



## Celebrating Genomics Through Awareness

February 6, 2017

Dear National DNA Day Event Organizer,

The National Human Genome Research Institute (NHGRI) is excited and welcomes your National DNA Day participation by hosting events in your area or in collaboration with others. We are looking forward to your help in achieving our goal of having at least one event in each state.

The National DNA Day event starter kit has been created and includes the following materials and resources to help make your event a success:

1. General Info. / FAQs
2. Style Guide
3. Participation Certificate
4. Business Card
5. PowerPoint Slides
6. Logos
7. Poster/Flyer
8. Website & Social Media Partner Badge
9. Nametags
10. Social Media Toolkit
11. Sample Press Release
12. Sample Media Advisory
13. Letterhead

This starter kit will provide you with the necessary tools for informational meetings, events and speaking with the media. Please tailor ALL documents to fit the need of your organization.

We are very excited to share with you the passion and enthusiasm that NHGRI has for National DNA Day.

If you have any questions, you can reach the National DNA Day Team via email at [dnaday@nih.gov](mailto:dnaday@nih.gov).

Sincerely,  
The National DNA Day Team  
National Human Genome Research Institute





Celebrating Genomics Through Awareness

# FAQs



National Human Genome  
Research Institute



## Celebrating Genomics Through Awareness

### General Information & FAQs

#### What is National DNA Day and why is it important?

National DNA Day commemorates the successful completion of the Human Genome Project in 2003 and the discovery of DNA's double helix by James Watson and Francis Crick in 1953. National DNA Day is officially celebrated on April 25<sup>th</sup> and began after the first session of the 108<sup>th</sup> Congress passed concurrent resolutions designating the day in 2003. This annual celebration offers students, teachers and the public many exciting opportunities to learn about the latest advances in genomic research and explore what they may mean for their lives.

The National Human Genome Research Institute (NHGRI), one of 27 institutes and centers that form the National Institutes of Health (NIH), is encouraging organizations to host events celebrating National DNA Day from January through May of each year.

#### How can I get involved?

If you or your organization want to participate in National DNA Day, there are two options for getting involved. Interested participants can either attend a local event near you, which can be found on our National DNA Day Events Map located on our [Find Events](#) page. The other option is to start your event. Download our [DNA Day Starter Kit](#) to get started!

#### What activities can I participate in or what kind of events can I hold?

We encourage you to reach out to local groups with events posted on our [Find Events](#) page. If you are unable to get in touch with a group, contact us at [dnaday@nih.gov](mailto:dnaday@nih.gov) and we will assist with putting you in touch with the group. You can also [Plan an Event](#) by using our resources on our [Get Activity Ideas](#) page to celebrate on your own or as a group.

#### What is the National DNA Day Events Map?

The interactive map showcases all National DNA Day events registered by individuals or organizations nationwide. Once events are registered, host organizations become official National DNA Day Partners! This is a great platform for you to share your own event with others who are just as excited to celebrate National DNA Day. See events on the National DNA Day Events Map by visiting our [Find Events](#) page.



## General Information & FAQs (cont'd)

### **Do I need to register my event/activity celebrating National DNA Day?**

Yes. The goal of the National DNA Day Events Map is to help organizations engage in local and national collaborations, and gain national recognition of their events. Register your event on the Events Map, which automatically makes your organization a National DNA Day Partner and enjoy official entry into the National DNA Day Network.

### **Once I've decided what to do, how do I get publicity for my event?**

First, register your event so that we can include it on the Events Map and share on our social media pages. Secondly, share it with as many people as possible, not only publicizing your event, but also telling the world you are a National DNA Day Partner. Invite your friends and ask them to invite their friends. We have also included a sample press release and media advisory in our [Starter Kit](#) to help attract media attention to your event.

### **My event is not going to take place on April 25th, is that okay?**

Absolutely! We completely understand the limitations groups have on time and resources. We consider "National DNA Day" to be anytime between February and April of each year.

### **How to have a genetics professional at your event:**

NHGRI's National DNA Day partners, the American Society of Human Genetics (ASHG) and National Society of Genetic Counselors (NSGC), both have online databases available to reach out to genetics professionals interested in participating in education and outreach. Reach out to a genetics professional in your area:

- [ASHG Genetics Education Outreach Network](#)
- [NSGC Find a Genetic Counselor Database](#) (Select "Student Content Welcome")

### **How to use the National DNA Day logo for your event:**

Check out our [Starter Kit](#) for logos, name tags, banners, letterheads and more, many of which can be personalized to include your organization and event's title!

### **Does the NHGRI provide funding to groups for hosting an event?**

We do not provide funding for events.

### **What else can I do once National DNA Day ends?**

Stay updated by following us on [Twitter](#) and liking us [Facebook](#). Also sign up to receive [email updates](#) about National DNA Day events, learning tools and other announcements.





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# Style Guide



National Human Genome  
Research Institute



# 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)

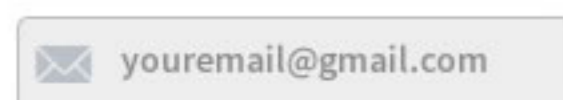
Source Sans Pro

**BOLD**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**REGULAR**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

**LIGHT**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

## Button Styles



SUBSCRIBE



## Social Media



## Branding Element





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# Participation Certificate



NIH National Human Genome Research Institute

National  
**DNA DAY** APRIL  
**25**



THIS CERTIFICATE IS PRESENTED TO

IN APPRECIATION OF YOUR SIGNIFICANT CONTRIBUTION AND  
SUPPORT IN MAKING NATIONAL DNA DAY 2017 A HUGE SUCCESS.





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# Business Cards



**NIH** National Human Genome Research Institute

# National DNA DAY APRIL 25

Connect with us:

- 🌐 [genome.gov/dnaday](http://genome.gov/dnaday)
- ✉ [dnaday@nih.gov](mailto:dnaday@nih.gov)
- 🐦 [twitter.com/dnaday](https://twitter.com/dnaday)
- 📘 [facebook.com/dnaday](https://facebook.com/dnaday)



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- 🐦 [twitter.com/dnaday](https://twitter.com/dnaday)
- 📘 [facebook.com/dnaday](https://facebook.com/dnaday)





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# PowerPoint Slides



**NIH** National Human Genome  
Research Institute

National

**DNA DAY**

**APRIL  
25**







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# Logos



**NIH** National Human Genome  
Research Institute

National  
**DNA DAY** APRIL  
**25**

Your Institution

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# Poster & Flyer



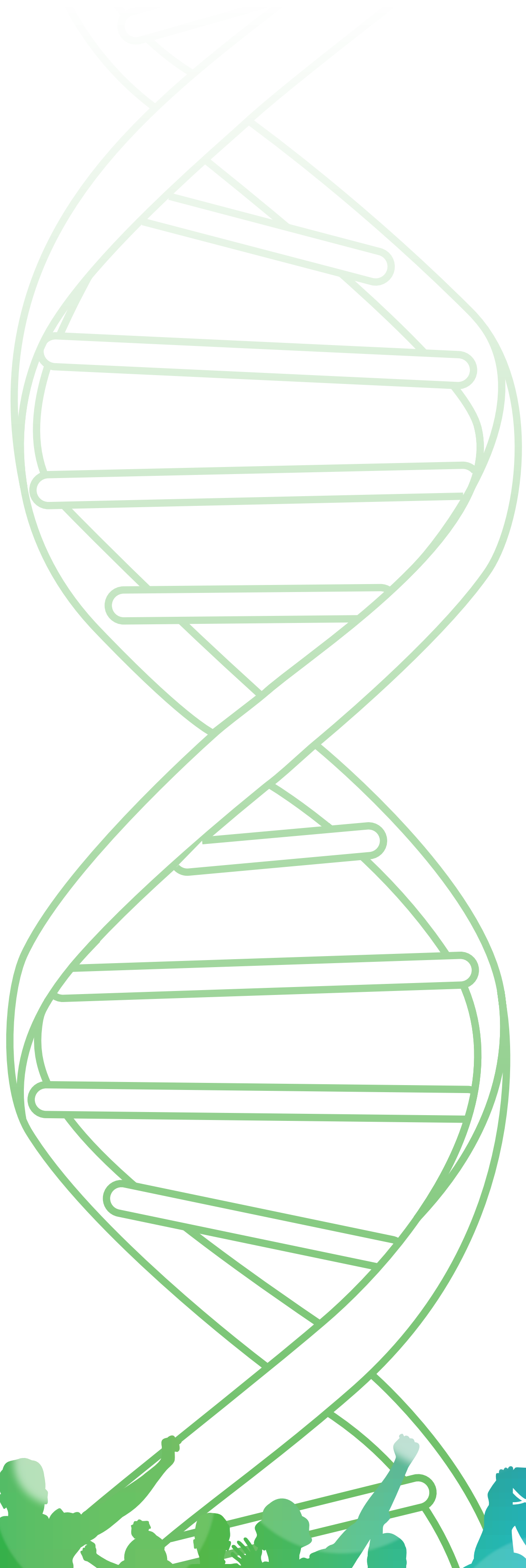
**NIH** National Human Genome  
Research Institute



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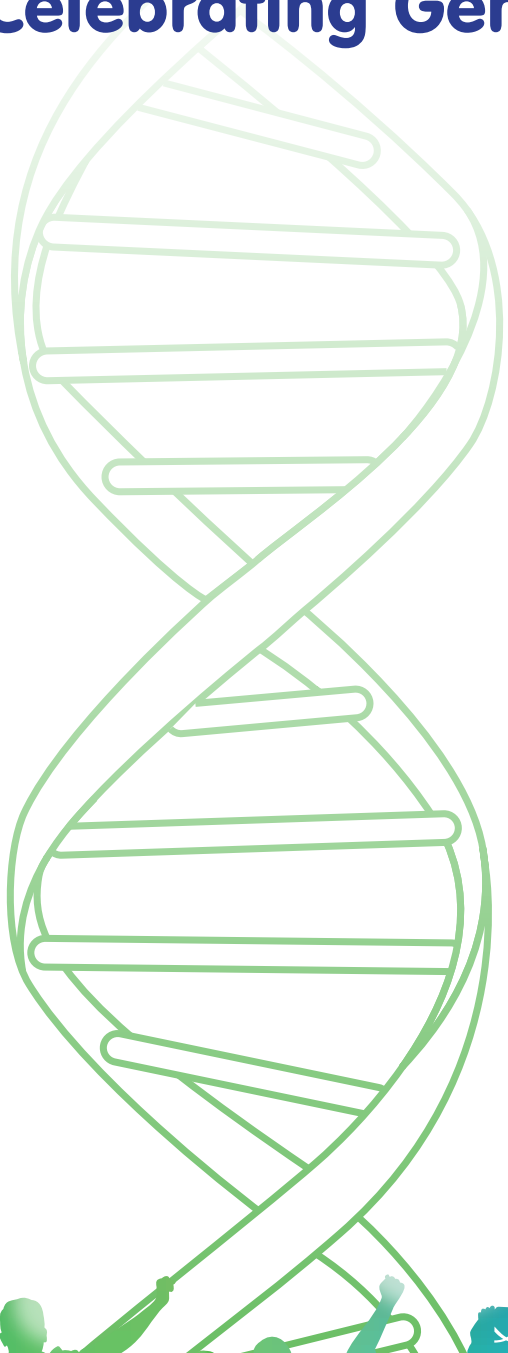
**Celebrating Genomics Through Awareness**



National

**DNA DAY** APRIL 25

**Celebrating Genomics Through Awareness**





Celebrating Genomics Through Awareness

# Partner Badges



National Human Genome  
Research Institute



## Celebrating Genomics Through Awareness

### How to Use the National DNA Day Partner Badge

Show your support and your involvement in National DNA Day by using the partner badge on your website and/or social media pages.



Download either the blue partner badge or the red partner badge by visiting our [Plan An Event](#) page.



National

**DNA**

**DAY** APRIL  
**25**

Network Partner

National

DNA

DAY

APRIL  
25

Network Partner



Celebrating Genomics Through Awareness

# Nametags



NIH National Human Genome Research Institute

National  
**DNA DAY** APRIL  
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# Social Media Toolkit



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National

**DNA DAY** APRIL  
**25**



**Social Media Toolkit**

# Follow #DNADay17

Follow and share how you are celebrating National DNA Day using the hashtag #DNADay17.

- Browse events and tolls to get involved on our website: [www.genome.gov/dnaday](http://www.genome.gov/dnaday)
- Like us on [Facebook](#)
- Follow us on Twitter [@DNADay](#)
- Email us anytime to share stories, content, or to talk to a member of our team: [dnaday@nih.gov](mailto:dnaday@nih.gov)

# Tweet

Build excitement in the days leading up to your events and celebrations by posting some of these tweets:

- Mark your calendars! 4/25 is coming soon. How will you celebrate?  
<http://bit.ly/dnadaynat> #DNADay17 @DNADay
- #DNADay17 is a day for any and everybody to celebrate .... @DNADay
- Count down the days til 4/25 by joining #DNADay17 at  
<http://bit.ly/dnadaynat>
- How are you celebrating #DNADay17? Join @DNADay!
- #DNADay17 is April 25—join the celebration at <http://bit.ly/dnadaynat>
- April 25: Join the Celebration and be a part of #DNADay17  
<http://bit.ly/dnadaynat> @DNADay

# Posts

Use these sample Facebook posts for #DNADay17:

- #DNADay celebrates the power of genetics and genomics. Visit <http://bit.ly/natdnaday> to see what activities are happening near you!!
- Save the date: #DNADay17 is April 25. Be part of the celebration by joining an event near you or by creating your own event. Check out <http://bit.ly/natdnaday> to find out how.
- #DNADay17 is for everyone, everywhere. Find out how you can celebrate at <http://bit.ly/natdnaday>.
- Join the nationwide #DNADay17 celebration—visit <http://bit.ly/natdnaday>
- Tell us how YOU are celebrating #DNADay17. Shoot a video or photo of your #DNADay17 activities and share it on Facebook or Twitter.
- It's never too late to join the #DNADay17 celebration! Take a #DNADayselfie, and share it on Facebook or Twitter.

# Questions or Ideas

**Contact the National DNA Day Team:**

[dnaday@nih.gov](mailto:dnaday@nih.gov)

(301) 402-7229

[www.genome.gov/dnaday](http://www.genome.gov/dnaday)





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# Sample Press Release



National Human Genome  
Research Institute

### Media News Release Template

This is a one or two-page announcement sent to the media on the day of the event. It contains the most important information at the top, followed by supporting details later in the release. It can include a quote from an event's spokesperson or key figure. Please tailor to your use. As appropriate, use your organization's letterhead or logo at the top of the advisory. Make sure to attach the National DNA Day logo with your Media Advisory.

**COMPANY NAME**

[www.COMPANY.gov](http://www.COMPANY.gov)

**National DNA Day**

[www.genome.gov/dnaday](http://www.genome.gov/dnaday)

**FOR IMMEDIATE RELEASE**

**[RELEASE DATE]**

**Contact:**

**[Name of the person who is available to answer questions from the media]**

**[Phone number of the contact person – include office and cell numbers]**

**[Email of contact person]**

**[Name of Organization/School] Celebrates National DNA Day to Encourage Genomics and Genetics Education**

**[City, State], [Date]** –The [Name of Organization/School] hosted a National DNA Day event today to highlight **[describe the purpose of your event]**. Today's event is just one of many being held nationwide as part of National DNA Day, a national observance promoted by the National Human Genome Research Institute at the National Institutes of Health.

National DNA Day raises awareness about the discovery of DNA's double helix by James Watson and Francis Crick in 1953 and the successful completion of the Human Genome Project in 2003. This annual celebration offers students, teachers and the public many exciting opportunities to learn about the latest advances in genomic research and explore how those advances might impact their lives.

At the event, **[ADD NAMES OF OFFICIALS WHO SPOKE AT EVENT]** discussed **[MORE SPECIFIC INFO ABOUT LOCAL EVENT, WHO ATTENDED, WHAT HAPPENED]**. **[Include a quote from your spokesperson.]**

**[Replace the following paragraph with local statistics, if available. If this is your first year holding an event, use this space to give an account of attendance.]** *[Your event name] has grown significantly each year, with the number of events more than doubling since 2011.*

For more information about National DNA Day programs, or to see the complete list of National DNA Day events, please visit [www.genome.gov/DNADay](http://www.genome.gov/DNADay).

###





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# Sample Media Advisory



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### Template Media Advisory – Tailor for your use

Use this media advisory to alert media about an event and encourage them and the public to attend and/or cover the activity. Try to send it out about one week before the date of your event to the assignment editor or planning desk of a TV or radio news desk, or to the appropriate editor/reporter at your local newspaper. Below is a template advisory for your use below. Please tailor to your use. As appropriate, use your organization's letterhead or logo at the top of the advisory. Make sure to attach the National DNA Day logo with your Media Advisory.

COMPANY NAME  
[www.COMPANY.gov](http://www.COMPANY.gov)

National DNA Day  
[www.genome.gov/dnaday](http://www.genome.gov/dnaday)

### Media Advisory for National DNA Day 2017

## Sample Language: [Name of Organization/School] Celebrates National DNA Day to Encourage Genomics and Genetics Education

*(Use this space to highlight any activities you'll have at your event in one sentence)*

- WHAT:** Brief description of your event. Sample language could include: [Name of Organization/School] will host a National DNA Day [type of event] event to celebrate the completion of the Human Genome Project in 2003 and the discovery of the double helix in 1953. This event is just one of many being held nationwide as part of National DNA Day, a national observance promoted by the National Human Genome Research Institute (NHGRI) at the National Institutes of Health (NIH).
- WHO:** Name, event hosts/participants
- WHEN:** Month, Day, from [time] to [time]
- WHERE:** Place  
Address  
City, State, ZIP
- WHY:** **[Describe the need for your event and why you are holding it. What is the local issue you are addressing?]** Sample language to could include: This celebration offers students, teachers, and the public many exciting opportunities to learn about the latest advances in genomic research and explore how those advances may impact their lives. **[Add WHY this event is important to your organization and audience.]**

**For more information about National DNA Day, please contact:**  
National DNA Day, [dnaday@nih.gov](mailto:dnaday@nih.gov)

**For the complete listing of events nationwide and additional resources for National DNA Day, please see:** [www.genome.gov/dnaday](http://www.genome.gov/dnaday)

**[Insert boilerplate language for your institution. See NIH example below]**

**About the National Institutes of Health (NIH):** NIH, the nation's medical research agency, includes 27 institutes and centers and is a component of the U.S. Department of Health and Human Services. NIH is the primary federal agency conducting and supporting basic, clinical, and translational medical research, and is investigating the causes, treatments, and cures for both common and rare diseases. For more information about NIH and its programs, visit <http://www.nih.gov>.

**Contact:**

**[YOUR NAME, COMPANY]**

**[PHONE NUMBER]**

**[EMAIL ADDRESS]**



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# Letterhead



**NIH** National Human Genome  
Research Institute



## Celebrating Genomics Through Awareness

Your Institution Name Here  
Address  
City, State ZIP  
Telephone

January 1, 2017

Bacon ipsum dolor amet ball tip short loin pork chop meatloaf, biltong kevin spare ribs filet mignon tenderloin boudin shankle ham. Capicola porchetta jerky, landjaeger pancetta chicken frankfurter tenderloin ribeye biltong pork flank beef boudin. Corned beef jowl turkey chicken short ribs strip steak beef pork loin kevin salami leberkas shoulder flank. Boudin pork belly swine shankle, pork shoulder ham hock.

Leberkas pig frankfurter, tenderloin pork belly beef ribs pork chop t-bone. Tongue salami ham, corned beef alcatra jerky prosciutto chuck beef ribs bacon jowl. Frankfurter leberkas ham pastrami short ribs jowl rump tongue boudin ribeye ground round pig fatback. Picanha pork chop frankfurter, meatball tail shank chuck tri-tip doner pastrami. Kevin kielbasa alcatra sirloin andouille cow pork belly ball tip. Capicola jerky chicken prosciutto cow. Ham corned beef short ribs tongue chicken, t-bone flank turducken venison meatloaf jowl sausage pork belly.

Bacon hamburger ground round, venison fatback tri-tip chicken cupim ribeye capicola. Shank picanha boudin chicken short loin landjaeger. Boudin prosciutto cow short ribs pork shankle pork chop venison pancetta pig tail salami swine. Flank ham corned beef shoulder porchetta beef ribs ball tip doner pig. Pancetta hamburger venison, strip steak pork loin ball tip tri-tip. Filet mignon cupim rump tail shank venison prosciutto landjaeger kielbasa ham hock beef andouille ground round pork. Ham hock brisket cupim capicola short ribs andouille rump shoulder leberkas ham pork belly ribeye.

Sincerely,  
Your Institute

