochrane evidence and products have access to the full context of our information and are not receiving limited and potentially misleading information through commercial sources.
It is important to distinguish the difference between Cochrane the organization, as represented by the main logo, and Cochrane projects and tools which are part of Cochrane’s *Strategy to 2020* objectives.

**A Cochrane project:**
*Project Transform is a specific project that is part of Cochrane’s strategic objectives. It is visually represented by using the main Cochrane logo and its project name written as text separately.*

**A Cochrane tool:**
*Cochrane TaskExchange is an external-facing user tool with its own functionality and online presence. It therefore has its own logo as part of the master brand.*
# Cochrane Community design toolkit

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- Community framework 76
- Overview 78
- Community colour palette 81
- Community colour palette: digital accessibility 82
- Group logos 84
- Imagery 87
- Print examples 91
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- Templates and ‘How to’ guides 99
- Partnership and funder branding 100
- Online presence 104
- Policy for the use of the Cochrane logo 106
The Cochrane Community includes a wide variety of contributors and Groups based around the world.

Our collaboration is united by our shared mission, vision, and goals, but our diverse Community members frequently work autonomously and with specific focus. As such there is a genuine need to identify and clearly differentiate some of our Groups.

The following pages outline how we do this. This framework allows individuality and expression within a clear structure, and leverages Cochrane’s credibility without compromising trust in it.
Cochrane Community design toolkit

Cochrane master brand
For communications about the collaboration as a whole and closely related services such as the Cochrane Library.
Use Cochrane Blue + Cochrane Purple (+ black + white + four greys)

Cochrane community
This means all officially registered and recognized Cochrane groups around the world.
Use Cochrane Blue + ONE colour from the community colour palette (+ black + white + four greys)

Community framework

General

Groups

Cochrane Switzerland
Cochrane Methods Adverse Effects
Cochrane Incontinence
Cochrane Nursing Care
Cochrane Childhood Cancer
Cochrane Australia
Cochrane Training
Cochrane Multiple Sclerosis and Rare Diseases of the CNS
Cochrane Eyes and Vision
Cochrane Netherlands
Cochrane is in a period of huge organizational change. In line with *Strategy to 2020’s* Structure and Function reforms, there will be changes to Cochrane Groups. To reflect these changes, we have developed new brand guidance that includes new Group logos, usage guidelines, and templates.
The primary aim of our Group identities is to create unity, not uniformity. Follow the guidelines set out in our design toolkit, but with a change of logo, highlight colour, and imagery. This will provide each identity with visual autonomy while remaining strongly connected to Cochrane.

<table>
<thead>
<tr>
<th>Logo</th>
<th>Colour</th>
<th>Imagery</th>
</tr>
</thead>
<tbody>
<tr>
<td>We will work with you to create a group logo for use on your communications.</td>
<td>Each group will choose its own colour from the Community palette to replace Cochrane purple.</td>
<td>Be more expressive with image selection and illustrate your group’s specific focus.</td>
</tr>
</tbody>
</table>
Examples
Follow the guidance provided by the design toolkit, but use your own logo, colour, and imagery. You can tailor the document templates provided to suit your group’s specific focus and target audience.

Download all templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Download all templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
The primary means for creating sub-brand identity is through colour. Please base your Group’s sub-brand around **ONE** of the six colour options shown below, in combination with Cochrane Blue.

Cochrane Community colour palettes consist of the following colours: Cochrane Blue + **ONE** Cochrane secondary colour + white + black + four greys (all other colour specifications are listed on page 49)

<table>
<thead>
<tr>
<th>Sub-brand secondary colour palette</th>
<th>Colour Palette Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Cochrane Blue</strong></td>
<td>Spot Pantone 2935 CMYK 100.52.0.0 RGB 0.87.183 HEX #0057B7</td>
</tr>
<tr>
<td><strong>Cochrane Cyan</strong></td>
<td>Spot Pantone 7732 CMYK 89.0.96.30 RGB 0.122.62 HEX #007A3E</td>
</tr>
<tr>
<td><strong>Cochrane Orange</strong></td>
<td>Spot Pantone 1525 CMYK 100.4.56.8 RGB 185.71.0 HEX #B94700</td>
</tr>
<tr>
<td><strong>Cochrane Red</strong></td>
<td>Spot Pantone 485 CMYK 100.96.100.0 RGB 225.35.40 HEX #E12328</td>
</tr>
<tr>
<td><strong>Cochrane Teal</strong></td>
<td>Spot Pantone 3282 CMYK 100.4.56.8 RGB 0.133.120 HEX #008578</td>
</tr>
<tr>
<td><strong>Cochrane Green</strong></td>
<td>Spot Pantone 226 CMYK 0.100.2.0 RGB 208.0.112 HEX #D00070</td>
</tr>
</tbody>
</table>

Please do not use any colours other than those listed above in communications. Using other colours will detract from and weaken your group’s identity.

Our new community colours are all WCAG AAA compliant for large text and components. They are only WCAG AA compliant for normal text, so avoid using community colours at small text sizes wherever possible.

Please follow the colour specifications shown carefully to ensure consistent reproduction across different media.
It is a legal requirement that Cochrane meet Web Content Accessibility Guidelines (WCAG) 2.0.

“Web Content Accessibility Guidelines (WCAG) 2.0 covers a wide range of recommendations for making Web content more accessible. Following these guidelines will make content accessible to a wider range of people with disabilities, including blindness and low vision, deafness and hearing loss, learning disabilities, cognitive limitations, limited movement, speech disabilities, photosensitivity, and combinations of these. Following these guidelines will also often make your Web content more usable to users in general.

WCAG 2.0 success criteria are written as testable statements that are not technology-specific.”

When using the secondary colour palette in digital form, we are aiming to meet the standardized web accessibility requirements. This means that when colours are used digitally, content may not be accessible for people with certain disabilities, i.e. software to help disabled users may not be able to translate the content if it doesn’t match the guidelines.

There are conformance levels: A, AA, and AAA. The standards cover all types of accessibility, not only colour use.
Cochrane colours vs. digital accessibility standards

All the official Cochrane Community colours tested meet the A conformance level. Some, however, do not meet the AA and AAA standards.

We advise all Groups to adhere to the following guidelines:

- Where possible in imagery and text use the Cochrane Blue, black, and dark grey, as they meet AA standards.
- If your secondary colour is orange, teal, or green, please write all text in Cochrane blue, black, or dark grey.
- Use semibold or bold font when using your secondary colour.
- Use the latest Community templates that have been updated to meet this guidance.

Download templates and ‘How to’ guides from [community.cochrane.org/organizational-info/resources/resources-groups/brand-resources](community.cochrane.org/organizational-info/resources/resources-groups/brand-resources)
We will create Community logos for your Group using your choice of ONE colour from the Community palette. Wherever possible, your Group’s logo should follow the examples shown below.

**Groups with short names**
For names that are shorter than twice the width of ‘Cochrane’, Group logos will use equal sized text with the descriptor on the second line.

![Cochrane logos](image)

**Groups with long names**
For names that are longer than twice the width of ‘Cochrane’, Group logos will use a smaller text size, with the descriptor positioned on the second line and third line where required.

The Methods descriptor may appear alongside Cochrane on the top line. A lighter font weight creates differentiation between them and the Group’s area of research.

![Cochrane logos](image)
Wherever possible, sub-brand logos should adhere to the main logo principles outlined in the design toolkit. This includes following guidelines regarding colour variations, clear space, size, position, and misuse.

**Colour variations**
Wherever possible use your Group's logo in colour. When this is not practical, use mono or reversed versions.

**Clear space**
The exclusion zone should be half the height of the circular symbol in our logo as shown. For further information see page 41.

**Position**
Wherever possible, position the Cochrane logo in the top left corner.
A stacked format version of your Group’s Cochrane logo exists for usage where horizontal space is restricted. For example: social media profile images, online skyscraper ads, signage, merchandising, and when you are limited to a square space.

Usage guidelines
Please ensure, when using the stacked format logo, that all uses carefully follow our logo principles regarding colour, clear space, and misuse.

Social media guidelines
For social media profiles, use the circular graphic without the text. Carefully following our logo principles regarding colour, clear space, and misuse.
When selecting photography for Group applications, choose imagery that illustrates your location or focus and works in harmony with your colour. Be more expressive. Almost anything goes, so long as it reflects our shared mission, vision, and strapline.

Contact mumoquit@cochrane.org to get access to iStock.com photo library.
When selecting images for communications materials, choose images where the main subject isn’t disturbed by the dataline or other graphics. Consider cropping or resizing images to fit the area better, such as for the website feature image or on the cover of a report. Free tools like picmonkey.com can be used to edit images.

Choosing Images for Sharing Evidence: A Guide - for anyone who needs to choose images for a dissemination product based on any Cochrane Review.
How to use images and graphics

1. Confirm that appropriate images fill the space available in the templates provided.
2. Make sure the dataline and logo are resized, with the correct aspect ratio and no distorting.
3. Use graphics only in your group’s community colour palette; please do not mix colours.

Recommendations:
Please follow the Community template user guides.
This guidance needs to be followed on all media and communications:

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Where appropriate, it can be useful to use graphics or icons to communicate key information in online and print material.

These can either be sourced from stock libraries or created from scratch.

### How to choose suitable graphics or icons

- **Don't use lots of colours**
- **Don't use effects like shading or embossing**
- **Don't use icons or graphics that don’t match each other**
- **Don’t use icons or graphics that aren’t clearly understood**

- **Use your group’s colour palette**
- **Use flat, solid lines and shapes**
- **Use icons or graphics that are clearly understood or include a key or explanation**
Cochrane Community design toolkit

Print examples

Personalized

- Business card
- Identity badge

Merchandise

- T-shirt
- Mug and pen

Top: Business card
Bottom: Identity badge
Left: T-shirt
Right: Mug and pen
Cochrane Community design toolkit

A0 poster examples

Left: Cochrane portrait scientific poster template
Right: Cochrane landscape basic poster template

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Presentation

Left: PowerPoint title slide
Right: PowerPoint master slide

Slide description

- Healthcare decisions get better.
- 20 years of transforming decisions.
- Reviews which study all of the best available evidence.
- Global, independent network of researchers.
- Gold standard for high quality, trusted information.

Download templates and 'How to' guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Cochrane Community design toolkit

**Website**

Above: Homepage

**Social media**

Above: Twitter
Social media banners

Left: Cochrane Mexico’s Twitter page
Middle: Cochrane Canada’s Facebook page
Right: Cochrane UK’s Google+ page

If your group would like a set of social media banners, email skhamissa@cochrane.org with a suggested banner image and a list of the banners needed.
Infographics and blogshots

Information graphics or infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly. They are an interesting and exciting way to represent graphic content to tell a story. You can also use pictures to illustrate the story.

Blogshots are a relatively new idea to Cochrane and another way of giving information in an image on social media platforms, especially Twitter. Like an infographic, blogshots are a summary of information created in graphic and pictorial form to make data easily understandable at a glance. It is another useful way to share Cochrane evidence.

Before you create your infographic or blogshot, be clear about:

- Who do I want to reach?
- What do I want to say?
- What’s the best form for achieving this?

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources

Left: Caffeine and health: evidence from Cochrane infographic
Middle: Cochrane Oral Health blogshot
Right: Portion size infographic
Cochrane Community design toolkit

Screen examples

MailChimp e-newsletter examples

Left: Cochrane Canada newsletter
Right: Cochrane UK newsletter

Download templates and 'How to' guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
We have a growing collection of online and print templates available in each of the secondary colours. We have also provided a series of ‘How to’ guides to help.

**Templates that are available:**
- Basic Word documents (landscape and portrait)
- Detailed Word reporting documents (landscape and portrait)
- PowerPoint slides
- InDesign business cards
- Word certificate
- Email signature
- Word letterhead
- Word press release
- MailChimp e-newsletter template
- A0 PowerPoint poster templates (landscape and portrait)
- Blogshot and social media advert templates

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
The Cochrane Community extends beyond the boundaries of our own collaboration to include external partner organizations.

This frequently includes our work in collaboration with publishers, funders, and contributors, among many others.

The following pages provide a simple framework that acknowledges their contribution through the inclusion of partner logos.
Top of the page
When appropriate, include partner logos in the top right corner of applications as shown on this page.

Where more than one partner needs to be acknowledged, arrange their logos vertically or horizontally, depending on available space.
Bottom of the page
When appropriate, include partner logos in the bottom right corner of applications as shown on this page.
Where more than one partner needs to be acknowledged, arrange their logos vertically or horizontally, depending on available space.
It is important to distinguish the difference between registered Cochrane Groups, as represented by their Group logo, and projects that are part of Cochrane Groups’ core work programmes.

Cochrane Oral Health Global Alliance example:
Global Alliance is a specific project that is part of Cochrane Oral Health’s strategic objectives. It is visually represented by using the main Cochrane Oral Health logo and its project name written as text separately.
Guidelines for applying the Cochrane brand in software tools are as follows:

**Principles**

- The Cochrane brand should be integrated elegantly into all core tools to be used across Cochrane.
- Should a conflict between brand prominence and user experience occur, the user experience must be favoured.
- New tools will be asked to follow these closely. For existing tools (ie. Archie, CDSR), these guideline should be implemented organically as part of the software’s development cycle.

**Logo**

- Use the group logo.
- We will use the main Cochrane fav icon for tools in the browser and when we have smaller responsive spaces where we want to show a minimum level of branding due to space constraints.
- The logo ideally should be in the upper left hand corner.
**Online presence**

**Metanav and footer**
- The standardized navigation element only applies to the homepage/login page of the tool and not when someone is working within the tool.
- The universal footer from Cochrane.org needs to be at the bottom of login pages.
- Quick links to other places should be in the upper right hand corner, as appropriate where a user would need to go elsewhere from the tool.

**Font**
- Use Source Sans Pro.
- Follow the weighting and guidance of sizing as on the style sheet.

**Colour**
- Core tools to be used across Cochrane will use the main Community colour palette.
- Other non-Cochrane colours—use sparingly. Use Green for “go”/“success”, yellow for “warning” and red for “stop”/“danger”.
- In graphics or where you need more colours, use the official colour palette but be conscious that too much colour and relying on colour as a way to guide something through a page isn’t always helpful and has its limits.
- See page 82 for information about online accessibility standards.
Use of Cochrane logo and endorsement policy

This policy sets out the terms of use for Cochrane’s name and logo, and in what circumstances it provides endorsements to contributors or external parties. The guiding principle is that requests will only be approved if they support Cochrane’s mission, and where the aims of the activities or organizations to be endorsed are aligned with its own aims and principles.

In particular, it should be noted that Cochrane has a strict non-commercial use policy preventing the use of our name, logo, information, and evidence for any promotional or advertising purposes. This policy helps ensure that Cochrane avoids even the appearance of endorsing a particular product or service for financial gain. It also guarantees that users of Cochrane evidence and products have access to the full context of our information and are not receiving limited and potentially misleading information through commercial sources.
# Cochrane Transformation Programme: Geographic Networks

<table>
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<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
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</tr>
<tr>
<td>Tier 1: Affiliate</td>
<td>109</td>
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<tr>
<td>Tier 2: Associate Centre</td>
<td>110</td>
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<tr>
<td>Tier 3: Centre</td>
<td>111</td>
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<td>112</td>
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<td>113</td>
</tr>
<tr>
<td>Community templates</td>
<td>118</td>
</tr>
</tbody>
</table>
Introduction

Cochrane Centres, Associates, Affiliates and Networks give Cochrane a geographic presence around the world. These Groups, among other, facilitate engagement with regional stakeholders; represent and promote Cochrane locally; build capacity for review production and use; engage in knowledge translation activities; as well as support advocacy work.

Read more information on Cochrane Transformation Programme here: tinyurl.com/zhffgmv
Tier 1: Affiliate

A new small Group, which is responsible for promoting Cochrane and our work in a specific country.

Example: Cochrane Romania

An affiliate can also be part of a wider national or regional Cochrane Network for example Cochrane Bologna is an Affiliate under Cochrane Italy and will therefore use the Cochrane Italy logo for any branded documents.
Tier 2: Associate Centre

This is Cochrane’s official ‘representatives’ in country, and has wider responsibilities including building formal partnerships, capacity for Cochrane Review production, and hosting Cochrane events.

Examples: Cochrane Belgium and Cochrane Singapore
Tier 3: Centre

To act as a coordinating Centre for all Cochrane activities within a country, including supporting Cochrane Review Groups, Fields, or Methods Groups that are based in that country.

Examples: Cochrane Australia, Cochrane Canada, and Cochrane France
Tier 4: Geographic Network

A network of Affiliates with a coordinating Centre for all Cochrane activities across a country or an extended region. A Geographic Network promotes Cochrane’s work throughout its country and region, including Knowledge Translation and multi-language activities. A Cochrane Geographic Network may represent a large and diverse country, a common language, regional links, or similarities in healthcare systems.

Regional example: Cochrane Africa Network
<table>
<thead>
<tr>
<th></th>
<th>Affiliate</th>
<th>Associate Centre</th>
<th>Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand colour</strong></td>
<td>Choice of colour</td>
<td>Choice of colour</td>
<td>Choice of colour</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Country logo</td>
<td>Country logo</td>
<td>Country logo</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>One per country</td>
<td>One per country</td>
<td>One per country</td>
</tr>
<tr>
<td><strong>Social media channels</strong></td>
<td>One channel type per country</td>
<td>One channel type per country</td>
<td>One channel type per country</td>
</tr>
<tr>
<td><strong>How you can describe yourself</strong></td>
<td>Cochrane [country], a Cochrane Affiliate</td>
<td>Cochrane [country], a Cochrane Associate</td>
<td>Cochrane [country] or the [country] Cochrane Centre</td>
</tr>
<tr>
<td><strong>Archie</strong></td>
<td>Added to Archie as a standalone Group</td>
<td>Added to Archie as a standalone Group</td>
<td>Added to Archie as a standalone Group</td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td>One free Cochrane Library license</td>
<td>One free Cochrane Library license</td>
<td>One free Cochrane Library license</td>
</tr>
</tbody>
</table>
### Setting up of a new Group: branding and online presence

Multiple Cochrane Groups that make up a regional Network

<table>
<thead>
<tr>
<th><strong>Brand colour</strong></th>
<th><strong>Affiliate</strong></th>
<th><strong>Associate Centre</strong></th>
<th><strong>Centre</strong></th>
<th><strong>Network</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Each country within the Network can choose a colour</td>
<td>Each country within the Network can choose a colour</td>
<td>Each country within the Network can choose a colour</td>
<td>The Network logo is the same colour as the coordinating Centre</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Logo</strong></th>
<th><strong>Affiliate</strong></th>
<th><strong>Associate Centre</strong></th>
<th><strong>Centre</strong></th>
<th><strong>Network</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Country logo</td>
<td>Country logo</td>
<td>Country and Network logo</td>
<td>Network logo held by the coordinating Centre</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Website</strong></th>
<th><strong>Affiliate</strong></th>
<th><strong>Associate Centre</strong></th>
<th><strong>Centre</strong></th>
<th><strong>Network</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>One per country or page(s) on established country website</td>
<td>One per country or page(s) on established country website</td>
<td>One per country or shared use of established country website</td>
<td>Paragraph explaining Network on each country website</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Social media channels</strong></th>
<th><strong>Affiliate</strong></th>
<th><strong>Associate Centre</strong></th>
<th><strong>Centre</strong></th>
<th><strong>Network</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
<td>Will be reviewed on a case by case basis</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>How you can describe yourself</strong></th>
<th><strong>Affiliate</strong></th>
<th><strong>Associate Centre</strong></th>
<th><strong>Centre</strong></th>
<th><strong>Network</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Cochrane [country], an Affiliate of Cochrane [Network]</td>
<td>Cochrane [country], an Associate of Cochrane [Network]</td>
<td>Cochrane [country] or the [country] Cochrane Centre or Cochrane [country] coordinating Centre of Cochrane [Network]</td>
<td>Cochrane [Network] or Cochrane [Network] is coordinated by Cochrane [Centre]</td>
<td></td>
</tr>
</tbody>
</table>
## Setting up of a new Group: branding and online presence

Multiple Cochrane Groups that make up a national Network

<table>
<thead>
<tr>
<th></th>
<th>Affiliate</th>
<th>Associate Centre</th>
<th>Centre</th>
<th>Network (run by a coordinating task force)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand colour</strong></td>
<td>Follow established national colour</td>
<td>Follow established national colour</td>
<td>Follow established national colour</td>
<td>Follow established national colour</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>National logo with regional specifier</td>
<td>National logo with regional specifier</td>
<td>Shared use of the national logo</td>
<td>Shared use of the national logo</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Page(s) on the national website</td>
<td>Page(s) on the national website</td>
<td>Shared use of the national website</td>
<td>Shared use of the national website</td>
</tr>
<tr>
<td><strong>Social media channels</strong></td>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
</tr>
<tr>
<td><strong>How you can describe yourself</strong></td>
<td>Cochrane [country &amp; region], an Affiliate of Cochrane [country]</td>
<td>Cochrane [country &amp; region], an Associate Centre of Cochrane [country]</td>
<td>Cochrane [country] or the [country] Cochrane Centre or the coordinating Centre of the Cochrane [country] Network</td>
<td>Cochrane [country] or Cochrane [country] Network</td>
</tr>
<tr>
<td><strong>Archie</strong></td>
<td>Added to Archie as a subgroup of the Network</td>
<td>Added to Archie as a subgroup of the Network</td>
<td>Added to Archie as a subgroup of the main presence</td>
<td>Added to Archie as a subgroup of the main presence</td>
</tr>
</tbody>
</table>
### Setting up of a new Group: branding and online presence

New Affiliates or Associate Centres who are not the first Group in the country

<table>
<thead>
<tr>
<th><strong>New Affiliates or Associate Centres who are not the first Group in the country</strong></th>
<th><strong>Affiliate</strong></th>
<th><strong>Associate Centre</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand colour</strong></td>
<td>Follow established national colour</td>
<td>Follow established national colour</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Share established national logo</td>
<td>Share established national logo</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>Page(s) on the national website</td>
<td>Page(s) on the national website</td>
</tr>
<tr>
<td><strong>Social media channels</strong></td>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
</tr>
<tr>
<td><strong>How you can describe yourself</strong></td>
<td>[name], an Affiliate of Cochrane [country]</td>
<td>[name], an Associate Centre of Cochrane [country]</td>
</tr>
<tr>
<td><strong>Archie</strong></td>
<td>Added to Archie as a subgroup of the coordinating Centre</td>
<td>Added to Archie as a subgroup of the coordinating Centre</td>
</tr>
</tbody>
</table>
## Setting up of a new Group: branding and online presence

Multiple Affiliates/Associate Centres that make up one Centre

<table>
<thead>
<tr>
<th>Brand colour</th>
<th>Affiliate</th>
<th>Associate Centre</th>
<th>Centre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Must follow the agreed secondary colour</td>
<td>All Associate Centres must agree and use one secondary colour to represent the country</td>
<td>All Associate Centres must agree and use one secondary colour to represent the country</td>
<td></td>
</tr>
<tr>
<td>Logo</td>
<td>Share one national logo</td>
<td>Share one national logo</td>
<td>Share one national logo</td>
</tr>
<tr>
<td>Website</td>
<td>Page(s) on the national website</td>
<td>Share one national website</td>
<td>One national website</td>
</tr>
<tr>
<td>Social media channels</td>
<td>One channel type per country or shared use</td>
<td>One channel type per country or shared use</td>
<td>One channel type per country</td>
</tr>
<tr>
<td>How you can describe yourself</td>
<td>[name], an Affiliate of Cochrane [country] or Cochrane [country]</td>
<td>[name], an Associate Centre of Cochrane [country] or Cochrane [country]</td>
<td>Cochrane [country]</td>
</tr>
<tr>
<td>Archie</td>
<td>Added to Archie as a subgroup of the Centre</td>
<td>Added to Archie as a subgroup of the Centre</td>
<td>Lead Associate Centre (for set time period): added to Archie as the coordinating Centre</td>
</tr>
</tbody>
</table>
Dear XXX,

Cochrane Brasil Amazon is an Affiliate of Cochrane Brasil. There are four other Affiliates based in Rio de Janeiro, Paraíba, Ceará and Minas Gerais.

You can find out more information about our work on the Cochrane Brasil website: brazil.cochrane.org.

Kind regards,

Name
Director
Cochrane Brasil Amazon
An Affiliate of Cochrane Brasil


Funding statement

Cochrane Brasil Amazon
Rua Borges Lagoa, 564 - Cj 63, Edifício
São Paulo
Brazil
T: +55 (11) 55752970
E secretaria@cochrane.org.br


brazil.cochrane.org

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Cochrane Transformation Programme: Review Group Networks

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Setting up the Review Group Networks: branding and online presence 136
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In August 2017, Cochrane published the CRG Transformation Programme implementation plan which sets out the changes we will be making to ensure Cochrane addresses the challenges it faces in relation to the production of a comprehensive collection of timely, high-quality reviews, relevant to our stakeholders. In order to meet Cochrane’s future evidence needs was a structural change to bring all Cochrane Review Groups (CRGs) together into ‘Networks’.

Each of the new Review Group Networks will be led by a Senior Editor; and these Senior Editors, together with the EiC, the Deputy EiC, an end-user of the Library, and experts in methods and Knowledge Translation, will constitute Cochrane’s Editorial Board.

Read more information on Cochrane Transformation Programme here: tinyurl.com/zhffgmw
How will the Review Group Networks operate?

We wish to create vibrant and robust Networks of sustainable, nimble, and connected CRGs. The CRGs within a Review Group Network must comprehensively cover all healthcare topics relevant to them (and together, all the Networks will then cover all healthcare topics).

The eight Review Group Networks will:

- be larger, more sustainable units; bringing CRGs together around recognizable themes. Themes that will be better understood by all our stakeholders;

- work together more effectively; sharing resources and projects, quality assurance, new methods, and prioritization;

- work on delivering Strategy to 2020.
How will the CRGs operate differently?

Review Group Networks provide an opportunity to optimize leadership and support at a new level within the organization.

The CRGs as part of their new Network will develop and begin implementation of a work plan that:

- ensures that review quality and editorial processes are consistent across the Network;
- evaluates topic coverage at the Network level and identifies important gaps;
- identifies review topic priorities at both the Network and CRG levels;
- identifies Network-specific developmental priorities (for example, for training or a methodological development);
- seeks to optimize communication between Networks and the Cochrane community;
- considers Knowledge Translation (KT) and outreach activities at the Network level.

Read more information on Cochrane Transformation Programme here: tinyurl.com/zhffgmw
Cochrane Transformation Programme: Review Group Networks

Cochrane Acute and Emergency Care

Coordinating Review Group Network

Cochrane Acute and Emergency Care

Review Groups

- Cochrane Acute Respiratory Infections
- Cochrane Bone, Joint and Muscle Trauma
- Cochrane Anaesthesia
- Cochrane Injuries
- Cochrane Critical and Emergency Care
Cochrane Brain, Nerves and Mind

Review Groups

- Cochrane Common Mental Disorders
- Cochrane Dementia and Cognitive Improvement
- Cochrane Drugs and Alcohol
- Cochrane Epilepsy
- Cochrane Movement Disorders
- Cochrane Multiple Sclerosis and Rare Diseases of the CNS
- Cochrane Neuromuscular
- Cochrane Schizophrenia
- Cochrane Tobacco Addiction
<table>
<thead>
<tr>
<th>Review Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cochrane Breast Cancer</td>
</tr>
<tr>
<td>Cochrane Childhood Cancer</td>
</tr>
<tr>
<td>Cochrane Colorectal Cancer</td>
</tr>
<tr>
<td>Cochrane Haematological Malignancies</td>
</tr>
<tr>
<td>Cochrane Lung Cancer</td>
</tr>
<tr>
<td>Cochrane Urology</td>
</tr>
<tr>
<td>Cochrane Gynaecological, Neuro-oncology and Orphan Cancers</td>
</tr>
</tbody>
</table>
Cochrane Transformation Programme: Review Group Networks

Cochrane Children and Families

Coordinating Review Group Network

Review Groups

- Cochrane Cystic Fibrosis and Genetic Disorders
- Cochrane Neonatal
- Cochrane Developmental, Psychosocial and Learning Problems
- Cochrane Pregnancy and Childbirth
- Cochrane Gynaecology and Fertility
- Cochrane Incontinence
<table>
<thead>
<tr>
<th>Cochrane Transformation Programme: Review Group Networks</th>
<th>Cochrane Long Term Conditions and Ageing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coordinating Review Group Network 1</td>
<td>Coordinating Review Group Network 2</td>
</tr>
<tr>
<td><strong>Cochrane</strong>&lt;br&gt;Long Term Conditions and Ageing</td>
<td><strong>Cochrane</strong>&lt;br&gt;Long Term Conditions and Ageing</td>
</tr>
<tr>
<td><strong>Review Groups</strong></td>
<td><strong>Review Groups</strong></td>
</tr>
<tr>
<td>Cochrane Hepato-Biliary</td>
<td>Cochrane Back and Neck</td>
</tr>
<tr>
<td>Cochrane IBD</td>
<td>Cochrane Pain, Palliative and Supportive Care</td>
</tr>
<tr>
<td>Cochrane Kidney and Transplant</td>
<td>Cochrane ENT</td>
</tr>
<tr>
<td>Cochrane Metabolic and Endocrine Disorders</td>
<td>Cochrane Skin</td>
</tr>
<tr>
<td>Cochrane Upper GI and Pancreatic Diseases</td>
<td>Cochrane Eyes and Vision</td>
</tr>
<tr>
<td></td>
<td>Cochrane Wounds</td>
</tr>
<tr>
<td></td>
<td>Cochrane Oral Health</td>
</tr>
</tbody>
</table>
Cochrane Transformation Programme: Review Group Networks

Cochrane Public Health and Health Systems

Coordinating Review Group Network

Review Groups

- Cochrane Public Health
- Cochrane STI
- Cochrane Infectious Diseases
- Cochrane Consumers and Communication
- Cochrane Effective Practice and Organisation of Care
- Cochrane Work
Review Group Networks and Review Groups operate under a clear, manageable, and meaningful accountability structure.

Key
- Formal governance/management relationship
- Advisory relationship
### Setting up the Review Group Networks: branding and online presence

<table>
<thead>
<tr>
<th>Section</th>
<th>Review Group</th>
<th>Review Group Network</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand colour</strong></td>
<td>Choice of colour</td>
<td>n/a</td>
</tr>
<tr>
<td><strong>Logo</strong></td>
<td>Review Group logo</td>
<td>Review Group Network logo and all Review Group logos within the Network</td>
</tr>
<tr>
<td><strong>Website</strong></td>
<td>One per Review Group</td>
<td>One per Review Group Network with a link out to each Review Group website</td>
</tr>
<tr>
<td><strong>Social media channels</strong></td>
<td>One channel type per Review Group</td>
<td>One channel type per Review Group Network</td>
</tr>
<tr>
<td><strong>How you can describe yourself</strong></td>
<td>Cochrane [Group topic] or Cochrane [Group topic] Review Group or Cochrane [Group topic], part of the Cochrane [Network topic] CRG Network</td>
<td>Cochrane [Network topic]</td>
</tr>
<tr>
<td><strong>Archie</strong></td>
<td>In Archie as a subgroup of the relevant CRG Network</td>
<td>In Archie as a parent group with all relevant Review Groups listed a subgroups</td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td>Cochrane Library publishing rights and one free registration to the Colloquium</td>
<td>One free registration to the Colloquium</td>
</tr>
</tbody>
</table>
Community templates

Review Group Network template examples

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
<th>Phone</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior Editor</td>
<td><a href="mailto:mail@cochrane.org">mail@cochrane.org</a></td>
<td>+44(0) 123 456 789</td>
<td><a href="mailto:childrenfamilies@cochrane.org">childrenfamilies@cochrane.org</a></td>
</tr>
</tbody>
</table>

Left: Cochrane Children and Families' email signature
Right: Cochrane Children and Families' letterhead

Download templates and ‘How to’ guides from community.cochrane.org/organizational-info/resources/resources-groups/brand-resources
Thank you

Thank you for reading these guidelines. Your participation will help us present a unified look and feel that will work effectively in a digital world, and make it easier for external audiences to understand what Cochrane is all about.

If you require further information about Cochrane’s brand or have any questions about these guidelines, please contact the Knowledge Translation Department.

May 2020

St Albans House
57–59 Haymarket
London SW1