

# Michael Smith Health Research BC

# Media Kit

September 2025



## 1.1 Our name

Michael Smith Health Research BC does not have an acronym. Always write out our full name first. Every subsequent mention can be Health Research BC. Do not use 'MSHRBC' or 'HRBC'.

## 1.2 Who we are

Michael Smith Health Research BC funds people and research, and partners on shared opportunities. Funded by the provincial government, we support a health research system that improves health and health care and strengthens the economy.

- Our programs build research careers
- Our investments advance priority research
- Our expertise accelerates the use of research evidence

Established in 2001, Michael Smith Health Research BC was named to honour Nobel Laureate Dr. Michael Smith, a pre-eminent BC scientist with a long-standing personal commitment to supporting emerging scientific talent and health researchers throughout their careers.

## 1.3 Primary logo

To reflect how we support the growth and evolution of BC's health research system and life sciences sector, the brand is a mosaic and kaleidoscope of colour that together are greater than the sum of its parts. The top right corner creates an upward pointing arrow that forms a distinct, identifiable mark while evoking the idea of forward motion and innovation.



## 1.3.1 Logo variations

### Logo variations

The reversed version can be used on dark backgrounds to preserve visual contrast. Use the black / white version only when colours are limited.



### Clear space

Minimum clear space around the logo should be the same size as the top right triangle.



### Minimum size

The logo should at least be 100px on screen and 1 1/8 (1.125) inches in print.



### Proportions and readability

The position, size, and proportions between the mosaic mark and organization name should not be altered. Placement of the logo relative to the background should have high contrast to remain legible and recognizable in every use.



Compressed, rotated, or skewed.



Poor contrast



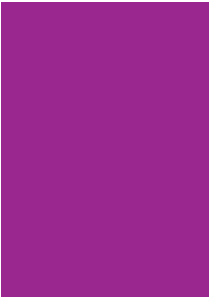

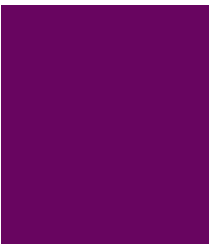

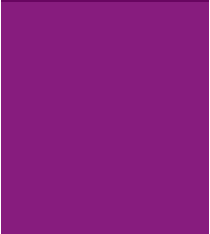
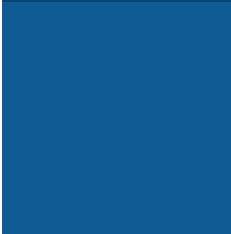
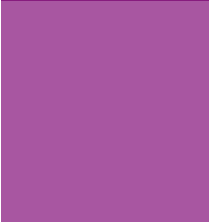

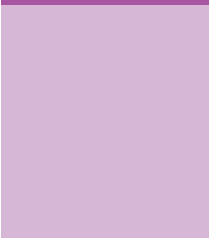
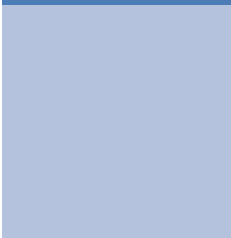
Altered colours and fonts



## 1.4 Colours

Correct colour information depends on your media. Pantones are used in print; CMYK is used in digital printing; HEX / RGB colours are used for digital presentation (web, powerpoint, software). RGB is more generally used for screen-based media such as video and animation.

### 1.4.1 Primary palette

	<b>Health Research Violet</b> Pantone 254 C CMYK 45/99/0/0 HEX #9a2890 RGB 154/40/144		<b>Health Research Blue</b> Pantone 307 C CMYK 92/58/9/0 HEX #006aa9 RGB 0/106/169
	<b>Pantone 254 C + 40%K</b> CMYK 45/99/0/40 HEX #680560 RGB 104/5/96		<b>Pantone 307 C + 40%K</b> CMYK 92/58/9/40 HEX #004573 RGB 0/69/115
	<b>Pantone 254 C + 15%K</b> CMYK 45/99/0/15 HEX #871d7d RGB 135/29/125		<b>Pantone 307 C + 15%K</b> CMYK 92/58/9/15 HEX #005c94 RGB 0/92/148
	<b>80% Pantone 254 C</b> CMYK 36/79/0/0 HEX #a856a1 RGB 168/86/161		<b>80% Pantone 307 C</b> CMYK 74/46/7/0 HEX #4e7db5 RGB 78/125/181
	<b>30% Pantone 254 C</b> CMYK 13/30/0/0 HEX #d6b7d8 RGB 214/183/216		<b>30% Pantone 307 C</b> CMYK 28/17/3/0 HEX #b5c3de RGB 181/195/222

## Connect with us

If you have any questions, please reach out to us at [info@healthresearchbc.ca](mailto:info@healthresearchbc.ca).