

## Referencing the Institute

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The Institute may be referred to as the “Mechanobiology Institute, Singapore” so long as the name of our host university (National University of Singapore) follows in the same sentence or paragraph, at least in the first instance.

Alternatively, refer to the Institute as the “Mechanobiology Institute, National University of Singapore”.

Never refer to us as simply the ‘Mechanobiology Institute’ without mentioning the National University of Singapore and never use any of the following variations

- NUS Mechanobiology Institute
- National University of Singapore’s Mechanobiology Institute
- Institute of Mechanobiology




After the first instance, the name of the institute may be abbreviated to “MBI”

## Logo Use and Branding

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We have made 3 versions of the MBI logo available in this press kit. Please use them according to the instructions below

### When to use each logo

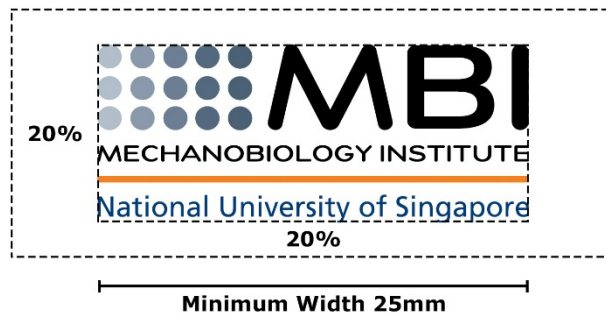
Logo Type	Example	When to use this logo
Full Colour Logo		This logo should be used in most instances including all online use and colour print when the surrounding area is white.
Monochrome Logo		The monochrome logo should be used on media that is printed in greyscale or black and white.
White Logo		This logo should be used when the logo is placed on a solid colour background that renders the Full Colour Logo unreadable, or the 15 dots invisible.

## Placement and Implementation of Logo

The MBI-NUS Strapline Logo must retain all elements, colours and dimensions when reproduced either online, or in print.

The strapline logo is designed according to NUS Identity guidelines and any reproduction of the logo must retain the NUS Orange and NUS Blue colours. When scaling the logo ensure a ratio of 10:4 (length:height) is maintained.

To ensure clarity and readability, the NUS logo must always be surrounded by a 20% blank space, and maintain a minimum width of 25mm.



## MBI Mission (Short)

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The Mechanobiology Institute, National University of Singapore, aims to develop a new paradigm of biomedical research by focusing on the quantitative and systematic understanding of dynamic functional processes.

## MBI Mission (Long)

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Mechanobiology Institute, National University of Singapore seeks to

- Understand the mechanical aspects of cells and tissues that create organism form and function.
- Define a fundamental set of mechanobiological operations from which these complex biological functions are built.
- Establish this as a world-wide standard to unify the description and understanding of normal and diseased functions.
- Develop a robust multidisciplinary approach to mechanobiology, embracing an open research platform to achieve synergism and to train a new generation of researchers and students.

The Institute serves as a nucleus for cutting-edge research and workforce in training in Singapore by

- Attracting, supporting and retaining world-class investigators to conduct high-quality and high-impact research.
- Enhancing postgraduate research training and education.
- Creating new knowledge in selected areas of focus, which are of academic significance and strategic relevance to Singapore.

## MBI History

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The Mechanobiology Institute, National University of Singapore, was founded in 2009 through joint funding by the National Research Foundation and the Ministry of Education. It was established with the goal of creating a new research centre in mechanobiology to benefit both the discipline and Singapore.

## Key Contacts

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More information on the Institute can be found online at **[mbi.nus.edu.sg](http://mbi.nus.edu.sg)**.

To schedule interviews with any of our researchers, or for more information on the research conducted at the MBI, please contact:

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