

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](#))

**Sub-brand secondary colour palette**

Please follow carefully the colour specifications shown to ensure consistent reproduction across different media. The secondary colour for your Group is used as a brand identifier.

Please do not use other colours apart from Cochrane Blue, black, white, and grey in all communications, online and offline. Use of other colours will detract from your Group's brand identity.

**Cochrane Cyan**

Spot Pantone 2925  
CMYK 85.21.0.0  
RGB 0.140.210  
HEX 008CD2

**Cochrane Red**

Spot Pantone 485  
CMYK 0.95.100.0  
RGB 225.35.40  
HEX E12328

**Cochrane Teal**

Spot Pantone 326  
CMYK 81.0.39.0  
RGB 0.170.170  
HEX 00AAAA

**Cochrane Orange**

Spot Pantone 715  
CMYK 0.54.87.0  
RGB 245.140.45  
HEX F58C2D

**Cochrane Green**

Spot Pantone 369  
CMYK 68.0.100.0  
RGB 85.175.60  
HEX 55AF3C

**Cochrane Magenta**

Spot Pantone 219  
CMYK 1.92.4.0  
RGB 220.40.130  
HEX DC2882