mygene

Last modified
November 2022

MyGene
Brand Guidelines

mygene.com.au

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1. Introduction

1.1

Introduction

Welcome

Welcome to the MyGene brand guidelines. This document will give you a better understanding of everything to do with the MyGene brand. The first section covers the basic brand elements (logo, colour, typography, imagery) and the rules governing their use. The end section contains a gallery of applications and best practice examples.

This style guide has not been written to be overly prescriptive and limiting but rather to give general ‘look and feel’ guidance and seek to inspire. As you look to the future, think of these guidelines as a foundation on which the brand can develop and grow.

2. Logo

2.1

Logo
Wordmark

The MyGene wordmark is a distinctive element of our brand identity. It's a guarantee of quality and a universal signature across all MyGene outputs.

Our wordmark is simple and strong with a touch of personality. We're proud of the services we offer and the products we make, and that confidence is reflected in the restrained way we apply the wordmark.

It is essential that is it used correctly and consistently across all communications. The sizing and spacing has been carefully considered so it must never be redrawn or typed out and must only be used as shown here.

mygene

2.2

Logo

Clear Space / Minimum Size

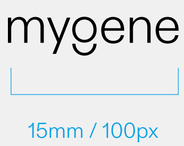
Clear space

To ensure our wordmark always looks it's best, there exists an area of clear space around the logo that must remain clear of typography or any other graphic device.

This area is denoted 'X' and is governed by the width of the 'm'.

Minimum width

In addition to respecting the clear space, there also exists a minimum size. The MyGene wordmark should never be reproduced below a width of 15mm or 100 pixels in digital applications.



2.3

Logo

What to avoid

To preserve the integrity of our logo it should always be treated with respect. A number of rules exist which govern it's use.

1. DON'T add effects to the wordmark (e.g. drop shadow)
2. DON'T substitute the wordmark for a font
3. DON'T outline the wordmark
4. DON'T alter the wordmark eg. adjust the letter spacing
5. DON'T stretch the wordmark
6. DON'T use the logo as a holding shape

1

2

3

4

5

6

3. Colour

3.1

Colour

Primary palette

Colour is an important tool for the MyGene brand. Our restrained palette references our calm, science-based approach.

Our primary colour palette consists of a lead colours (Black, Mid-Grey, White), and supporting colours (Matt Silver foil and Blue).

MG Black
C0 M0 Y0 K0
R0 G0 B0
HEX #000000

MG Mid Grey
C0 M0 Y0 K25
R200 G200 B200
HEX #C8C8C8

MG White
C0 M0 Y0 K0
R255 G255 B255
HEX #FFFFFF

MG Silver
PMS 877
Matt Silver Foil

MG Blue
PMS Reflex Blue
HEX #0920BE

3.2

Colour

Extended palette

In certain applications, the MyGene palette expands to include a range of more vibrant colours. These colours provide a hit of contrast against our restrained primary palette and help to differentiate products and services.

PMS 197	PMS 7474	PMS 1235	PMS 178	PMS 570	PMS 228
C0 M46 Y12 K0	C96 M9 Y30 K29	C0 M36 Y98 K0	C0 M70 Y58 K0	C58 M0 Y33 K0	C16 M100 Y11 K43
R232 G156 B174	R52 G122 B134	R244 G184 B64	R255 G88 B93	R94 G206 B194	R121 G20 B81
HEX #E89CAE	HEX #347A86	HEX #F4B840	HEX #FF585D	HEX #5ECEC2	HEX #6f1451

3.3

Colour

Colour usage

Here is an example of the extended palette in use with the primary palette. Note that the extended colour is not used for the wordmark or body text. When it comes to our extended palette, less is more.

4. Typography

4.1

Typography

Headlines / Body copy

Typography is an important part of the MyGene brand identity. Our approach to typography is impactful, clean, and, above all, legible. Our display and body font is ABC Diatype light.

Purchase
https://abcdinamo.com/typefaces/diatype

This is ABC Diatype Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*+–

Aa

4.2

Typography
Data

Our supporting brand typeface is ABC Diatype Mono Light. We use the mono style to convey data and technical information.

Purchase
https://abcdinamo.com/typefaces/diatype

This is ABC Diatype Mono Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*+-

Aa

4.3

Typography
In Use

We use size and colour to differentiate text hierarchy, rather than different weights in the typeface. In the example on this page a clear structure is created using the same font, but different sizes and spacing.

Our mono font is in use on the right, it's an indicator of technical information.

This ABC Diatype. It is used for headlines.

This is ABC Diatype as a subhead. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation.

This is ABC Diatype as body text. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation. Think of them merely as actors on a paper stage, in a performance devoid of content yet rich in form. That being the case, there is really no point in your continuing to read them. After all, you have many other things you should be doing. Who's paying you to waste this time, anyway? This is dummy copy. It is not meant to be read. It has been placed here solely to demonstrate the look and feel of finished, typeset text. Only for show. He who searches for meaning here will be sorely disappointed. These words are here to provide the reader with a basic impression of how actual text will appear in its final presentation. Think of them merely as actors on a paper stage, in a performance devoid of content yet rich in form. That being the case, there is really no point in your continuing to read them. After all, you have many other things you should be doing. Who's paying you to waste this time, anyway?

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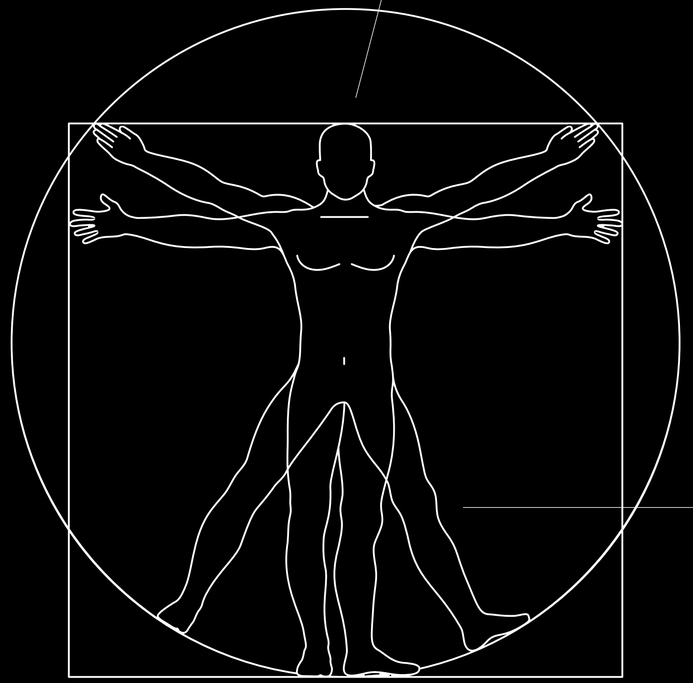


THIS IS DIATYPE MONO. IT IS NOT MEANT TO BE READ. IT HAS BEEN PLACED HERE SOLELY TO DEMONSTRATE THE LOOK AND FEEL OF FINISHED, TYPESET TEXT.

THIS IS DIATYPE MONO. IT IS A SIMULATION OF ACTUAL TEXT AND IT HAS NO MEANING. DON'T BOTHER READING IT

4 .4

Typography
Sub-brands

These are some examples of colour and typography in use. As the word in colour is lower contrast than black, it indicates that it is a sub-heading. We can quickly understand that mycare is the parent, despite both words appearing at the same weight and size.

sub brand
variety

genefuel
name

minu
name

sub brand
variety

genefuel
name

minu
name

sub brand
variety

genefuel
name

minu
name

5. Imagery

5.1

Imagery
Science

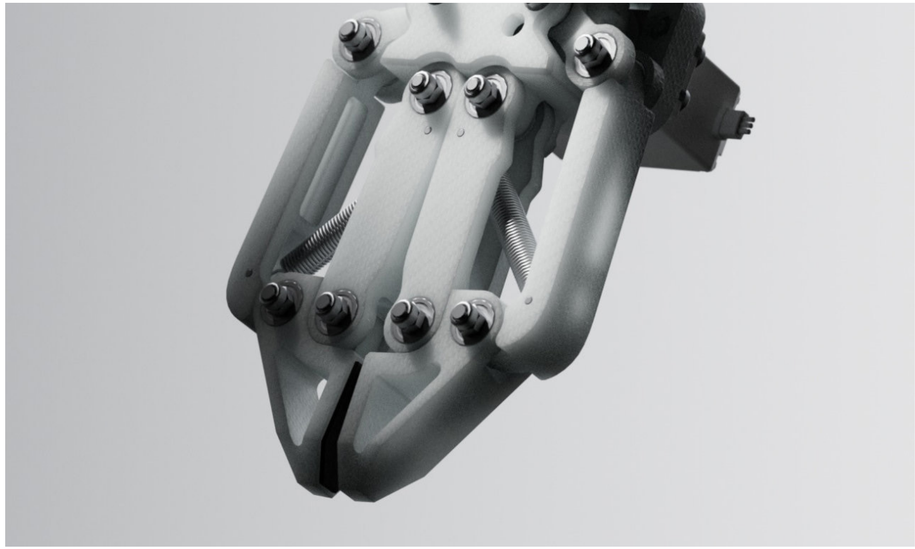
Photography is a key tool for communicating the MyGene approach. Our work promotes healthy lifestyles through a scientific approach, and that is reflected through our imagery.

We use textural, high-resolution, macro imagery that supports this idea, and the abstract nature of these images doesn't distract from our communications.

5.2

Imagery
Health Technology

We use imagery from our labs to give our clients an insight into our process. These don't need to lead our comms, but they are a nice addition.



6. Gallery

Please note
The following examples are not finalised designs, and are intended to as direction only.

6.1

Gallery
Packaging

6.2

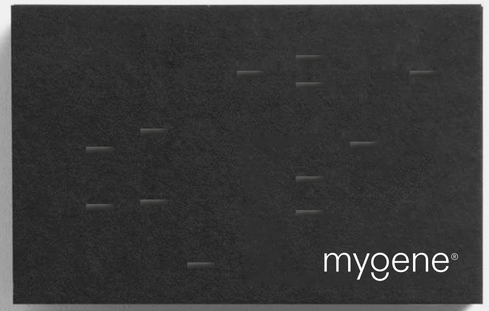
Gallery

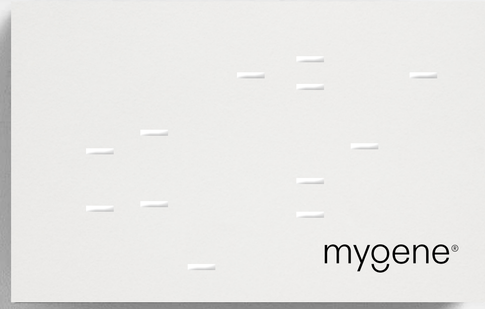
Packaging

6.3

Gallery

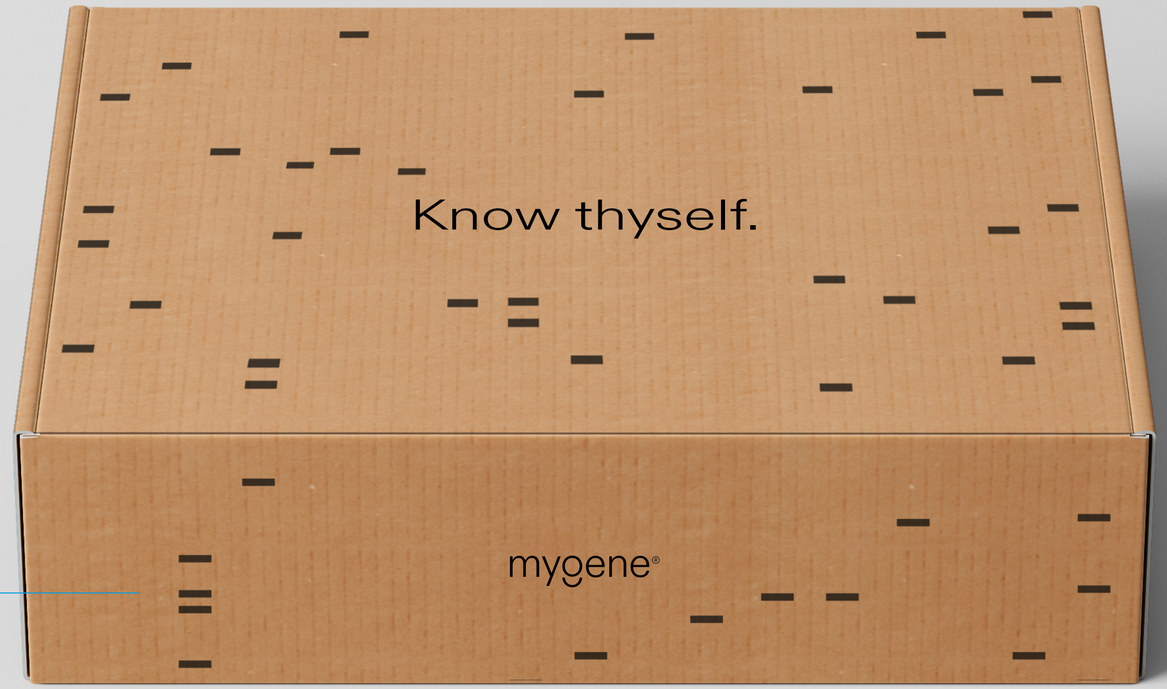
Business Cards





6.4

Gallery
Packaging



Living Ink™ algae ink
www.livingink.co

6.5

Gallery
Packaging

Paperfoam™ Cellulose Packaging
www.paperfoam.com

6.6

Gallery
Environmental

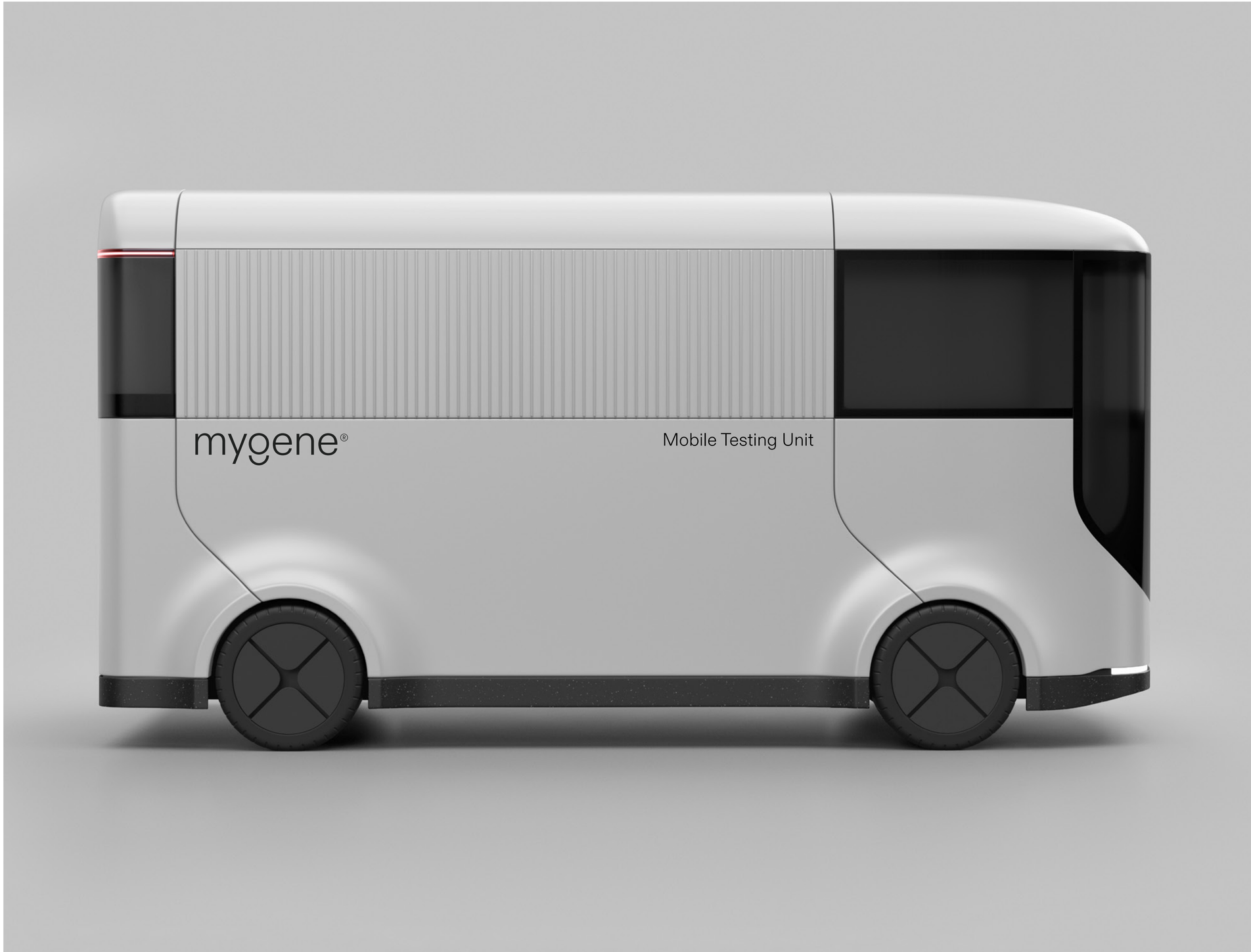
6.7

Gallery
Environmental

6.8

Gallery

Livery



6.9

Gallery

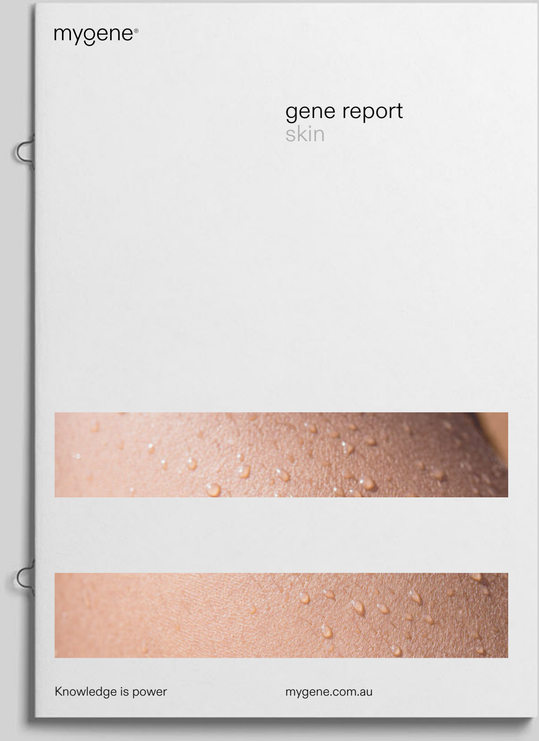
App

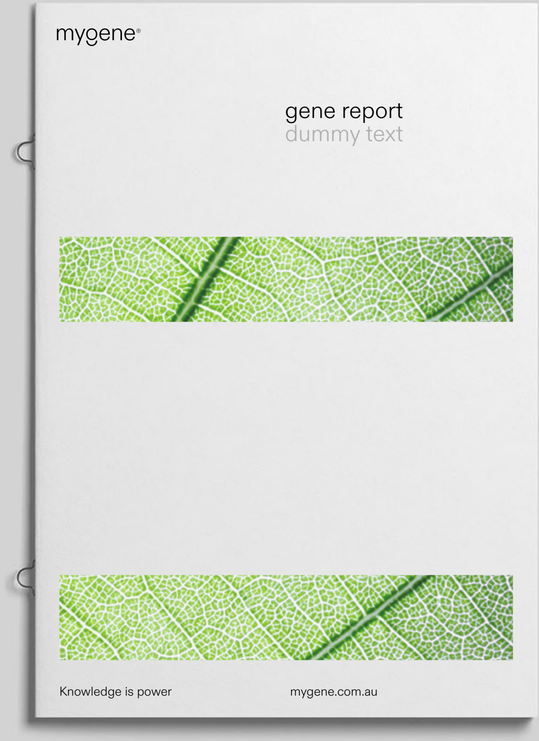
6.10

Gallery
Merch

6.11

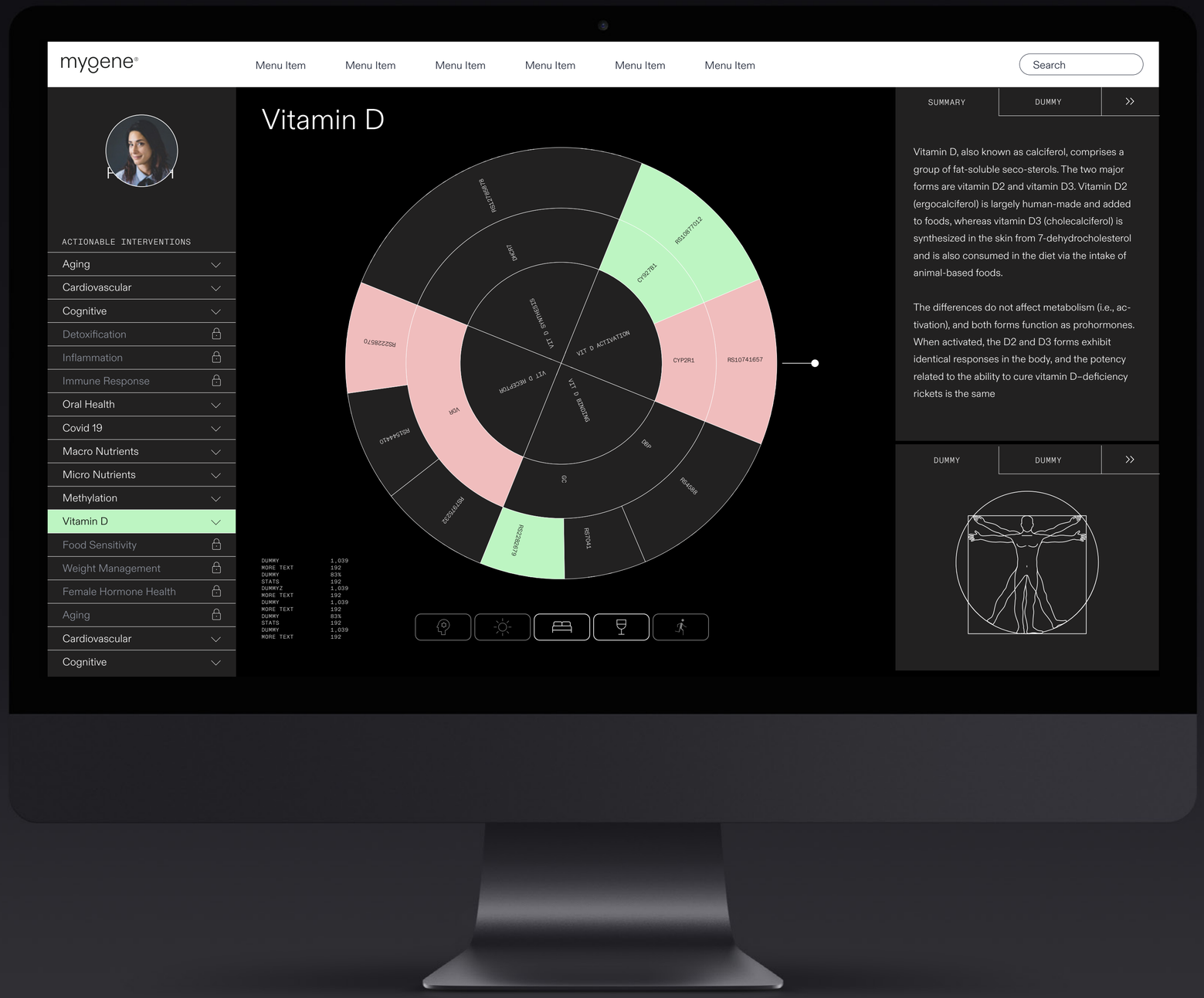
Gallery
Reports





6.12

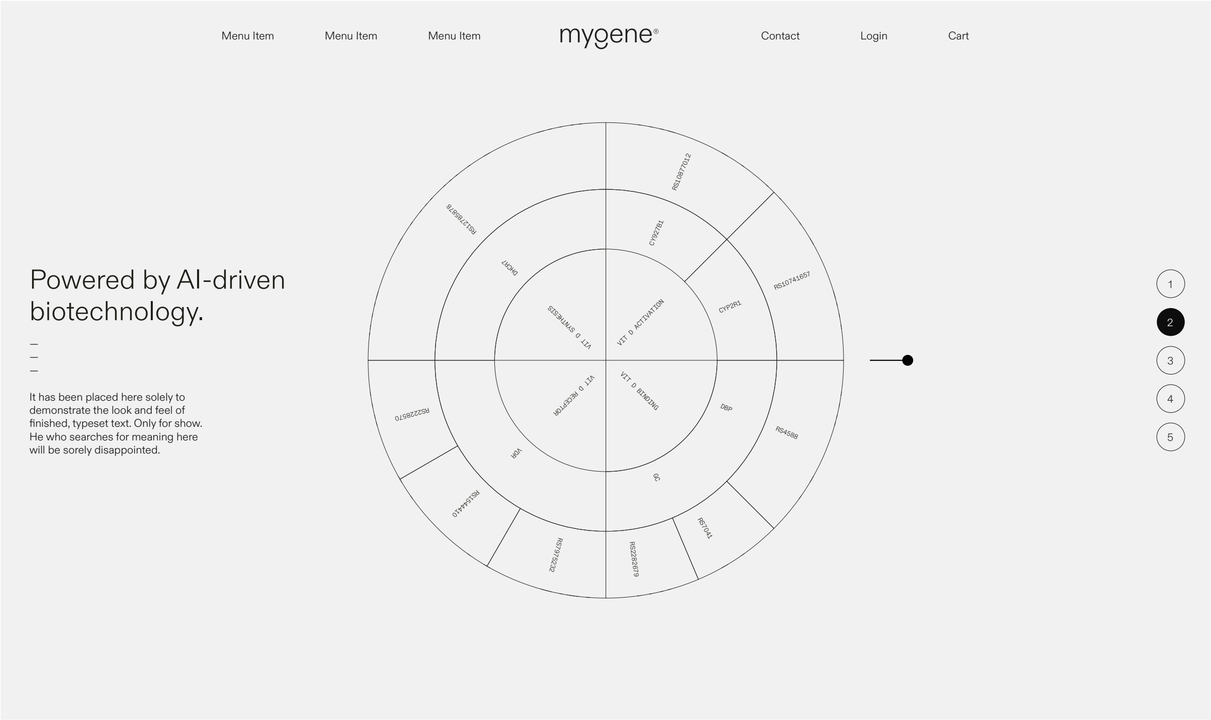
Gallery
Platform

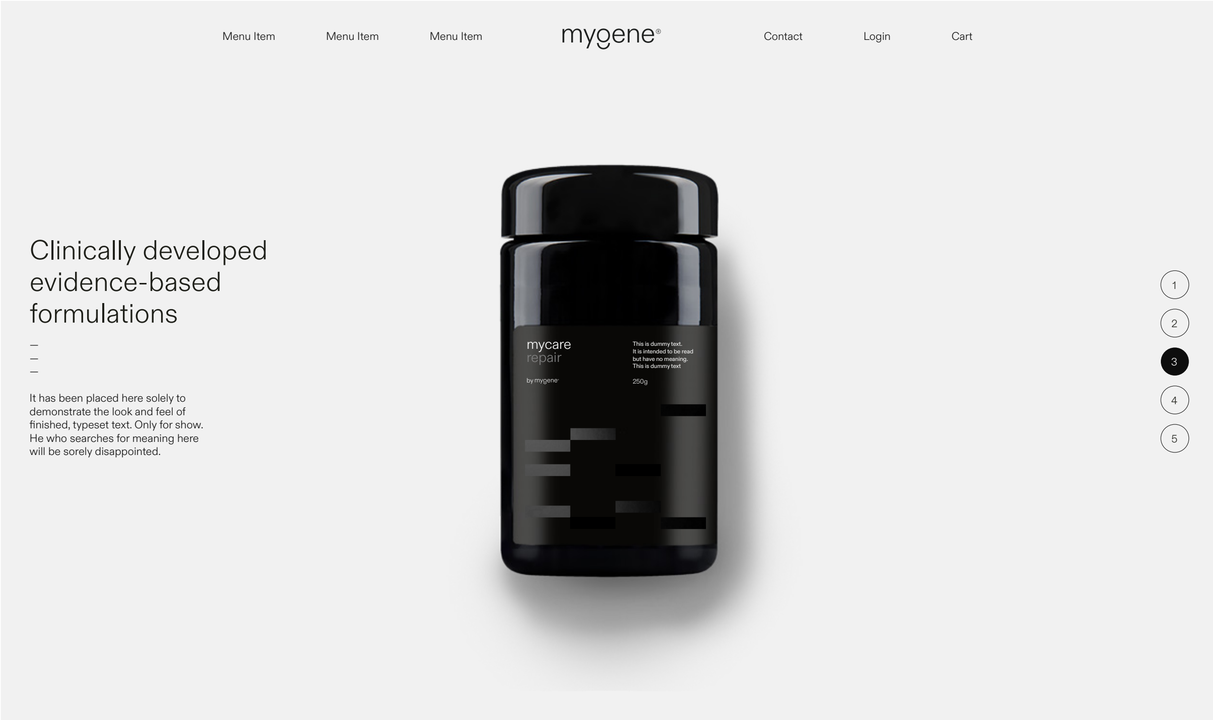


6.13

Gallery

Website





Thank you

Please note that many of the photographic images used these guidelines are placeholder and may not be owned or licensed by MyGene. They are for demonstration purposes only.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact Paloma Hatami on actionablegenomics@gmail.com