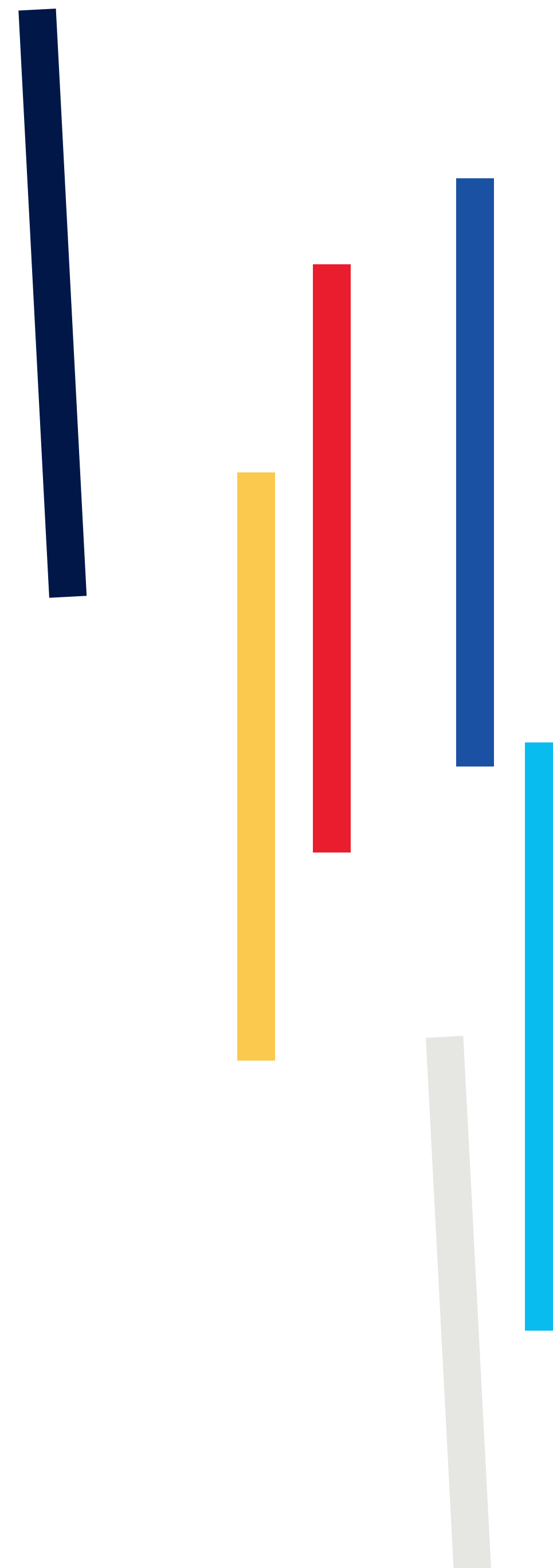




Brand Guide



Overview

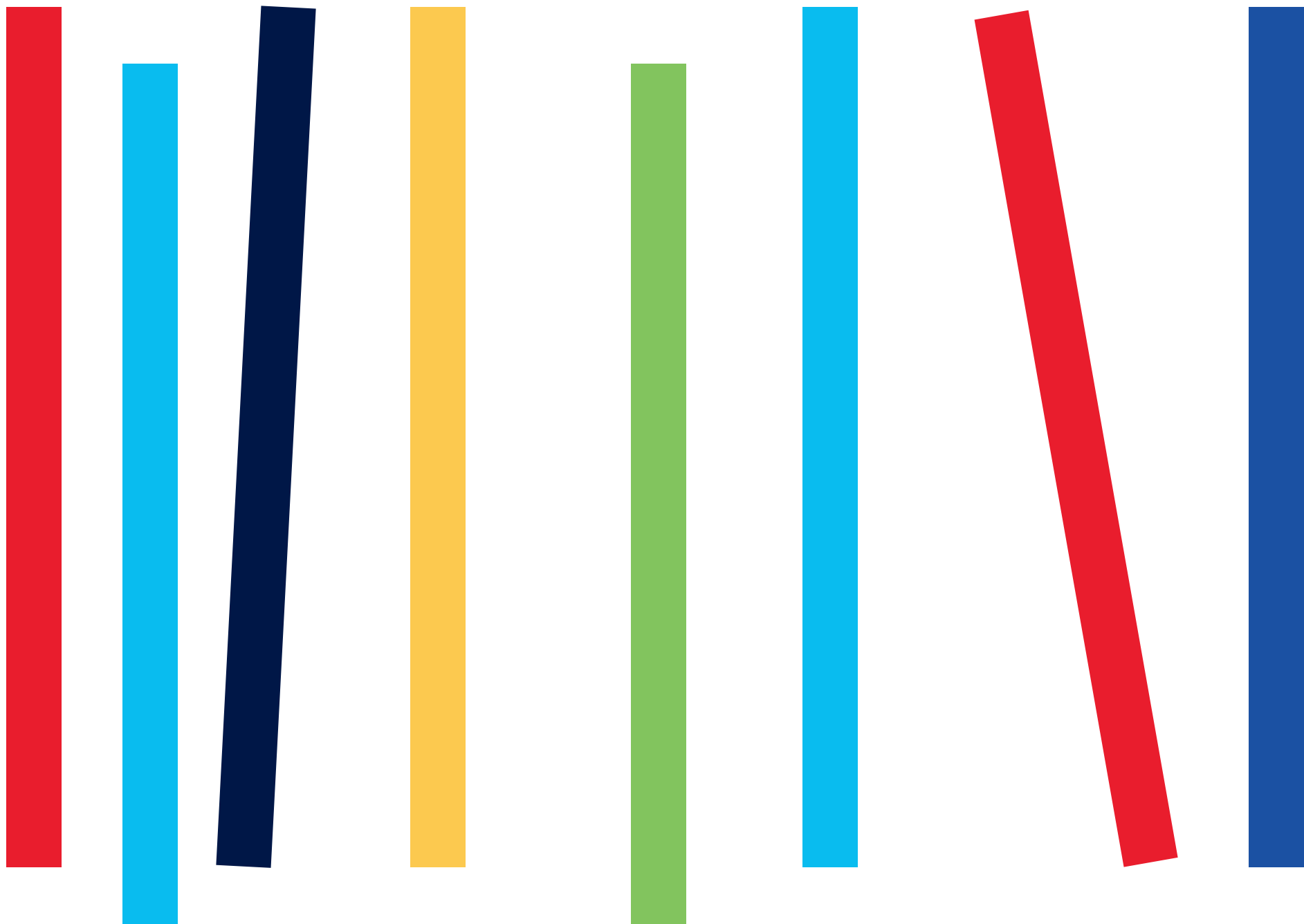
01

Visual identity

Genome Canada’s visual identity is bold, graphic and mission driven. The brand relies on strong colour fields, confident composition and a distinctive system of linear graphic elements to create a look that is modern, precise and immediately recognizable.

A defining feature of the brand is the composition of vertical and horizontal bar motifs. These linear elements are designed to represent DNA strands and genomic sequencing. Varied in length, scale and spacing, the bars evoke the structure of genetic code—suggesting movement, data and biological complexity through a simplified, geometric form. Whether aligned in structured arrangements or composed in more dynamic, angled patterns, they must always feel intentional, balanced and disciplined.

The overall aesthetic is contemporary and minimal. Graphic elements are flat, crisp and high-contrast, avoiding gradients, textures or unnecessary embellishment. The composition should convey both scientific precision and forward momentum, allowing a combination of stability and energy.



Logo

02

Primary logo

Logo elements and clear space

To maintain visibility and impact, always allow sufficient clear space around the logo. The minimum clear space should be equal to the height of the letter “G” in Genome Canada. No text, graphics, or other visual elements should enter this protected area.



Unacceptable logo use



DO NOT move the icon



DO NOT adjust the aspect-ratio



DO NOT apply effects (drop shadow, glow etc)



DO NOT place the logo over busy background patterns



DO NOT adjust the font



DO NOT tilt the logo



DO NOT resize the icon



DO NOT remove icon



DO NOT adjust the logo colours

Partnership logos

With regard to partnerships, the Genome Canada logo is always side-by-side to its counterparts, never above or below. The logos 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 on the right).



Type

03

Primary typeface

The primary font is your default brand typeface and should be used for all headers body copy.

Alternative free typeface:

Arimo

www.google.com/arimo

This is an alternative font, to be used ONLY when Neue Haas Grotesk is unavailable.

Neue Haas Grotesk

Adobe Fonts:
www.fonts.adobe.com/fonts/neue-haas-grotesk

Monotype:
www.monotype.com/fonts/neue-haas-grotesk

75 Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

65 Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

55 Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Lists and emphasis

Two types of list styles are often used to structure content and reinforce key messages.

The first style pairs concise statements with small, multi-colour bar markers. These act as visual cues tied to the brand’s DNA-inspired graphic system, adding emphasis while maintaining a clean, structured appearance.

The second style uses a “+” symbol followed by a horizontal rule to introduce bold, action-oriented statements. This treatment creates clarity, rhythm and strong visual separation between points.

Both list styles are minimal, highly legible and aligned with the brand’s structured, mission-driven aesthetic.

 Lead large-scale, mission-driven genomics initiatives that translate research into real-world impact.

 Build Canada’s genomics capacity through strategic investments in research, technology and talent.

 Connect industry, academia and government in powerful cross-sector alliances—aligning federal, provincial and private-sector investments to amplify Canada’s genomics impact nationally and globally.

-
- + Enhance health care options for all Canadians
 - + Enabling more precise, personalized, predictive, preventive and cost-effective health care options (“precision health”) for Canadians
 - + Drive economic growth

Colour

04

Navy Blue

CMYK 100, 4, 87, 18

RGB 0, 139, 89

HEX #008b59

PMS 348C

Cobalt Blue

CMYK 96, 66, 0, 10

RGB 27, 95, 170

HEX #1b5faa

PMS 2728C

Sky Blue

CMYK 63, 3, 0, 0

RGB 52, 182, 228

HEX #34b6e4

PMS 298C

Red

CMYK 0, 100, 100, 0

RGB 231, 0, 51

HEX #e70033

PMS 185C

Orange

CMYK 62, 0, 78, 0

RGB 137, 191, 95

HEX #83c55f

PMS 360C

Yellow

CMYK 1, 21, 80, 0

RGB 118, 132, 143

HEX #fcc94f

PMS 123C

Forest Green

CMYK 100, 4, 87, 18

RGB 0, 139, 89

HEX #008b59

PMS 348C

Light Green

CMYK 62, 0, 78, 0

RGB 137, 191, 95

HEX #83c55f

PMS 360C

Dark Grey

CMYK 54, 41, 36, 4

RGB 118, 132, 143

HEX #76848f

PMS 7544C

Grey

CMYK 9, 6, 7, 0

RGB 229, 229, 228

HEX #83c55f

PMS 360C

White

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX #ffffff

Palette

CMYK & PMS:

Used in printed materials.

RGB:

Used on screen and for web design.

HEX Code:

Used on-screen and for web design.

Graphics

05

DNA abstraction bars

Use DNA bars sparsely as a graphic element to pull the viewer’s eye to important content, or to subtly fill large swaths of empty white space.

When building graphics that incorporate them, always use the initiative brand’s primary and secondary colours.



Backgrounds

Genome Canada backgrounds use bold colour fields combined with linear patterns and bar motifs that represent DNA strands and genomic sequencing, introducing rhythm and movement while reinforcing the brand’s scientific foundation.



Sector icons

Genome Canada’s icons are simple, geometric and highly legible. Built from clean shapes and solid colour fills, they use minimal detail and flat design to ensure clarity at all sizes. Forms are bold and symbolic rather than literal, capturing the essence of each sector through simplified, recognizable silhouettes.



Agriculture



Environment



Energy/mining



Forestry



Health



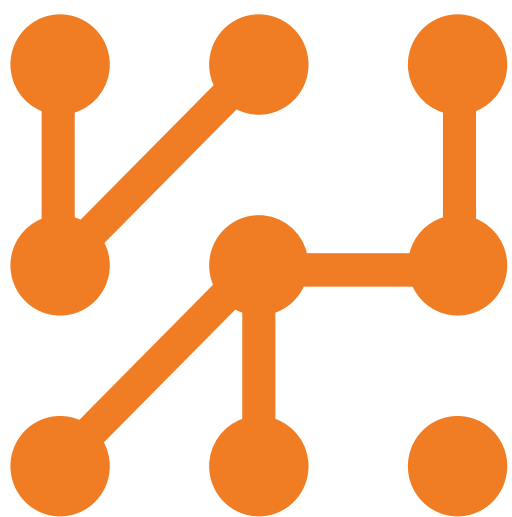
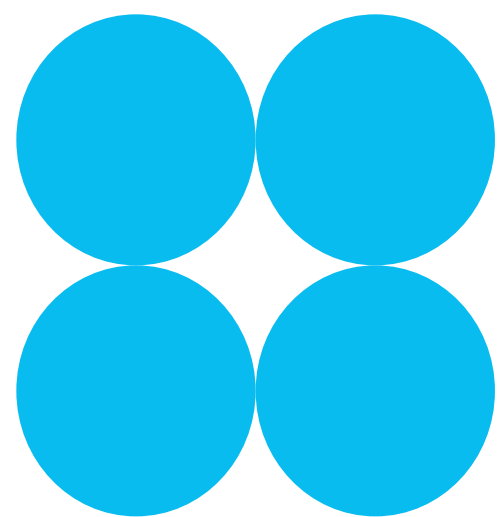
Fisheries



Technology platforms

Decorative icons

Genome Canada’s decorative graphic elements are abstract, geometric and rooted in the visual language of science and data. Built from simple shapes—circles, arcs, nodes and intersecting forms—they reference molecular structures, cellular groupings, connectivity and symmetry.



Photo

06

Choosing photos

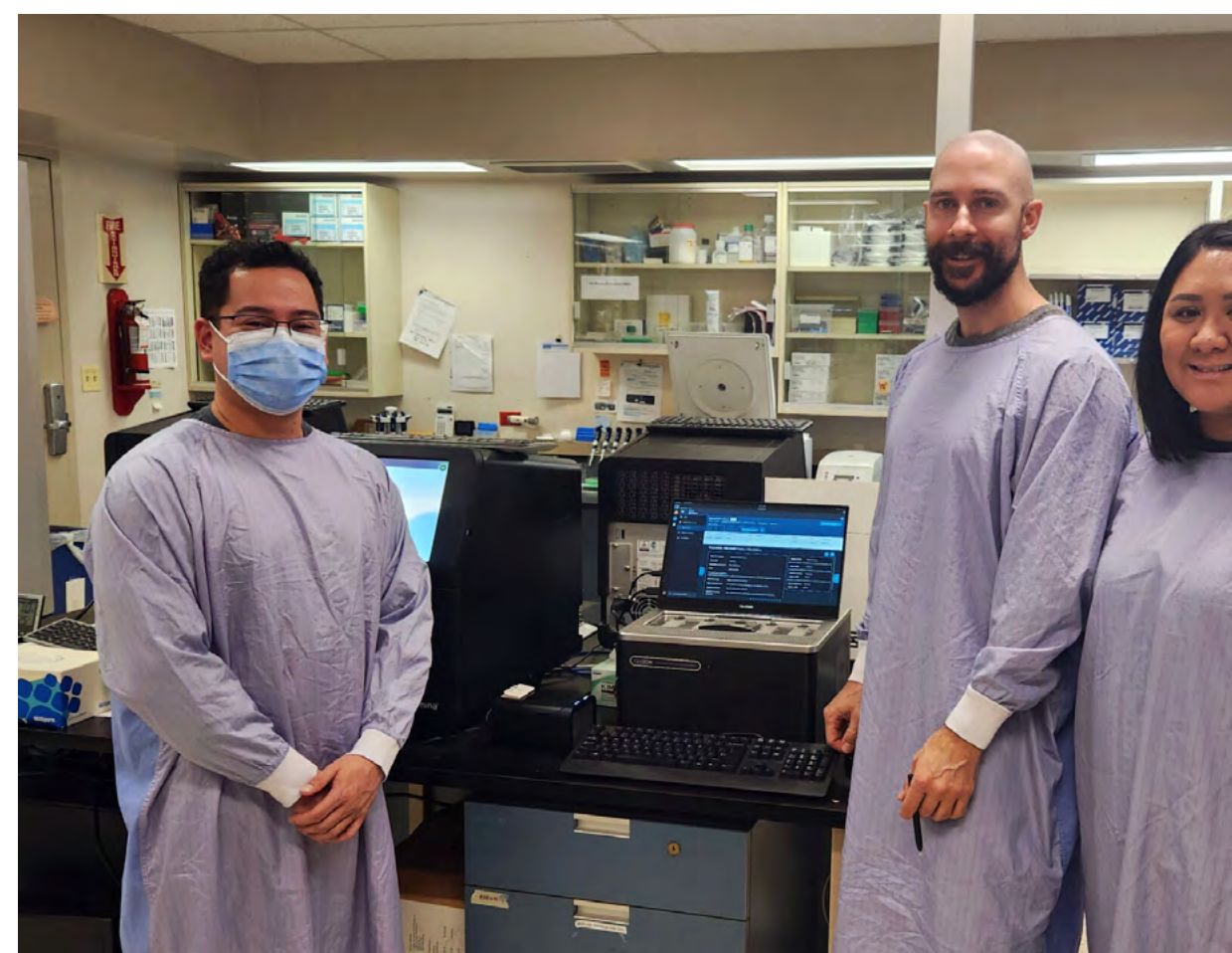
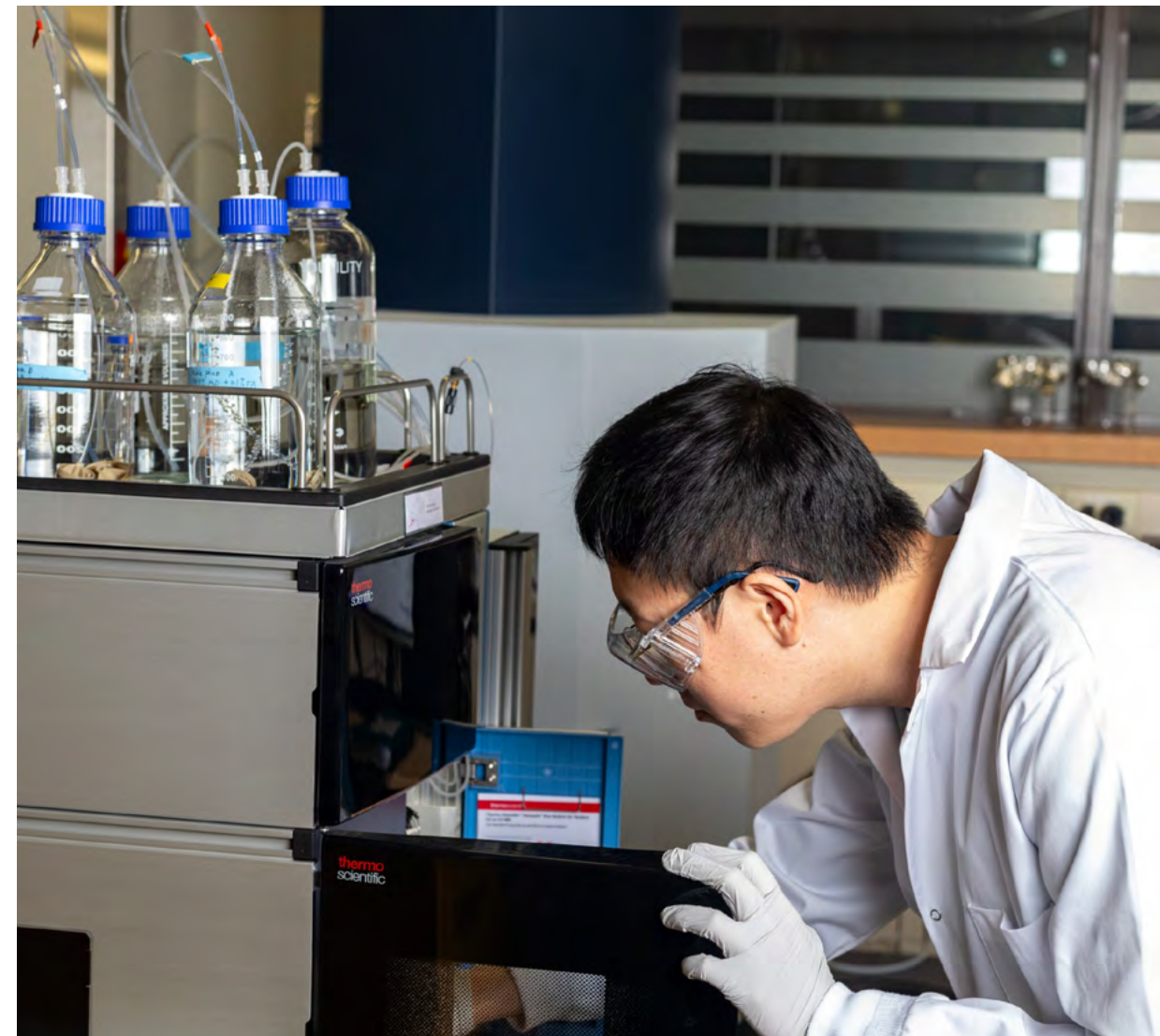
Authenticity in visual storytelling

At Genome Canada, authenticity is at the heart of our visual identity. We aim to exclusively use real photography to ensure our imagery reflects genuine moments and resonates with our audience.

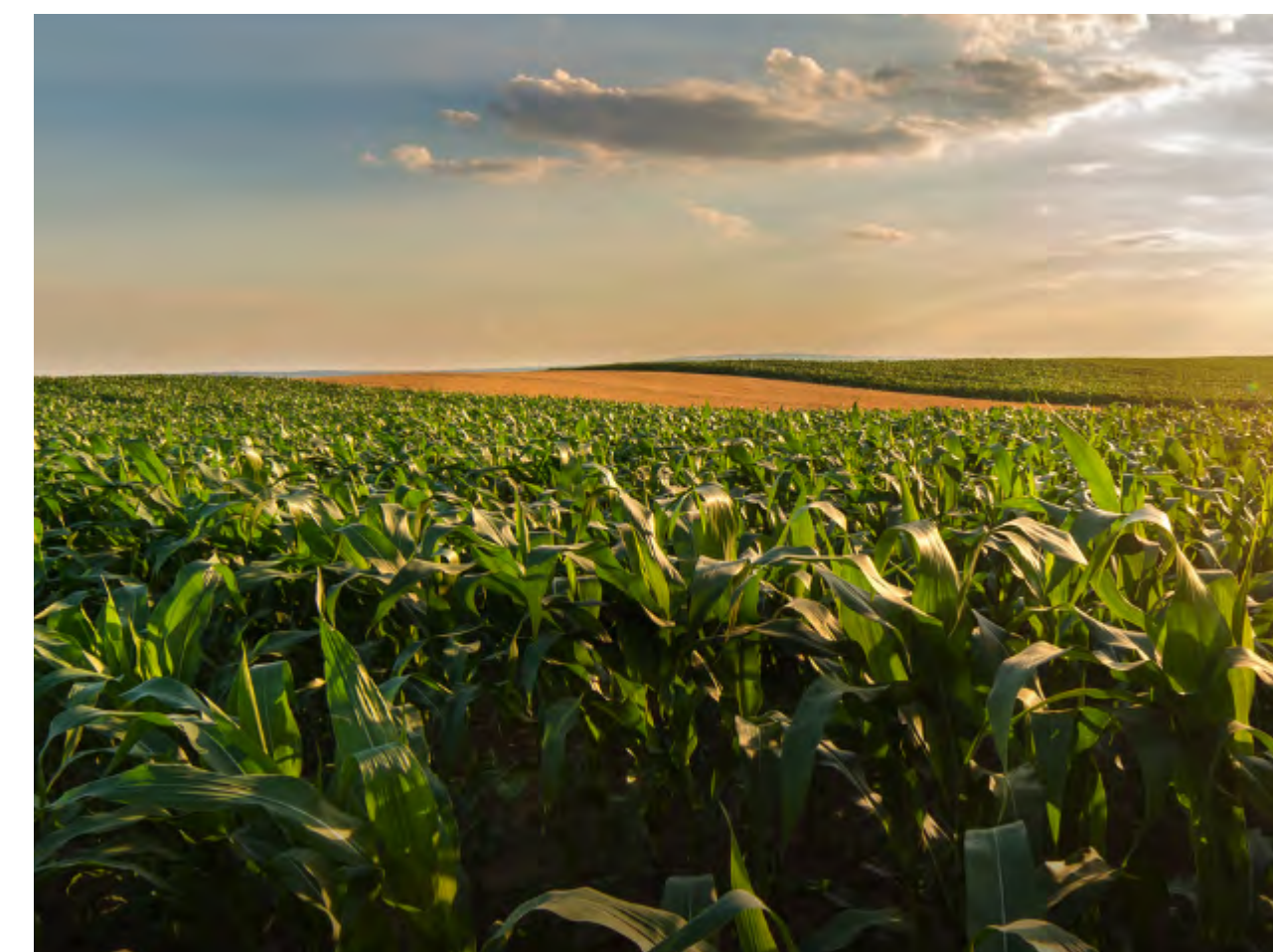
We avoid the use of stock photos and AI-generated imagery, as they lack the individuality and personal connection that define our brand. By staying true to original, real visuals, we maintain a consistent, authentic, and human-centered approach in all our communications—particularly in showing people.

When stock photography is required, use sparingly, mindfully and choose images that represent Canadian animals, landscape, and nature.

Examples: Real photography



Examples: Stock imagery





Photography and clean design

Our photography should always remain the focal point of our visual storytelling. To honor this, layouts must be clean and understated, complementing the imagery rather than competing with it. The use of our assigned brand colors should enhance the design, subtly aligning with the initiative's message and without overpowering the photograph.

Graphic bars or heavy overlays on photos are not permitted. This approach ensures a balance between our brand identity and the intention of the photography.

Initiatives

07

Climate-Smart Agriculture and Food Systems

 *Initiative*



**Climate-Smart Agriculture
and Food Systems**
 *Initiative*

**Climate-Smart Agriculture
and Food Systems**
 *Initiative*

**Climate-Smart Agriculture
and Food Systems**
 *Initiative*

**Climate-Smart Agriculture
and Food Systems**
 *Initiative*

Palette

The primary colours to visually identify this initiative are **Forest Green** and **Yellow**



Forest Green

Primary Colour

CMYK	100, 4, 87, 18
RGB	0, 139, 89
HEX	#008b59
PMS	348C



Yellow

Primary Colour

CMYK	1, 21, 80, 0
RGB	118, 132, 143
HEX	#fcc94f
PMS	123C



Navy Blue

Secondary Colour

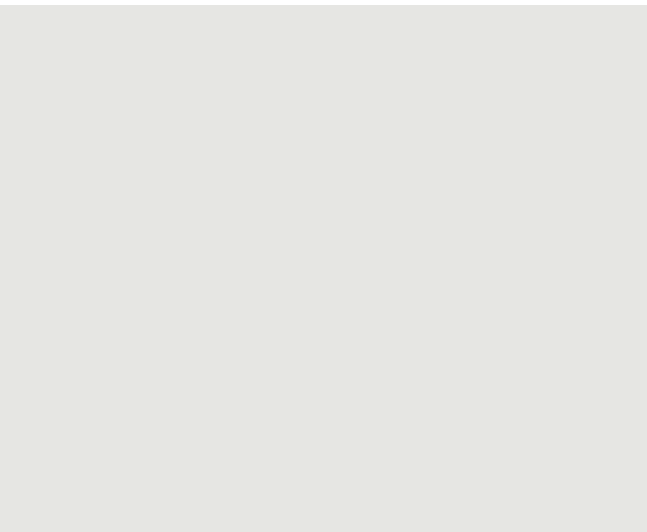
CMYK	100, 4, 87, 18
RGB	0, 139, 89
HEX	#008b59
PMS	348C



Orange

Secondary Colour

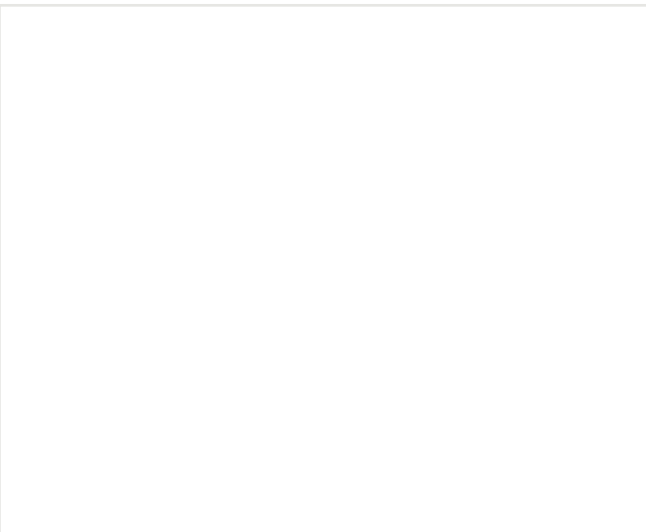
CMYK	62, 0, 78, 0
RGB	137, 191, 95
HEX	#83c55f
PMS	360C



Grey

Secondary Colour

CMYK	9, 6, 7, 0
RGB	229, 229, 228
HEX	#83c55f
PMS	360C

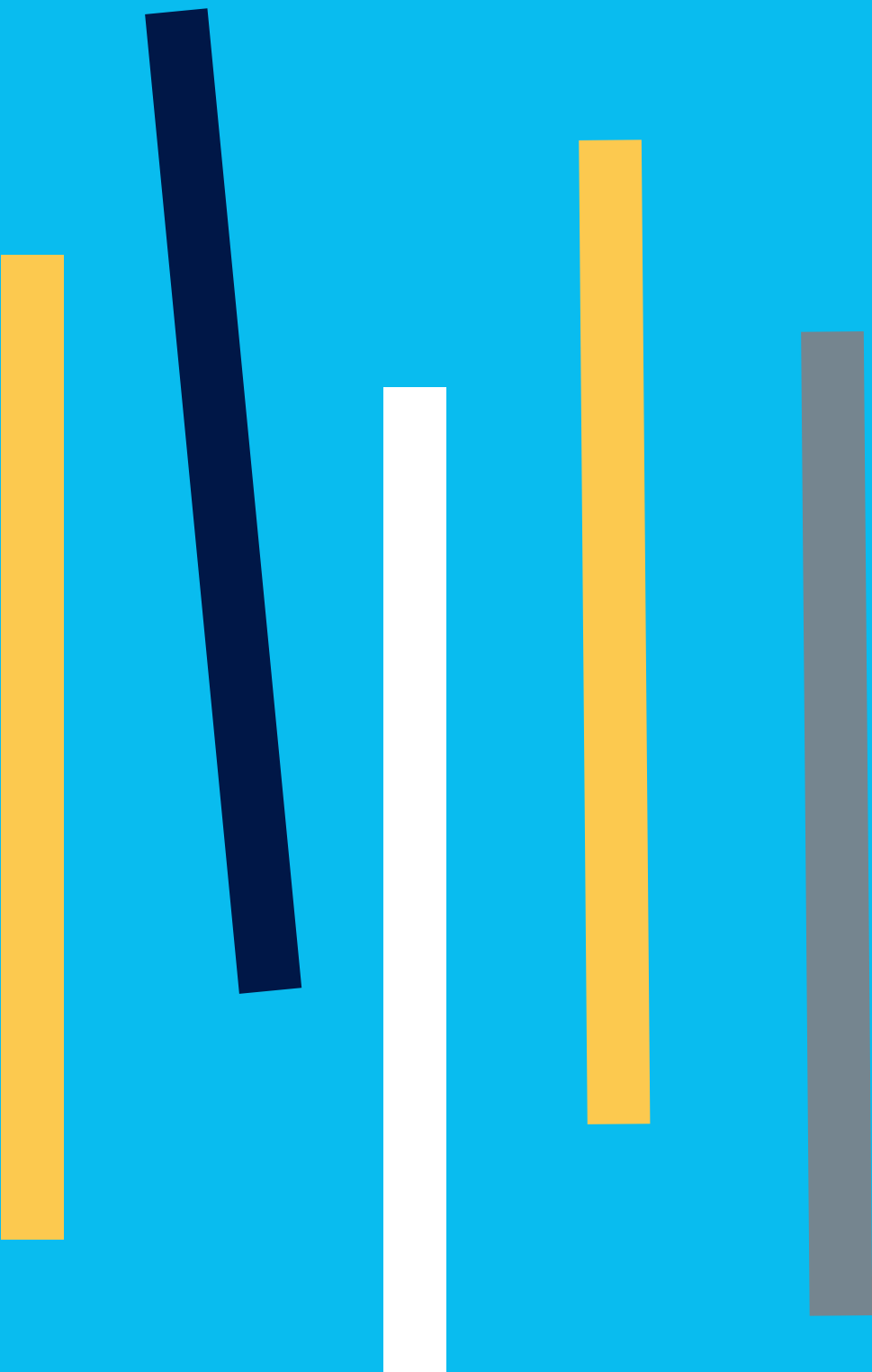


White

Secondary Colour

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#ffffff

Canadian Precision Health *Initiative*



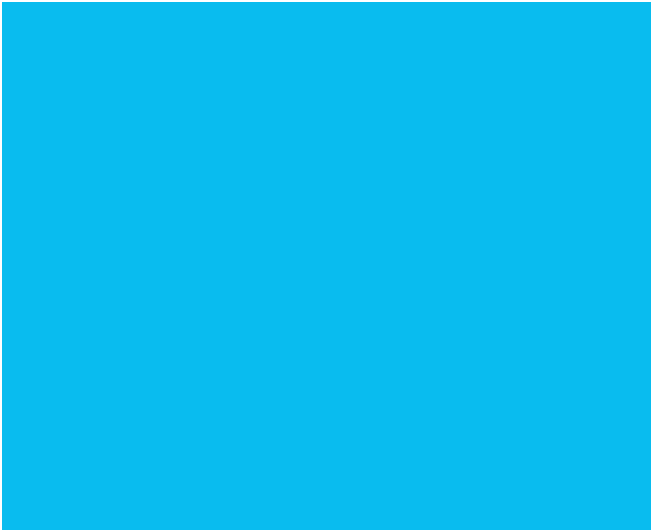
**Canadian
Precision Health
Initiative**

**Canadian
Precision Health
Initiative**



Palette

The primary colours to visually identify this initiative are **Sky Blue** and **Yellow**



Sky Blue

Primary Colour

CMYK	63,3,0,0
RGB	52,182,228
HEX	#34b6e4
PMS	298C



Yellow

Primary Colour

CMYK	1,21,80,0
RGB	118,132,143
HEX	#fcc94f
PMS	123C



Navy Blue

Secondary Colour

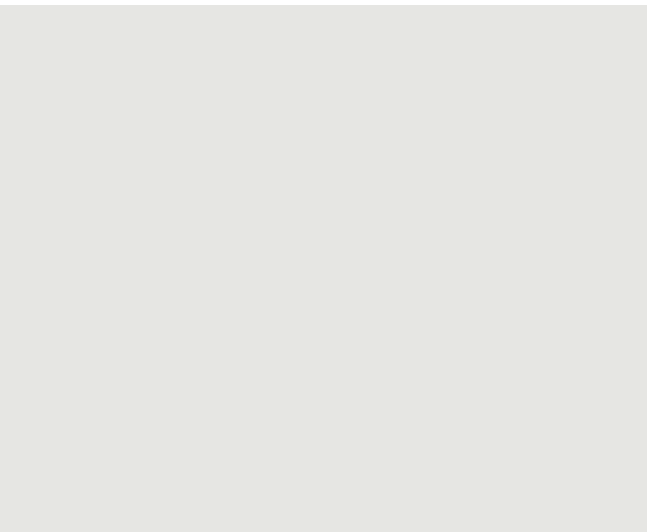
CMYK	100,4,87,18
RGB	0,139,89
HEX	#008b59
PMS	348C



Dark Grey

Secondary Colour

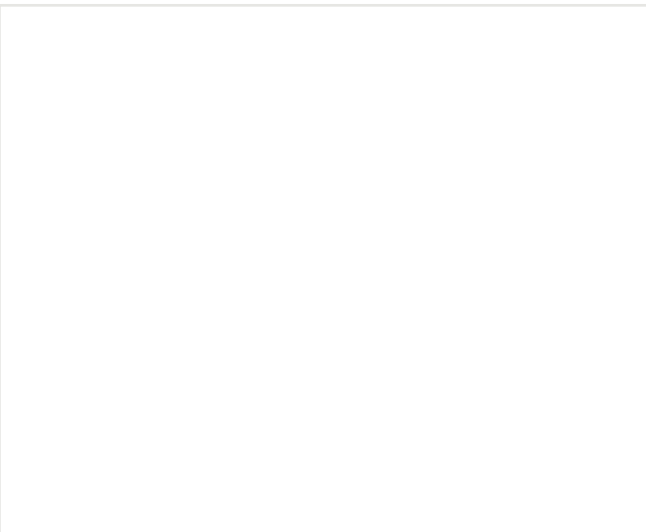
CMYK	54,41,36,4
RGB	118,132,143
HEX	#76848f
PMS	7544C



Grey

Secondary Colour

CMYK	9,6,7,0
RGB	229,229,228
HEX	#83c55f
PMS	360C



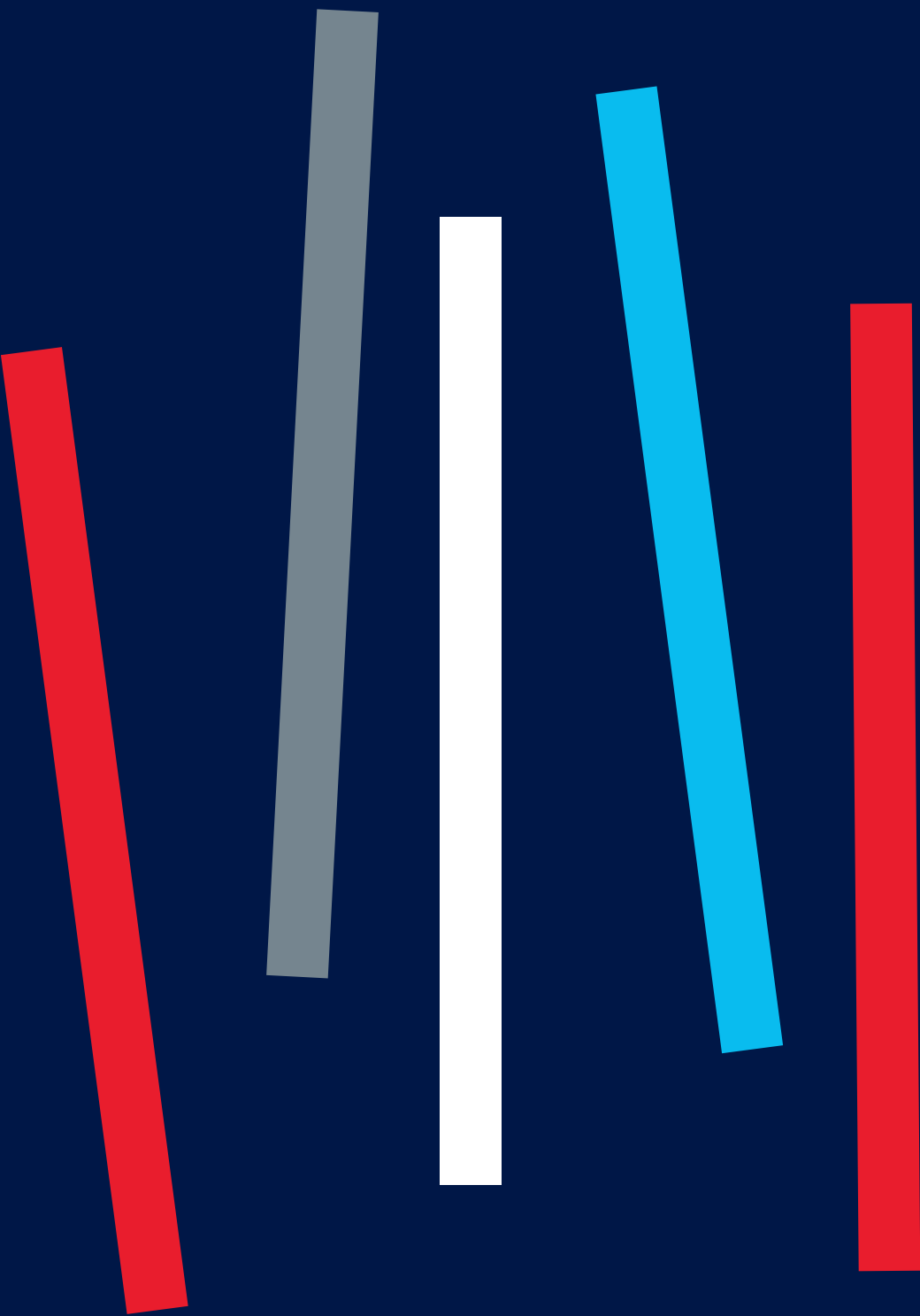
White

Secondary Colour

CMYK	0,0,0,0
RGB	255,255,255
HEX	#ffffff

Commercialization and adoption

 ***Genomic Applications
Partnership Program***



**Commercialization
and adoption**

 ***Genomic Applications
Partnership Program***

**Commercialization
and adoption**

 ***Genomic Applications
Partnership Program***

**Commercialization
and adoption**

 ***Genomic Applications
Partnership Program***

**Commercialization
and adoption**

 ***Genomic Applications
Partnership Program***

Palette

The primary colours to visually identify this initiative are **Navy Blue** and **Dark Grey**



Navy Blue

Primary Colour

CMYK	100, 4, 87, 18
RGB	0, 139, 89
HEX	#008b59
PMS	348C



Dark Grey

Primary Colour

CMYK	54, 41, 36, 4
RGB	118, 132, 143
HEX	#76848f
PMS	7544C



Genome Red

Secondary Colour

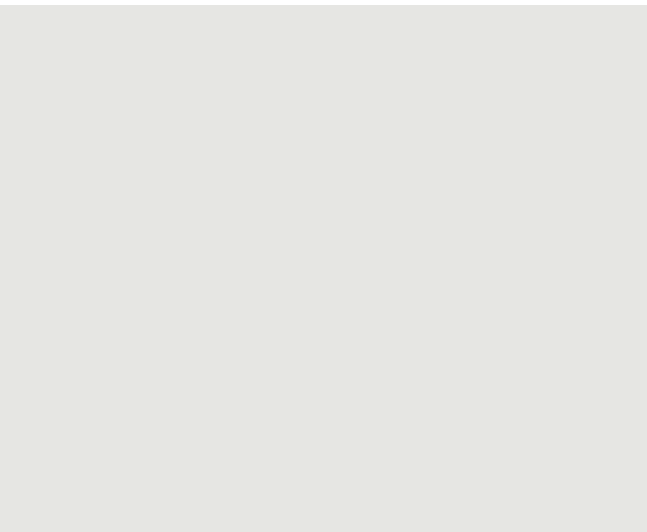
CMYK	0, 100, 100, 0
RGB	231, 0, 51
HEX	#e70033
PMS	185C



Sky Blue

Secondary Colour

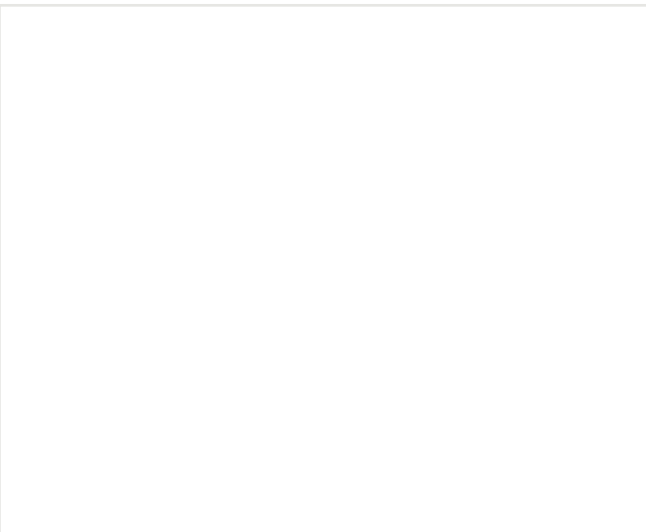
CMYK	63, 3, 0, 0
RGB	52, 182, 228
HEX	#34b6e4
PMS	298C



Grey

Secondary Colour

CMYK	9, 6, 7, 0
RGB	229, 229, 228
HEX	#83c55f
PMS	360C

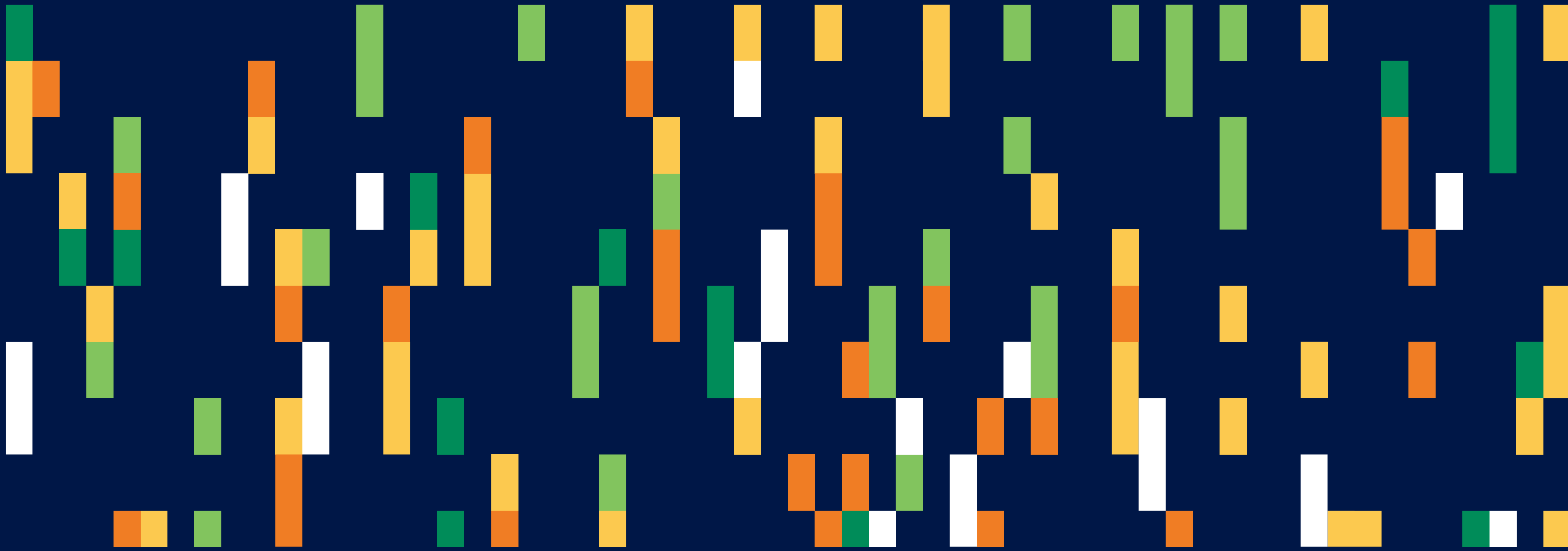


White

Secondary Colour

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#ffffff

eDNA *Surveillance*



eDNA
Surveillance



Palette

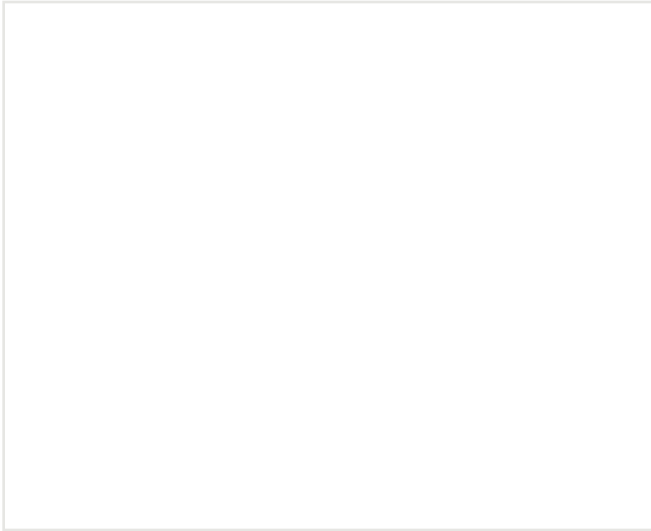
The primary colours to visually identify this initiative are **Navy Blue** and **White**



Navy Blue

Primary Colour

CMYK	100, 4, 87, 18
RGB	0, 139, 89
HEX	#008b59
PMS	348C



White

Primary Colour

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#ffffff



Orange

Secondary Colour

CMYK	62, 0, 78, 0
RGB	137, 191, 95
HEX	#83c55f
PMS	360C



Yellow

Secondary Colour

CMYK	1, 21, 80, 0
RGB	118, 132, 143
HEX	#fcc94f
PMS	123C



Forest Green

Secondary Colour

CMYK	100, 4, 87, 18
RGB	0, 139, 89
HEX	#008b59
PMS	348C



Light Green

Secondary Colour

CMYK	62, 0, 78, 0
RGB	137, 191, 95
HEX	#83c55f
PMS	360C



Indigenous genomics training and capacity



**Indigenous genomics
training and capacity**



**Indigenous genomics
training and capacity**

Palette

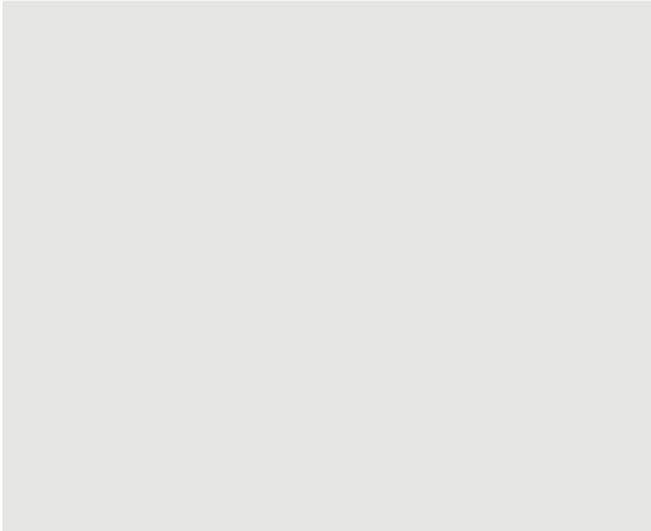
The primary colours to visually identify this initiative are **Navy Blue** and **Grey**



Navy Blue

Primary Colour

CMYK	100, 4, 87, 18
RGB	0, 139, 89
HEX	#008b59
PMS	348C



Grey

Primary Colour

CMYK	9, 6, 7, 0
RGB	229, 229, 228
HEX	#83c55f
PMS	360C



Sky Blue

Secondary Colour

CMYK	63, 3, 0, 0
RGB	52, 182, 228
HEX	#34b6e4
PMS	298C



Cobalt Blue

Secondary Colour

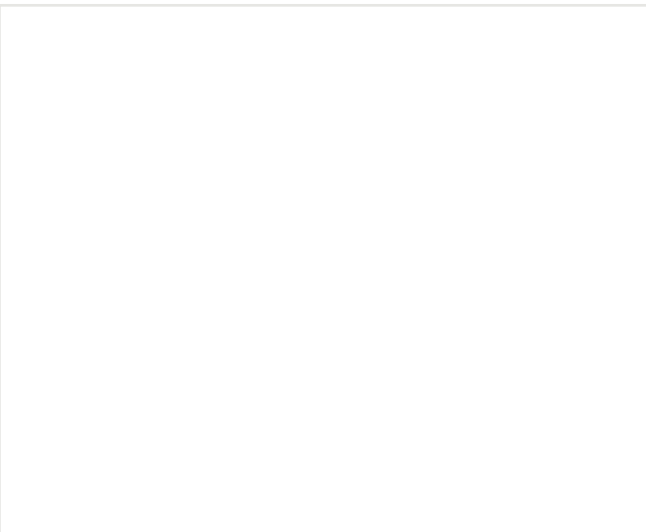
CMYK	96, 66, 0, 10
RGB	27, 95, 170
HEX	#1b5faa
PMS	2728C



Orange

Secondary Colour

CMYK	62, 0 , 78, 0
RGB	137, 191, 95
HEX	#83c55f
PMS	360C



White

Secondary Colour

CMYK	0, 0, 0, 0
RGB	255, 255, 255
HEX	#ffffff