

Cooke | Brand Standards Quick Reference

PRIMARY COLOUR PALETTE

The Cooke colour palette reflects colours seen in nature. These colours were curated to convey expertise, high-quality & trust.

OCEAN CMYK: 100/39/0/63 RGB: 0/46/97 HEX: #002E61 PMS: 2188 C/U	AQUA CMYK: 81/0/23/0 RGB: 11/166/173 HEX: #0BA6AD PMS: 7710 C/U	SAND CMYK: 6/13/41/4 RGB: 196/173/141 HEX: #C4AD8D PMS: 468 C/U	CLOUD CMYK: 3/3/6/7 RGB: 235/232/229 HEX: #EBE8E5 PMS: WARM GRAY 1 C/U	OCEAN CMYK: 0/0/0/0 RGB: 255/255/255 HEX: #FFFFFF PMS: WHITE INK
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SECONDARY COLOUR PALETTE

The secondary colour palette should be used in combination with primary colours to provide adequate contrast to any application. These colours are used primarily in the network pattern but can also be used if more colours are needed for any type of data visualization.

DARK BLUE CMYK: 100/47/22/82 RGB: 0/33/63 HEX: #00213F PMS: 303 C/U	DARK TEAL CMYK: 100/0/30/26 RGB: 16/123/128 HEX: #107B80 PMS: 7713 C/U	MEDIUM GOLD CMYK: 25/39/50/3 RGB: 186/152/107 HEX: #BA986B PMS: 2316 C/U	DARK GOLD CMYK: 21/63/98/46 RGB: 110/86/65 HEX: #6E5641 PMS: 2319 C/U	MEDIUM BEIGE CMYK: 9/11/13/20 RGB: 217/212/202 HEX: #D9D4CA PMS: WARM GRAY 3 C/U
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BRANDMARK

The Cooke brandmark is our most important visual asset - it represents our brand and appears on all internal and external communications. The brandmark should only appear in Ocean or White. Always choose the version that has enough contrast against the background.



CLEAR SPACE

A minimum amount of space must surround the Cooke logos. Measure minimum clearspace using the letter "k".



DON'TS



Primary Type Guide

Quincy CF Regular is used for headlines, pull out quotes or other callouts.

Outfit Light is used for body copy and Outfit Medium is used for sub-heads or to highlight important information within the body copy.

System Fonts Type Guide

In cases where system fonts are necessary, use Times New Roman & Century Gothic as fallbacks.

Quincy CF
Outfit

Times New Roman
Century Gothic