

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Research Presentation



Center for Genome Engineering

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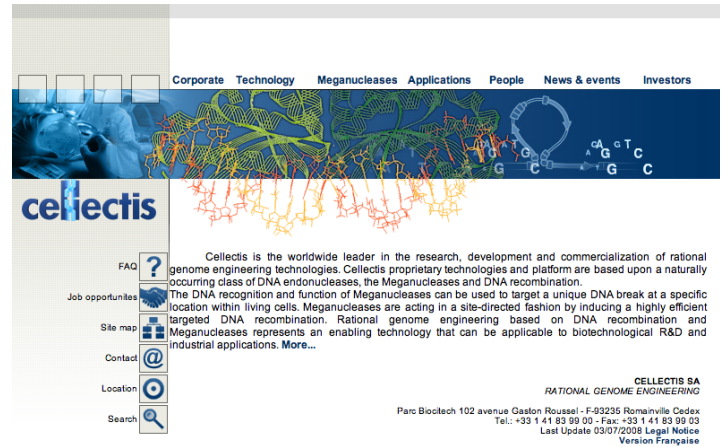
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Competitive Landscape



Children's Hospital

The direct competition. Blue, White and Grey color palette. Rounded bold sans serif logo (playful, soft, less serious) in blue. Does not communicate a specific area of expertise, very general. Website is simple with limited colors—black and white photography, visually image of children is most prominent.

Collectis

Highly technical audience. Banner graphic suggests complexity, scientific illustration. Logo graphic makes it difficult to read the company name. Use of the icons for navigation is redundant/confusing. Color is blue and grey, very similar to Children's Hospital.

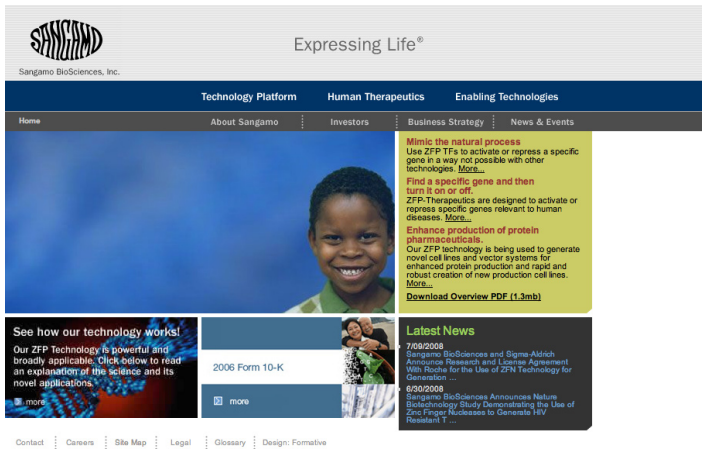
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Competitive Landscape



Sangamo Biosciences

Logo is 1960s psychedelic, does not communicate purpose. Use Franklin Gothic for supporting typeface. Memorable tagline, “Expressing Life” play off the idea of gene expression. Use of people imagery in website to reinforce the idea of life—friendly but still serious. Posing interesting questions on intro page about what genome engineering can do. Changing taglines at the top of different sections. Colors are blue and grey.

National Human Genome Institute

Abstract Chromosome as identity, linear elements may represent perceptual depth or changing of the chromosome. Goal is to improve human health and fighting disease. Broadbased interests. Images/ photographs used throughout website include: DNA, people, 3D models, generic office settings. Colors are grey with accents of desaturated colors of the rainbow.

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Competitive Landscape



Finnzymes

Logo is single spiral with one section changed color indicating change in the strand and/or relating the red section as part of their tools in making the change happen. Type is in all caps using a geometric typeface and tagline that reflects the changed color in the spiral. Colors are red, white and blue.

Embo

Logo is circle with red section that connects directly to the EMBO type which is all caps sans serif, slightly extended. Does it indicate change or just difference? Red is covering up the circle, not changing it. Is it a petri dish? A life cycle? What is it? The website is mainly blue and white—logo is red, green and black.

Competitive Landscape



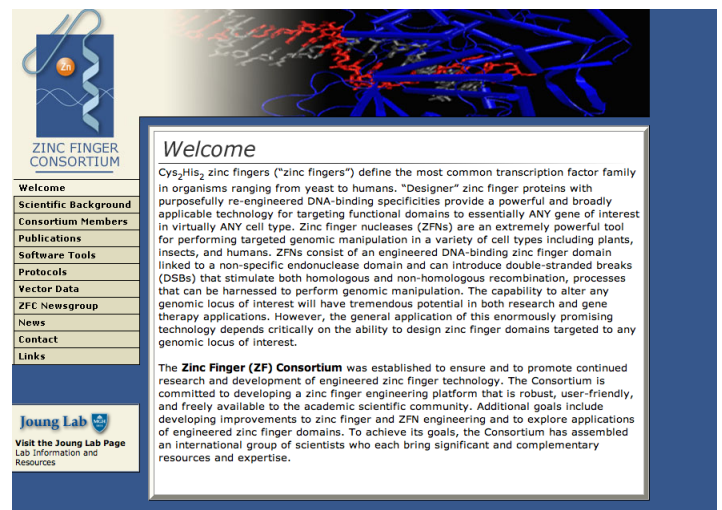
PlasmidFactory

Logo is a circle with 2 grey sections (one small, one large) that is behind the type which is Upper and lowercase, with no space between the words, capital letter differentiating words Plasmid and Factory. Orange and grey—opposite of most other organizations. Why is a plasmid used? Symbolically? or Concretely? Does this represent change?

Biogemma

Horizontal DNA abstracted spiral with highlight of yellow where the single strands overlap. Typeface is Optima all lowercase one word differentiated by color. Blue, green and yellow color palette on logo, with orange and green prominent on website—symbolizing life, growth, water?

Competitive Landscape



Zinc Finger Consortium

Logo is a collage of the thick and thin DNA strand, an orange dot which shows the Periodic Element Zinc, all within a rectangle shape—what does it mean? Paperclip in upper left? Type is All uppercase in a light sans and is underlined. Blue, grey and orange color palette.

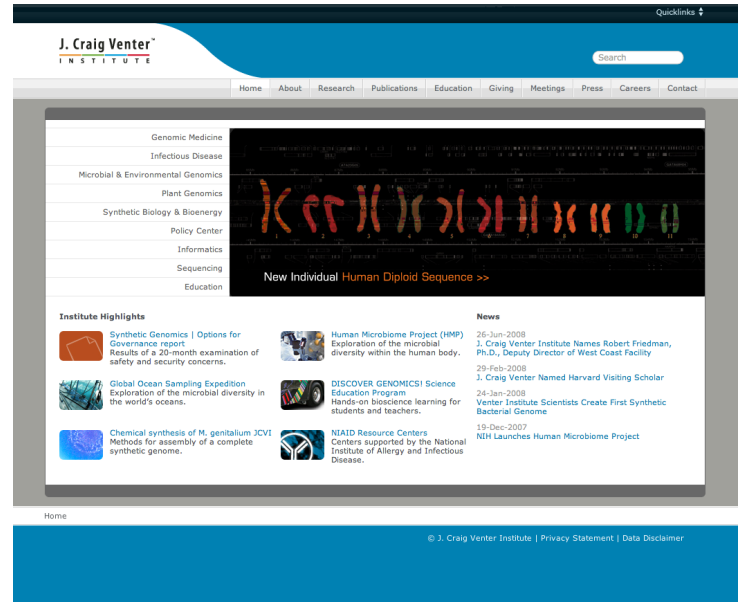
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Competitive Landscape



Synthetic Biology

Illustration on home page with cell morphing into a gear/machine—generically describe the purpose as “useful” as to why they change the genome. Monochromatic color palette, blue. Referencing the visual style of an electron microscope? Synthetic biology is a) the design and construction...b) the redesign of existing systems...

J. Craig Venter

Rainbow color scheme. Changing pictures on rollover of different navigation elements—photography is enlarged details of natural elements, and scientific imagery. Unusual cropping of images (wide horizontal format) Use condensed medium sans serif for logo is reminiscent of 1990s. Clean, crisp lines and clear organization of the site.

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Inspiration



The textures communicate life science while still being abstract and visually interesting.



(above logo) Visually engaging because of high contrast abstract shape—very molecule oriented.

(right) Shows different elements, contrast, transitions and movement.



Scientific graphic isn't used as dominant element. Looks clean and modern.



Visually communicate science through the juxtaposition of elements.

ClearScience

Logos are balanced and seem to work well at portraying the purpose of the organization. Banners are very complex with a lot of texture and detail, no real focal point, text seems to get lost.

Inspiration



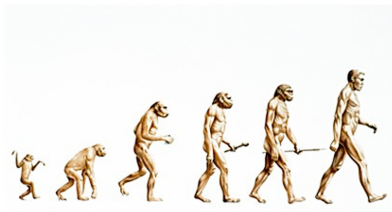
Cyclical size gradation (connote dissipation/ clockwise)



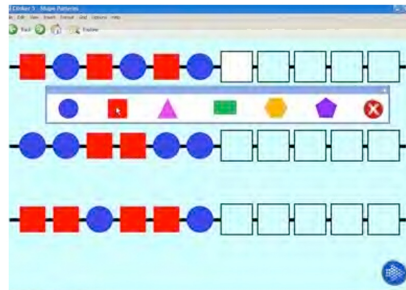
Evolution, transitional change



Impetus, generative/explosive



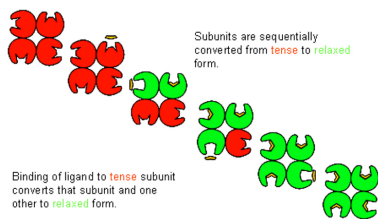
Evolution/ sequential change



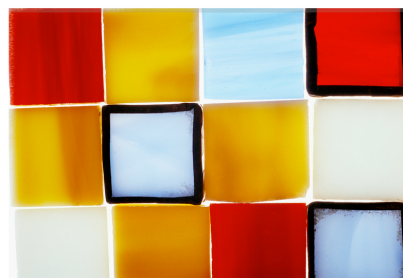
Pattern recognition, contrast



Similar types, different purposes



Contrast/ difference. Same with variations. Permutations/combinations/ transitions/ sequential



Highlighting, grouping

Images of Change

These examples show images that relate to the concept of change. They are interesting and they vary in how they convey this concept. (size, color, sequence, shape)

Types of change: sequential vs. abrupt

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Inspiration

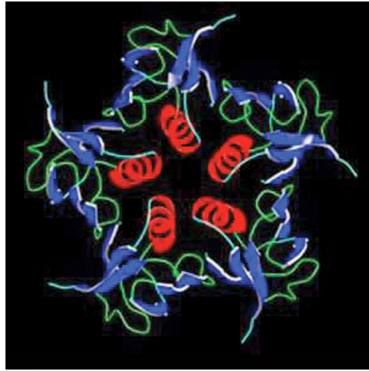


Logos showing change

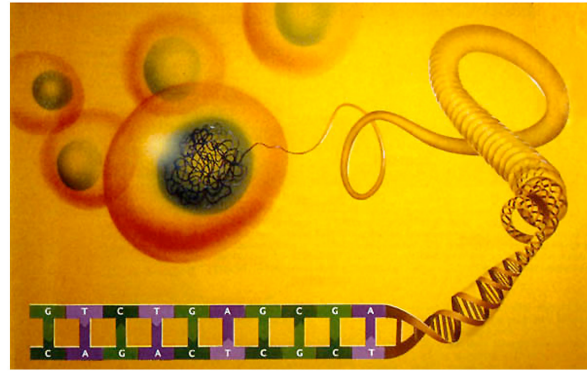
Inspiration Logo: Myspace showing repetition of similar figure, but change within one of the figures (tilt) to show individuality among a group.

Changing Tate logo appears differently in different contexts. Shows change through varying logo treatments.

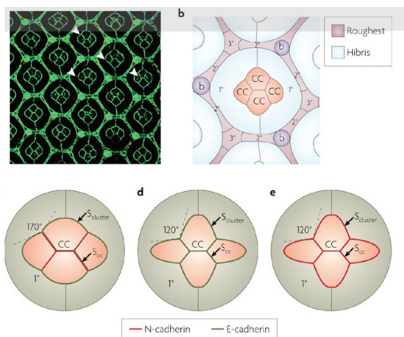
Inspiration



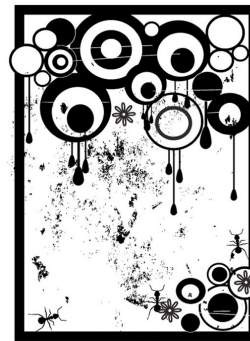
Pattern within a shape



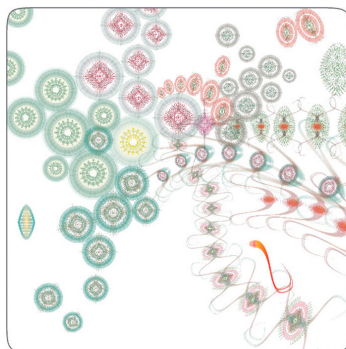
Color and style inspiration



Using scientific elements as pattern



Contrasting change: similar shapes with differences in an abstract way



Interconnectedness, structure, change from geometric to organic



Infinite variations, interesting metaphor

Inspiration

Images of inspiration
Circles showing change
Scientific images

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Design Objectives

Accommodate funders

The logo system has to be flexible and adaptable so the names of the funders can change and work within the logo. It must have the ability to change while maintaining the same visual identity.

Versatile

The logo must reduce successfully while maintaining legibility and recognition. It has to work in a range of media including, print, web, and other electronic sources.

Communicates Purpose

The logo should show the Center's involvement with genes and the changing of genes/ genome engineering (mutation, rearrangement and sequence duplication). It should also communicate to a scientific audience. Important aspects: establishment, development and dissemination of tools.

Questions

Change:

Sequential (linear, transitional)
Abrupt (contrasting, overt)

Audience:

Scientists
Researchers
Public

Center:

Cutting edge
Established
Conservative

Purpose:

Educate
Discover
Implement
Research

Expertise:

Cancer
Children
Everything (diverse disciplines)

Important identifiers of the Center?