



BRAND GUIDE



D2R BRAND STORY

Our logo, comprised of DNA and RNA strands alongside interconnected silhouettes, embodies our mission. It signifies our commitment to delivering genomic-based RNA therapies for diverse populations, combating rare, infectious and chronic diseases like cancer. It represents collaboration, diversity, and inclusivity, echoing our objectives to enable discovery, make an impact, drive equitable practice, and engage partners globally. Together, we're forging a future of precision medicine, where every individual's health matters.

OFFICIAL VERSIONS

The D2R logo exist in a few different configurations and colour schemes to adapt to space and background colour constraints. The regular versions look best on white background but can also be used on other light colours. Likewise, the reverse versions are optimal on a black background but can be placed on other dark colours as long as legibility is not compromised.

Horizontal - English - Regular



Vertical - English - Regular



Horizontal - English - Reverse



Vertical - English - Reverse



Horizontal - French - Regular



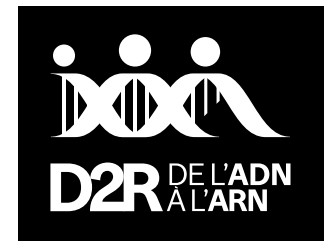
Vertical - French - Regular



Horizontal - French - Reverse



Vertical - French - Reverse



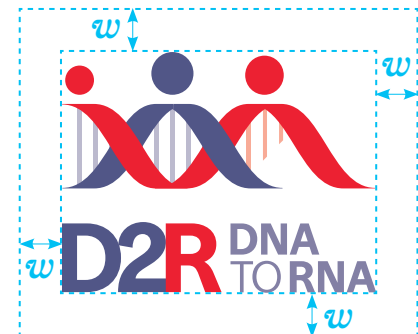
DO'S AND DON'TS OF BACKGROUND COLOURS

Below are some examples of acceptable and non-acceptable background colours. On the right, the contrast between the background and the logo is insufficient which makes legibility too difficult. Avoid any such colour combination. Note that the left-column colours are only suggestions and not necessarily recommended brand colours.



SPACING

As shown below, keep a blank space around the logo that is equal to or larger than the width of the middle circle. There should not be any text, graphic or photo within that space.



MINIMUM SIZE

To ensure legibility, make sure the height of the DNA graphic is never smaller than 0.25 in.



PRESERVING THE LOGO'S INTEGRITY

Do not separate and/or modify the individual elements of the logo including their spacing, proportions, orientation and colours.

Altering logo spacing



Stretching / compressing



Changing the orientation



Changing the colour



Modifying an element

