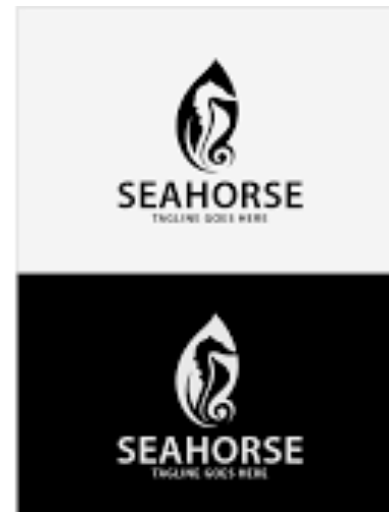


## Notes:

- Must have the words “Sequence Our Seas” (the name of the venture)
- There is a strong aquatic theme to what we do – we do like blue to represent water. Maybe Blue/Greens.
- Ideally We would like it to work on both contrasts (i.e light on dark, dark on light)
- We would like a seahorse to be integral to the design – it is one of species we target.
- Would ideally have a DNA helix in the design – DNA is core to what we do.
- We like the idea of the tail of the seahorse becoming a helix.
- Also open to the idea that the seahorse becomes the “S” in the text

Other logo styles we like the look of:



# Sequence Our Seas- needs a striking logo

- We are a DNA sequencing venture that uses DNA contained within seawater to tell a story about the fish in the sea. We are looking for clean (uncluttered) logo that conveys water and DNA with the seahorse as a central premise.