



National DNA Day Style Guide

INTRODUCTION

These guidelines outline the elements that brand the identity of DNA Day. This document will provide you with the materials to support your own National DNA Day events.

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)



Logo Stacked (black and white)



Colors



Fonts (GOOGLE Fonts)

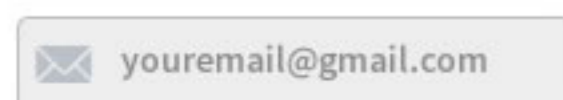
Source Sans Pro

BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Button Styles



SUBSCRIBE



Social Media



Branding Element

