INTRODUCTION

These guidelines outline the elements that brand the identity of DNA Day. This document will provide you with the materials to produce and develop your own events around DNA Day.

WHAT IS NATIONAL DNA DAY?

National DNA Day is a unique day when students, teachers and the public can learn more about genetics and genomics! The day commemorates the completion of the Human Genome Project in April 2003, and the discovery of DNA's double helix in 1953.

SLOGAN

Celebrating Genomics Through Awareness

GUIDING PRINCIPLES

Celebration · Education · Participation · Fun · Awareness · Collaboration

LOGOS

Logo Stacked

Logo Horizontal

Logo Stacked (secondary color)

Secondary Logo (Partner)

YOUR INSTITUTION

Colors

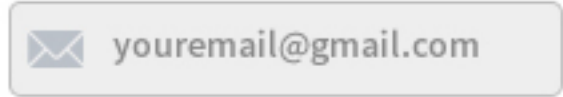| #0F4094	#DF177F	#5ABD7D	#359FCB

Fonts (GOOGLE Fonts)

Source Sans Pro

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Button Styles

youremail@gmail.com

SUBSCRIBE

Social Media

Branding Element