

DNA Genotek Partner Program Logo Usage Guidelines

The DNA Genotek Partner logo is made up of two distinct parts – the word mark – DNA Genotek Partner - and the graphic icon - the size and positioning of these parts as a whole must never be altered – enlargements are proportional to the standard original size. The word mark and the icon must not be separated.



Corporate Colors

The DNA Genotek Partner logo has been designed using two PMS (Pantone Matching System) and black. The word mark is PMS 3015C plus black and the icon is PMS DS-92-1C.

Non-Web Colors for the Word Mark

PMS – 3015C

RGB – 0, 115, 174

CMYK – 100, 30, 0, 20

Non-Web Colors for the Icon

PMS – DS-92-1C

RGB – 190, 30, 45

CMYK – 15, 100, 90, 10

Web Safe Colors for the Word Mark

RGB – 00, 73, AE

Web Safe Colors for the Icon

RGB –BE, 1E, 2D

The DNA Genotek Partner logo when re-produced is to always be PMS, CMYK or RGB as stated above.

Logo in black and white

When re-produced in black and white, the logo must always be solid black – never grayscale.

Logo Typeface

The DNA Genotek Partner logo has been designed using customized typefaces, for greatest visual impact each letter has been positioned in its relative relation to the adjacent letterforms. These are never to be altered.

Electronic & Print Media

Keep the clear area to each side of the DNA Genotek Partner logo equal to or greater than the height of the letter "P", or 2mm clear space around the logo.