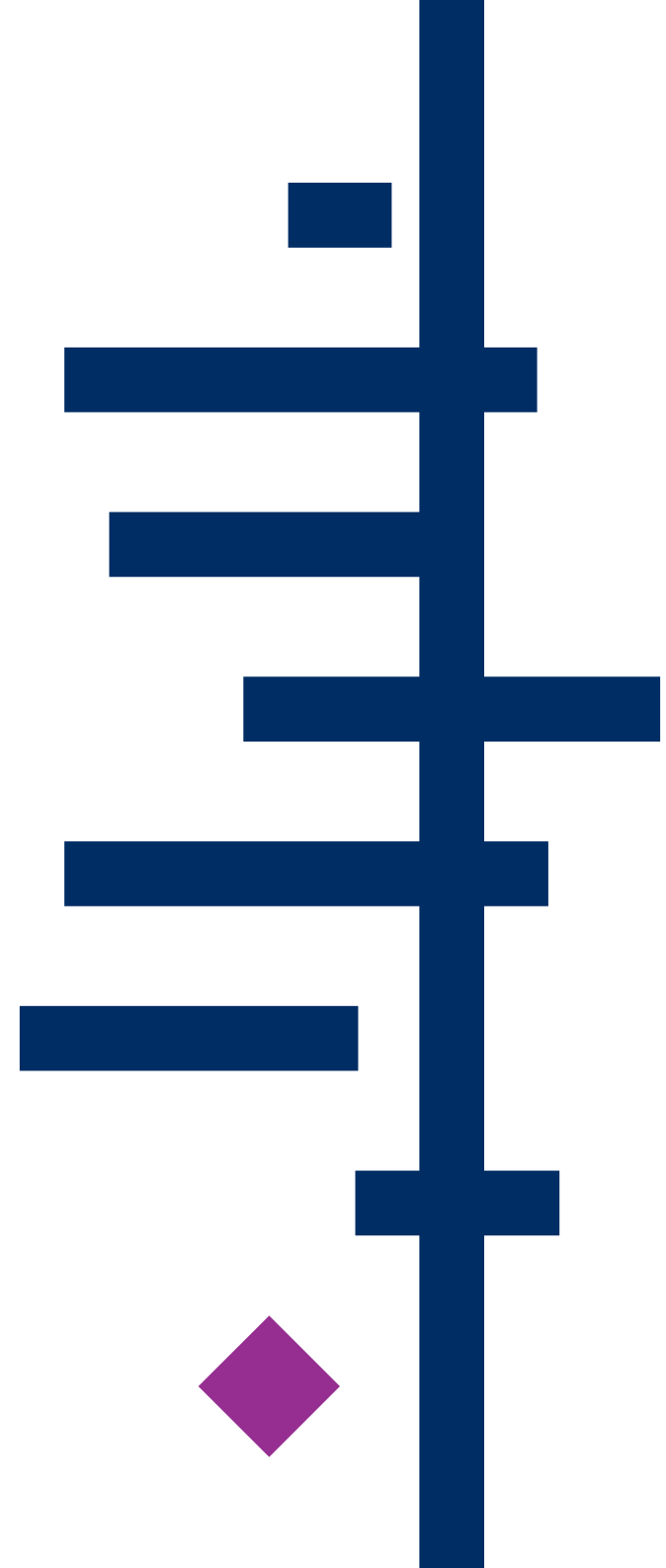


Cochrane

Brand essentials

March 2026

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



About Cochrane

Cochrane is a global, independent, non-profit network of health researchers, professionals, patients and carers who work together to produce and promote trusted, high-quality health information that improves health and healthcare worldwide.

Find out more at [cochrane.org](https://www.cochrane.org)

Vision

A world where health decisions are based on timely, trusted and relevant evidence.

Mission

We are an independent organization that collaborates with global partners to produce accessible, trusted evidence and advocates for its use to deliver better, more equitable health for all.

What we stand for

We have three defining statements that guide our behaviour, culture, and decisions.

for knowledge

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

for change

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

for you

We're open, collaborative, and inclusive: everyone can get involved and everyone benefits.

Visual identity

Logo

The Cochrane logo should stand out as much as possible.

A stacked format version of the Cochrane logo exists for usage where horizontal space is restricted.




Always use official artwork.
Do not recreate or modify the logo.



Always leave space between the logo and any other elements. The minimum gap should be the radius of the forest plot as illustrated above

Colour palette

Colour is central to our identity. Please use our palette for all collaboration-wide communications.

Cochrane groups should use the colour palette designated for their group, with details in the [community colour palette](#). 

Cochrane Blue		Cochrane Purple		White	
CMYK	100.72.0.38	CMYK	42.91.0.0	CMYK	0.0.0.0
RGB	0.45.100	RGB	150.45.145	RGB	255.255.255
HEX	002D64	HEX	962D91	HEX	FFFFFF

Please follow carefully the colour specifications shown to ensure consistent reproduction across different media.


	Black	HEX 000000
	Dark Grey	HEX 696969
	Mid Grey	HEX 999999
	Light Grey	HEX CCCCCC
	Extra Light Grey	HEX E6E6E6

A neutral base for communications. Black for long sections of text.

Typography

Our font

Source Sans Pro

Download the font family from fontsquirrel.com/fonts/download/source-sans-pro 

Source Sans Pro Regular

This is our standard font weight and preferred version for body text and headlines.

Source Sans Pro Semibold

This version adds a font weight for when regular feels too light and bold too heavy.

Source Sans Pro Bold

This our preferred version for subheadings and highlighting text.

Capitalization

Always use sentence case text rather than 'Title Case' or 'UPPER CASE'.

Text alignment

Wherever possible, align text left.

Systematic graphic

Derived from the forest plot within the logo, the systematic graphic represents Cochrane's evidence-based approach and should be used as a key visual element in layouts.



- ✓ Always place the graphic on the right hand side of layouts.
- ✓ Position the graphic so it does not clash with the logo or enter its clear space.
- ✓ The vertical line must always be visible.
- ✓ Aim to include the diamond shape, which symbolizes success, in layouts wherever possible.

Our strapline

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

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

Cochrane Groups are only permitted to use the logo and strapline in accordance with Cochrane's Logo and Endorsement Policy

resources.cochrane.org/policies/logo-and-endorsement-policy



Tone of voice

Cochrane's house style uses UK English with 'z' spelling. We recommend this for all official documents. If you choose otherwise, ensure your style is consistent throughout.

For knowledge

We express ourselves in a clear, confident, direct way. We're precise and give evidence for what we say.

For change

We take ownership of what we say, speaking in a way that's positive, active, and engaging.

For you

We put ourselves in the shoes of our audiences and write as if we're talking face-to-face, using everyday language.

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, you can download the full Cochrane brand guidelines from resources.cochrane.org/cochrane-groups/branding or contact support@cochrane.org

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