Brand Guide
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About Genome Canada

Genome Canada is a not-for-profit organization that acts as a catalyst for developing and applying genomics and genomic-based technologies, to create economic and social benefits for Canadians. Genome Canada connects ideas and people across public and private sectors to find new uses for genomics, invests in large-scale science and technology to fuel innovation, and translates discoveries into applications and solutions across key sectors of national importance, including health, agriculture, forestry, fisheries & aquaculture, energy, mining, and the environment. For more information, visit www.genomecanada.ca.

Our Brand

Brand promise: Reading the “code of life” for the benefit of Canadians.

Brand essence: The power and promise of genomic applications is awe-inspiring.

Brand constructs: Genome Canada is: Transformative; A Catalyst; Enterprising; Trustworthy.

For more information on our brand identity framework, contact Genome Canada’s Communications Unit (See page 27 for contact information.)

Communicating Our Brand Effectively

All Genome Canada products should embody the distinct messages and values that we stand for. The key to effective brand communication is to represent this focus and this identity as firmly as possible in all media. Designs should be clear and should focus attention on our key messages. With these goals in mind, a set of components—logo, typeface, colours, and design standards—have been created to represent a strong Genome Canada identity. In addition, we have defined a systematic approach for using these components in all communications.

This guide is to be used in order to achieve and maintain a unified look to all communications, both internal and external. It covers each component of the design system, how and when to use them, appropriate variations, and unacceptable uses. The Genome Canada identity standards and branding guide will make the production of communications materials simpler, faster, and more effective—and, in turn, will help to make our brand stronger.
The Genome Canada Logo

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 Canada name. Our logo consists of two elements—the ‘g’ symbol and the Genome Canada wordmark. These elements of the logo are fixed and should not be altered in any way. The symbol should never be separated from the wordmark.

The stylized ‘g’ symbol symbolizes a DNA double helix and uses the Genome Canada Blue and Genome Canada Red (see Brand Colours on page 7). The first letter ‘e’ in Genome has a unique application and is designed to work in both of Canada’s official languages.
Logo Guidelines

Logo Elements & Clear Space

To create the greatest visual impact, the Genome Canada logo must be surrounded by a minimum clear space. No text or graphics are to enter into that protected area. A space equivalent to the height of the “G” must be maintained around the logo, on all four sides.

![Logo Elements & Clear Space Diagram]

Logo Restrictions

Incorrect use of the Genome Canada logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses. To ensure accurate, consistent reproduction of the Genome Canada logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from Genome Canada.

Don’t change the colour of the logo
Don’t stretch, condense or distort the logo
Don’t change the proportions or rearrange the elements of the logo
Don’t separate the ‘g’ symbol from the wordmark
Don’t rotate the logo
Logo Minimum & Maximum Size

The Genome Canada logo should always maintain a prominent position on any communication piece. However, it should not be too large in relation to the rest of the layout. Whenever possible, do not make the logo so small that the lettering is no longer legible.

See pages 16–26 for samples of the logo used on various collateral.

Logo Colour Variations

The Genome Canada logo should be reproduced in colour whenever possible, using the Genome Canada Blue and Genome Canada Red (see Brand Colours on page 7). White is the most effective background for the colour logo because it provides a clean, crisp contrast for the logo’s colour and elements.

If colour reproduction is not possible, please refer to the alternative one-colour versions below. When the Genome Canada logo is placed on a photo, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo. The photo should also not have too many distractions behind the logo that would interfere with its clarity.

- **Colour Version (Preferred)**
  
  Note: If contrast with the background is not great enough, use the white logo.

- **Reverse Version**
  
  For when the logo needs to sit on a blue or other dark-coloured background.

- **Black Version**
  
  For when colour reproduction is not possible.

- **On Photographic Background**
  
  Choose which colour version of the logo to use based on the contrast provided by the image background.
Brand Colours

Using colour consistently is essential in strengthening brand awareness. Genome Canada’s colour palette uses the **Genome Canada Red** (Pantone® 185 C) and **Genome Canada Blue** (Pantone® 2758 C) as its two primary colours. Two complementary palettes—primary and secondary—have been developed to enhance our brand and logo when used in other applications, such as brochures or websites.

**The primary palette** regularly uses the full range of blues available. Blue is Genome Canada’s dominant colour, with red appearing minimally as an accent. **White** is also an important colour for the Genome Canada brand, providing a clear backdrop, and enhancing the clarity of the colour palette. **The secondary palette** of greys is intended to complement the primary palette in the supporting design elements.

In most cases Pantone® inks are not applicable, in which case the following breakdowns should be used: For **4-colour process printing**, refer to the CMYK values shown here. For **on-screen and web applications** (e.g. PowerPoint®, websites, video, and intranets), refer to the RGB/HEX values specified.

### Primary Palette

- **Genome Canada Red**
  - Pantone: 185 C
  - CMYK: 0/100/100/0
  - RGB: 231/0/51
  - HTML: #e70033

- **Genome Canada Blue**
  - Pantone: 2758 C
  - CMYK: 100/80/0/30
  - RGB: 3/35/102
  - HTML: #032366

- **Blue no. 2**
  - Pantone: 2728 C
  - CMYK: 96/66/0/0
  - RGB: 27/95/170
  - HTML: #1b5faa

- **Blue no. 3**
  - Pantone: 285 C
  - CMYK: 90/48/0/0
  - RGB: 19/116/187
  - HTML: #1374bb

- **Blue no. 4**
  - Pantone: 298 C
  - CMYK: 68/3/0/2
  - RGB: 52/182/228
  - HTML: #34b6e4

- **White**
  - Pantone: 432 C
  - CMYK: 63/42/26/66
  - RGB: 55/69/69
  - HTML: #374545

### Secondary Palette

- **Grey no. 1**
  - Pantone: 432 C
  - CMYK: 63/42/26/66
  - RGB: 55/69/69
  - HTML: #374545

- **Grey no. 2**
  - Pantone: 430 C
  - CMYK: 33/18/13/37
  - RGB: 125/139/139
  - HTML: #7d8b8b

- **Grey no. 3**
  - Pantone: 428 C
  - CMYK: 12/6/5/12
  - RGB: 194/199/200
  - HTML: #c2c7c8

- **Grey no. 4**
  - Pantone: 7541 C
  - CMYK: 10/3/3/2
  - RGB: 236/236/234
  - HTML: #eceea

**Note:** The colours shown are not intended to match the Pantone® Colour Standards. Please consult current Pantone® publications for accurate colour swatch references.
Genome Centre Logos & Partnerships

Genome Centre Logos

The stylized ‘g’ symbol remains the **Genome Canada Blue** (see page 7) with the use of a second colour to represent each region, linking them all. The wordmark remains the Genome Canada Blue.

When using a tagline in association with a Genome Centre, please adhere to the clear space rules of the corporate logo (see page 5). If you must use a tagline, it should appear beneath the Genome name, but outside the clear space.

![Genome Centre Logos](image)

<table>
<thead>
<tr>
<th>Genome British Columbia</th>
<th>Genome Alberta</th>
<th>Genome Prairie</th>
<th>Ontario Genomics</th>
<th>Genome Québec</th>
<th>Genome Atlantic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 361 C</td>
<td>Pantone 7435 C</td>
<td>Pantone 131 C</td>
<td>Pantone 158 C</td>
<td>Pantone 2925 C</td>
<td>Pantone 7467 C</td>
</tr>
<tr>
<td>CMYK 77/0/100/0</td>
<td>CMYK 37/96/48/22</td>
<td>CMYK 2/39/100/10</td>
<td>CMYK 0/61/97/0</td>
<td>CMYK 80/25/0/0</td>
<td>CMYK 95/0/25/0</td>
</tr>
<tr>
<td>RGB 67/176/42</td>
<td>RGB 139/37/79</td>
<td>RGB 211/143/0</td>
<td>RGB 245/128/37</td>
<td>RGB 0/156/222</td>
<td>RGB 0/174/197</td>
</tr>
<tr>
<td>HTML #21b24b</td>
<td>HTML #8b254f</td>
<td>HTML #d38f00</td>
<td>HTML #e87722</td>
<td>HTML #009cde</td>
<td>HTML #00aec5</td>
</tr>
</tbody>
</table>

**Note:** The colours shown are not intended to match the Pantone® Colour Standards. Please consult current Pantone® publications for accurate colour swatch references.

Partnerships

With regard to partnerships, the Genome Canada 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

As with our logo, consistent use of our corporate typeface—**Source Sans Pro**—reinforces Genome Canada's brand, and should be used on all formal communications, in both print and digital formats. When setting **display copy**, such as headlines, **Source Sans Pro Semibold** or **Source Sans Pro Light** are the preferred weights. **Source Sans Pro Regular** is the recommended weight for **body copy**. For applications which depend on Microsoft programs such as Word or PowerPoint, the alternative typeface **Calibri** can be used. Examples of applications using Calibri would include our PowerPoint template, Email Signature, and Electronic Letterhead (body copy only).

**Source Sans Pro, Preferred Weights for Display Copy**

**Source Sans Pro Light**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Source Sans Pro Semibold**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Source Sans Pro Extra Light**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Source Sans Pro Bold**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Source Sans Pro Black**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Calibri**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Calibri Light**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Calibri Regular**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```

**Calibri Bold**

```plaintext
defghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
```
# Tagline

The Genome Canada tagline—“Global Challenges, Genomic Solutions”—appears in English only, French only, or bilingually. When setting the tagline bilingually, a side-by-side arrangement on one line is preferred, as shown below. Avoid stacking them directly on top of one another. If a side-by-side arrangement isn’t possible and they must be stacked, ensure there is significant space between them so that they don’t appear as a unit, perhaps separated by another element on the page (see sample on page 20). Tagline files are provided by Genome Canada and shouldn’t be altered.

See pages 16–26 for samples of tagline usage on various collateral.

<table>
<thead>
<tr>
<th>English Tagline</th>
<th>French Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GLOBAL CHALLENGES ♦ GENOMIC SOLUTIONS</strong></td>
<td><strong>DÉFIS MONDIAUX ♦ SOLUTIONS GÉNOMIQUES</strong></td>
</tr>
</tbody>
</table>

**Bilingual Tagline:** This side-by-side arrangement is preferred. Avoid stacking taglines directly on top of one another. Ensure spacing between languages remains as it is shown here.

<table>
<thead>
<tr>
<th>English Tagline</th>
<th>French Tagline</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GLOBAL CHALLENGES ♦ GENOMIC SOLUTIONS</strong></td>
<td><strong>DÉFIS MONDIAUX ♦ SOLUTIONS GÉNOMIQUES</strong></td>
</tr>
</tbody>
</table>

**Reverse Tagline**

**Tagline placement with logo**

Align tagline with wordmark, not symbol.

Equal spacing
Editorial Voice

The way we speak is as important as what we say. When speaking with diverse national and international audiences, the Genome editorial 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 related disciplines, our style should stress clarity over formality. Genome Canada employs *The Canadian Press Stylebook* and *Caps and Spelling* guide as key writing references.

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 communication 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.
Photography

Imagery plays an important role in the graphic style of Genome Canada's brand, showcasing genomics and the genomics-based technologies we develop. Try to include images of both real scientists and partners in our research community combined with stock imagery when necessary. See examples below.

When placing your images, keep in mind that one image is usually better than many.

Genome Canada has a library of images available for use. To access these images, please contact Genome Canada.
Sector Icons & Colours

The applications of genomics cut across a number of sectors of social and economic importance to Canada. Specific icons and colours have been developed for each sector to aid in their identification. The elements of the icons are fixed and should not be altered in any way. See pages 16–26 for samples of these icons and colours used on various collateral. To access these icons, please contact Genome Canada.

**Agriculture & Agri-food**
Pantone 137 C
CMYK 0/41/100/0
RGB 255/163/0
HTML # ffa300

**Energy**
Pantone 7584 C
CMYK 0/70/100/17
RGB 186/88/38
HTML # ba5826

**Environment**
Pantone 360 C
CMYK 62/0/78/0
RGB 92/193/81
HTML # 5cc151

**Fisheries & Aquaculture**
Pantone 325 C
CMYK 54/0/22/0
RGB 100/204/201
HTML # 64ccc9

**Forestry**
Pantone 398 C
CMYK 14/6/100/24
RGB 173/164/0
HTML # ada400

**Health**
Pantone 285 C
CMYK 90/48/0/0
RGB 19/116/187
HTML # 1374bb

**Mining**
Pantone 430 C
CMYK 33/18/13/37
RGB 125/139/139
HTML # 7d8b8b
Design Element: Blocks & Bars

What are they?

Used to create visual interest, blocks and bars are important graphic elements that help to give Genome Canada its dynamic, unique, and memorable look. **The blocks** come together to form an offset, structured pattern, while adding colour to the page. The way in which these blocks come together is reminiscent of genomics—pieces coming together to make a whole. **Thinner bars** can also be added to the layout for interest and punctuation.

When are they used?

Often on covers or the main pages of a document, use blocks and bars to add visual interest to a design. You can also use them to highlight sections of text such as sidebars or call-outs. Whatever the application, it should be used sparingly so as not to overpower the design.

How are they created?

Create the blocks or bars using a variety of blues & white from the Genome Canada colour palette. Avoid red for larger blocks in order to keep blue as the dominant colour. When creating small bars as punctuation, contrasting colours from the Genome palette work well, such as red. Keep the number of blocks and/or bars to a minimum. Do not add gradients or effects.
Design Element: Corporate Key Image

What is it?
A combination of abstracted DNA and genome sequence code, the Corporate Key Image will help identify the product as one from the Genome Canada corporate brand. It adds energy and texture to the look and feel.

When is it used?
On Genome Canada corporate documents. It usually appears on covers or areas of main display, in combination with the colour blocks (as seen on the previous page).

How is it created?
The Corporate Key Image is a digital image that can be obtained through Genome Canada. While cropping may be necessary for the layout, do not change its orientation.

See pages 16–26 for samples of this element used on various collateral.
Applications

Bringing the Elements Together

When applied consistently, the elements of the visual identity reinforce Genome Canada’s brand and personality. Our look is one that feels contemporary, inspiring, professional, and credible. The following pages show how these design elements come together and should be used as a reference for designing any communication products for Genome Canada.

Kit Folder

Cover (9” x 12”) Inside

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Corporate Plan Cover

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Website

Home Page

Genomics by Sector Page

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Exhibit Backdrop

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Roll-up Banners

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Use of the ‘g’ symbol separated from the logo’s wordmark is acceptable in this application due to the limitations set by current social media platforms. Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
YouTube Platform

Use of the ‘g’ symbol separated from the logo’s wordmark is acceptable in this application due to the limitations set by current social media platforms. Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Use of the ‘g’ symbol separated from the logo’s wordmark is acceptable in this application due to the limitations set by current social media platforms. Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Title to come
Subtitle to come
Optional second level subtitle to come

GLOBAL CHALLENGES • GENOMIC SOLUTIONS • DÉFIS MONDIAUX • SOLUTIONS GÉNOMIQUES

The power and promise of genomic applications is awe-inspiring.

Section title option 1
Optional subtitle to come

Slide title to come
Body copy with optional bold

Optional second level body copy to come

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Stationery

Letterhead

Business Card, Front and Back

Compliments Card

9" x 12" Envelope

Please note that all examples shown are concept only. They have been developed to demonstrate how the Genome Canada brand is brought to life across different formats and applications.
Cooke Aquaculture is working with Canadian genomic researchers to quickly and cost-effectively screen Atlantic salmon for desirable traits including resistance to disease, improved growth rate and rapid adaptation to seawater. This is but one example of a Canadian company benefiting from Genome Canada-funded research in genomics, which studies the entire genetic information of living things encoded in DNA.

"By using genomic tools, we expect to increase sales by $18 million a year and add 40 jobs."

Dr. Kang Pee Ang of Atlantic Canada-based salmon farming company Cooke Aquaculture, who is collaborating on a Genome Canada-funded research project.
For More Information

If you would like access to Genome Canada’s brand elements, need more information or have questions about using these guidelines, please contact:

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