



Brand Toolkit

Contents

These design guidelines will help you produce communications that live and breathe The Wellcome Sanger Institute.

Please take time to read through them, and to see how all the components work together.

For more help and advice contact your communications team at the Institute.

Introduction	03
What we stand for	04
Design idea	08
Logo	10
Elements	23
Colour	24
Typography	28
Square graphic pattern	33
Pattern layouts	36
Imagery	39
Photography	40
Storytelling	41
Highlights	42
Design at work	43
Accessibility	66
Contact details	69

Introduction

A quiet and thoughtful modernisation

The Wellcome Sanger Institute has been at the forefront of pioneering scientific research in genomics for the last 25 years. Our commitment to delivering big, bold exploratory research that pushes the boundaries of what is known and what is possible in genomics remains central to who we are and what we do.

However, the Institute's visual identity and overall brand presentation had not kept pace with our science. Our primary logo and visual identity had fallen behind our science.

The double helix had become a much used and abused visual reference for DNA and no longer reflected the complexity of the science. In short, the Institute's brand was no longer fit for purpose.

It was time to refresh, update and modernise the way the Institute presented and communicated itself to the outside world.

The external presentation and identity must reflect the reality internally.

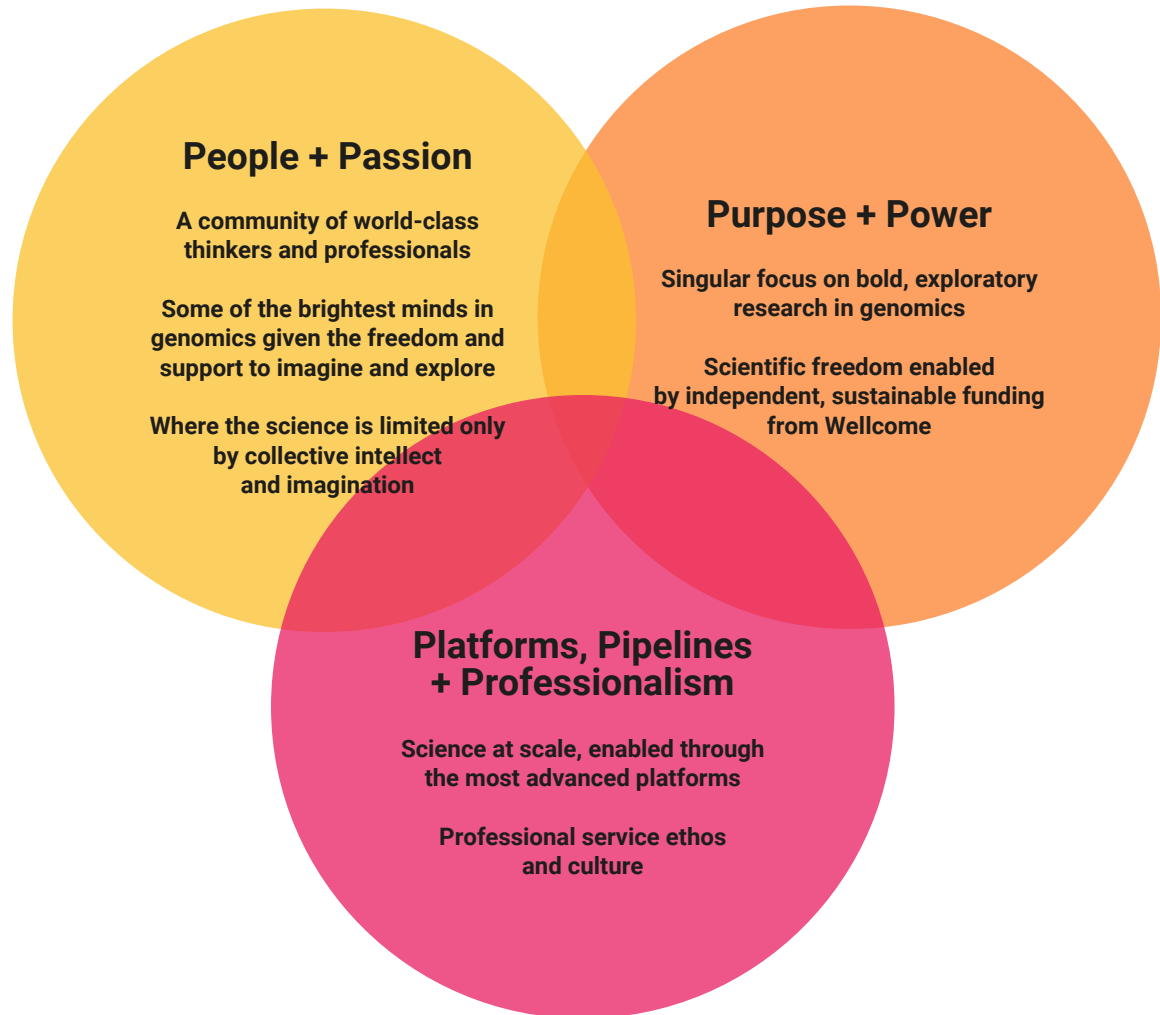
Our brand must reflect our science and attributes that make Sanger, Sanger.



What we stand for

**There are three
fundamental ingredients
that make Sanger, Sanger.**

**These are the foundation
of our brand.**

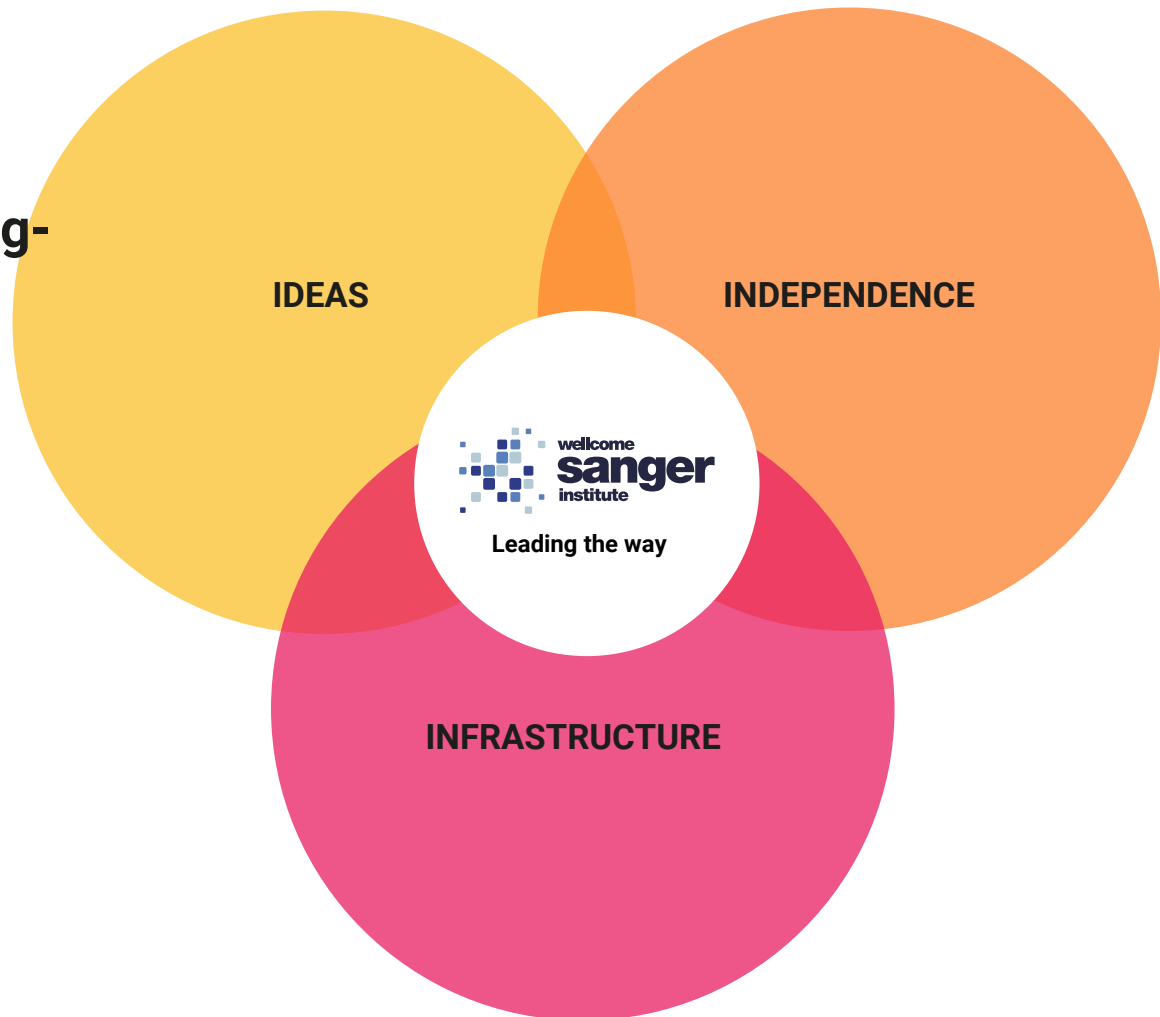


Our brand idea = leading the way.

**We lead the way in genomics
thanks to our big, bold ideas**

+

**Scientific independence + cutting-
edge infrastructure that enables
exploratory science at scale**



Our brand idea = Leading the way; genomic science at scale

Why do we exist?

Wellcome Sanger Institute exists to tackle the biggest, toughest challenges in genomics today. Through big, bold exploratory research we continually seek new ways to unlock, understand and harness the wealth of information stored within genomes, to improve health and life on earth.

How do we work?

The unique way we are funded, combined with the infrastructure and technology that underpins our research, enables us to focus on the biggest, most ambitious projects; projects that quite simply wouldn't happen without us. As a result, we've been instrumental in some of the most significant initiatives and projects in genomics over the last 25 years.

At Sanger, the science is limited only by our collective intellect and imagination. Intellectual risk taking and the most robust, evidence-led science are both expected and required here. Our collective goal is to push the boundaries of what is known and what is possible.

We think the unthinkable, imagine scientific possibilities that would be impossible to explore elsewhere and set out to do what can't be done by others, daily Building our reputation on achieving what many would not dream of attempting.

Design idea

Design idea

Our new logo is born of data points, gene blocks and classic sequencing gels, yet reimagined in a dynamic, fluid and progressive way reflecting our pioneering work at the forefront of genomic research.

Reproduced in four colours, in its master form, to represent the four DNA bases, our logo is flexible and influences our broader visual language, ensuring the way we look inspires everyone who comes into contact with the Wellcome Sanger Institute.



Logo structure

Our logo is inspired by the four bases of DNA and the procedures of sequencing and analysis.

We have paired this with a strong type lockup formed from the Wellcome brand identity.

These are combined to create an easily identifiable logo that represents the Wellcome Sanger Institute

Symbol



Logotype

welcome
sanger
institute

Our master logo



Master logo

Our master logo is the linear Wellcome Sanger Institute logo shown opposite. This lock-up should be used wherever possible.

For restricted spacing use the stacked version of the logo shown opposite, or the small size lockup shown further in this document.

It is important to use the master artwork of this logo, do not change, edit or create a custom version of this logo.

Master logo



Alternative logo

The stacked version of the logo should only be used when space is restricted.

As with our linear logo, it is important to use the master artwork, please do not change, edit or create a custom version of this logo.

Alternative logo



Logo colour palette

Our logo palette is built from the lead colours of the Wellcome Sanger Institute. These colours allow the logo to stand out and be easily identifiable.

Monotone executions of the logo are available should you require them, details follow in the next section.



Sanger Light Blue

RGB R:178, G:201, B:212
CMYK C:35, M:13, Y:15, K:00
Pantone Pantone 5513 C
Hex B2C9D3



Sanger Medium Blue

RGB R:102, G:128, B:186
CMYK C:70, M:45, Y:05, K:00
Pantone Pantone 646 C 597FBA
Hex



Sanger Blue

RGB R:046, G:059, B:135
CMYK C:97, M:85, Y:09, K:01
Pantone Pantone 7687 C
Hex 2D3A87



Sanger Dark Blue

RGB R:036, G:038, B:066
CMYK C:93, M:85, Y:42, K:49
Pantone Pantone 533 C 232642
Hex

Master logo



Alternative logo



Monotone logo

When we use the master or alternative logo we may find that it clashes on a background. When this situation occurs, you can use a monotone version of the logo.

It is important to use the master artwork of this logo, do not change, edit or create custom versions of this logo.

Sanger Blue monotone logo



Black monotone logo



White monotone logo



















Monotone colour

Our monotone logos can be coloured using our secondary colour palette.

It is important to only use the secondary colour palette and not to use (or create) other colours.

Please refer to the colour table below, or secondary colour section on **page 25** for more information.

 Pantone 123C	 Pantone 305C
 Pantone 715C	 Pantone 3125C
 Pantone 213C	 Pantone 299C
 Pantone 704C	 Pantone 2945C
 Pantone 205C	 Pantone 584C
 Pantone 245C	 Pantone 7737C
 Pantone 2592C	 Pantone 563C
 Pantone Med.PC	 Pantone 357C

Master logo monotone



Alternative logo monotone



Clear space

Whenever our logo is used, it needs breathing space around the outer edge of the artwork to maximize its visibility.

It is recommended that the minimum safety area is the "S" in the Sanger within the logo, although we should allow as much space as possible.

Master logo clear space



Alternative logo clear space



Minimum size

The lock-ups opposite demonstrate our logo at minimum print size (mm).

Master logo minimum size



Alternative logo minimum size



Minimum size (digital)

These lock-ups reflect our logo at minimum size (px).

Master logo minimum size



Alternative logo minimum size



Digital logo formats

The logos opposite are specifically designed for online and web use, including favicons and banner formats.

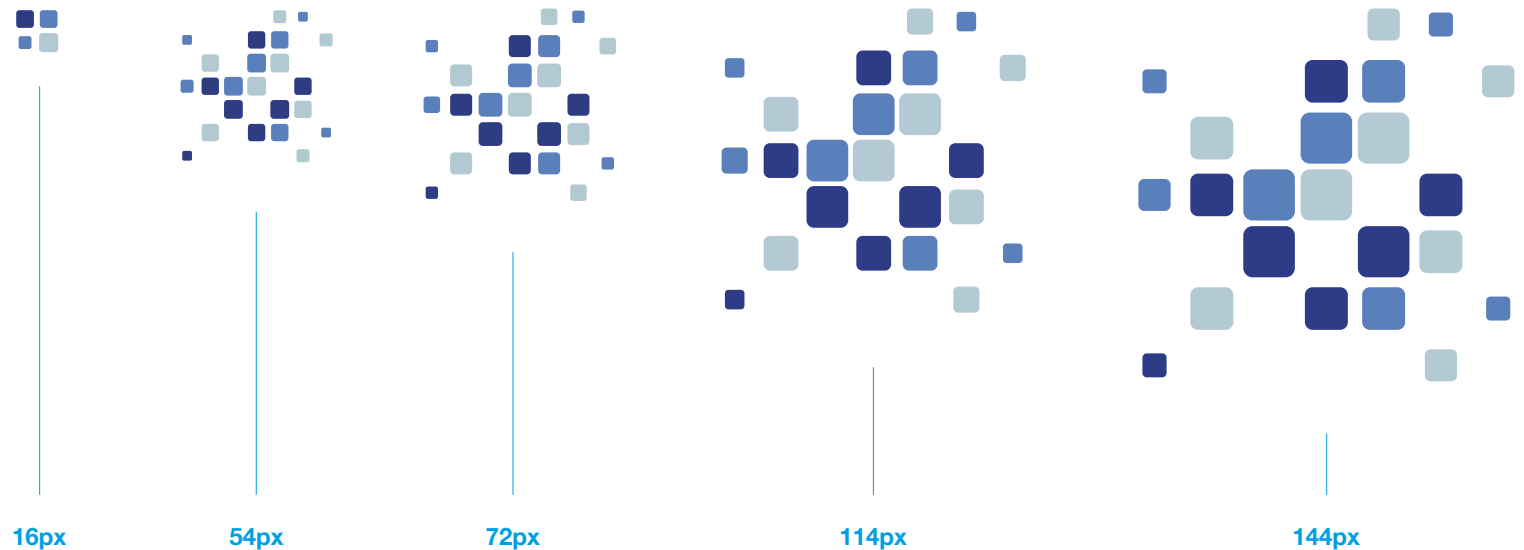
Large icons



Favicon

Our favicon is designed to scale with pixel size. It's important to use the correct size when executing designs.

Favicon



Small scale identity

In special circumstances when a smaller logo is needed below 20mm in size, a reduced sized logo has been created.

The examples opposite show the logo in detail (x4 scale) and actual size.

The small scale identity must only be used at 18mm width, do not enlarge or adjust its size.

Logo in detail (4x scale)



Actual size



Logo misuse (master)

The examples opposite show our master logo being misused in various ways.

It's important that we maintain a strict lockup style for the Wellcome Sanger Institute logo, using only the master, alternative and small scale formats.



An example of how the Wellcome Sanger Institute logo should look when used correctly.



Do not apply colours that are not within the official palette of the Institute.



Do not apply a colour fill to the outline of the box area of the Institute's logo artwork.



Do not re-arrange the layout of the symbol within the Institute's logo.



Do not adjust the position of the symbol within the Institute's logo.



Do not remove or adjust the size of the symbol that forms the Institute's logo.



Do not apply any colour effects such as gradients to the Institute's logo.



Drop shadows should not to be applied to the Institute's logo.



Do not re-arrange the layout of the type within the Institute's logo.

Logo misuse (alternative)

The examples opposite show our master logo being misused in various ways.

It's important that we maintain a strict lockup style for the Wellcome Sanger Institute logo, using only the master, alternative and small scale formats.



An example of how the Wellcome Sanger Institute logo should look when used correctly.



Do not apply colours that are not within the official palette of the Institute.



Do not apply a colour fill to the outline of the box area of the Institute's artwork.



Do not re-arrange the layout of the symbol within the Institute's logo.



Do not adjust the position of the symbol within the Institute's logo.



Do not remove or adjust the size of the symbol that forms the Institute's logo.



Do not apply any colour effects such as gradients to the Institute's logo.



Drop shadows should not to be applied to the Institute's logo.



Do not re-arrange the layout of the type within the Institute's logo.

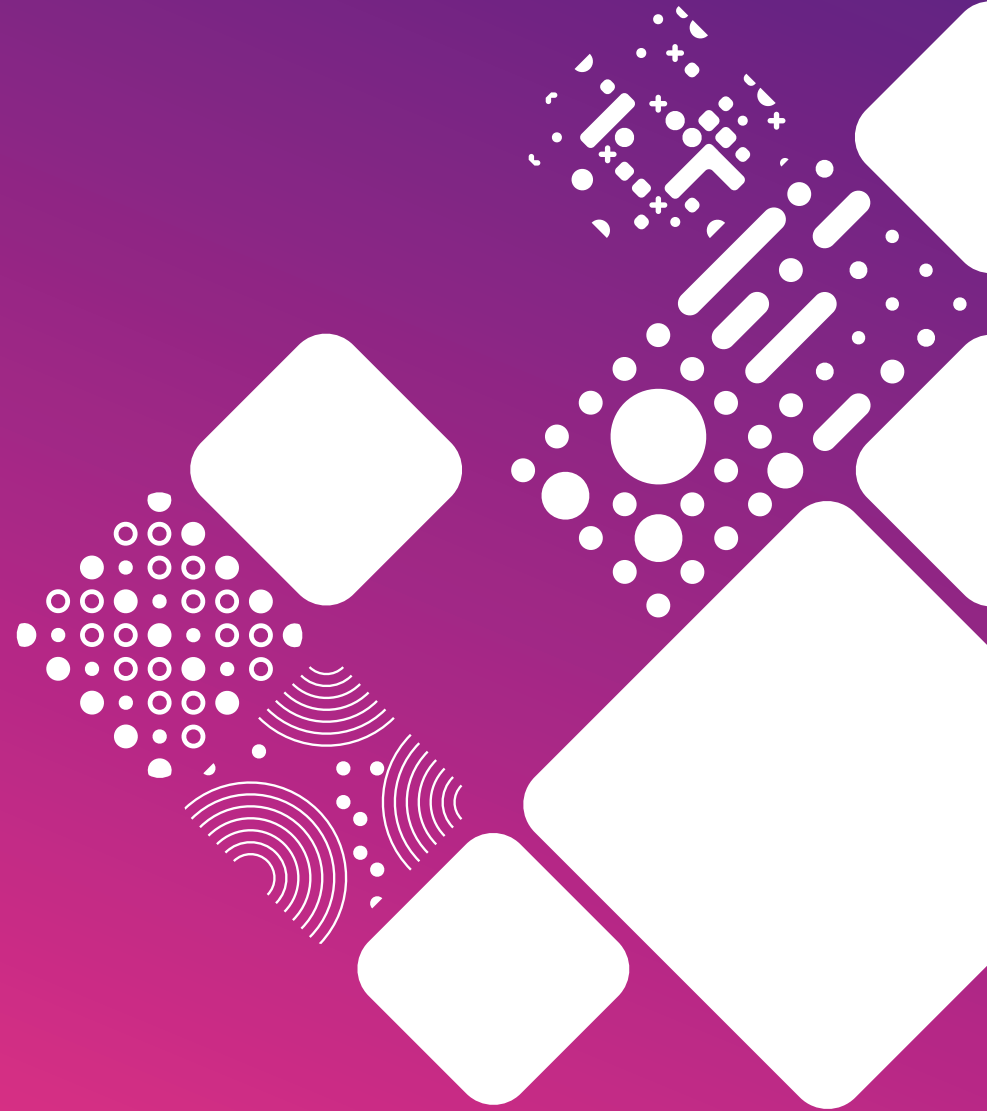
Campus lockup

It is important that when the Institute's logo is used in conjunction with other related branding that a well balanced relationship is achieved.

We have created a master artwork of this lock-up.



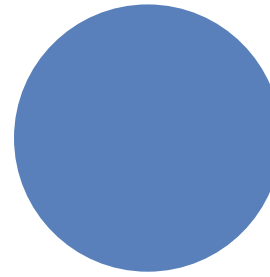
Elements



Our primary colours

The primary colour palette is built from four colours inspired by the tones used in the process of DNA sequencing, plus white and black.

For most projects you may use a combination of the primary and secondary palette, but for key branding assets, such as our stationery family you must use Sanger Blue primary colours.



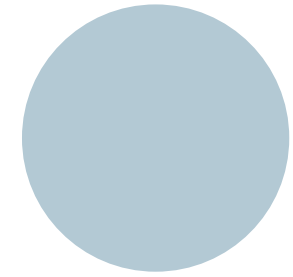
Sanger Medium Blue

R:102, G:128, B:186

C:70, M:45, Y:05, K:00

Pantone 646 C

Hex: 597FBA



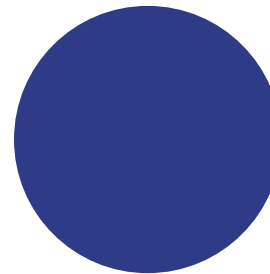
Sanger Light Blue

R:178, G:201, B:212

C:35, M:13, Y:15, K:00

Pantone 5513 C

Hex: B2C9D3



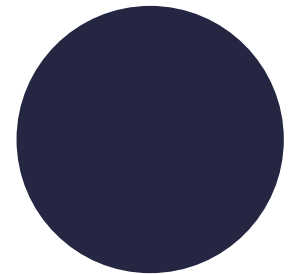
Sanger Blue

R:046, G:059, B:135

C:97, M:85, Y:09, K:01

Pantone 7687 C

Hex: 2D3A87



Sanger Dark Blue

R:036, G:038, B:066

C:93, M:85, Y:42, K:49

Pantone 533 C

Hex: 232642

Our secondary colours

Our secondary palette is designed to bring a further level of colour when creating content, keeping our brand fresh and alive.

These colours have been chosen to compliment each other while remaining bright and attractive to the viewer when used in print or digital.



RGB
CMYK
Pantone
Hex
R:251, G:192, B:045
C:01, M:27, Y:87, K:00
Pantone 123 C
FBC02D



RGB
CMYK
Pantone
Hex
R:037, G:215, B:253 C:61,
M:00, Y:04, K:00
Pantone 305 C
25D7FD



RGB
CMYK
Pantone
Hex
R:253, G:130, B:048
C:00, M:59, Y:83, K:00
Pantone 715 C
FD8230



RGB
CMYK
Pantone
Hex
R:000, G:172, B:193 C:75,
M:06, Y:24, K:00
Pantone 3125 C
00ACC1



RGB
CMYK
Pantone
Hex
R:233, G:030, B:099 C:00,
M:95, Y:36, K:00
Pantone 213 C
E91E63



RGB
CMYK
Pantone
Hex
R:003, G:155, B:229 C:75,
M:26, Y:00, K:00
Pantone 299 C
039BE5



RGB
CMYK
Pantone
Hex
R:156, G:034, B:034 C:20,
M:98, Y:95, K:11
Pantone 704 C
9C2222



RGB
CMYK
Pantone
Hex
R:001, G:087, B:155 C:95,
M:65, Y:09, K:00
Pantone 2945 C
01579B



RGB
CMYK
Pantone
Hex
R:236, G:64, B:122 C:00,
M:86, Y:23, K:00
Pantone 205 C
EC407A



RGB
CMYK
Pantone
Hex
R:212, G:225, B:087 C:25,
M:00, Y:75, K:00
Pantone 584 C
D4E157



RGB
CMYK
Pantone
Hex
R:234, G:128, B:252 C:30,
M:55, Y:00, K:00
Pantone 245 C
EA80FC



RGB
CMYK
Pantone
Hex
R:139, G:195, B:074 C:53,
M:00, Y:84, K:00
Pantone 7737 C
8BC34A



RGB
CMYK
Pantone
Hex
R:156, G:039, B:176 C:60,
M:86, Y:00, K:00
Pantone 2592 C
9C27B0



RGB
CMYK
Pantone
Hex
R:077, G:182, B:172 C:67,
M:03, Y:39, K:00
Pantone 563 C
4DB6AC



RGB
CMYK
Pantone
Hex
R:074, G:020, B:140 C:90,
M:100, Y:01, K:01
Pantone Med. Purple C
4A148C



RGB
CMYK
Pantone
Hex
R:027, G:094, B:032 C:87,
M:36, Y:100, K:33
Pantone 357 C 1
B5E20

Notes on colour usage

It's important to use the colour palette carefully, and avoid a rainbow effect.

Use complementary rather than clashing colours and pay careful attention to accessibility

Make sure there is good contrast so that text is legible.

We encourage people to use different colours to mark different sections in a publication, but discourage colour coding.

Always use colours as solids, never as tints. Use the light colours as backgrounds for pages.

Colour combinations

1: White on darks
2: Dark on lights
3/4: Complementary darks and lights
5: Avoid clashing colours and combinations which give poor legibility to text and are therefore not accessible.

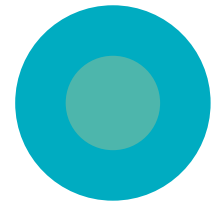
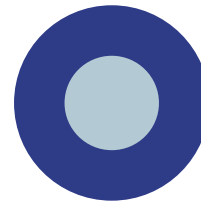
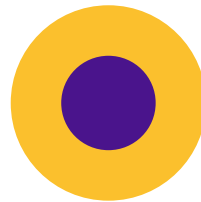
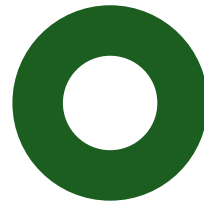
Dark colours



Light colours



Colour combinations



1.

2.

3.

4.

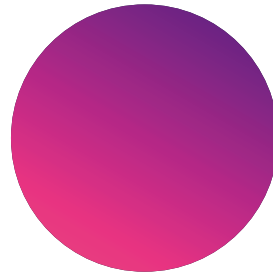
5.

Gradient combinations

We can create a series of gradients using our secondary colour palette.

It's important to consider which colours you use when creating gradients, as some may blend with little difference in colours.

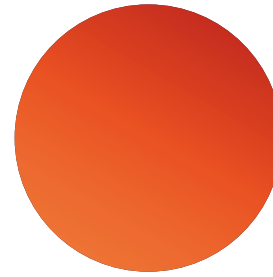
It's recommended that you use analogous colours when creating your gradients.



R:236, G:64, B:122 C:00,
M:86, Y:23, K:00
Pantone 205 C
EC407A



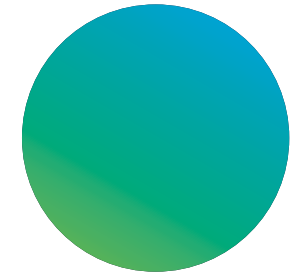
R:074, G:020, B:140 C:90,
M:100, Y:01, K:01
Pantone Med. Purple C
4A148C



R:253, G:130, B:048
C:00, M:59, Y:83, K:00
Pantone 715 C
FD8230



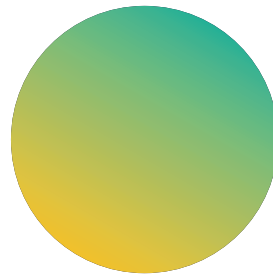
R:156, G:034, B:034
C:20, M:98, Y:95, K:11
Pantone 704 C
9C2222



R:003, G:155, B:229
C:75, M:26, Y:00, K:00
Pantone 299 C
039BE5



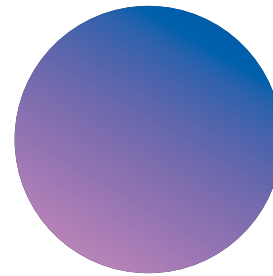
R:139, G:195, B:074
C:53, M:00, Y:84, K:00
Pantone 7737 C
8BC34A



R:251, G:192, B:045
C:01, M:27, Y:87, K:00
Pantone 123 C
FBC02D



R:077, G:182, B:172
C:67, M:03, Y:39, K:00
Pantone 563 C
4DB6AC



R:234, G:128, B:252
C:30, M:55, Y:00, K:00
Pantone 245 C
EA80FC



R:001, G:087, B:155
C:95, M:65, Y:09, K:00
Pantone 2945 C
01579B



R:253, G:130, B:048
C:00, M:59, Y:83, K:00
Pantone 715 C
FD8230



R:233, G:030, B:099
C:00, M:95, Y:36, K:00
Pantone 213 C
E91E63

Name hierarchy

The name of the Institute has changed to mirror changes at Wellcome.

It is no longer the Wellcome Trust Sanger Institute or WTSI. In all written content it should be referred to as **The Wellcome Sanger Institute** or **Wellcome Sanger Institute**.

In written content, after the first full name reference, it's fine to subsequently reference it as "**The Sanger**", "**Sanger**", "**the Institute**" or "**Institute**".

First full name
reference

"The Wellcome Sanger Institute"

"Wellcome Sanger Institute"

Subsequent
reference

"The Sanger", "Sanger"

"The Institute", "Institute"

Our typography

When creating company messaging, such as posters for events or internally we must use the Wellcome and Roboto family of fonts.

Lead titles should be set in the Wellcome font family using the bold weight.

Subtitles should use Roboto using the bold weight.

Body copy should be set in Roboto using the regular weight.

There may be times that we cannot use the Roboto family, in these cases we can default to the Arial font family

Wellcome Bold

Wellcome Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Roboto Regular

Roboto Bold

Roboto
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Arial Regular

Arial Bold

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£\$%^&*()_+

Examples of usage

We have a display face for headlines and a secondary typeface for all other text.

Headlines should be set in the Wellcome font family using the bold weight.

For subtitles we should use Roboto using the bold weight.

Body copy should be set in Roboto using the regular weight.

There may be times that we cannot use the Roboto family in these cases we can default to the Arial font family

Headlines in Wellcome bold

For subtitles we use Helvetica Neue bold, this is Helvetica Neue bold at 24pt with 26pt leading.

This is Helvetica Neue regular a thinner variation of the Helvetica Neue. We would use this on introduction copy inset and conclusion copy within an article or other long form. This is Helvetica Neue Light at 12pt with 14pt leading.

This is Arial bold, an alternate option for Helvetica Neue bold. We would use this when the Helvetica Neue family isn't available. This is Arial bold at 12pt with 14pt leading.

This is Arial regular, an alternate option for Helvetica Neue regular. We would use this when the Helvetica Neue family isn't available. This is Arial regular at 12pt with 14pt leading.

Best practice for typography

This example shows our typography rules in action.

These rules allow us to create content that stays consistent with our brand messaging, while remaining clear and legible to the viewer

Headline title using the Wellcome Bold typeface, with clear space around it

Body copy using the Roboto family, with clear spacing for legibility

Clear area for the CTA, using Roboto



Typography misuse

These are examples of our fonts being used in a way that conflicts with our house style.

It's important that typography is kept clear and consistent.

To reinforce our brand identity and retain legibility for the viewer

This title has tracking that is clear and legible

This subtitle has leading that is clear and legible

This is an example of body copy that has leading and tracking that is clear and legible to the reader

This title has tracking that is too narrow

This subtitle has leading that is too tight

This is an example of body copy that has leading that is too narrow, and tracking that is too tight.

This title has tracking that is too wide

This subtitle has leading that is too loose

This is an example of body copy that has leading that is too loose, and tracking that is too wide.

Square graphic pattern

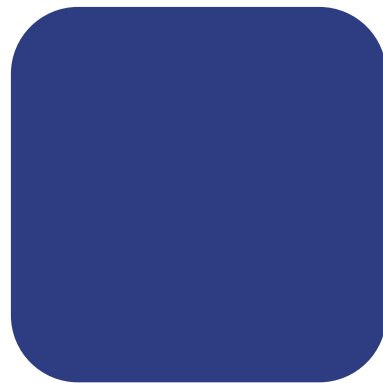
Using the squares of the logo and the research illustrative elements creating dynamic, contemporary executions. This forms our basis of the Institute's visual language. The square pattern can be used as an overlay, a mask, or a transparency.



Frames, squares and chevrons

The core of the pattern graphic is built on three elements: a square, a chevron square and a frame square.

These are used in multiple sizes and form design details that can frame photography and add dynamic shapes to a composition.



Solid square

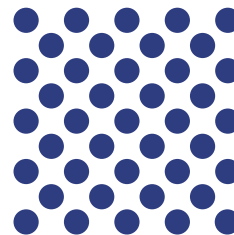
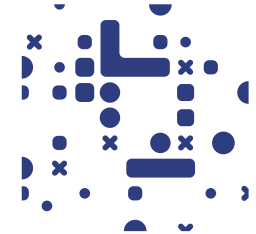
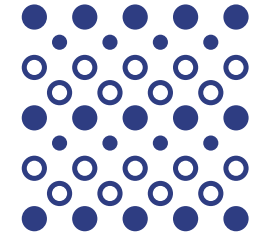
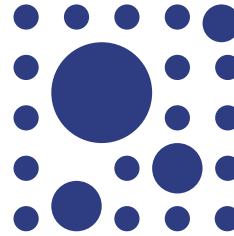
Chevron square

Frame square

Branding diamonds

We have produced a series of patterns that represent different forms of research within the Wellcome Sanger Institute.

This allows us to create a further level of detail with a pattern. By adding them alongside the squares and frames we can provide a flexible and dynamic graphic representation of the Institute.



Pattern layouts (best)

The example below shows the pattern being applied as a mask overlay to a piece of comms. Care has been taken to layer elements of the composition

This form of layout is best used for eye catching-statement content.



Pattern layouts (good)

The example below shows the pattern being as a simple overlay

This form of layout is best used when time and resource are limited.



Patterns as overlays

The examples show the pattern being used as an overlay to add colour to the composition.

This method allows us to create eye-catching content whenever it's applied to print, digital and the Institute's graphics.

You will find a series of overlay patterns pre-prepared for use when designing content and communications.



Patterns as frames

The examples opposite shows the pattern being used in conjunction with a frame to highlight a key point in the photography.

Using frames allows us to develop a storyline within the composition, or underline a key point expressed in the communication.

You will find a series of overlay patterns pre-prepared for use when designing content and communications.



Imagery



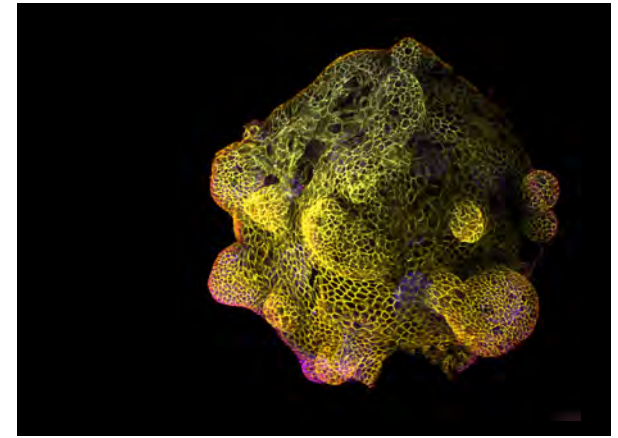
Photography

Inviting and engaging imagery is a key part of the Wellcome Sanger Institute.

When choosing photography we aim to frame a community of world-class thinkers and professionals, a singular focus on bold, exploratory research in genomics and science at scale.



High contrast, detail shots of creatures and parasites



Microscopic photography of organoids



Imagery that represents our work for humanity



Our scientists, technicians and researchers at work

Photography use: storytelling

Photography is an important part of storytelling and plays a key role in our communication. We can incorporate our branding elements to help focus a story

Photographing the subject in a personal environment can help the viewer engage with the subject's story, but also shows, and stays faithful to, the subject and topic without looking overly staged.

A subject can be looking to camera but the scene they are in must tell the subject's story too.

Photography must provoke an emotive or curious response and inspire and engage the audience.

The Malaria challenge

Subtitle copy for communication

Os cum que re pa conseqno volore, occus, optatur?

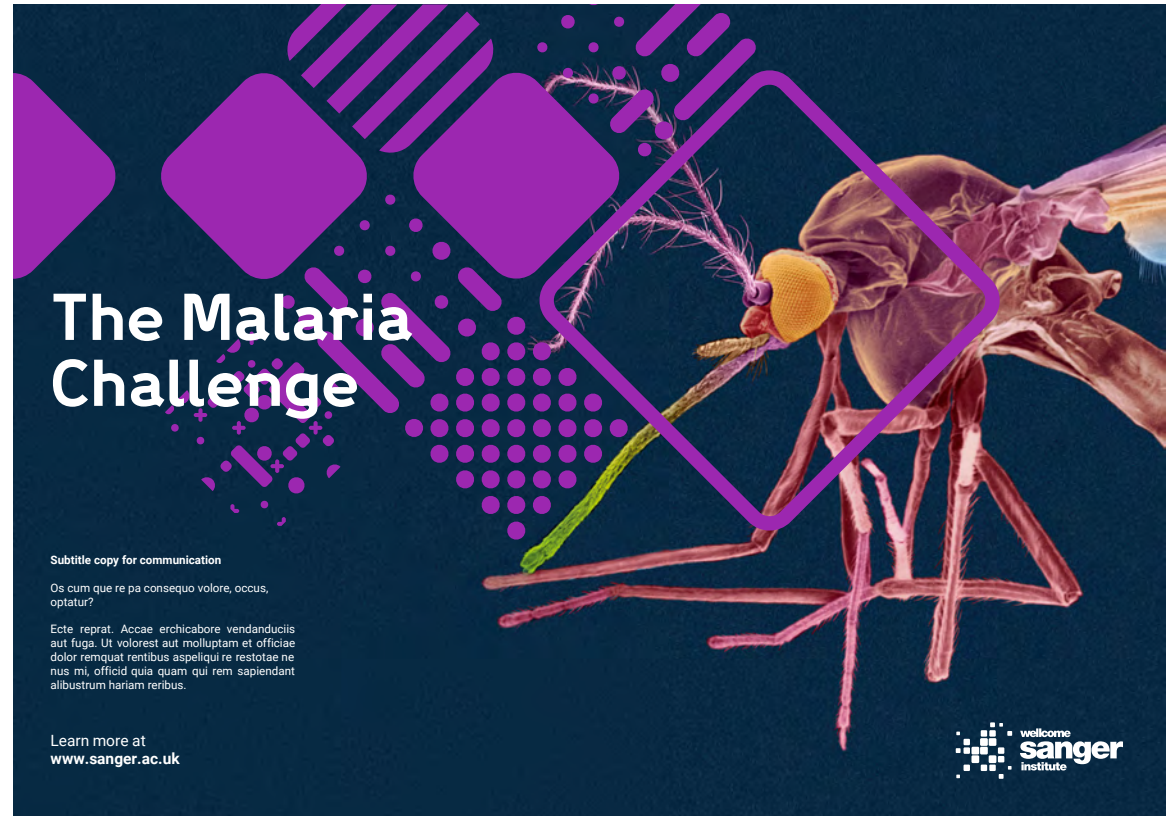
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Learn more at www.sanger.ac.uk

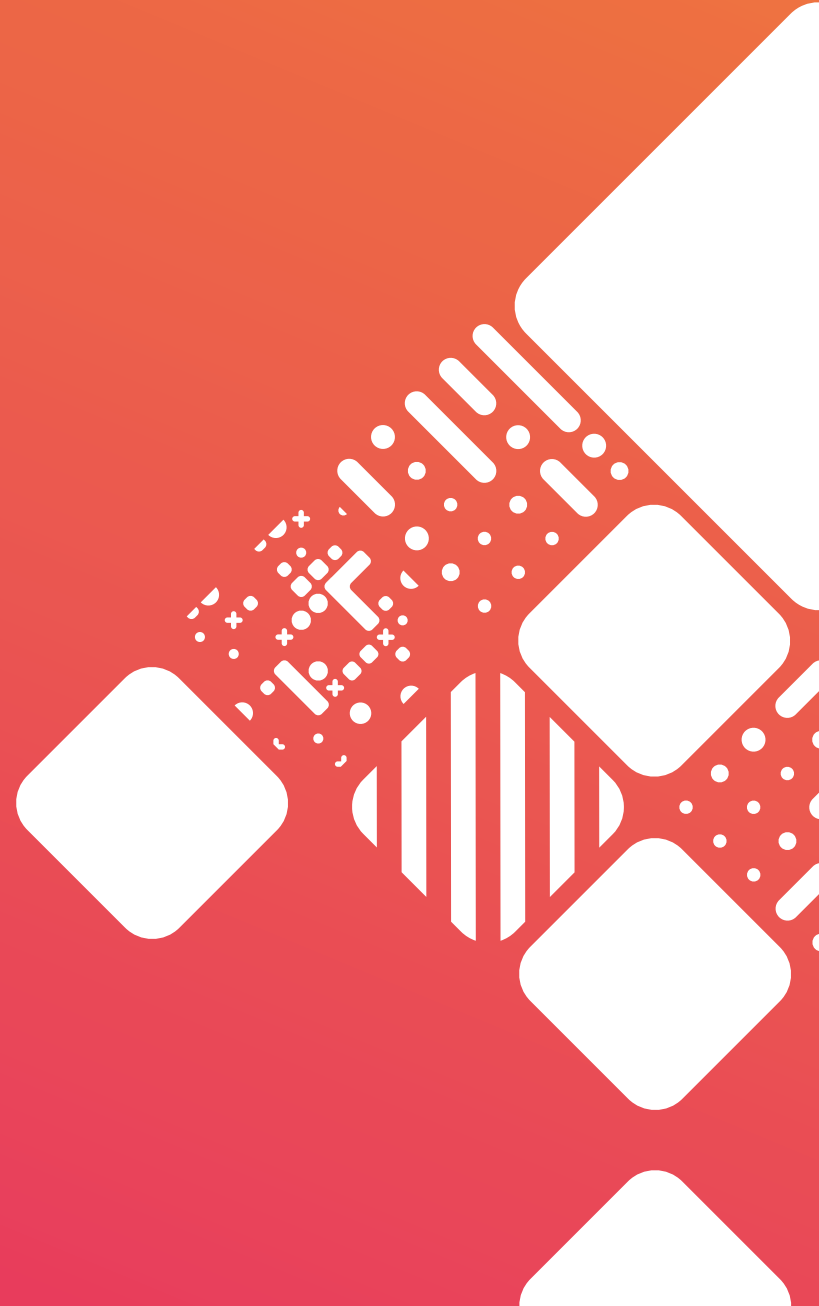
wellcome
sanger
institute

Photography use: highlights

Highlighting is an important part of communication engagement. We can use the framing elements of our branding to help push narration.



Design at work

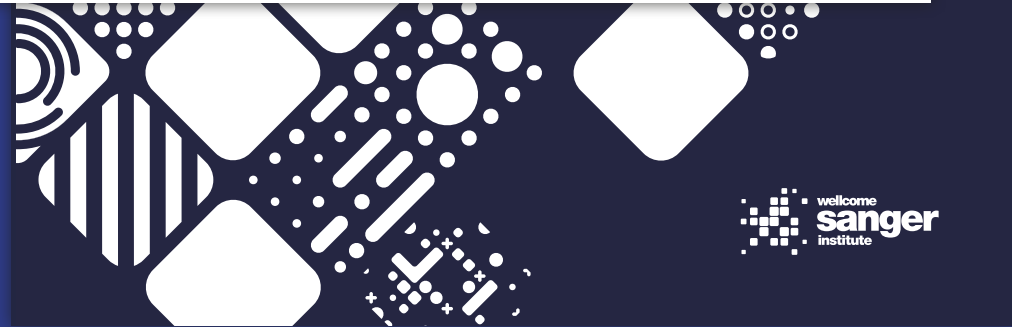


Letterhead

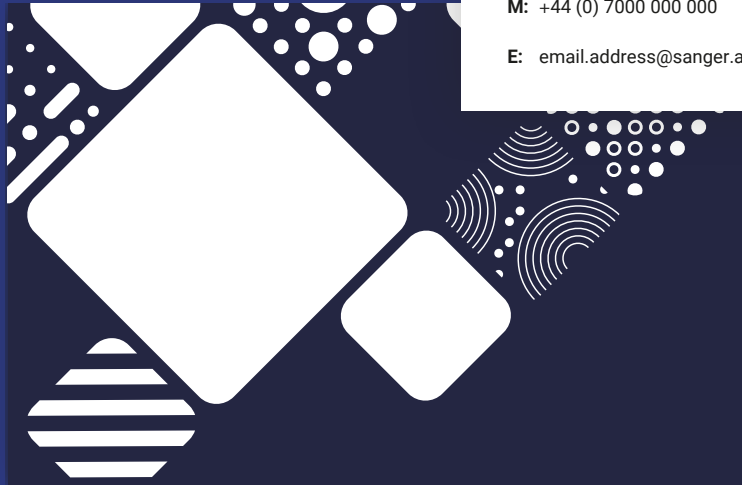
You can find a word template in the branding section of the server



Compliment Slips



Business Cards



Full Name
Job Title

T: +44 (0)1223 834244
M: +44 (0) 7000 000 000

E: email.address@sanger.ac.uk

Wellcome Sanger Institute
Wellcome Genome Campus
Hinxton Cambridge
CB10 1SA

Email footer

You will find a word document template which you can paste into your email signatures.

Please do not change, edit or create a custom version of the email signature. Our email signature must be consistent across the Institute. If you are having problems with your email signature please contact communications@sanger.ac.uk.



Full Name
Job Title

T: +44 (0)8455 202080
W: www.sanger.ac.uk
E: email.address@sanger.ac.uk

The Wellcome Sanger Institute

Wellcome Genome Campus
Hinxton, Cambridge CB10 1SA
United Kingdom

The Wellcome Sanger Institute is operated by Genome Research Limited, a charity registered in England with number 1021457 and a company registered in England with number 2742969, whose registered office is 215 Euston Road, London, NW1 2BE.

ID cards and lanyards

Our ID cards and lanyards include the chevrons and pattern graphic seen throughout our branding.



PowerPoint templates

The squares allow for a bespoke series of PowerPoint/presentation templates that keep the branding consistent over multiple forms of usage.



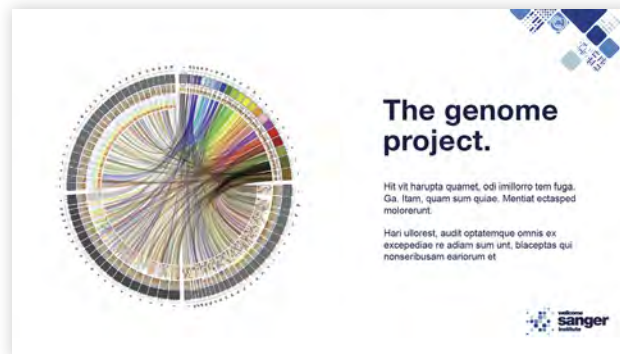
The mutations that are driving cancer.

A presentation by DR John Smith



What are the project goals we need to deliver?


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The genome project.

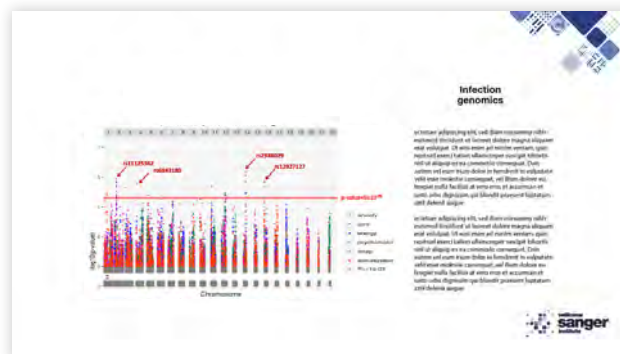
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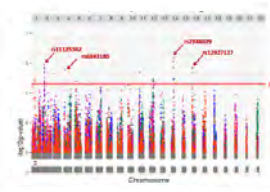


Our research paths.



Cellular Genetics	Cancer, ageing and mutation	Infection genomics	Human genetics
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Infection genomics



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“We confirmed that, on average, one to ten driver mutations are needed for cancer to emerge.”



PowerPoint Secondary colours

Our secondary colours allow us to create an engaging on screen experience.



The genomic surveillance of MRSA.

A presentation by Dr. John Smith.



What are the project goals we need to deliver?

- Develop an... (text partially obscured)
- Develop an... (text partially obscured)
- Develop an... (text partially obscured)
- Develop an... (text partially obscured)



“Researchers saw the transmission within and between hospitals, and in GPs surgeries and communities.”

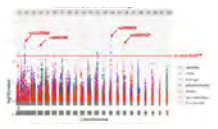


The genome project.

• All of the... (text partially obscured)

• All of the... (text partially obscured)

• All of the... (text partially obscured)




Infection genomics

• All of the... (text partially obscured)


• All of the... (text partially obscured)

• All of the... (text partially obscured)



Our research paths.

- Cellular Genetics**
- Genome mapping and evolution**
- Infection genomics**
- Human genomics**



DNA pipeline operations update.

A presentation by Dr. John Smith.




What are the project goals we need to deliver?

- Develop an... (text partially obscured)
- Develop an... (text partially obscured)
- Develop an... (text partially obscured)
- Develop an... (text partially obscured)



“The Pipelines process DNA, RNA and tissue samples received from internal and external sources.”

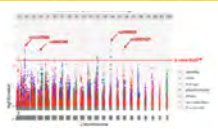


The genome project.

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• All of the... (text partially obscured)




Infection genomics

• All of the... (text partially obscured)

• All of the... (text partially obscured)

• All of the... (text partially obscured)



Our research paths.

- Cellular Genetics**
- Genome mapping and evolution**
- Infection genomics**
- Human genomics**



Communication executions (portrait)

The combination of well chosen imagery, use of pattern and clear typography will in time, build our brand and strengthen our reputation.



Leading the way

Subtitle copy for communication

Os cum que re pa conseqno volore, occus, optatur?

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Learn more at
www.sanger.ac.uk

wellcome
sanger
institute

Communication structure (portrait)

We recommend a grid layout of 8x12 with 15mm margins (at A4 size), which should allow a clean look throughout the design.

Headline title positioned clearly for the viewer

Area for body copy, positioned to the left of the layout

Area for a CTA, or associated information and the Institute's logo



Communication executions (landscape)

The combination of well chosen imagery, use of pattern and clear typography will in time, build our brand and strengthen our reputation.



Communication structure (landscape)

We recommend a grid layout of 12x8 with 15mm margins (at A4 size), which should allow a clean look throughout the design.

Headline title positioned clearly for the viewer

Area for body copy, positioned to the left of the layout

Area for a CTA, or associated information and the Institute's logo




Scientific poster (one-column)

The one column science poster is designed to house information and graphics for research projects.

The examples opposite show the one-column execution in action.

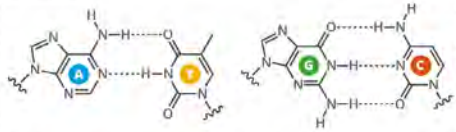
It's important to choose the correct template for your poster content.

The chemical structure of DNA



WHAT HOLDS DNA STRANDS TOGETHER?

DNA strands are held together by hydrogen bonds between bases on adjacent strands. Adenine (A) always pairs with thymine (T), whilst guanine (G) always pairs with cytosine (C).



FROM DNA TO PROTEINS

DNA → TRANSCRIPTION → RNA → TRANSLATION → PROTEIN

The bases along a single strand of DNA act as a code. The letters form three letter 'words', or codons, which code for different amino acids - the building blocks of proteins.


An enzyme, RNA polymerase, transcribes DNA into mRNA (messenger ribonucleic acid). It does this by splitting apart the two strands that form the double helix, then reading a strand and copying the sequence of nucleotides. The only difference between the RNA and the original DNA is that in the place of thymine (T), another base with a similar structure is used: uracil (U).

DNA SEQUENCE	T	T	C	C	T	G	A	A	C	C	G	T	T	A
mRNA SEQUENCE	U	U	C	C	U	G	A	A	C	C	G	U	U	A
AMINO ACID	Phenylalanine		Leucine		Asparagine		Proline		Leucine					


In multicellular organisms, the mRNA carries genetic code out of the nucleus, to the cell's cytoplasm. Here, protein synthesis takes place. 'Translation' is the process of converting turning the mRNA's 'code' into proteins. Molecules called ribosomes carry out this process, building up proteins from the amino acids coded for.

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The chemical structure of DNA



How is DNA constructed?



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Scientific poster (two-column)

The two column science poster is designed to house information and graphics for research projects.

The examples opposite show the two-column execution in action.

It's important to choose the correct template for your poster content.

Identification of genetic loci for treatment response of serotonin inhibitors



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GENE	CHR	SNP	BP	MAF	AL	RSID	P	Factor
LOC100506	7	rs11238262	54,764,239	0.086	C	rs11238262	1.8E-06	1
ARNT1	14	rs12786202	71,681,177	0.084	C	rs12786202	1.8E-06	1
SLC1A1	10	rs12627247	13,563,336	0.040	T	rs12627247	1.7E-06	1
SNCA	4	rs1094366	24,264,976	0.045	A	rs1094366	1.7E-06	1

Manhattan plot for action change



Manhattan plot for binary response



Polygenic Risk Score for Binary Response



We compared full model (polygenic risk score + age + sex) with reduced model (age + sex) to obtain Nagelkerke's R². The PRS of 'core' was used to predict response of other symptom factors. The R² ranged from 0.02 (sleep) to 0.24 (energy).


No degree of syndromal improvement over time varies with different factors. At week 0, 'symptomator' had the largest improvement (33%), while 'anxiety' and 'energy' had the least (46-48%). In total score, there was 55% severity reduction at week 8.

Omnimus, omnimusa porenunda nusandisque volest por sedian dilis nulpia nonserec lasinici es rapudio que nullupatur? Qui officio illit ut voleric for maiois sed quis rehenti illuta seque reratur assus. Dunt most hil molororero quates voluptati dolupta cone numquia sapis dercliam cum cupitur atur sum, sectore trumqui ressumt quame pre odollicueas etur a quae aliquam necaborest, od mi, sitatia sse-que pedita siminci magnias id qui solor alignat aut lis volor autectet vent maxima quae nobitantiit laut aut aut peliquiat.

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Sparse factor model for gene co-expression networks



Gene co-expression network

Network construction: 1. Choose a measure L of the link between 2 genes. 2. Generate data L for different tissues or cell types. 3. Visualize through a graph.

Measure of the link: Pearson correlation, Spearman correlation, Co-expression networks, Mutual information, etc.

Challenges: High dimensionality, Sparse data, etc.

Sparsity assumption: within a set of genes, only a few are co-expressing.

Sparse factor model

Factor model: $Y = XW + \epsilon$

Sparsity adapted model: $Y = XW + \epsilon$ with W sparse.

Adapted EM algorithm: $W = \arg \min_W \|Y - XW\|_F^2 + \lambda \|W\|_1$

Sparsity using LASSO penalization

Inference on the sparsity: $\|W\|_1$ regularization.

Comparison study: LASSO vs Sparse Principal Component vs Sparse Factor Model.

Example application: Identification of the true edges, Sparse NCC scores and 1000 simulations.

Software: FANET R package.

Sparsity using biological knowledge

Inference on the sparsity: Biological information: Gene Ontology, Transcription Factors, etc.

Example application: Gene module detection using WGCNA.

Using Biological information only: Module-sparsity relationship.

Software: FANET R package.

References:

More about Factor Analysis for expression data: Blauw-Van der Vliet et al. Factor Model to Analyze Heterogeneity in Gene Expression. BMC Bioinformatics, 2013, 14, 365.

C. Fagnier, et al. A factor model approach to multiple testing under dependence. Journal of the American Statistical Association, 104(486):1418-1419, 2009.

WGCNA package: P. Langfelder and S. Horvath. WGCNA: an R package for weighted correlation network analysis. BMC Bioinformatics, 9(1):359, 2008.

R package FANet and tutorial: yuhaozhu.com/fanet/


Scientific poster (three-column)

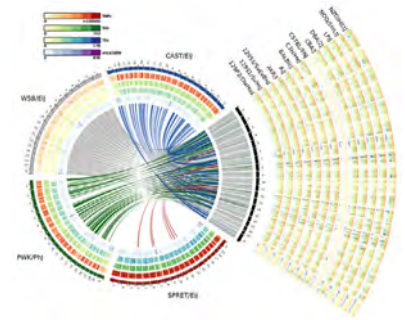
The three column science poster is designed to house information and suitable graphics for research projects.

The examples opposite show the three-column execution in action.

It's important to choose the correct template for your poster content.

Genomic Data Visualisation





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Genomic data visualisation

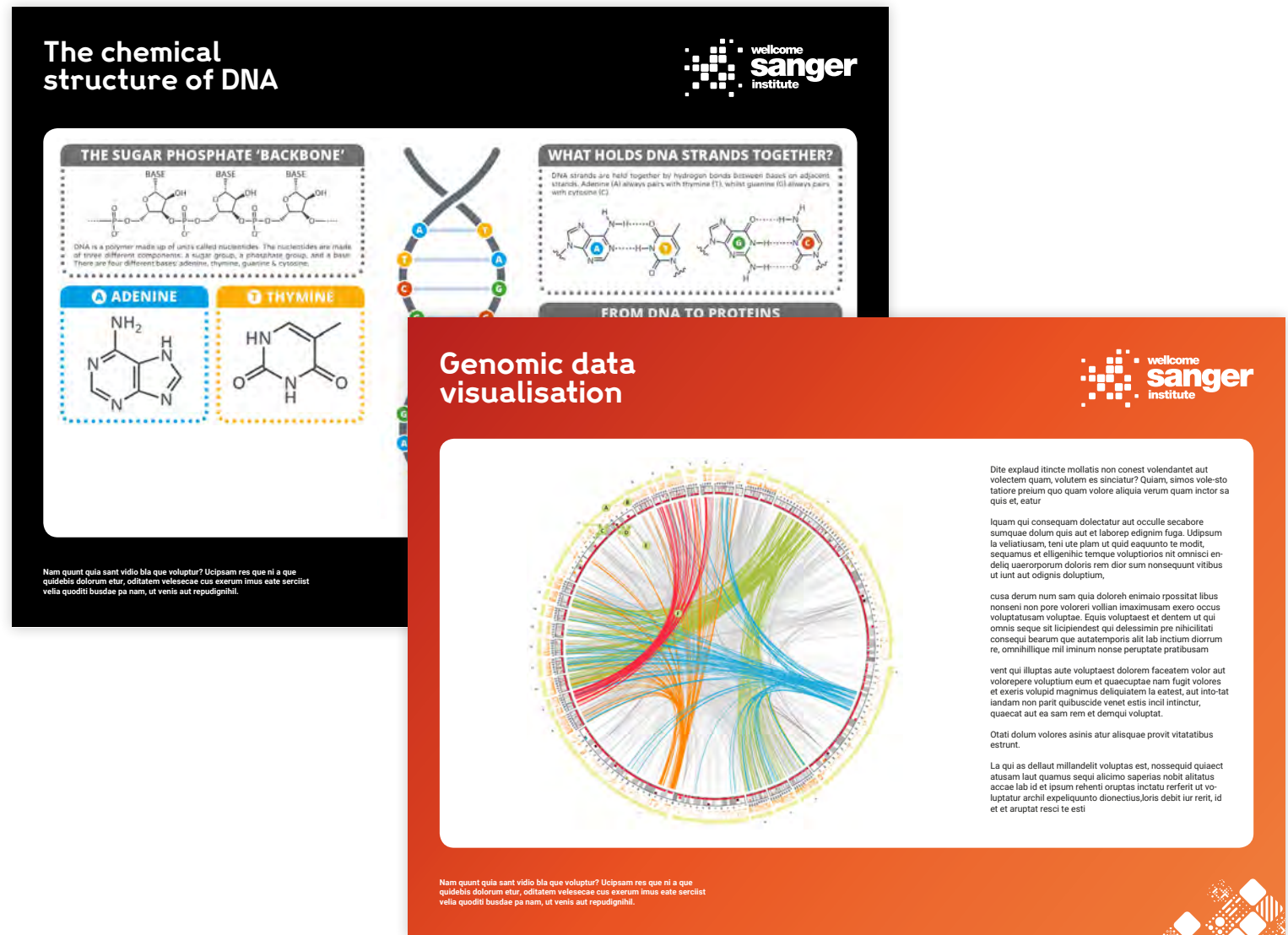




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Scientific poster (landscape)


The scientific posters also have a landscape execution, featuring one, two and three column versions.



Scientific poster additional branding

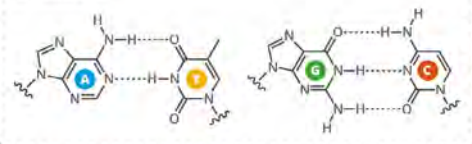
The examples opposite show the additional branding being applied, allowing the viewer to see clearly what division of research the poster belongs to.

The chemical structure of DNA



WHAT HOLDS DNA STRANDS TOGETHER?

DNA strands are held together by hydrogen bonds between bases on adjacent strands. Adenine (A) always pairs with thymine (T), whilst guanine (G) always pairs with cytosine (C).



FROM DNA TO PROTEINS


DNA TRANSCRIPTION RNA TRANSLATION PROTEIN

The bases along a single strand of DNA act as a code. The letters form three letter 'words', or codons, which code for different amino acids - the building blocks of proteins.

An enzyme, RNA polymerase, transcribes DNA into mRNA (messenger ribonucleic acid). It does this by splitting apart the two strands that form the double helix, then reading a strand and copying the sequence of nucleotides. The only difference between the RNA and the original DNA is that in the place of thymine (T), another base with a similar structure is used: uracil (U).

DNA SEQUENCE	T T C C T G A A C C C G T T A		T T C C T G A A C C C G T T A		T T C C T G A A C C C G T T A
mRNA SEQUENCE	U U C C U G A A C C C G U U A		U U C C U G A A C C C G U U A		U U C C U G A A C C C G U U A
AMINO ACID	Phenylalanine	Leucine	Asparagine	Proline	Leucine

In multicellular organisms, the mRNA carries genetic code out of the nucleus, to the cell's cytoplasm. Here, protein synthesis takes place. 'Translation' is the process of converting turning the mRNA's 'code' into proteins. Molecules called ribosomes carry out this process, building up proteins from the amino acids coded for.



Nam quunt quila sant vidio bla que voluptur? Ucipsum res que ni a que quidebis dolorum etur, oditatem velesceae cus exerum imus eate sercilit velia quoditi busdae pa nam, ut venis aut repudgnihil.

Identification of genetic loci for treatment response of serotonin inhibitors



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Some Change									
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LOC101928	7	rs11373842	14,764,000	0.006	C	0.0485	1.18E-04	0.06	
ANKK1	14	rs1738027	73,481,277	0.006	C	0.1224	8.48E-07	0.06	
SLC1A1	10	rs1302727	11,952,046	0.3451	T	0.0402	1.49E-06	0.06	
ANKK1	14	rs108848	74,195,827	0.007	A	0.0479	1.72E-06	0.06	

Manhattan plot for some change



The degree of syndromal improvement over time varies with different factors. At week 8, 'psychomotor' had the largest improvement (37%), while 'anxiety' and 'energy' had the best (44-46%). In total score, there was 55% severity reduction at week 8.

Binary Response									
GENE	CHR	SNP	BP	RAF	A1	OR	P	Factor	
LOC101928	7	rs11373842	14,764,000	0.006	C	2.24	0.004	0.06	
ANKK1	14	rs1738027	73,481,277	0.006	C	2.24	0.004	0.06	
ANKK1	14	rs108848	74,195,827	0.007	A	2.24	0.004	0.06	

Manhattan plot for binary response



We compared full model (polygenic risk score + age + sex) with reduced model (age + sex) to obtain Nagelkerke's R². The PRS of 'core' was used to predict response of other syndromal factors. The R² ranged from 0.01 (psychomotor) to 0.24 (energy).

SNP	Core	Anxiety	Insomnia	Psychomotor	Energy
0.05	0.22	0.14	0.01	0.01	0.24

Bar chart showing Nagelkerke's R² for different syndromal factors.



Nam quunt quila sant vidio bla que voluptur? Ucipsum res que ni a que quidebis dolorum etur, oditatem velesceae cus exerum imus eate sercilit velia quoditi busdae pa nam, ut venis aut repudgnihil.

Poster structure

The layout opposite shows the structure of the three-column science poster

The layout is designed to accommodate imagery and copy, as well as titles and a CTA within the footer of the poster

Headline and logo spacing area

Area for body copy, spaced for artwork

Area for a CTA, or associated information and the Institute's logo

Genomic data visualisation

wellcome sanger institute

Omnimus, omnimusunda porendunda nusan-
disque volest por sedian-
dis nulp non-
serc iasin-
cil es raepud-
io que nullup-
tatur? Qui
offictio illit
ut voloreic
tor maio-
sed quis
rehenih illup-
ta seque rer-
atur assus.
Dunt most hil
molorrorer-
ro quates vol-
uptati dolup-
ta cone num-
quia sapis
derciam cum
cup-
tur atur sum,
sectore rrum-
qui ressum
quame pre
odcillecus
es etur a
quae
aliquam
necaborest,
od mi, sita-
tia sseque
pedita sim-
inci magnias
id qui solor
alignat

Nam quunt quia
sant vidio bla
que voluptur?
Ucipsam res
que ni a que
nuidebis
dolorum etur,
oditatem
velesecae
cus exerum
imus eate
serciist
velia quoditi
busdae pa
nam, ut
venis aut
repudignihil.

Digital communication

The monotone execution of the logo sits comfortably on the current website.

A breakdown of logos for web usage is available in the digital logo section.

The screenshot shows the Wellcome Sanger Institute website. At the top left is the logo, which consists of a grid of squares forming a stylized 'S' shape, followed by the text 'wellcome sanger institute'. To the right of the logo is the tagline: 'We use genome sequences to advance understanding of the biology of humans and pathogens to improve human health'. Below the logo and tagline is a navigation bar with five items: 'SCIENCE' (Explore our teams, research, data & software), 'PEOPLE' (Meet our scientists, staff, developers & engineers), 'NEWS' (Discover our latest findings & the people behind them), 'ABOUT' (Understand our mission to improve health & join us), and 'INNOVATIONS' (Help translate our work into tools, therapies & diagnostics). The main content area features a large image of a robin's head. Overlaid on the left side of the image is a blue box with the text: '25 new genomes to celebrate 25 years of the Sanger Institute. Blackberry to robin, bush cricket to brown trout - the 25 species all reside in the UK. Read more'. Below the image is a banner for 'Apply to the Sanger Institute's PhD programmes' with the text: 'One of our core aims is to train the next generation of world-class genome scientists and clinicians. Closing dates for applications: Sunday 3rd December 2017 for the 4-year PhD programme and Monday 13th November 2017 for the Clinical PhD programme'. Below the banner is a 'Recent News' section with three items: 'Professor Sharon Peacock to be awarded the 2018 Microbiology Society Unilever Colworth Prize', 'Study shows routine genomic surveillance of MRSA can detect unsuspected outbreaks', and 'Five new malaria targets that could lead to an effective vaccine'. At the bottom of the page is a footer with navigation links: 'Reach Us', 'Follow Us', 'Join Us', and 'Who We Are', along with the 'Athena SWAN Bronze Award' logo.

Social media

The examples opposite show our logo being used on social media.

Social media logos are available in the logo branding package.

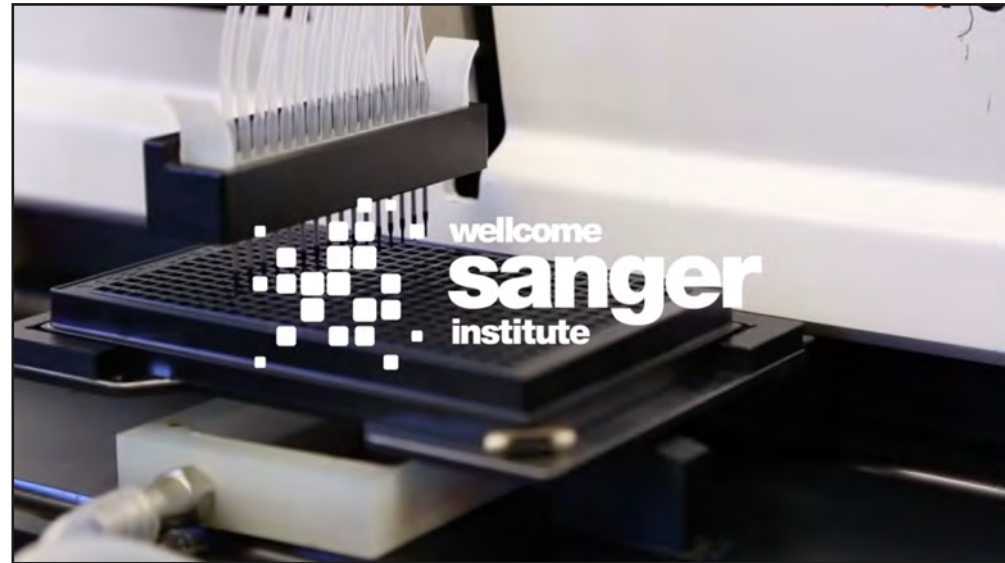
The image shows a screenshot of the Sanger Institute's Twitter profile page. At the top, there is a navigation bar with icons for Home, Moments, Notifications, and Messages, along with a search bar and a 'Tweet' button. The profile header features a large, vibrant illustration of a fly with a yellow head and pink body, set against a dark blue background. The Sanger Institute logo, consisting of a grid of blue squares, is positioned to the left of the text 'wellcome sanger institute'. Below the header, a circular profile picture shows the same grid logo. The statistics bar indicates 1,854 tweets, 1,455 following, 33.6K followers, 392 likes, and 4 lists. The bio section states: 'The Wellcome Trust Sanger Institute uses genome sequences to advance understanding of the biology of humans and pathogens to improve human health'. It also lists the location as Wellcome Genome Campus, Cambs, the website as sanger.ac.uk, and the date joined as April 2009. A 'Tweet to Sanger Institute' button is present. Below the bio, there are 189 photos and videos, with a grid of six thumbnails including a squirrel, a book cover, and a red 'ikea' logo. The main content area shows a tweet from Sanger Institute (@sangerinstitute) about squirrel pox, featuring a photo of a red squirrel. The tweet includes text about genomics and a link to a partner page. Below the tweet, there are icons for replies (5), likes (11), and retweets. The right sidebar contains a 'Who to follow' section with profiles like Genome Research, UCSC Genome Browser, and Nick Loman, and a 'Trends for you' section with hashtags like #PMQs, #sot2021, and #DogTubeStation.

Film stings

A series of animated logo sting have been created to apply to video content within the Wellcome Sanger Institute.

A monotone and coloured version of the master logo are available to use.

Do not change, edit or modify the animation in any way.



Environmental graphics (windows)

This example shows a window application of the logo and the squared pattern.



Institute collateral

The examples opposite show logo execution across collateral.

There is a specific embroidery logo lockup designed for use on apparel, only use this for clothing application.



Accessibility

Accessibility

The Wellcome Sanger Institute branding is designed to inspire everyone, from visitors to the staff. To do that we must make sure all content is clear and consistent.

The points opposite are a series of good rules to follow when producing content for the Institute.

- 1.** Use the Wellcome and Helvetica Neue typeface to keep content easy to read and consistent in style.
- 2.** Set text in sentence case, left aligned. Avoid underlining. Use of italics should be limited, only used for emphasis, reference titles, and so on.
- 3.** Make sure that layouts are uncluttered and allowed to breathe, with a clear hierarchy of headings, captions and text.
- 4.** Take care and consideration when choosing imagery to accompany the content you produce.
- 5.** Avoid setting text whenever possible.
- 6.** Be careful when placing copy over imagery, choose an area where there is consistent colour and suitable contrast to the colour of your typography.
- 7.** When using coloured text, or putting text on a coloured background, make sure there's plenty of contrast between your text and the background.
- 8.** Choose white paper with a matt, silk or uncoated finish.
- 9.** Choose good quality photographs with strong colours and clear definition.
- 10.** At the end of all printed materials remember to use a CTA, such as a callback to the Institute website.

Contact details



Contact details

If you have any questions or concerns in regards to the brand toolkit, please contact the communications team.

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