

Michael Smith Health Research BC Logo usage guide

As the primary visual element that identifies us, our logo is the foundation of our identity. Please follow these guidelines carefully when using the logo, in order to preserve consistency and integrity of our brand.

Primary logo

This is our primary logo; this is the overarching Michael Smith Health Research BC logo that we should default to in print and on screen.



Reversed logo

This is the “negative” version of the primary logo, and is meant to be used on dark backgrounds (the box is not part of the logo). The correct background colours to use are black (HEX: #000000, RGB: 0/0/0) or Navy (HEX: #00263f, RGB: 0/38/63)



Black and white

If a black and white logo is needed (such as for black and white printing), do NOT convert the primary logo to grey scale. Please use the official black and white version(s) of the logo.



Clear space

At any size, the amount of minimum clear space should correspond in size with the top right triangle piece (the “arrow”).



Minimum size

100px on screen and 1 1/8 (1.125) inches in print is the minimum width at which the logo should ever appear.



Logo dos and don'ts

DO use the official logo and/or variants and respect the guidelines provided for spacing, sizing, and colour.



Don't compress, rotate, skew, or otherwise alter the proportions of the logo.



Don't place on busy backgrounds or backgrounds that don't provide enough visual contrast.



Don't alter any of the colours, change the fonts, or apply effects such as stroke or dropshadow.

