



GenomeCanada

## ***Communications: Recognizing Genome Canada and Genome Centers***

### **CONTEXT**

Genome Canada is a distinct research organization, unlike traditional publicly-funded research agencies. It funds large-scale research projects and unique technology platforms managed by its five regional Genome Centers. Its major success over the past five years has been to position Canada as a world leader in genomic research and technology. It has accomplished this feat by attracting co-investors from provincial governments as well as both domestic and global public, private and voluntary- sector partners. It has also demonstrated its capacity to rapidly direct substantial resources to emerging challenges such as SARS and BSE.

As Genome Canada prepares for the future, it will need to put all of its human capital – staff, centers, board members, researchers and partners – to clearly position itself as the Canadian leader in genomics and proteomics research on the world stage, in all economic sectors of its business.

Branding of Genome Canada values is an integral part of this positioning. Genome Canada must be associated with the work and achievements of its principal capital assets – its researchers and its partners. Similarly, researchers and partners should be clearly linked to their primary funder in the minds of decision-makers, government officials, university administrators and the Canadian public.

The values associated with Genome Canada – integrity, excellence, leadership and rigor – have become trademarks that provide greater opportunities for more research on a grand scale and have gained more attention from decision-makers who strive to integrate genomics and proteomics into public policy.

### **BRANDING INITIATIVES**

In 2005-2006, Genome Canada and Genome Centers will provide principal investigators with standard material and guidelines to brand the following:

- Laboratory facilities or office
- Lab coats
- Specialized equipment within the laboratory or office
- Project Web site
- PowerPoint slide for presentations
- Wording for journal articles

As well, all technology platforms will be designated with signage that clearly recognizes the facility as being financed by Genome Canada and the Genome Centre.

Principal investigators will be provided with a Genome Canada banner for use in:

- University research fairs
- Community group presentations
- Meetings and workshops that they initiate

**ROLES AND RESPONSIBILITIES**

The Communications Director at the Genome Centre and the Vice-President, Communications at Genome Canada have primary responsibility for corporate identity and branding policies.