

Brand Standards Guide



GenomeCanada




GenomeCanada

Introduction

This **Brand Standards Guide** helps designers accurately portray Genome Canada's personality in external and internal communications. The aim is to present a strong, uniform brand message to employees of Genome Canada and Genome Centres, as well as to partners and the general public. From writing



style to colour palette, typography, logos and layout, every element of a communication should reinforce the image of Genome Canada as a science-based organization — a world leader in providing funding for genomics and proteomics research.



The specifications outlined within this guide will help designers create a strong family look for Genome Canada, yet allow room for individual creativity. While this guide provides general guidelines, it can't anticipate every graphic application of the Genome brand. If you have a project that requires unspecified graphic treatments, please contact Genome Canada's corporate office.

Corporate Logo

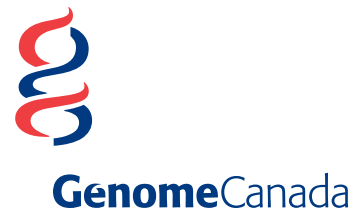
This section demonstrates the proper use and application of the Genome Canada logo. As our identifying mark, it enhances recognition and allows for easy application of the Genome name. The elements of the logo are fixed and should not be altered in any way. The graphic element (stylized “g”) in the logo should never be separated from the logotype (Genome Canada).

The stylized “g” of the design symbolizes a double helix (of DNA) and uses the Genome corporate blue for all the regions. The six regions (see *next page*) use differentiating colours with the Genome corporate blue — linking them all. The first letter “e” in Genome has a unique application and is designed to work in both official languages.



The logo must always be protected on all sides by a negative or white space equivalent to the height of the letter “G” of Genome. This exclusion zone must be free of all non-branded graphic or copy elements, and is to be respected under all circumstances. Remember to treat the logotype and spiral as one image (logo) — always use the master files that have been supplied.



For specific applications that don’t allow the use of colour, the Genome logo may be reproduced using 100% black. It can also be reproduced in white on the Genome corporate blue or other coloured backgrounds. The Genome logo may be reversed out of an image, if there is enough of a contrast.



Colours




Using colour consistently is essential in strengthening brand awareness. Our primary colours are Genome corporate blue and red. Both are used in the Genome spiral and logotype.

Primary Colours

Pantone Colours	Process Colour	Monitor Colour
	Cyan/Magenta/ Yellow/Black	Red/Green/Blue
	C / M / Y / K	R / G / B
	Pantone 185	0 / 100 / 100 / 0 255 / 0 / 0
	Pantone 2758	100 / 80 / 0 / 30 0 / 0 / 102

The two primary colours are specified for use in Genome Canada publications. The colours shown should be used as main colours in corporate designs.

Secondary Colours

Pantone Colours	Process Colour	Monitor Colour
	Cyan/Magenta/ Yellow/Black	Red/Green/Blue
	C / M / Y / K	R / G / B
	Pantone 418	3 / 0 / 31 / 75 96 / 96 / 77
	Pantone 158	0 / 61 / 97 / 0 219 / 127 / 49
	Pantone 123	0 / 24 / 94 / 0 240 / 195 / 59

The secondary colour palette may be used for highlights on other communications campaigns.









Here is an example applying secondary colours on a Genome Canada publication.

Genome Centre Logos

The stylized “g” of the design remains Genome corporate blue with the use of a second colour. This second colour was chosen to represent each specific region. The logotype remains the Genome corporate blue.

When using a tagline for your centre, please adhere to the protection space rules of the corporate logo. If you must use a tagline, it should appear beneath the Genome name, but outside the protection space.



Genome Centre	Pantone Colours		Process Colour	Monitor Colour
			Cyan/Magenta/ Yellow/Black	Red/Green/Blue
			C / M / Y / K	R / G / B
Genome British Columbia		Pantone 361	69 / 0 / 100 / 0	123 / 183 / 81
Genome Alberta		Pantone 229	0 / 100 / 15 / 60	104 / 0 / 61
Genome Prairie		Pantone 131	100 / 35 / 100 / 0	232 / 174 / 16
Ontario Genomics Institute		Pantone 021	0 / 50 / 100 / 0	255 / 102 / 0
Genome Québec		Pantone 2925	80 / 25 / 0 / 0	0 / 0 / 102
Genome Atlantic		Pantone 320	100 / 0 / 35 / 0	51 / 153 / 153

Partnerships

With regard to partnerships, the Genome logo is always side-by-side to its counterparts, never above or below. The identifiers of the federal government, provincial government, and Genome Canada always precede partner logos, as applicable.

When placing the six Genome Centre logos in various applications, make sure the order of the logos are from west to east (*as shown above*).

Typography

The fonts selected fit into the overall tone and design style of the Genome Canada brand and are intended to make the subject matter more approachable. Overall, the fonts exemplify our company's confidence and contemporary outlook.

The headline typeface is **Helvetica Neue** — distinctive and recognizable.

Genomics
Proteomics Distinctive
CONFIDENT
Contemporary

The body copy font to be used is **Optima** — professional and easy-to-read.

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Writing Style

When speaking to diverse international audiences, the Genome voice is confident, concise and direct. The writing style should incorporate plain language, with easy-to-understand terminology. Because of the varied audiences, and the complex language of genomics and proteomics, the writing style should stress clarity over formality.

For communications specifically intended for individuals, such as career ads, email or other personalized communication, the first and second person (“we” and “you”) is to be used. For more formal communications that reach out to diverse audiences or the general public, such as fact sheets, corporate brochures and media releases, the third person (“Genome Canada”) should be used.

What Not to Do

The following graphic examples indicate **what not to do** when designing Genome Canada materials. Always use the master files that have been supplied.



Do not change the colour.



Do not rotate the logo.



Do not recreate the logo.



Do not distort the logo.



Do not incorporate a tagline in the white space.



Do not embed the logo in between text.

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Do not use the logotype by itself.



Do not alter the size relationship of the elements.



Do not reverse the logo on a light background.



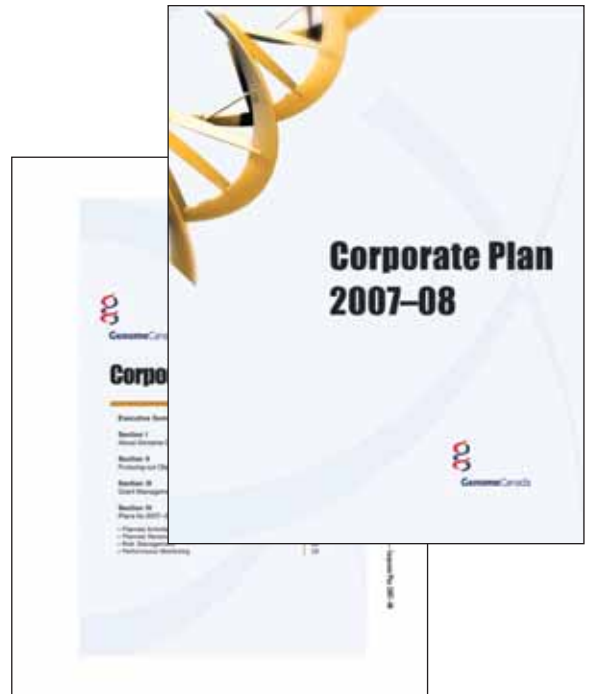
Do not place the logo on a busy background.

Applications

The following examples are designs that have already been produced using various media. Genome Canada designs rely on the flexible use of limited elements to achieve a family look.



Web



Report Cover



PowerPoint



Brochure



Newsletter



Pen case and key chain



Conference pouch

Contact Information

Before considering a design that diverges significantly from these precedents, please contact:

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 Vice-President, Communications and Public Affairs
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 (613) 751-4460

www.genomecanada.ca