



Brand Guidelines

Winter 2026

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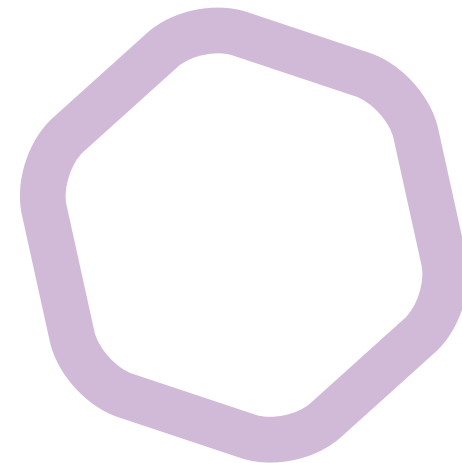
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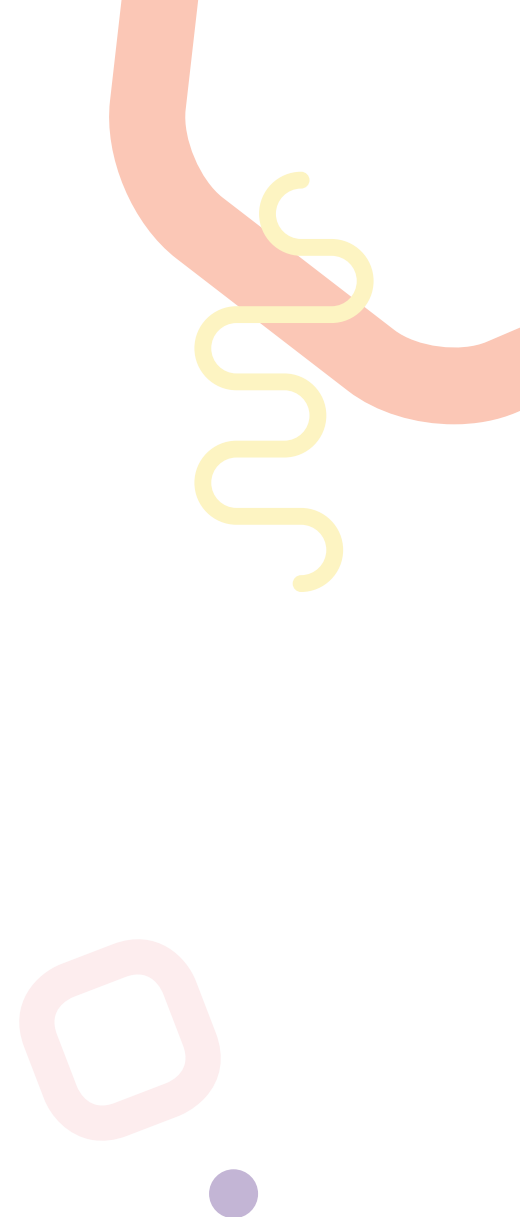
Brand Overview

Brand Overview

The Children’s Hospital Research Institute of Manitoba, also known as CHRIM, is the research division of the Children’s Hospital Foundation of Manitoba (CHF). At the institute, more than 300 world-class pediatric medical researchers, technical staff, students, and support staff are involved in over \$22 million of research and clinical trial activity each year. CHRIM is the first research facility dedicated exclusively to pediatric research in the prairie provinces.

While CHRIM’s logo, colours, and graphic elements are similar to the CHF, there are some key differences that help create a distinct visual identity. CHRIM’s approach to copywriting and the written word also has its own unique style, helping to establish the Institute as an entity that stands on its own.

This 2025 refresh of the brand guidelines formalizes the hexagon graphic element, adjusts the colour palette, and provides assistance to improve accessible communications. It also provides more detail on CHRIM’s written voice and style, adjusts the backup typefaces for ease of access, and provides more guidelines on logo and graphic usage.



Mission, Vision, & Values



Mission

To advocate for equitable, evidence-based policies and innovations; and, to ensure an environment of equity, diversity, and inclusion that recruits, trains, and retains the best in basic, clinical, and translational research aimed at improving the lives of all pregnant people, children, youth, and families in Manitoba.

Vision

To be a national leader of knowledge, science, and innovation in health for pregnant people, children, youth, and families; and, to become a recognized champion for health and healthcare equity for all pregnant people, children, youth, and families in Manitoba by 2026.



Values

We are committed to:

- Viewing everything we do through a lens of equality, diversity, and inclusion to help ensure health equity, anti-poverty, and anti-racism in health research and health care delivery for all pregnant people, children, youth, and families.
- Being mindful of how we identify problems, approach research topics, engage others, collect data, report on results, and apply the resulting research evidence.
- Being open to diverse perspectives and ways of doing things.
- Engaging interdisciplinary collaborators and community partners in research and the co-creation of knowledge.
- Ensuring excellence and integrity in health research and health care delivery for all pregnant people, children, youth, and families.
- Committing to environmental sustainability practices.
- Educating others with respect to these values.

Brand Voice



Brand Voice Overview

CHRIM's online voice embodies who we are and how we connect with our community. We are a trusted source of research and discovery, and we communicate with clarity, empathy, and optimism.

We have four main traits in our communications.

Friendly and Approachable

We use a warm, people-centered tone that's easy for families, youth, and the public to understand.

Informed and Evidence-Based

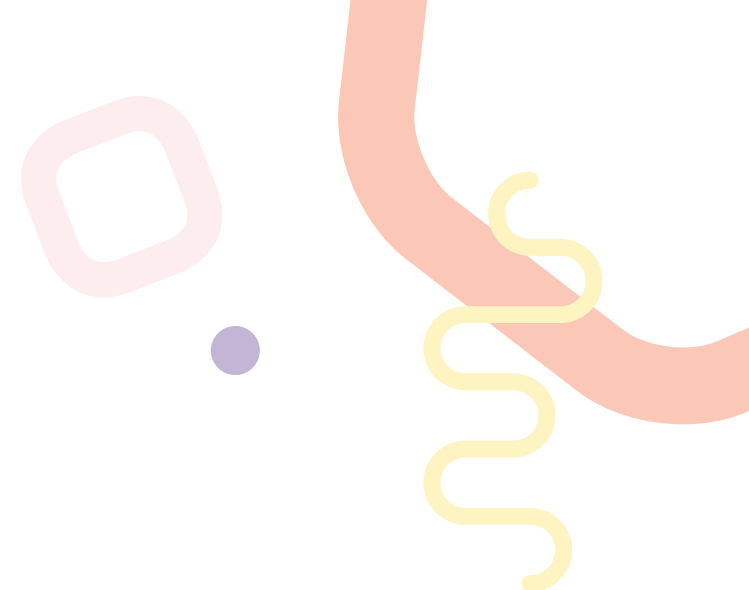
We accurately share research findings in a clear and engaging way, making science accessible.

Inclusive and Respectful

Our language reflects diversity, equity, and inclusion across all communications.

Optimistic and Curious

Research is exciting! We aim to highlight the excitement of discovery and collaboration in research that happens here at CHRIM.



Interactions

We interact with other similar content, including other pediatric research institutes, other academic institutes, and funding bodies (Research Manitoba, NSERC, JLEF, CIHR). We interact heavily with CHFM.



Pediatric Research Institutes



Academic Institutes



Funding Bodies



CHFM

Tone Guidelines

Our tone can shift slightly depending on the content, while maintaining our friendly and informed foundation.

Research Updates and Publications

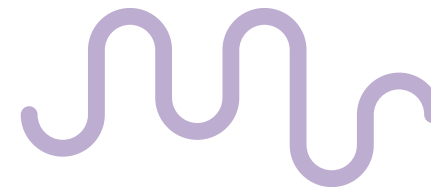
Confident, clear, and inspiring. Translate complex findings into engaging, understandable language.

Awareness Days

Warm and community-focused. Celebrate progress and highlight positive impact or how we are helping.

Events and Partnerships

Collaborative and enthusiastic. Focus on shared goals and community benefit.



Language and Style

Dos

- Do** use plain language and active voice.
- Do** keep text on visuals minimal.
- Do** use emojis and hashtags purposefully to add warmth and visibility.
- Do** emphasize people, partnerships, and research impact.

Don'ts

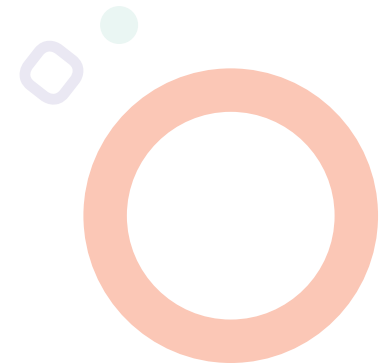
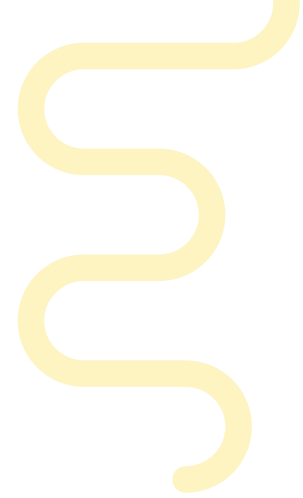
- Do not** use jargon, overly technical terms, or acronyms without explanation when possible.
- Do not** sound overly corporate.

Voice in Action

Below is an example of a research update post.

New human milk research, just in time for National Breastfeeding Week!

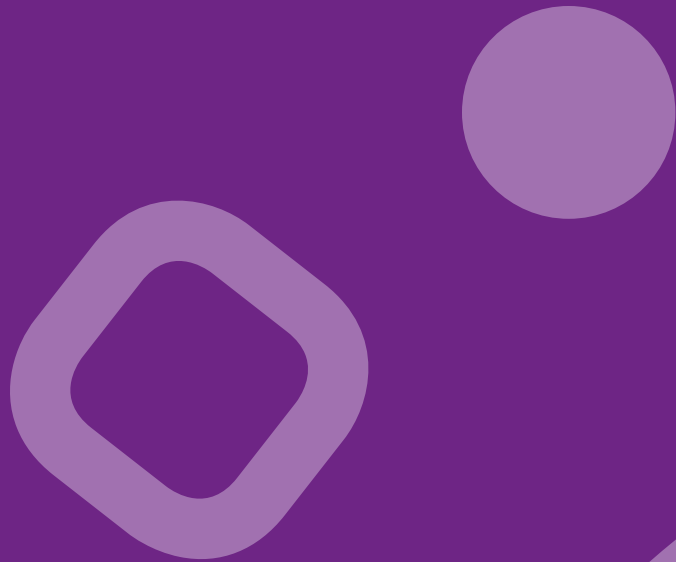
A new publication led by Dr. Sarah Turner and co-authored by several CHRIM investigators explores how human milk composition relates to early infant neurodevelopment. This is the largest study to date examining both fatty acids and HMOs in relation to neurodevelopment – findings that will help guide future research into how milk components support healthy brain development.



Tagline

The Children's Hospital Research Institute of Manitoba's tagline is *Research for a healthy future*. This statement reflects the goals of the institute and is a strong, clear message that can be put on different communications to emphasize the brand. For consistency, this should always appear in **TT Norms Pro Bold**.

Research for a healthy future.



Logo

Primary Logo

The primary logo for The Children’s Hospital Research Institute of Manitoba is an offshoot of The Children’s Hospital Foundation of Manitoba’s logo to reflect that we are a research division associated with the foundation.

To differentiate us from the foundation, Dr. Goodbear has a microscope to represent the science and research that occurs at the institute.



Knockouts

Along with the primary logo, knockout versions are available for usage in situations where the primary logo does not contrast well with its background, or for situations where four-colour printing is restricted.



Logo File Types & Usage

PNG

A PNG, or Portable Network Graphic, is a file type **designed for digital usage**. It supports transparent graphics and uses RGB colour, which is ideal for screens. PNG files are raster-based, which means they create an image using pixels and so may get blurry if you size it too big.

SVG

An SVG, or Scalable Vector Graphic, is a file type **designed for web** to be infinitely scaleable. SVGs are vector graphics, meaning that the image is produced with mathematical functions. You can make an SVG as big as you want and it will stay crystal clear, which is ideal for large screens.

EPS

An EPS, or Encapsulated PostScript, is a vector file **designed for commercial printing**. It supports RGB and CMYK colour spaces.

Colour Models

RGB

RGB, or Red Green Blue, is an additive colour model primarily **used in digital settings**. It's additive because to get white you need to combine all three colours.

CMYK

CMYK, or Cyan Magenta Yellow Key (black), is a four colour subtractive colour model for **usage in print**. It's subtractive because to get white you need to take away each ink.

PMS

PMS, or Pantone Matching System, is a precise colour system designed for print. If you print something with a PMS ink, it will always be the specified colour with no variation. This is more expensive than standard CMYK printing.



Logo Clearspace

Clearspace is a term that refers to a minimum amount of white space surrounding a logo. This is to help preserve the integrity of the logo, especially when it appears beside other logos or graphic elements.

The required clearspace for the CHRIM logo is **the width of the first word, The**. This is reflected in the diagram below, where x represents the clearspace distance.



Proper usage of clearspace.



Improper usage of clearspace.

Logo Size Requirements

Minimum Size

In order to preserve legibility, the logo should **not be sized below 0.45 inches tall**. Any smaller and it becomes difficult to recognize and read.

Maximum Size

While there is not a definitive maximum size, you should never make the logo so big that you violate its clearspace or cut the logo off.



The above logo is 0.7497 inches wide by 0.45 inches tall, the minimum usable size.



*This is **too big** because the right side of the logo is cut off, and because the top and left sides do not respect the clearspace requirements.*

Acceptable Logo Placement



Do use the full colour logo whenever possible with good contrast.



Do use the full colour logo over photography with good contrast.



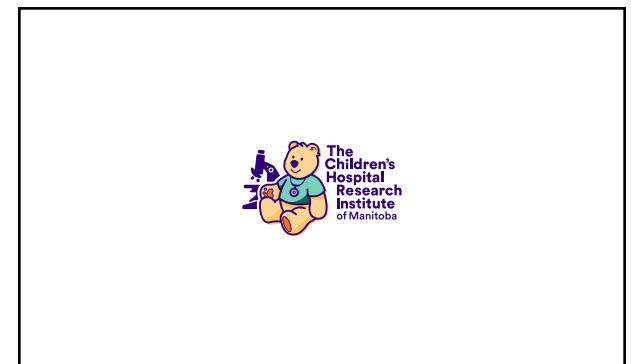
Do use the white knockout logo on dark backgrounds to preserve legibility.



Do use the coloured knockout logo on light backgrounds where full colour printing is unavailable.



Do use the logo while respecting clearspace on all sides.



Do use the logo while respecting it's minimum sizing.

Unacceptable Logo Placement



Do not use the full colour logo where there is insufficient contrast.



Do not rotate the logo.



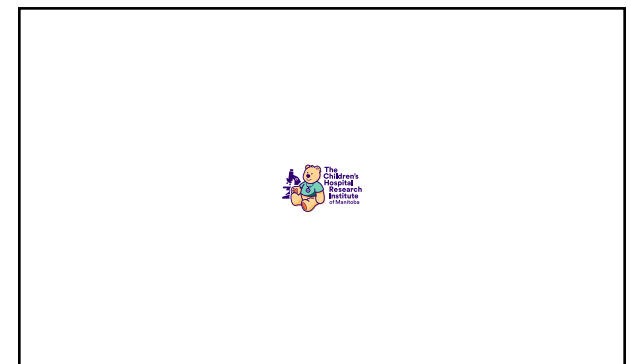
Do not stretch or flatten the logo.



Do not apply drop shadows or any other effects to the logo.



Do not infringe on the logo's clearspace requirements.

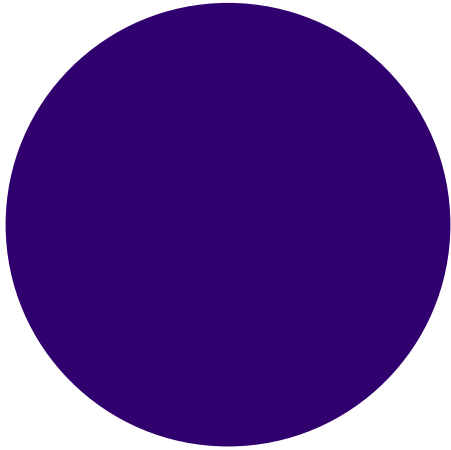


Do not shrink the logo below its minimum size requirement.

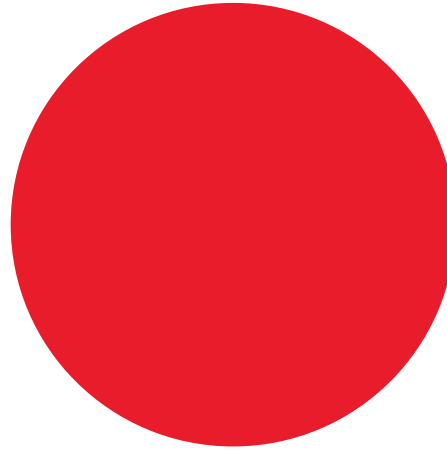
Colours



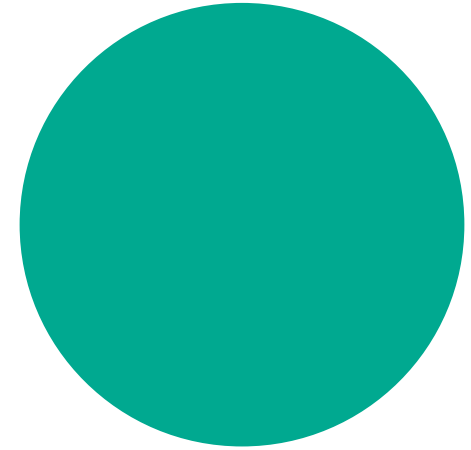
Primary Colours



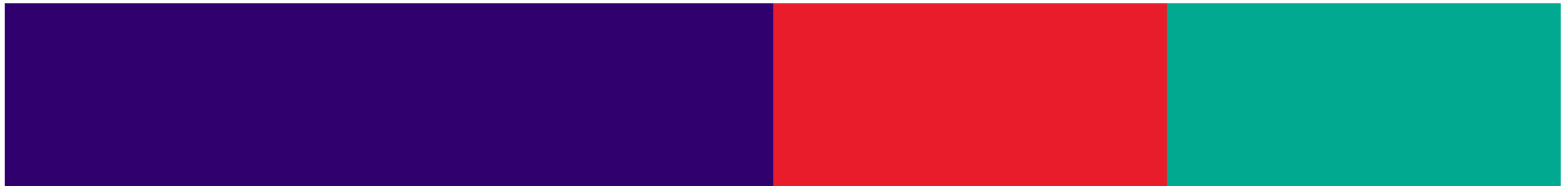
RGB R49 G0 B111
Hex #31006f
CMYK C92 M100 Y0 K10
Pantone 2695 C



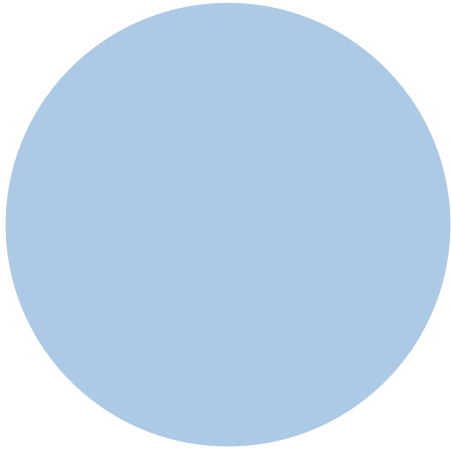
RGB R232 G28 B42
Hex #e81c2a
CMYK C3 M100 Y93 K0
Pantone 1788 C



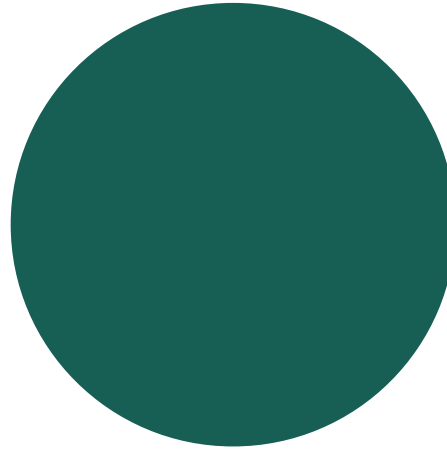
RGB R0 G169 B144
Hex #00a990
CMYK C89 M0 Y50 K0
Pantone 3268 C



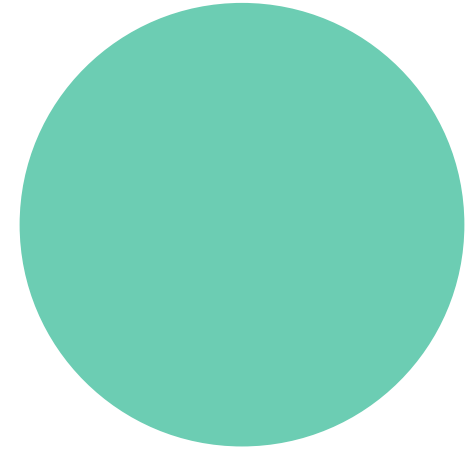
Secondary Colours



RGB R172 G202 B230
Hex #acc9e6
CMYK C32 M6 Y0 K0
Pantone 277 C



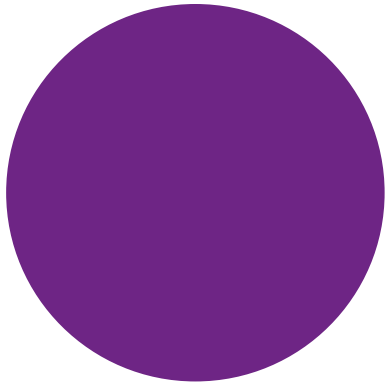
RGB R23 G94 B84
Hex #175e54
CMYK C83 M16 Y45 K44
Pantone 561 C



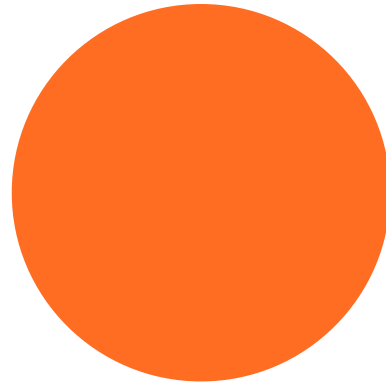
RGB R108 G205 B179
Hex #6ccdb3
CMYK C49 M0 Y28 K0
Pantone 338 C



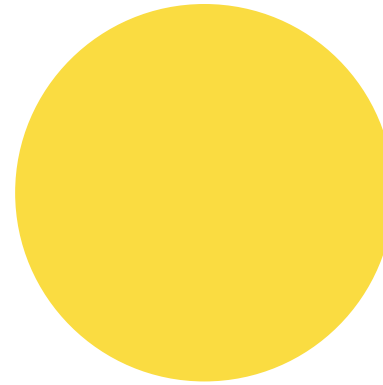
Tertiary Colours



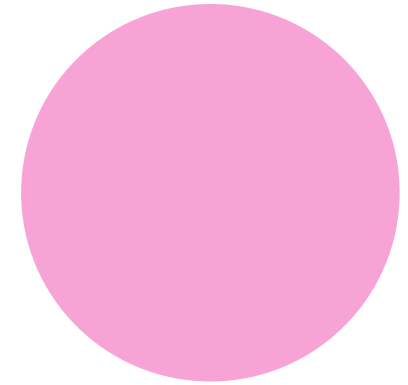
RGB R110 G37 B133
Hex #6e2585
CMYK C73 M98 Y0 K3
Pantone 2603 C



RGB R255 G109 B34
Hex #ff6d22
CMYK C0 M62 Y97 K0
Pantone 1585 C



RGB R250 G220 B65
Hex #fadc41
CMYK C0 M7 Y80 K0
Pantone 115 C



RGB R247 G163 B213
Hex #f7a3d5
CMYK C0 M40 Y0 K0
Pantone 230 C



Colour Hierarchy



Accessible Text Combinations

When using text on coloured backgrounds make sure to use combinations with a high contrast in order to make reading easier. This is important when designing for the web – by law, text must meet a 4.5:1 contrast ratio for body text and 3:1 for large text to comply with WCAG 2.1 AA requirements.

Below are some examples of accessible colour combinations you can use.

White/Indigo
15.44:1

White/Red
4.54:1

White/Dark Green
7.59:1

White/Purple
9.27:1

Indigo/Yellow
11.31:1

Indigo/Light Blue
9.08:1



Graphic Elements

Graphic Elements

CHRIM's graphic elements represent the knobs, tubes, and other various shapes that children will find in a medical environment. These shapes can be used in a variety of sizes and colours as needed based on communication.

Have fun with these shapes, we're a child health research institute! Just remember to create harmonious compositions that are clean and clear, and to create thoughtful designs to reflect our focus on research.

Differentiation from CHF

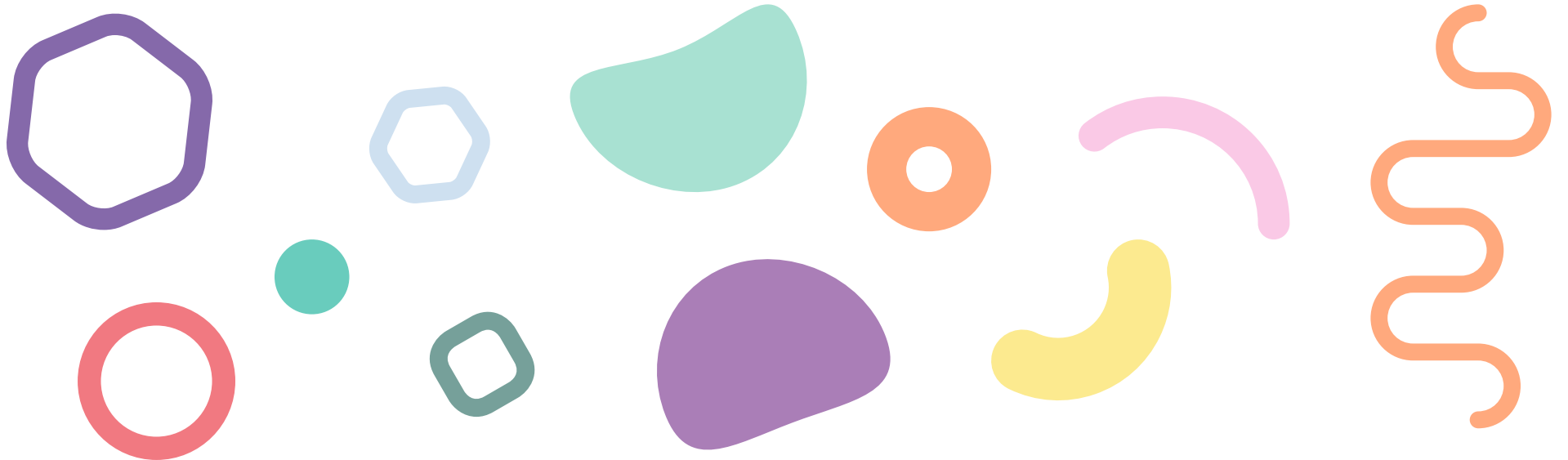
There are two key differences in the graphic elements that differentiate us from the Children's Hospital Foundation, as they use similar shapes.

First is the use of colour. While the CHF uses bright and full colours in their assets, CHRIM is more subtle. Graphic elements should rarely appear in full colour and should often be tinted so as to not overpower the design or compete with other visuals.

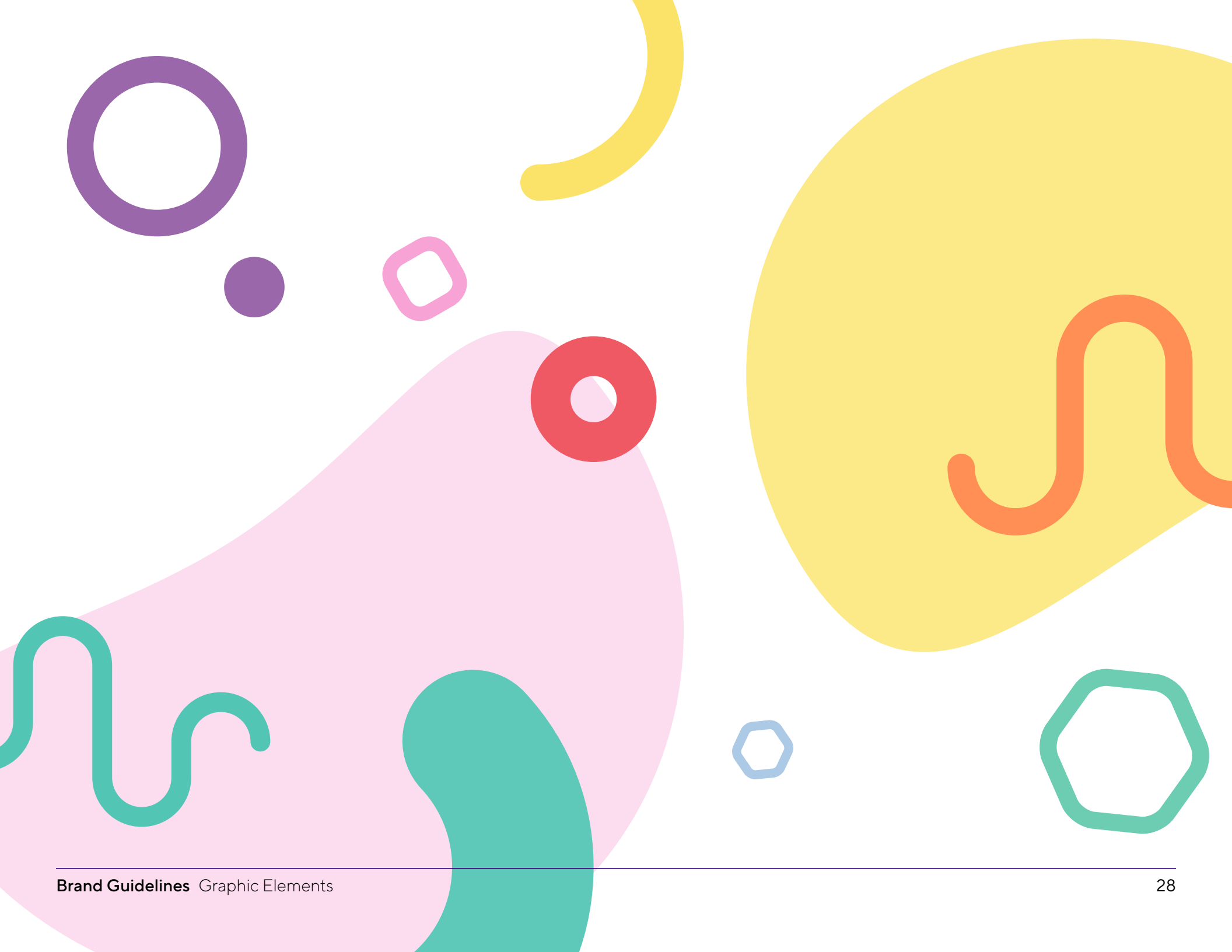
Second is the addition of the rounded hexagon. For many years, CHRIM has used hexagons in their designs to reflect science and research.



Graphic Elements



Knobs + Tubes + Gaskets + Blips + Bops + Drops + Blankets





Typography

TT Norms Pro

The primary typeface that should be used whenever possible is **TT Norms Pro**. It's available in a wide variety of weights and styles. In general, use TT Norms Pro Bold for titles and TT Norms Pro Regular for body text.



TT Norms Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()';',./

TT Norms Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()';',./

Backup Typefaces

Not everyone will have TT Norms Pro available to use, and that's completely fine. There are two backup typefaces available for use. Open Sans is a Google Font that's designed for readability and legibility on screens. Verdana is a default font that should be available on all Windows and Mac devices.

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()';',./

Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()';',./



The
Children's
Hospital
Research
Institute
of Manitoba