GenomeCanada

Brand Guide

GLOBAL CHALLENGES ✦ GENOMIC SOLUTIONS   DÉFIS MONDIAUX ✦ SOLUTIONS GÉNOMIQUES

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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.

Symbol

Logo

GenomeCanada

Wordmark
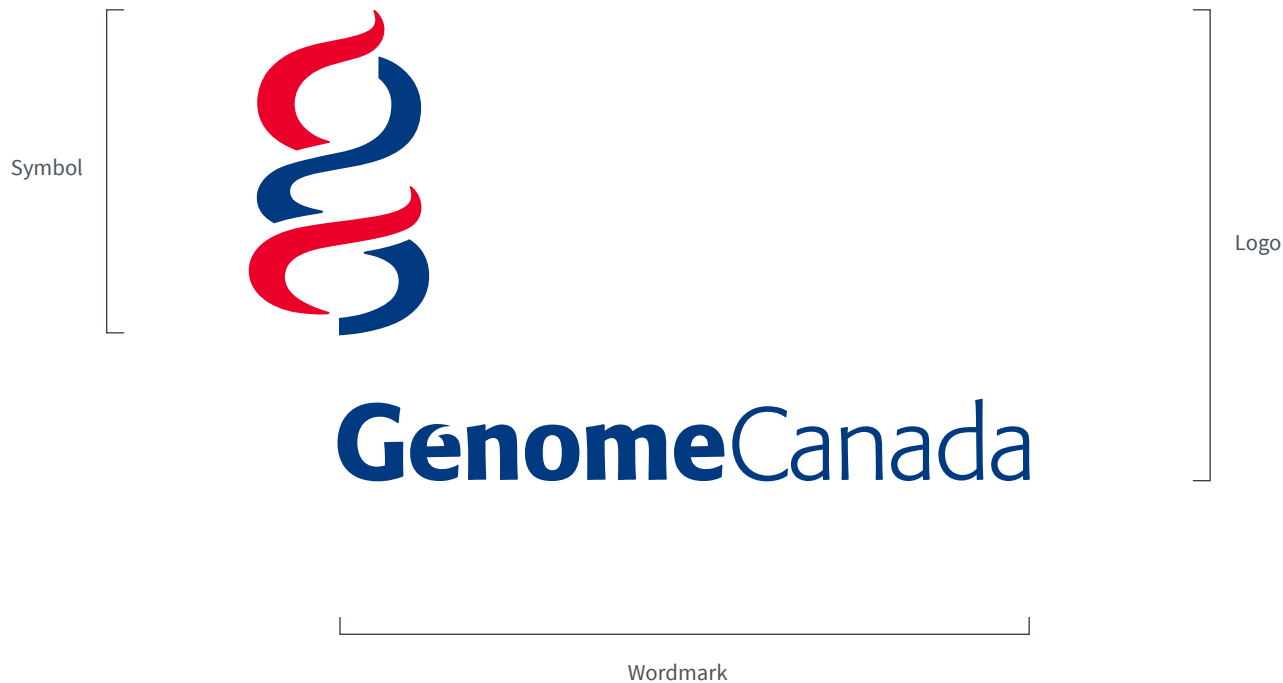
Logo Guidelines

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 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.
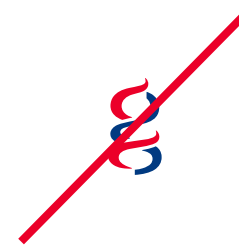
Don't change the colour of the logo

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

Genome Canada Brand Guide

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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.
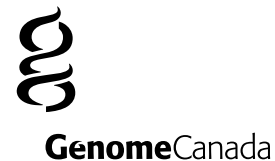
Colour Version (Preferred)

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.

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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	Genome Canada Blue	Blue no. 2	Blue no. 3	Blue no. 4	White
Pantone	185 C	2758 C	2728 C	285 C	298 C	
CMYK	0/100/100/0	100/80/0/30	96/66/0/0	90/48/0/0	68/3/0/0	
RGB	231/0/51	3/35/102	27/95/170	19/116/187	52/182/228	
HTML	# e70033	# 032366	# 1b5faa	# 1374bb	# 34b6e4	

Secondary Palette

	Grey no. 1	Grey no. 2	Grey no. 3	Grey no. 4
Pantone	432 C	430 C	428 C	7541 C
CMYK	63/42/26/66	33/18/13/37	12/6/5/12	10/3/3/2
RGB	55/69/69	125/139/139	194/199/200	236/236/234
HTML	# 374545	# 7d8b8b	# c2c7c8	# ececea

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.

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

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
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro

Source Sans Pro Extra Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Source Sans Pro Black
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri

Calibri Light
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Calibri Bold
abcdefghijklmnopqrstuvwxyz
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 signficant 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.

English Tagline

GLOBAL CHALLENGES 🍁 GENOMIC SOLUTIONS

French Tagline

DÉFIS MONDIAUX 🍁 SOLUTIONS GÉNOMIQUES

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.

GLOBAL CHALLENGES 🍁 GENOMIC SOLUTIONS   DÉFIS MONDIAUX 🍁 SOLUTIONS GÉNOMIQUES

Reverse Tagline

GLOBAL CHALLENGES 🍁 GENOMIC SOLUTIONS

Tagline placement with logo

Equal spacing

GenomeCanada

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Align tagline with wordmark, not symbol

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.
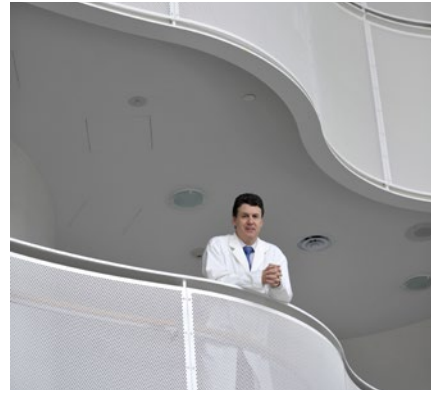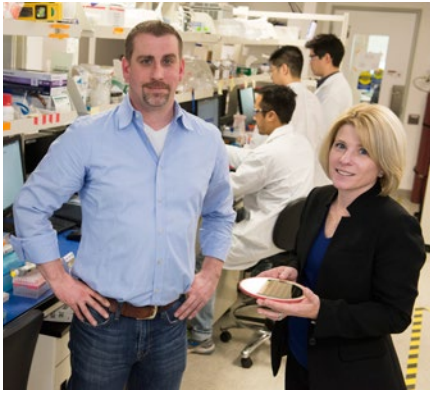
Sector Icons & Colours

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

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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.

Example

Bar

Block

GenomeCanada

2014   2015

Corporate
Plan

GLOBAL CHALLENGES • GENOMIC SOLUTIONS

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.

Corporate Key Image

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
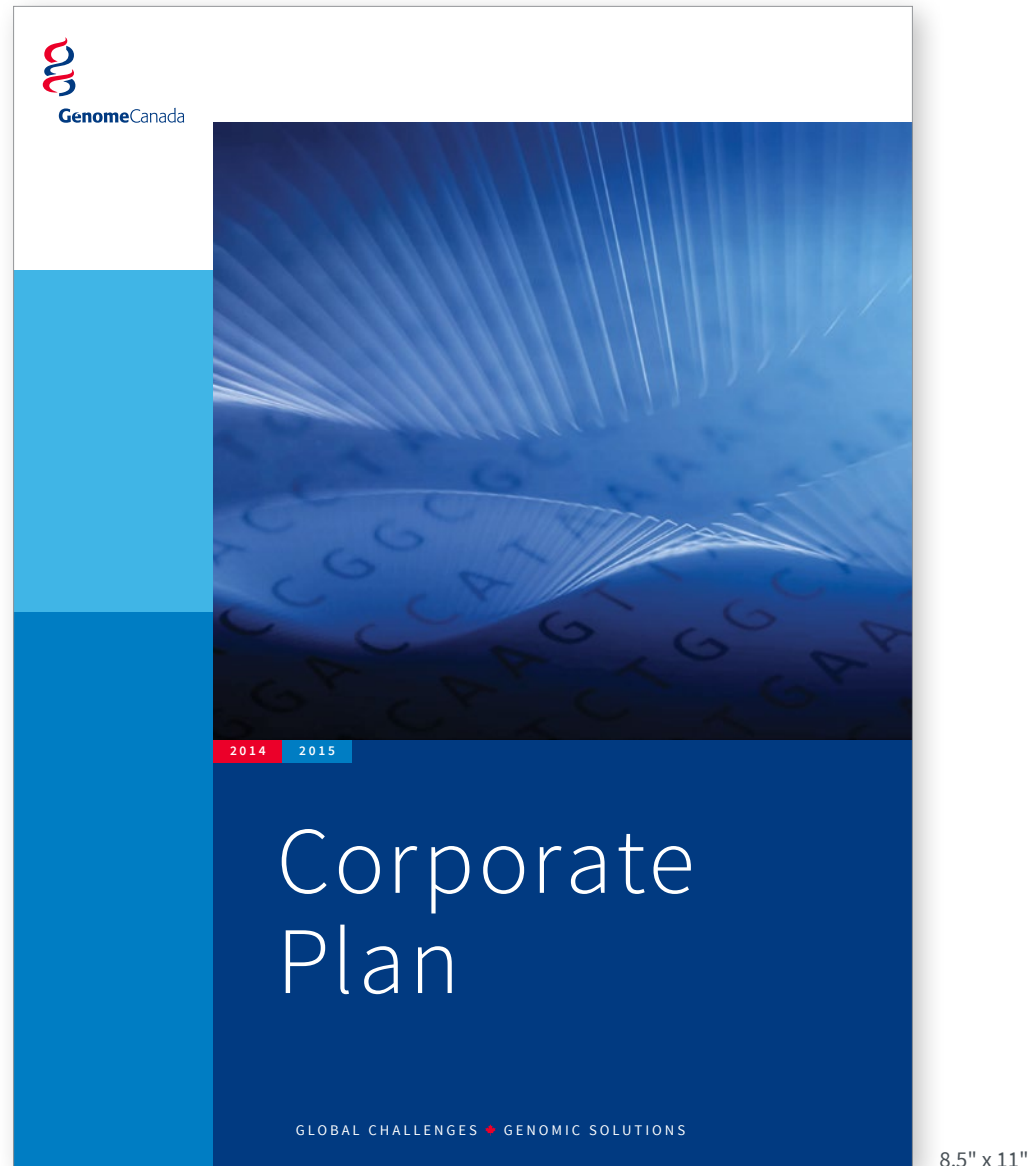

Cover (9" x 12")

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

8.5" x 11"

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.
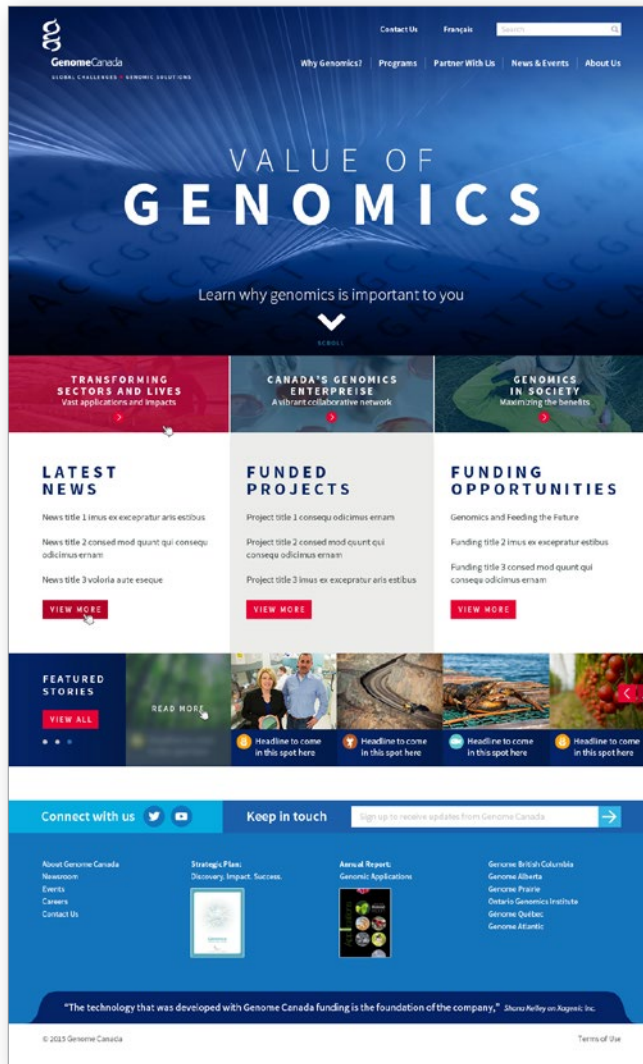
Website
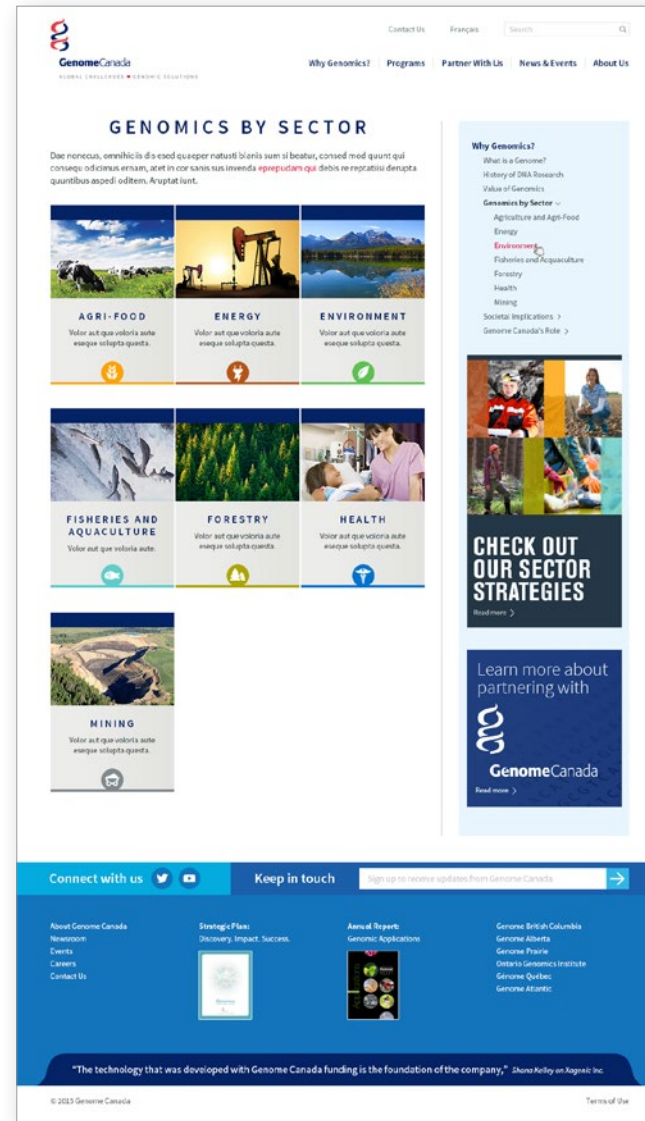

Home Page

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

GLOBAL CHALLENGES ✦ GENOMIC SOLUTIONS   DÉFIS MONDIAUX ✦ SOLUTIONS GÉNOMIQUES

12' x 7.5'

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

2.75' x 6.5'

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.
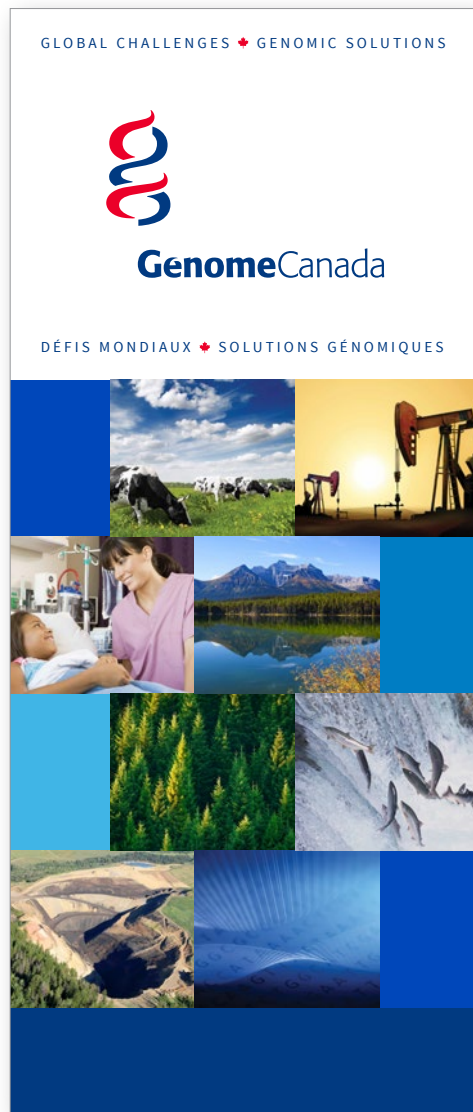
Twitter Platform

Desktop, Tablet and Mobile Views

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.
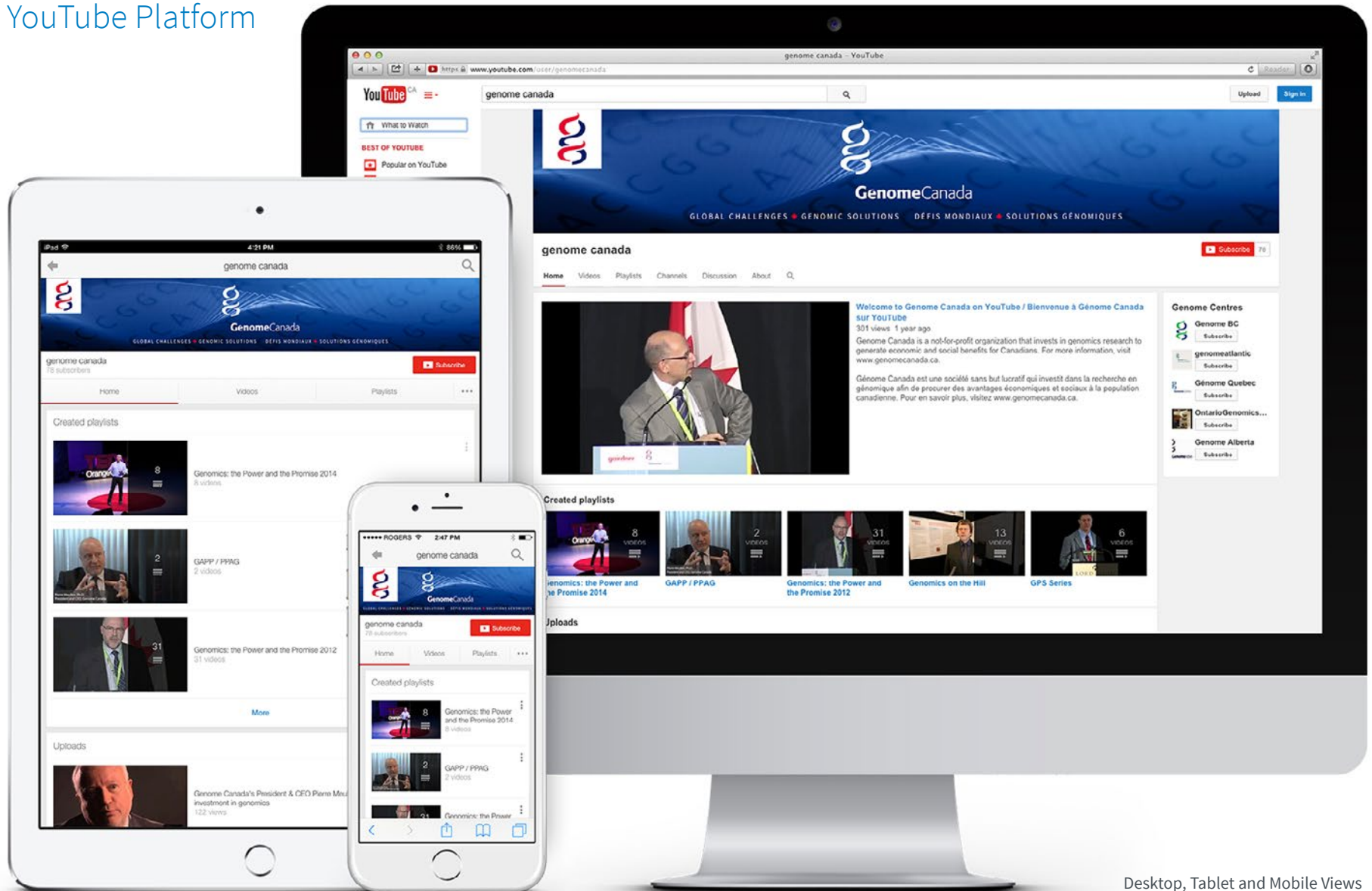
YouTube Platform

Desktop, Tablet and Mobile Views

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 (continued)

TV View

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.
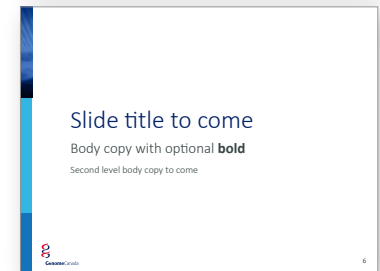
Microsoft PowerPoint Template

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.
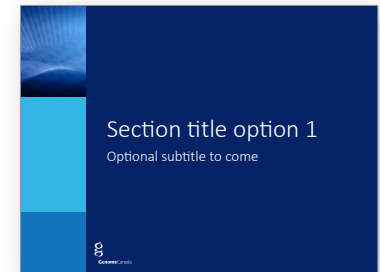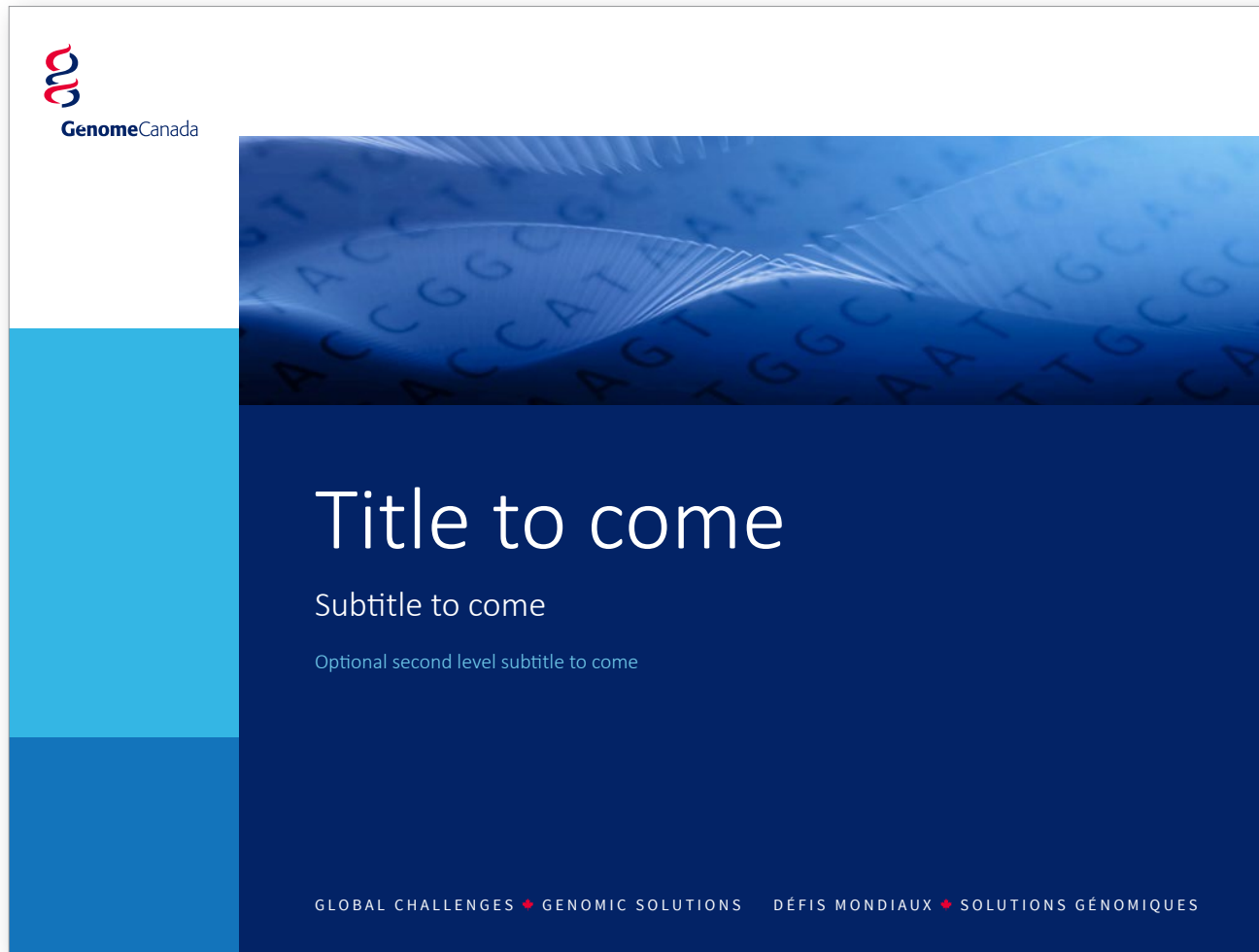
Stationery

Letterhead

Business Card, Front and Back

Compliments Card

GenomeCanada

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GenomeCanada

Compliments of /
Avec les hommages de

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GenomeCanada

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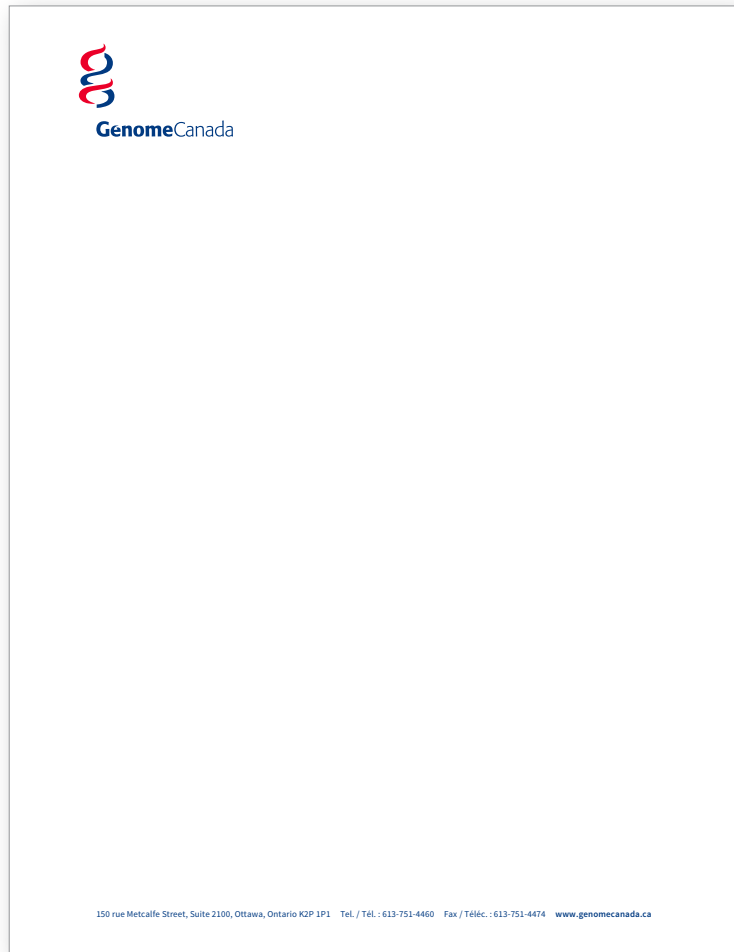Ottawa, Ontario K2P 1P1

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.
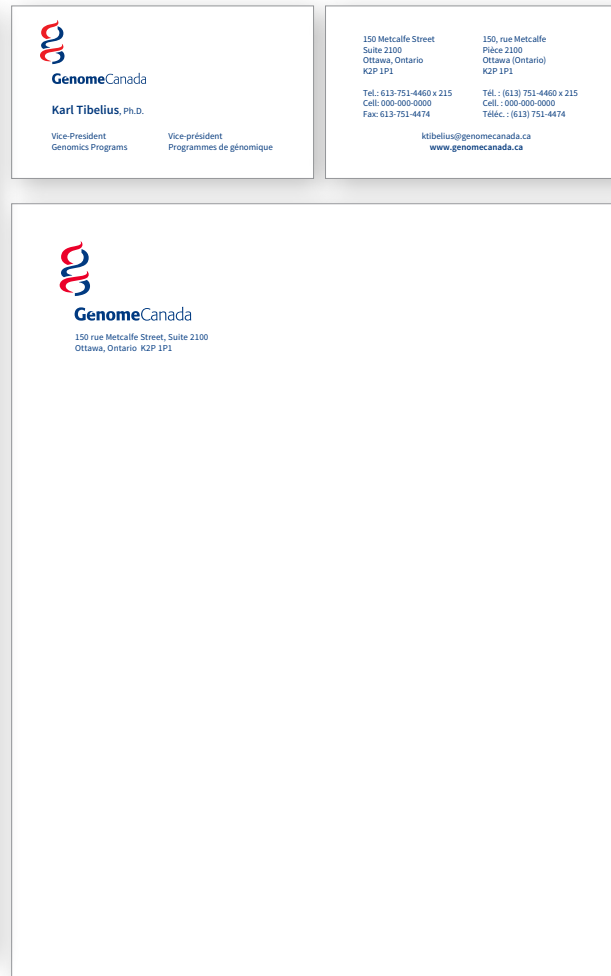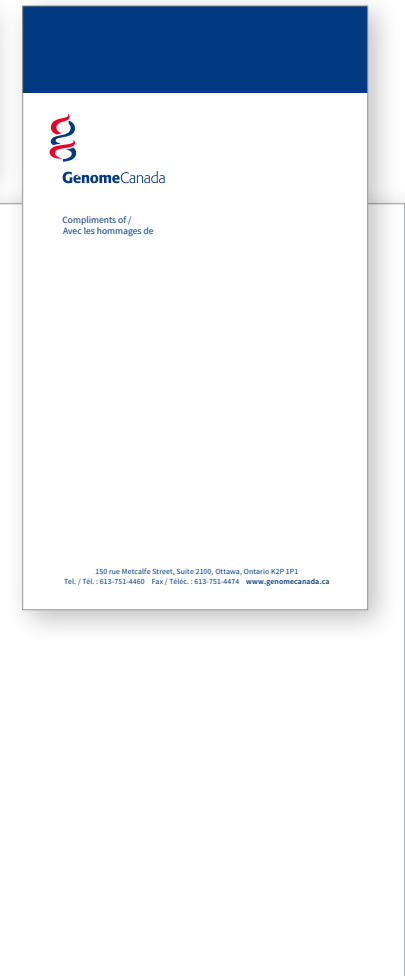
Newspaper Ad

Genomic innovations at work for Canadians

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

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

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.

GenomeCanada

GLOBAL CHALLENGES ✦ GENOMIC SOLUTIONS

7.5" x 13.25"

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.

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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