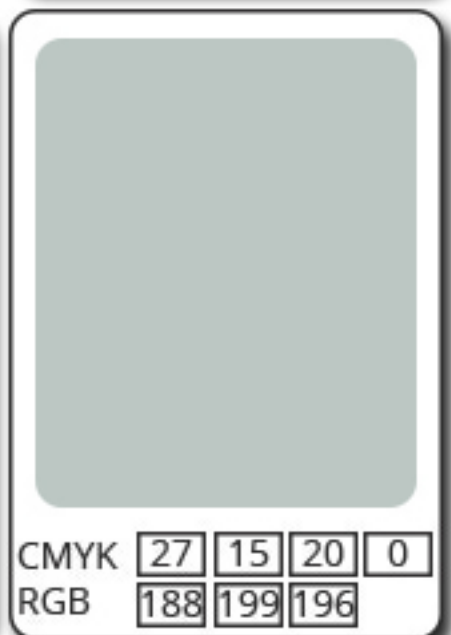
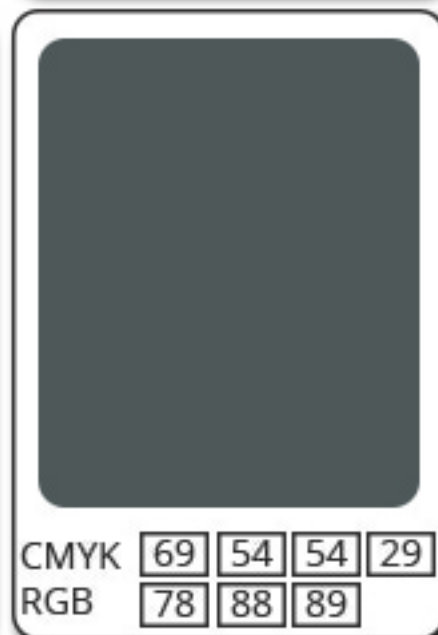
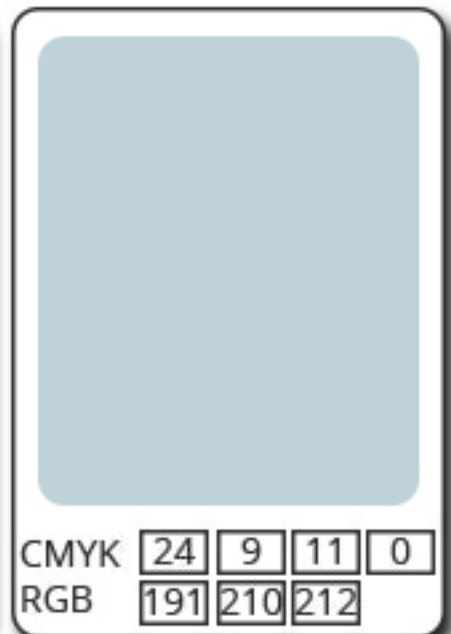


GENE BLUEPRINT

BRAND GUIDE

BRAND COLOURS

Use the RGB values for web and PowerPoint content or content that will only be seen on a screen. Use the CMYK values for all content that will be printed.



GENE BLUEPRINT BRAND GUIDE

BRAND FONTS

PRIMARY TYPEFACE FOR HEADINGS

OPEN SANS EXTRABOLD
Aa Bb Cc 123456789 ?!

PRIMARY TYPEFACE FOR LONG TEXT

OPEN SANS REGULAR
Aa Bb Cc 123456789 ?!

HEADING & HIGHLIGHTED CASE

**HEADINGS ARE ALWAYS IN UPPERCASE
FIRST LETTER - REMAINDER 15% SMALLER
FONT UPPERCASE**

LONG TEXT CASE

Long text is always in sentence case.

LONG TEXT PARAGRAPH RULES

Paragraphs are always to be justified with the last line of the paragraph left justified. There must be a 6pt space between paragraphs, but no spacing between a heading and the following paragraph text.