

## MEDIA RELEASE

# The College of Physicians and Surgeons of BC adopts a new brand and visual identity

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Vancouver, BC

After 137 years, the College of Physicians and Surgeons of BC is retiring its crest and adopting a new brand and visual identity to better reflect its values of accessibility and inclusivity.

“The time has come to retire the College crest and remove it from all of our corporate assets, documents and communication channels,” said Dr. Anne Priestman, president of the College Board. “It is a colonial symbol taken from the British monarchy’s coat of arms and does not reflect the College’s values and its commitment to continued progress and equality for all people.”

As part of the multi-year rebranding process, the College heard from more than 2,000 registrants and 1,000 members of the public as well as 14 partner organizations through workshops, interviews, and surveys. The feedback gathered from these groups informed an iterative process that led to the new brand and visual identity.

“The new brand is more than just a logo. Visually, the mark is bold, simple and modern, but it will also be reflected through our actions, language, tone and regulatory procedures,” said Dr. Heidi Oetter, registrar and CEO of the College. “The new brand provides a lens for how we engage with our registrants and the public we are here to serve.”

The mandate of the College remains the same—to serve the public by regulating physicians and surgeons. Through the lens of the new brand, the College will continue to fulfill this mandate by ensuring

- physicians and surgeons are fit and competent to practise medicine,
- its regulatory processes are just, fair and equitable to all people, and
- the daily actions and behaviours of all employees, board and committee members exemplify the College’s commitment to diversity, and cultural safety and humility.

The College will mark this historic occasion with an official unveiling of the new brand in the elevator lobby of its office at 669 Howe Street in Vancouver.

More information about the new brand and its development can be found on the [College website](https://cpsbc.ca).

*The College of Physicians and Surgeons of BC is the licensing and regulatory body for all physicians and surgeons in the province. Governed by provincial legislation, the College's role is to protect the public by establishing, monitoring and enforcing high standards of qualification and ethical practice across the province.*

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