



**Genome**Alberta

# LOGO GUIDELINES

MARCH 16, 2023

## THE CORPORATE LOGO

As a partner, Genome Alberta adheres to the Genome Centre Logo guidelines. The logo consists of two elements: **the 'g' symbol and the Genome Alberta wordmark**. The stylized 'g' symbol remains the Genome Canada Blue, linked together with burgundy to represent Genome Alberta.

These elements of the logo are fixed and should not be altered in any way. The symbol should never be separated from the wordmark.

### PARTNERSHIPS:

With regard to partnerships, the Genome Alberta 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.



## LOGO ELEMENTS & CLEAR SPACE

To create the greatest visual impact, the Genome Alberta 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 Alberta 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 Alberta logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from Genome Alberta.



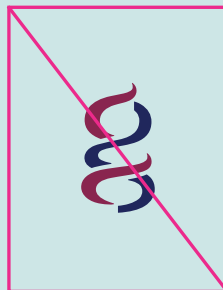
DON'T CHANGE THE COLOUR OF THE LOGO



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



DO NOT PLACE LOGO OVER DISTRACTING BACKGROUND

## LOGO MINIMUM & MAXIMUM SIZE

The Genome Alberta 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. Do not make the logo so small that the lettering is no longer legible.

## LOGO VARIATIONS

The Genome Alberta logo should be reproduced in colour whenever possible.

**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 Alberta 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)

If contrast with the background is not great enough, use the reverse logo. Mindful Blue is an alternative background colour, but is only available within the Genome Alberta Brand Guidelines.

### REVERSE ON COLOUR BACKGROUND

For when the logo needs to sit on a blue, burgundy, or other dark-coloured background.

### BLACK AND REVERSE VERSION

For when full-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.

# COLOUR PALETTE

Genome Alberta's colour palette consists of the Genome Canada Blue and Genome Alberta Burgundy. To complement these primary colours, we added Innovate Green, Mindful Blue, and Catalyst Rose to modernize the palette and increase accessibility choices.

PRIMARY

SECONDARY

TERTIARY

## GENOME ALBERTA BURGUNDY

PANTONE **7435 C**  
CMYK **37/96/48/22**  
RGB **139/37/79**  
HTML **#8B254F**

## INNOVATE GREEN

PANTONE **P 133-6 C**  
CMYK **75/0/51/0**  
RGB **11/184/155**  
HTML **#0BB89B**

## CATALYST ROSE

PANTONE **P 75-8C**  
CMYK **0/100/0/0**  
RGB **236/0/140**  
HTML **#EC008C**

## WHITE

CMYK **0/0/0/0**  
RGB **255/255/255**  
HTML **#FFFFFF**

## GENOME CANADA BLUE

PANTONE **2758 C**  
CMYK **100/80/0/30**  
RGB **3/35/102**  
HTML **#032366**

## MINDFUL BLUE

PANTONE **P 124-9 C**  
CMYK **16/0/7/2**  
RGB **206/231/230**  
HTML **#CEE7E6**