

BRAND GUIDELINES

“All illnesses have some hereditary contribution.
Genetics loads the gun and environment pulls the trigger.”

— Dr. Francis Collins, director of the National Institutes of Health (NIH)
and former director of the National Human Genome Research Institute (NHGRI)

Primary Logo



This is the landscape version of the logo and is the preferred version of the logo for all printed collateral including all printed publications, advertising, billboards, posters, flyers and product packaging.



This is the stacked version of the logo and is the preferred version when space is not at a premium in a layout, for example, website graphics and banners.



This is the stacked landscape version of the logo and is to be used sparingly, only when other options have been exhausted.

Clear Space Requirements

Pathway Genomics' logos should always have a bounding box or "clear space" around them to separate them from surrounding elements. Below is the clear space rule that should be followed for all applications.



Use on Color Background

Pathway Genomics' logos should always have a white outline around the icon, and words made either black or white to best stand out from background.



Our Colors

The color palette includes a blue, green, grey and white theme. Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette.

Also included are the references for CMYK, RGB and HEX Values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is used digitally.



PMS 7462
CMYK 100 / 50 / 00 / 10
RGB 0 / 103 / 172
HEX 0067AC



PMS Process Black at 90%
CMYK 0 / 0 / 0 / 90
RGB 64 / 65 / 66
HEX 414042



PMS 369
CMYK 60 / 0 / 100 / 5
RGB 100 / 167 / 11
HEX 6CB33F



PMS Bright White
CMYK 0 / 0 / 0 / 0
RGB 255 / 255 / 255
HEX FFFFFFFF

Typography

Corporate Collateral Guidelines

Pathway Genomics' standard corporate font for body content is 12 pt. Myriad; however, if this font is not available, 10 pt. Arial is acceptable. For standard headers, please use Myriad bold (or Arial bold if Myriad bold is not available). For branded print marketing collateral used for mass distribution, the marketing department uses the following fonts:

Use the specified fonts
 Make the size easily readable for your audience
 Use size and weight to create contrast
 Remember that less is more
 Email us for guidance if you are not sure

Do not use vertical or horizontal scaling
 Do not add strokes or outline
 Do not add drop shadows

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!£\$&@*) 0123456789

Myriad Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!£\$&@*) 0123456789

Myriad Semibold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!£\$&@*) 0123456789

Myriad Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!£\$&@*) 0123456789

Myriad Light

Pathway Fit® Collateral

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!£\$&@*) 0123456789

Title / Charlotte Bold

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 (.,:;!£\$&@*) 0123456789

Body / Minion Ro Regular



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