

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Center for Genome Engineering

Contents:

Direction 1: Abstract Crop

Concept/Inspiration
Typography Selection
Logo Design
Color Palette
Application

Direction 2: Changing Pattern

Concept/Inspiration
Typography Selection
Logo Design
Pattern
Color Palette
Application

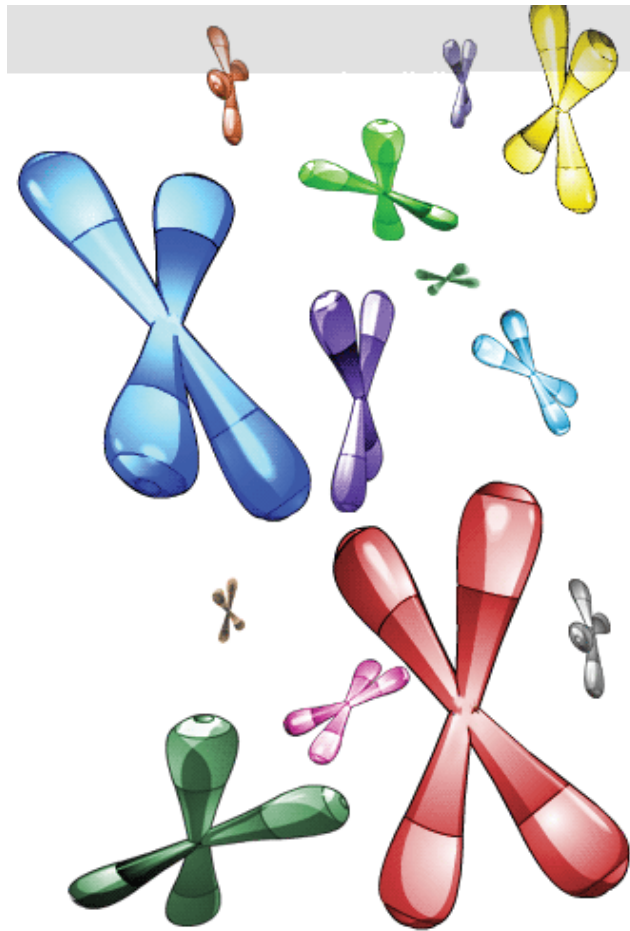
Direction 3: Targeted Rearrangement

Concept/Inspiration
Typography Selection
Logo Design
Color Palette
Application

Direction 4: Precision Pattern

Concept/Inspiration
Typography Selection
Logo Design
Pattern
Color Palette
Application

Abstract Crop



Concept

The identity concept is designed to emphasize change within a chromosome through targeting. It is based on an abstracted chromosome being zoomed in on and targeted.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Abstract Crop

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

The Arnold and Mable Beckman

Adobe Caslon Pro Semibold

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890

CENTER FOR GENOME ENGINEERING

PrioriSan Regular Small Caps

Typography Options

The top font would be used for the funder and is in Adobe Caslon Pro, a serif typeface to give a sense of established importance and structure. The logo would be in the PrioriSan typeface which has a very precise and rectangular and geometric structure which relates to the scientific aspect, yet modern through the sans serif and lightweight strokes.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Abstract Crop

The Arnold and Mable Beckman



The Arnold and Mable Beckman



Logo Design

This logo represents change through the cropped G and shows a chromosome through the reflect part of the G. The black box around the chromosome represents targeting a specific part of the chromosome, or genome that is being altered.

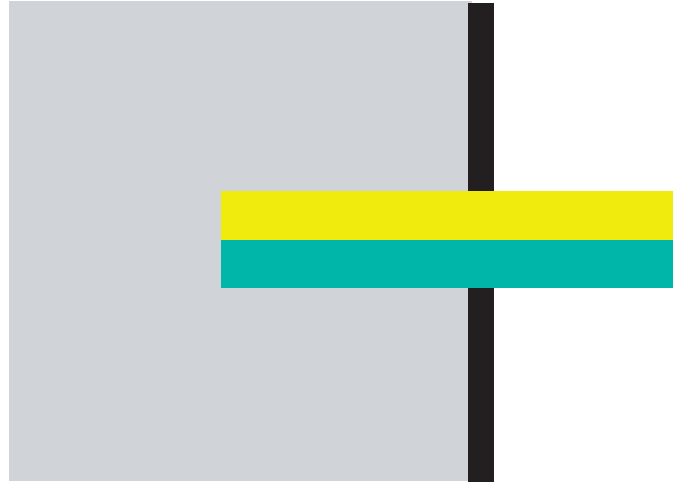
Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Abstract Crop



Color Palette

This color palette was designed to be modern with the light grey and cutting edge bright yellow green. The blue-green goes along with the bright yellow green to relate to people and while still maintain modern appeal.

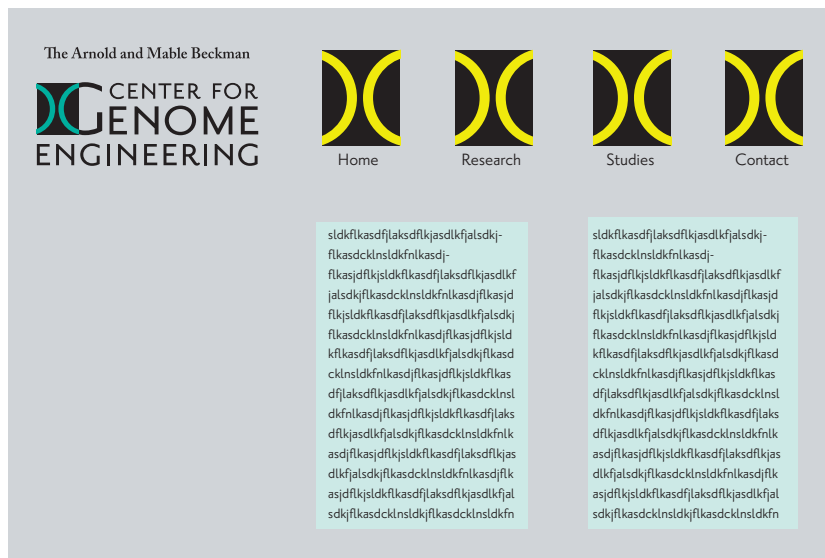
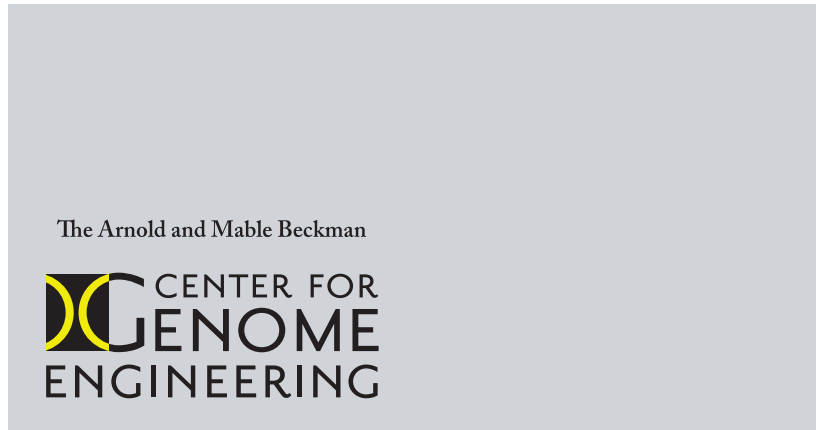
Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



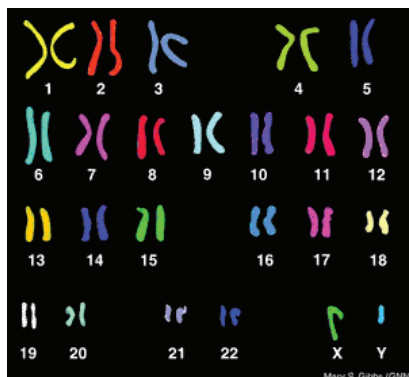
Abstract Crop



Application

This shows the application of the logo on a business card for example and website, using the color, typeface and logo mark. The chromosome logo could be used as a graphic element, pattern, or buttons.

Changing Pattern



Concept

This concept uses the idea of the chromosomes within a genome as a pattern. It uses an abstract chromosome to appear modern. The pattern changes with each application targeting a different chromosome within the genome each time.

Changing Pattern

ABCDEF GHIJKLM
NOPQRST UVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

The Arnold and Mable Beckman

Adobe Caslon Pro Semibold

ABCDEF GHIJKLM
NOPQRST UVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Center for Genome Engineering

Halvorsen Regular

Typography Options

The top font would be used for the funder and is in Adobe Caslon Pro, a serif typeface to give a sense of established importance and structure. The logo would be in the Halvorsen typeface which is a light font with interesting curved strokes to mimic the curved/irregular chromosome shapes.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Changing Pattern

The Arnold
and Mable
Beckman center for
GENOME
ENGINEERING

The Arnold
and Mable
Beckman center for
GENOME
ENGINEERING

Logo Design

The logo is type logo with very apparent alignments to create structure and integrate the funders names into the logo as a whole.

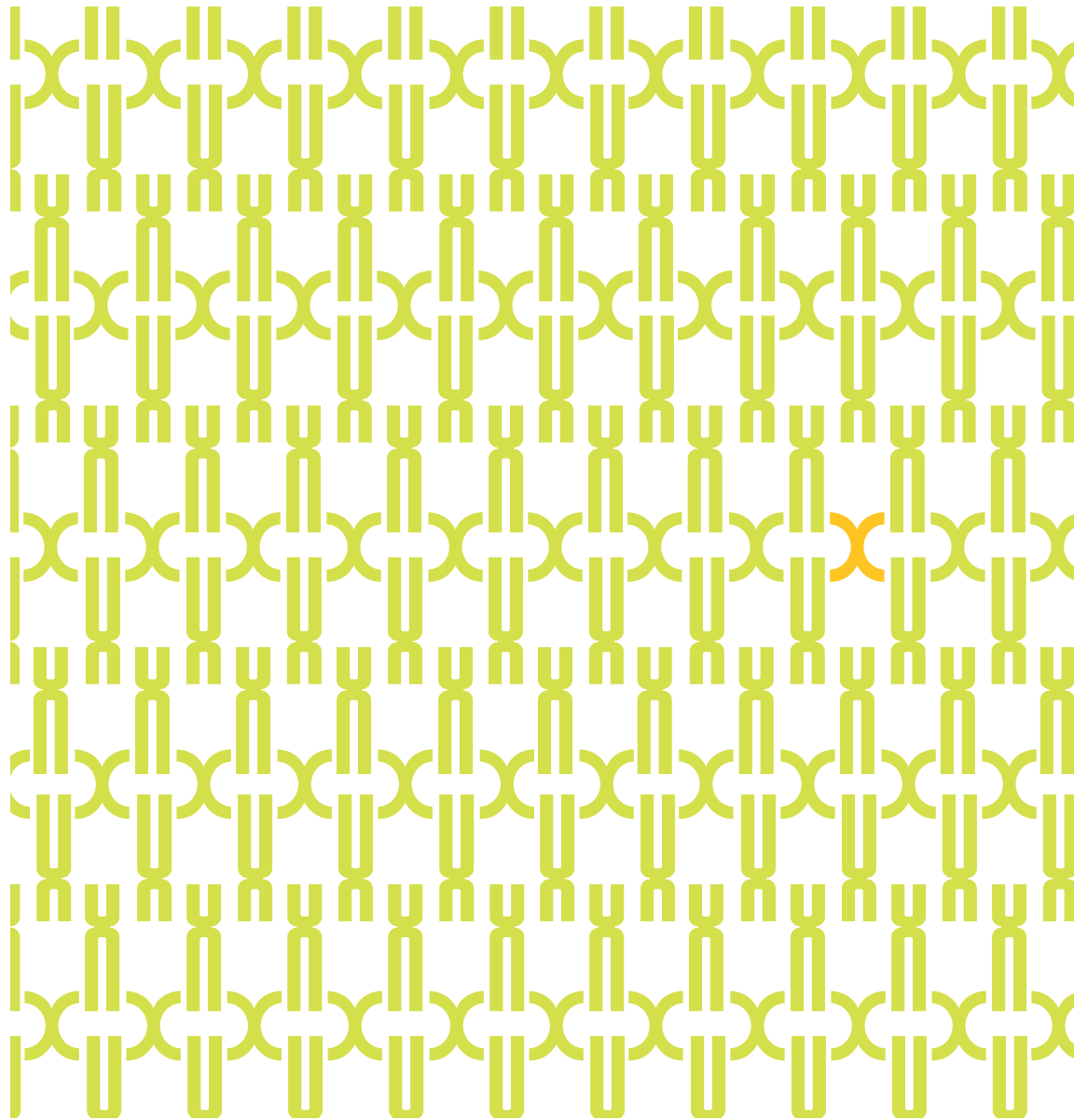
Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Changing Pattern



Pattern

The pattern uses two different abstract chromosomes to create texture and interesting shapes. One chromosome would be targeted in each application.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Changing Pattern



Color

This color palette uses colors opposite from many of the other organizations in the industry. The bright colors are cutting edge and the neutral grey keeps it modern.

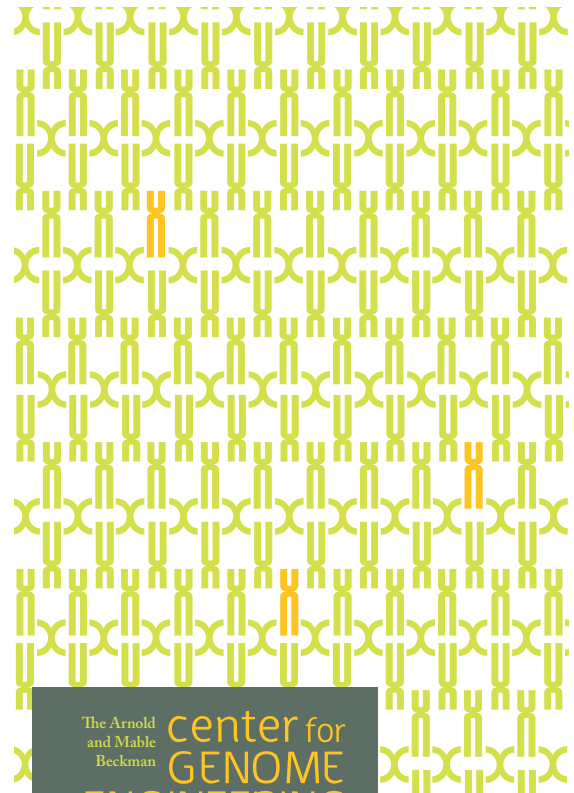
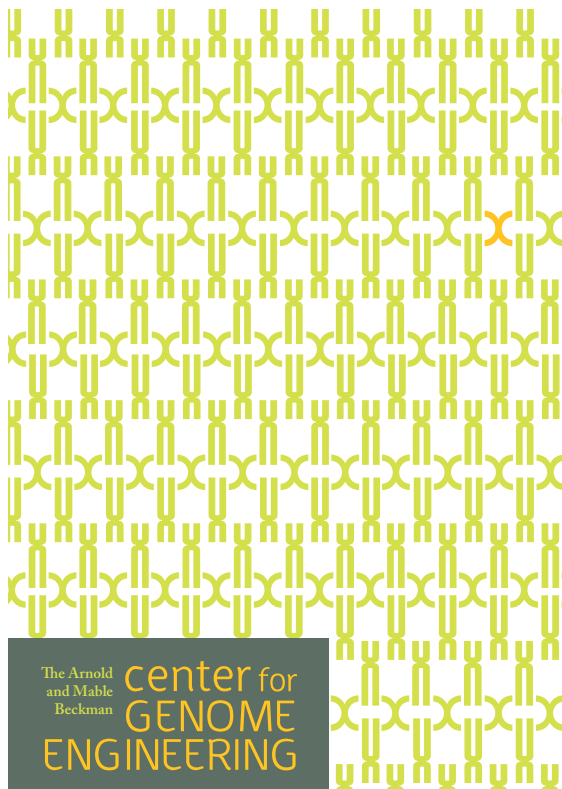
Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



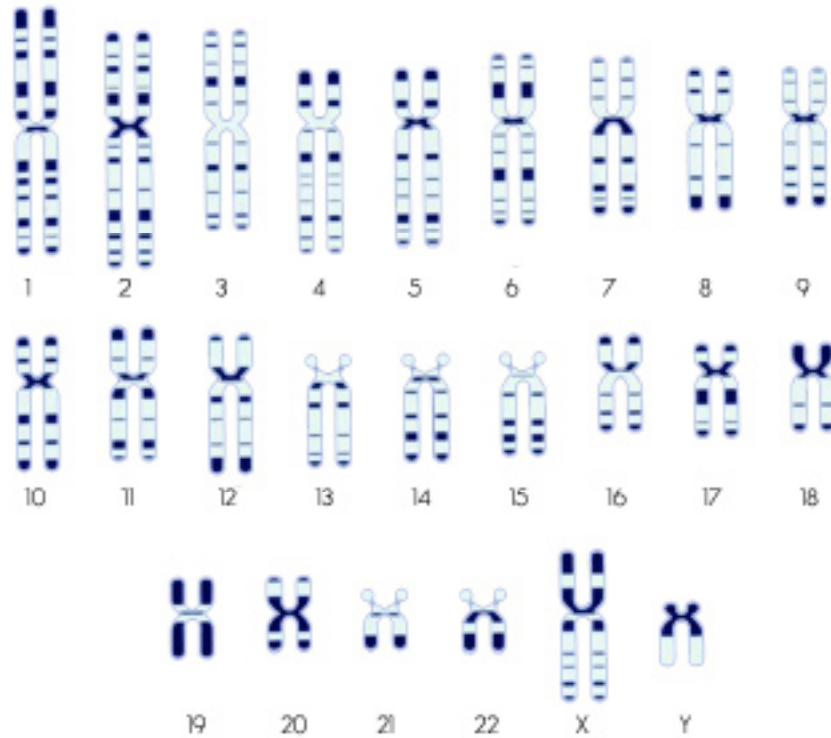
Changing Pattern



Application

The number and type of chromosome that is targeted can change each time a web page is loaded and could be different depending on the application.

Targeted Rearrangement



Concept

The identity concept is designed to emphasize change within the logo. It is based on the bar coding of chromosomes.

Targeted Rearrangement

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

The Arnold and Mabel Beckman

Klavika

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890

Center for Genome Engineering

Univers

Typography Options

The top font would be used for the funders and is Klavika, which has an interesting geometric structure that relates to the scientific aspect, yet is modern through the sans

serif and light weight strokes. The logo would be Univers, which has precise strokes and a clean look.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Targeted Rearrangement

The Arnold and Mabel Beckman

**center for
GENOME
engineering**

The Arnold and Mabel Beckman

**center for
GENOME
engineering**

Logo

This logo represents change through the white boxes within the word genome. The word genome is in all caps, to emphasize the word. The use of the bold font helps

make the bars more apparent.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



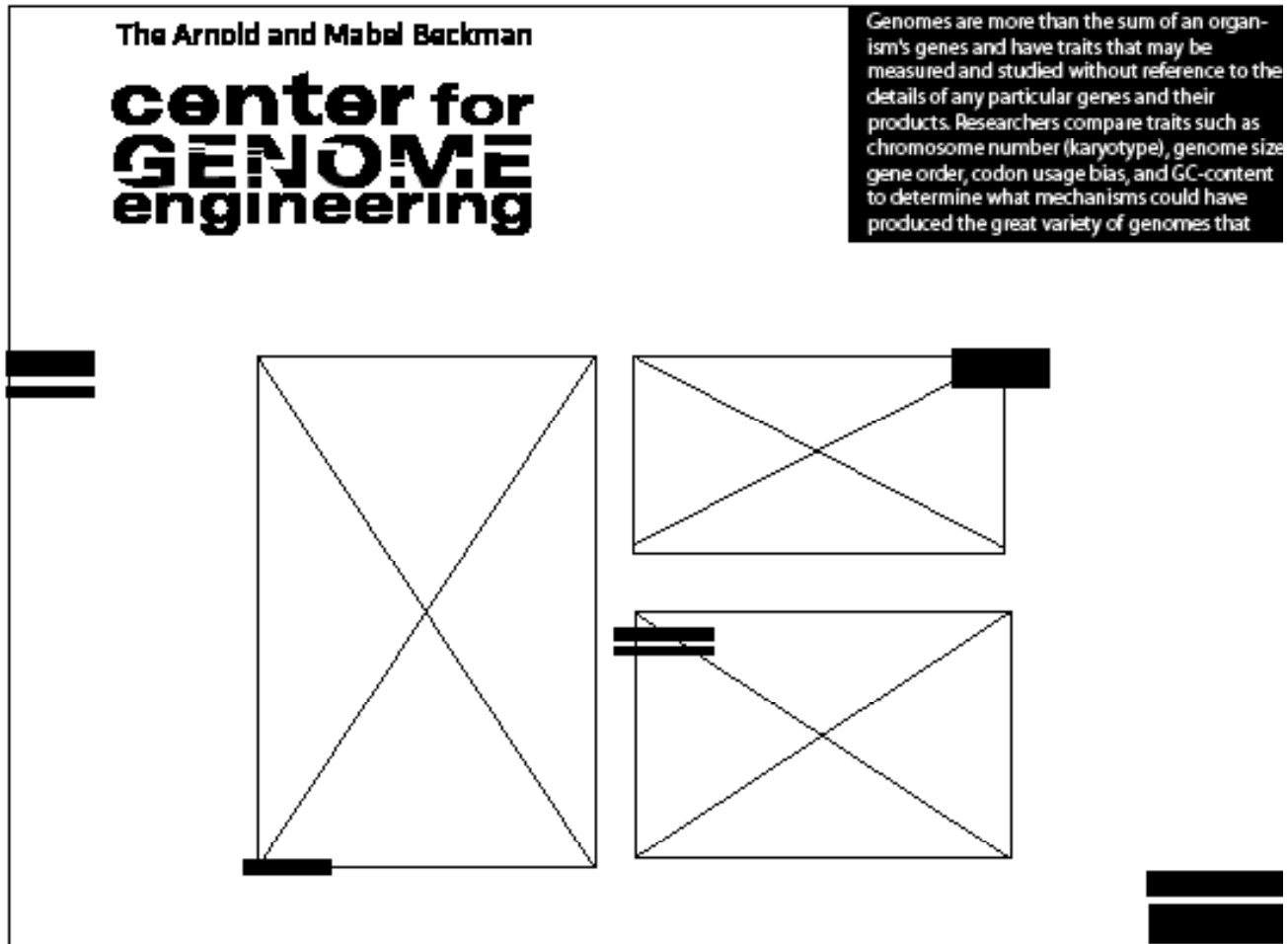
Targeted Rearrangement



Color Palette

This color palette was designed to be modern with the light grey and cutting edge bright colors. The light grey also helps complement the bright colors.

Targeted Rearrangement

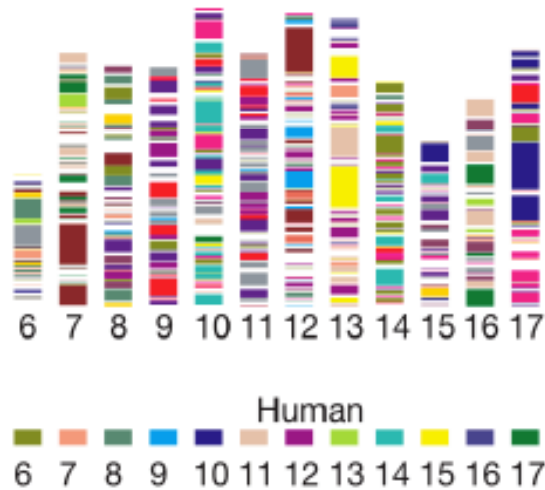
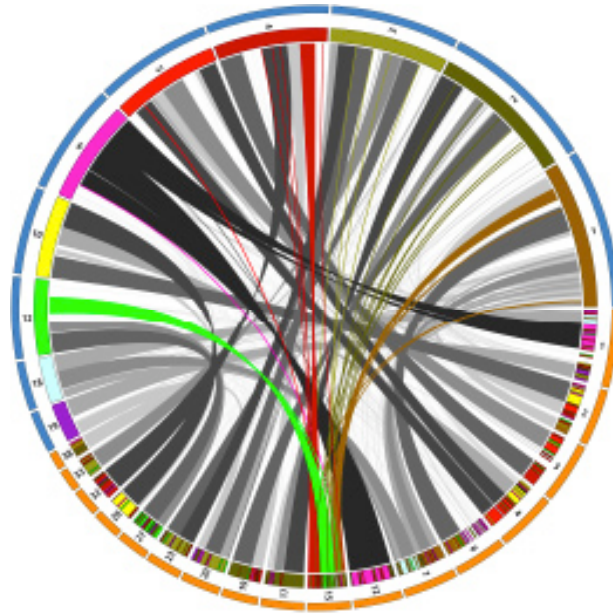


Application

This shows the application of the logo on a web page. The different white spaces within GENOME will move from the word and become the black rectangles on the page.

One rectangle would enlarge and have text. (ex. mission statement).

Precision Pattern



Concept

The identity concept is targeted change within the chromosome. It is based on the color coding of the chromosomes.

Precision Pattern

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The Arnold and Mabel Beckman

Univers

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890*

Center for Genome Engineering

Klavika

Typography

The top font would be used for the funders and is Univers which is clean and precise. The logo would be Klavika which has interesting curved strokes and mimics the shape

of the chromosome.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Precision Pattern

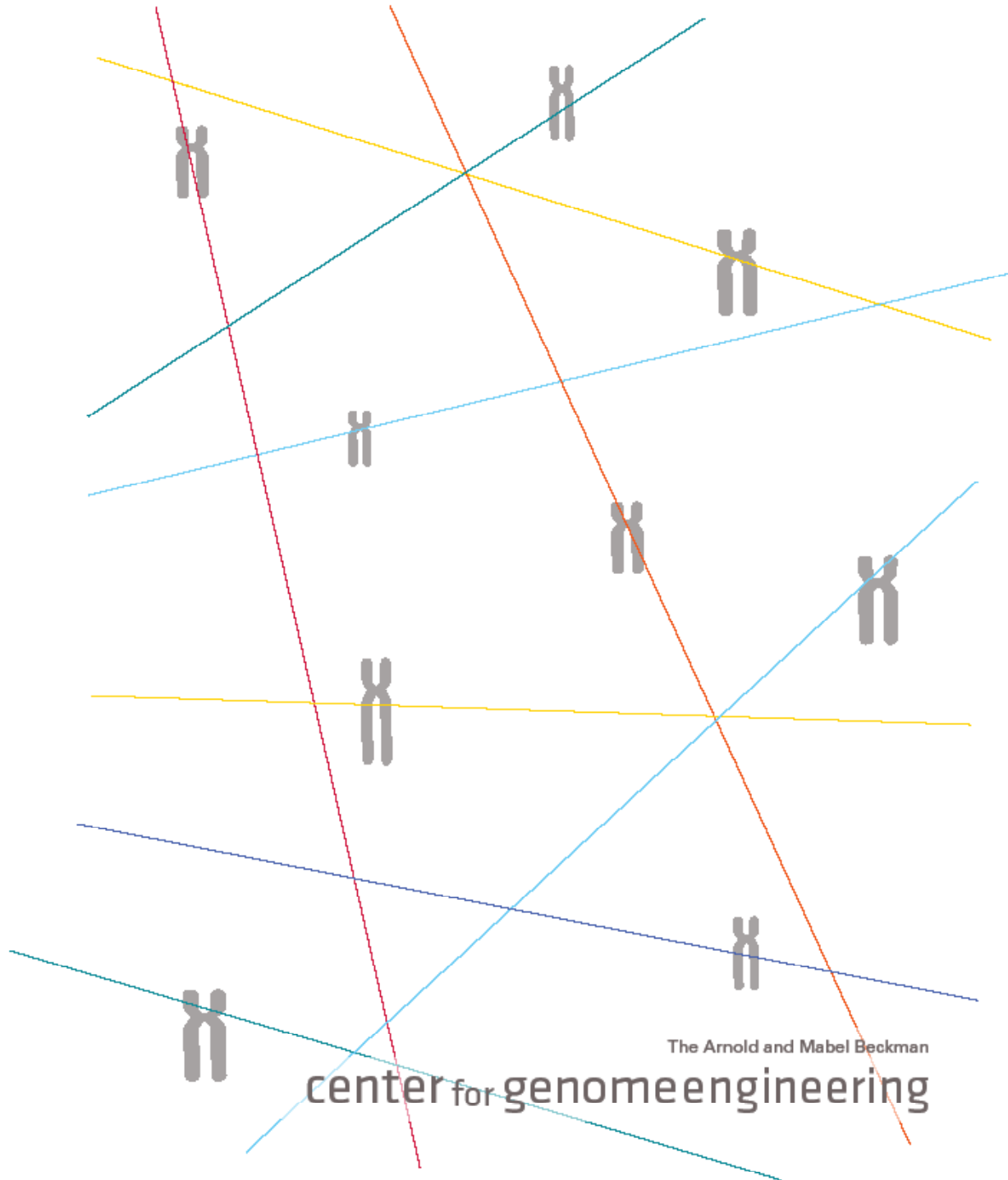
~~The Arnold and Mabel Beckman~~
center for genome engineering

~~The Arnold and Mabel Beckman~~
center for genome engineering

Logo

The logo is a type logo with all lower case letters and left alignment of the funders creating a simple and clean arrangement.

Precision Pattern



Pattern

The identity concept is targeted change within the chromosome. The different lines intersect part of the chromosome representing the change within. The different

colors represent the color coding of the chromosome.

Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Precision Pattern



Color Palette

This color pallet consists of interesting color combinations that represent the colors of the coding bars of chromosomes.

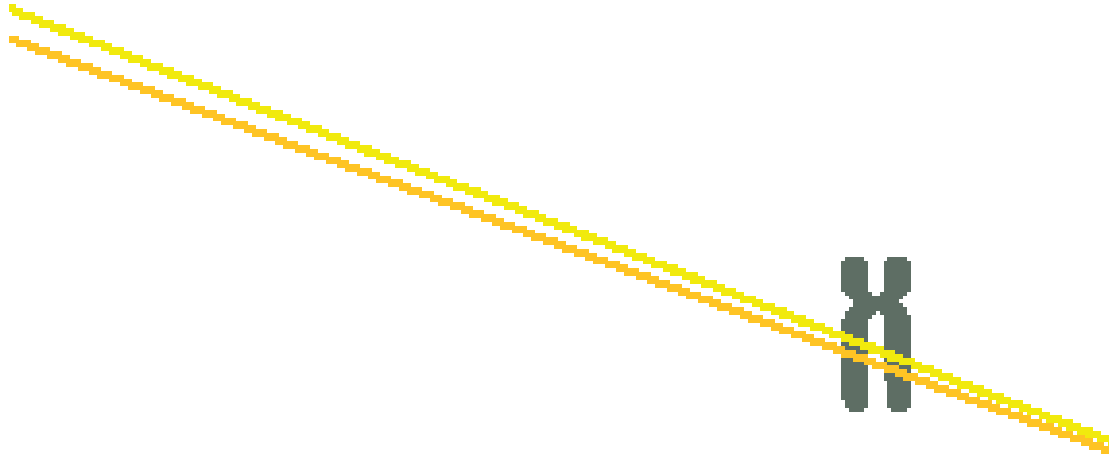
Client:
Center for Genome Engineering

Project:
Identity Design

Stage:
Identity Concepts



Precision Pattern



~~The Arnold and Mabel Beckman~~
center for genome engineering

Application

This is an application of the logo and pattern used as letter head. The use of white space, simple design, and logo create a clean and precise feel.