

# Clinical Trials British Columbia

# Media Kit

Fall 2025



## 1.1 Our name

Always use our full name — Clinical Trials British Columbia — in all communications and materials. The name should never be abbreviated, shortened, or turned into an acronym. Spelling out 'British Columbia' reinforces our provincial identity and ensures the province is clearly represented in national and international contexts.

## 1.2 Who we are

Clinical Trials British Columbia strengthens BC's clinical trials ecosystem.

Supported by Michael Smith Health Research BC, we coordinate a unified, province-wide approach to advancing clinical trials. In partnership with researchers, health organizations, and communities across BC and Canada, we build the capacity to attract and conduct high-quality trials.

Our leadership enhances ethical and regulatory compliance and expands access to clinical trials for patients and communities across the province.

## 1.3 Primary logo

Our logo consists of two components; the “mark” (the visual symbol) and the “wordmark” (the text and the unit identifier). The relative position and size of the logo and its constituent parts must not be altered or recreated in any way.



## 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



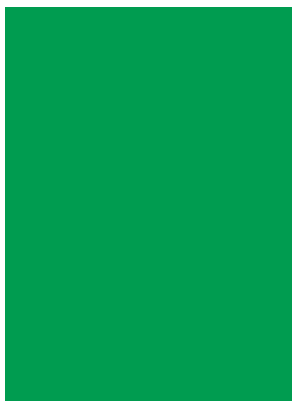
Altered colours and fonts



## 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



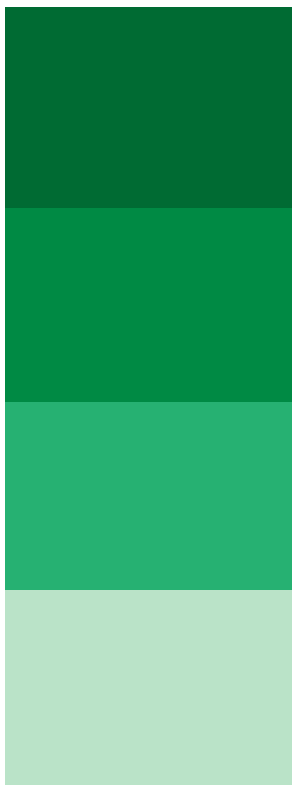
**Clinical Trials green**

Pantone 7482 C  
CMYK 96/8/99/1  
HEX #009d4f  
RGB 0/157/79



**Clinical Trials purple**

Pantone 266 C  
CMYK 67/83/0/0  
HEX #773dbd  
RGB 119/61/189



**Pantone 7482 C + 40%K**

CMYK 96/8/99/41  
HEX #006b33  
RGB 0/107/51

**Pantone 7482 C + 15%K**

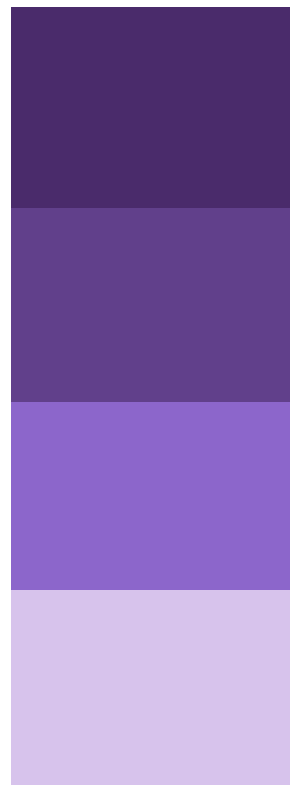
CMYK 96/8/99/16  
HEX #008a45  
RGB 0/138/69

**80% Pantone 7482 C**

CMYK 79/1/77/0  
HEX #0bb270  
RGB 11/178/112

**30% Pantone 7482 C**

CMYK 28/0/27/0  
HEX #b5e2c7  
RGB 181/226/199



**Pantone 266 C + 40%K**

CMYK 67/83/0/40  
HEX #4b2d6c  
RGB 75/45/108

**Pantone 266 C + 15%K**

CMYK 67/83/0/15  
HEX #62418b  
RGB 98/65/139

**80% Pantone 266 C**

CMYK 52/69/0/0  
HEX #9463cb  
RGB 148/99/203

**30% Pantone 266 C**

CMYK 13/24/0/0  
HEX #d8c2ec  
RGB 216/194/236

## Connect with us

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