



# Visual Identity Guidelines

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## Who is **Geneskool?**

Genomics is one of the most rapidly advancing areas of science with research providing solutions to a vast number of global challenges. Genome BC believes in supporting teachers by giving them tools aligned to the BC curriculum that help to teach students about this complex topic in new and interesting ways. Geneskool provides a variety of resources and programs for students in grades 9 through 12.

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# Visual Identity **Guidelines**

The Geneskool primary wordmark should appear in colour wherever possible.

FULL SIZE

# Primary Wordmark



## USAGE NOTES

The registered mark is part of the official wordmark and is always locked up with it. The Geneskool wordmark should never appear without this.

The wordmark should never be split or stacked.



# Safe Space & Minimum Size

To ensure safety, always keep a minimum clear space around the wordmark. The minimum clear space is defined by the height of the 'G'.

This space should be maintained proportionally as the wordmark varies in size.

To ensure legibility, please follow the minimum size for the Geneskool wordmark.

## SAFE SPACE



## MINIMUM SIZE



The following colour variations are instances of when to use the Geneskool wordmark on dark and light backgrounds.

Typically the wordmark is to appear in colour on a white background or white with multi-coloured icon on Genome BC blue background.

Colour  
Variations



Here are a few example of how not to use or alter the wordmark.

# Wordmark Guidance

DO NOT WARP



DO NOT ALTER COLOUR



DO NOT PLACE ON LOW CONTRAST BACKGROUNDS



DO NOT CHANGE THE TYPEFACES

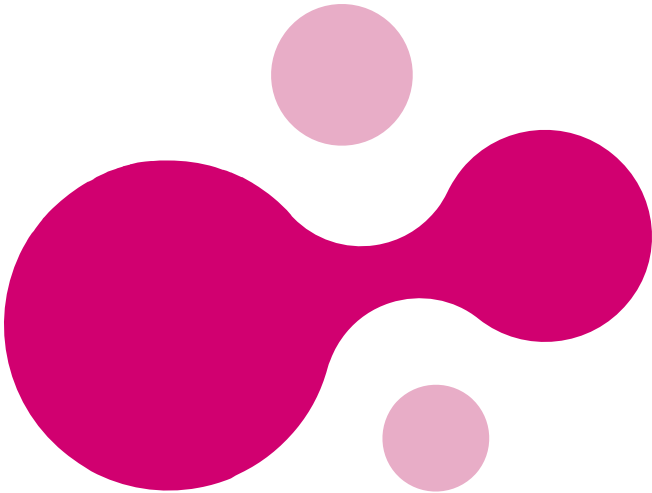


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# Primary Icon

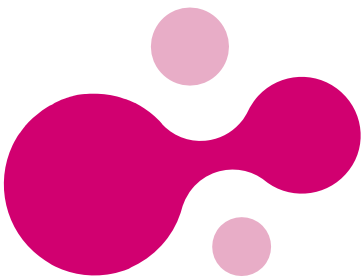
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FULL SIZE



The following colour variations are instances of when to use the Geneskool icon on dark and light backgrounds.

# Primary Icon Variations

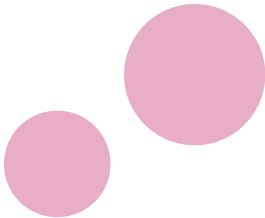
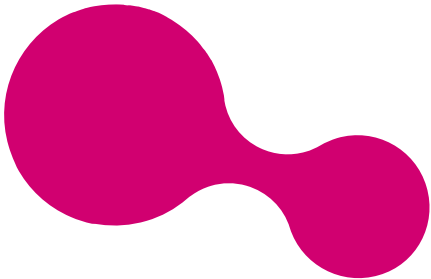
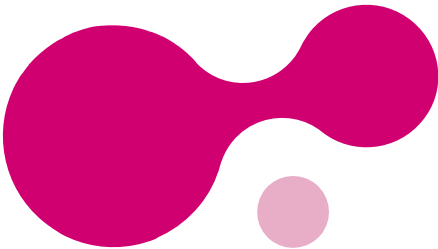
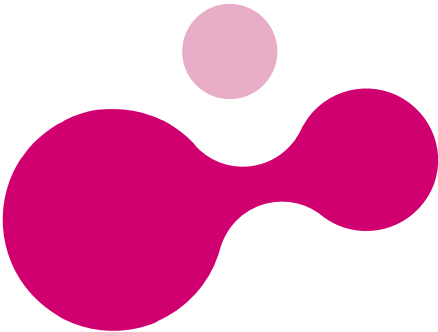
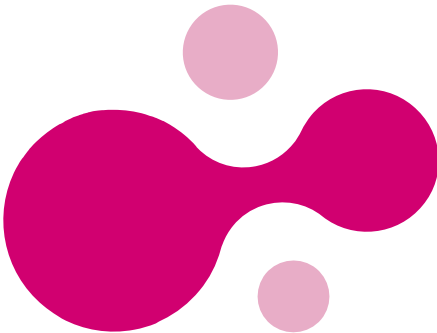


## USAGE NOTES

The icon can be split apart and used as separate design elements. In instances where it is being used as a background motif, it is recommended that the all white icon be reduced in opacity to 25%.

The Geneskool icon is meant to convey cells splitting.

ICON ELEMENTS



# Primary Icon Usage

USAGE NOTES

While the icon is a central part of the wordmark, it can as be used as a separate graphic element as part of the visual identity palette.

Additionally, the splitting cell or the circles above and below it can be used as their own graphic device.

Do not create new "cell splitting versions", but rather rotate the existing one.

Use care and discretion when using this graphic device, as it is a supporting element and should not be the focal point of any element, with exception for smaller applications (ie: stickers).

Our colour palette is intentionally distinctive and vibrant utilizing pinks and blues.

*Note: Please note that the colour palette has been optimized for print and digital viewing. Please ensure you reference the RGB and CMYK breakdowns provided here which vary from the standard Pantone breakdowns.*

# Colour Palette

<p>PMS <b>226C</b> C <b>0</b> M <b>100</b> Y <b>2</b> K <b>0</b> R <b>208</b> G <b>0</b> B <b>111</b> #<b>D0006F</b></p>	<p>PMS <b>2758C</b> C <b>100</b> M <b>80</b> Y <b>0</b> K <b>30</b> R <b>3</b> G <b>35</b> B <b>102</b> #<b>032366</b></p>	<p>PMS <b>203C</b> C <b>0</b> M <b>37</b> Y <b>2</b> K <b>0</b> R <b>231</b> G <b>174</b> B <b>198</b> #<b>ECB3CB</b></p>	<p><b>WHITE</b> C <b>0</b> M <b>0</b> Y <b>0</b> K <b>0</b> R <b>255</b> G <b>255</b> B <b>255</b> #<b>FFFFFF</b></p>
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# Typography

Geneskool primarily uses Roboto in all its communication initiatives. Clicker is occasionally used for headlines in larger applications.

Please reference the typography usage outlined on the following pages.

ROBOTO BOLD—GOOGLE FONT

Abc

ROBOTO REGULAR—GOOGLE FONT

Abc

ROBOTO THIN—GOOGLE FONT

Abc

## USAGE NOTES

Both Roboto and Clicker can be used for headlines, but only Roboto is used for subhead and body copy.

ROBOTO BOLD BODY

**Aquam am remque nimus id ut debit recum nem cum venda nus etus et eum volupta temporro erspit pliaesent omnihil itatur, velite pra voluptius dolecaepelis ma poris se pa que reped quo eos aliberi re offic te eossed mo derferias iunt velent.doluptis nimporro beatis apitatiure deriscium rectatu sapientiur sus nihitas soloritium et.**

ROBOTO REGULAR BODY

Aquam am remque nimus id ut debit recum nem cum venda nus etus et eum volupta temporro erspit pliaesent omnihil itatur, velite pra voluptius dolecaepelis ma poris se pa que reped quo eos aliberi re offic te eossed mo derferias iunt velent.doluptis nimporro beatis apitatiure deriscium rectatu sapientiur sus nihitas soloritium et.



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CLICKER BOLD—ADOBE

Abc

CLICKER BOOK—ADOBE

Abc

CLICKER LIGHT—ADOBE

Abc

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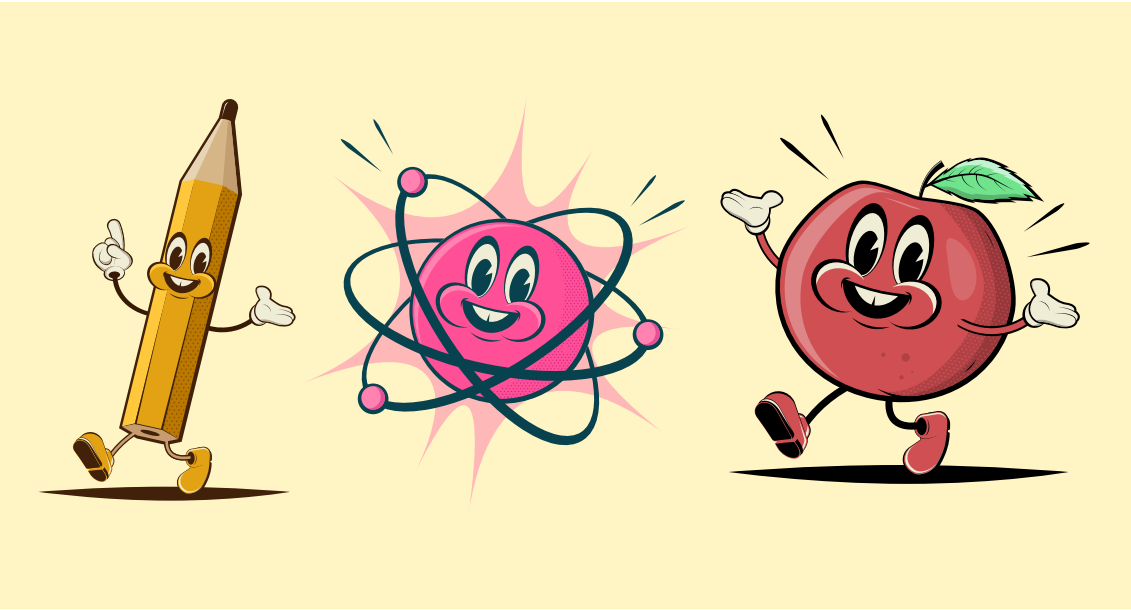
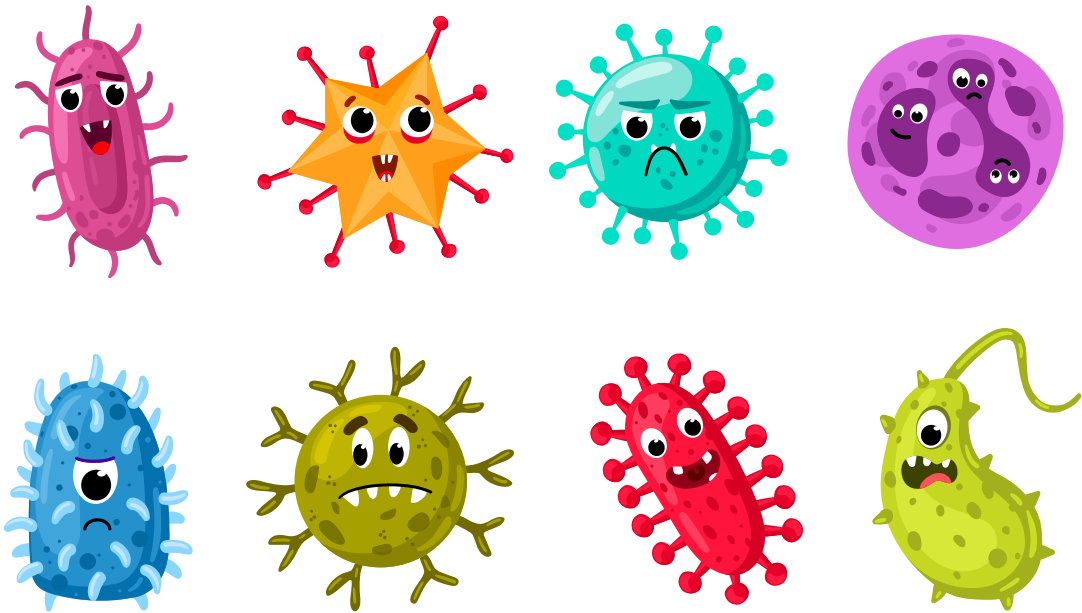
## USAGE NOTES

Clicker can be used sparingly and only for headlines.

Fun and engaging simple illustrations can be used as a way to support or highlight messaging or materials. They should not be deployed as a main element of any item (see examples).

If new illustrations are needed, they can be created in the styles shown. It is recommended they always be related to the subject matter and material, and geared towards a high-school aged audience.

ICON ELEMENTS



# Stock Photography Styles

## USAGE NOTES

- Use original/proprietary photography whenever possible. Stock photography can also be used if required.
- Photography should show students engaged in a school/learning setting.
- Both group settings of students/instructors and photos of individual students can be used.
- Photos should be natural and not overly posed.
- While brand motifs can be used as graphic devices with photography, please avoid using illustrations within a photo.

## ICON ELEMENTS



# Applications

## STICKERS





# Applications

## T-SHIRTS



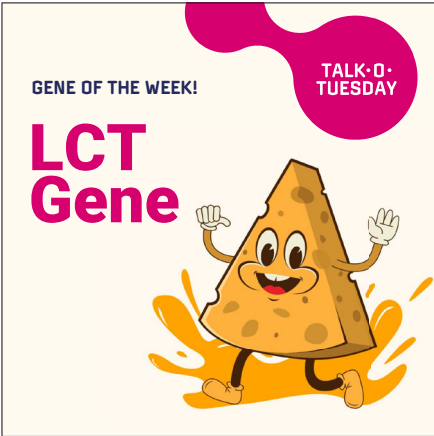
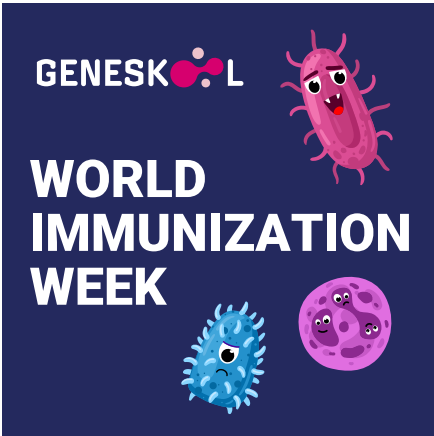
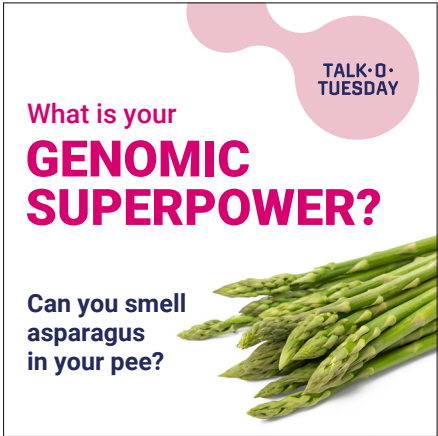
# Applications

PULL-UP BANNERS



# Applications

## BRANDED SOCIAL MEDIA POSTS (EXAMPLES)





# Applications

ACTIVITY BOX





# Applications

## BRANDED WEBPAGE MOCKUP

