iGEM

2016
GIANT
JAMBOREE

BRAND
MANUAL

BRAND MANUAL

iGEM 2016 - Giant Jamboree

This document provides the visual guidelines and examples for the iGEM 2016 Giant Jamboree.

Suggestions on how to position our logo, use our colors and fonts, as well as restrictions for our patterns and gradients, can help create visual materials within the 2016 branding concepts.

THE 2016 BRANDING

Fun, excitement and change are the keys words that fueled the creation process of the 2016 Giant Jamboree branding. The first sketches began during the 2015 fall, at the bottom of the page is the first color sketch of the basic brand elements, the shape, the gradients and the colors with which everything started.

Warm colors, dynamic gradients and zig zagging patterns are the basic elements, all of them work together to evoque feelings of renewal, energy, creativity, freshness, optimism, passion and growth. The main goal behind this was to capture the rainbow of emotions that occur during the Jamboree and pay tribute to the hard work and effort all the iGEM community invests during the year.

We hope these designs and materials are pleasing to look at, convey the information in a clear and interesting way and above all, give a sense of pride and joy to the biggest event in the field of synthetic biology.
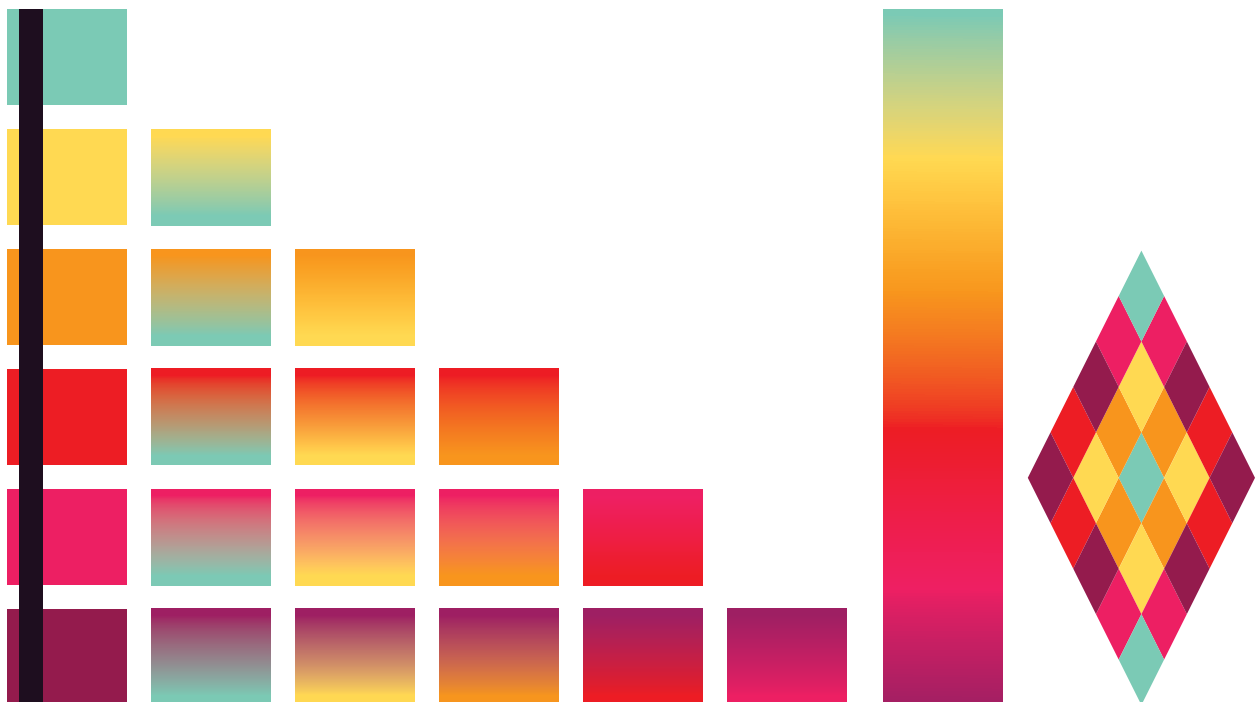
FILES

The files needed to develop new materials are hosted on the iGEM 2016 website (except the fonts) and can be downloaded by clicking on the links below.

If a specific format is needed, please contact iGEM Headquarters.

Logos

- **Basic Logo**
- **Minimal logo**
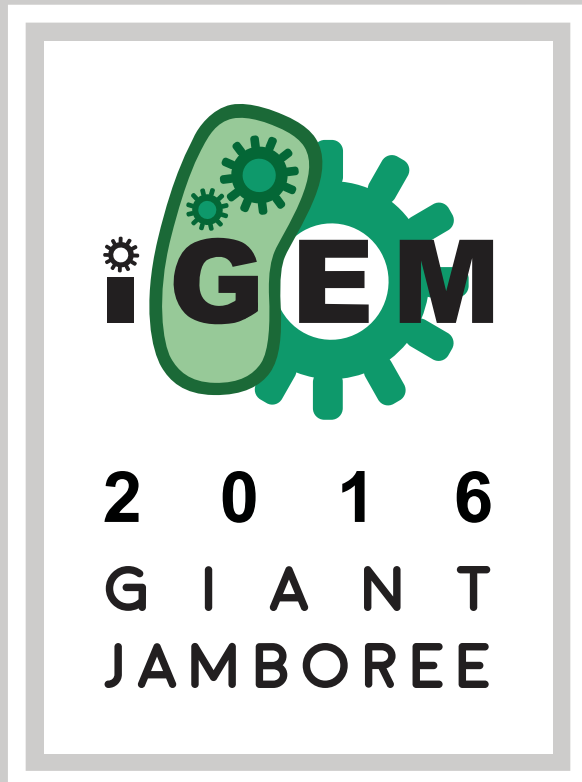- **Full logo (vertical)**
- **Full logo (horizontal)**

Fonts

- **Moon**
- **Estandar**

Patterns

- **Hero**
- **Secondary A**
- **Secondary B**
- **Blender A**
- **Blender B**

LOGO

Basic logo

This logo is the basic branding element. It conveys who organizes the event, the year and the name of the conference.

If needed, the branding can be reduced to this logo above one of the solid colors, gradients or patterns.

The following variants can be used in different situations depending on how much information is needed to be communicated.

Minimal logo

This can be used to mention iGEM 2016 without being necessarily related to the Giant Jamboree.

It can also be used as a closing statement as seen on the back of this document.

Full logo

Placed in situations where all information about the event needs to be communicated.

When space is limited and text should be kept to the minimum, this logo can serve the purpose of conveying all the data about the Giant Jamboree; location, time and place.

This logo is presented in a horizontal and a vertical option. Both can be used and it only depends on what fits the format better.
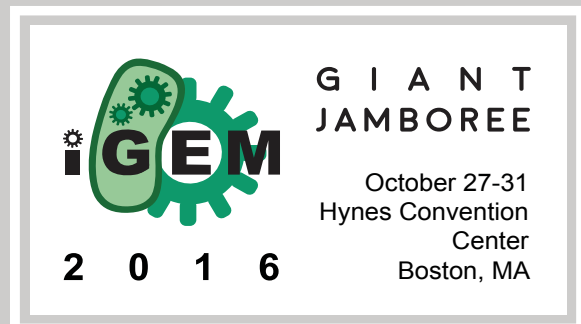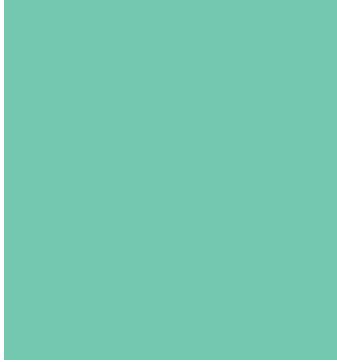

iGEM logo

The Giant Jamboree logo is not be confused with the iGEM official logo.

Even though one is a component of the other, the iGEM official logo should not be used as a stand alone piece in material related to the Giant Jamboree.

All content developed for the purpose of the conferece should use the logos mentioned previously.

COLORS

PANTONE
338 C

HEX
6DCDB2

RGB
109 205 177

PANTONE
1495 C

HEX
FF8F12

RGB
255 143 18

PANTONE
121 C

HEX
FFD755

RGB
255 215 85

PANTONE
185 C

HEX
EB0028

RGB
235 0 40

PANTONE
213 C

HEX
EA1D75

RGB
234 29 117

PANTONE
676 C

HEX
9B004E

RGB
155 0 78

Color Usage

Solid Color

The branding is flexible enough that it can be reduced to its minimal aspect; a solid color + our logo.

The example below is a sketch for the conference tote bags. The logo is placed in the center and it contains enough information to place the item in context.

When creating iconography, use solid colors and try to use two of them to create contrast and express dynamism.

Using a third color from the grayscale, like the example to the left, is also recommended.
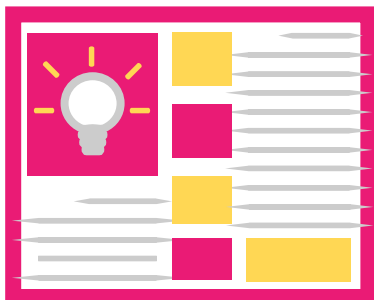
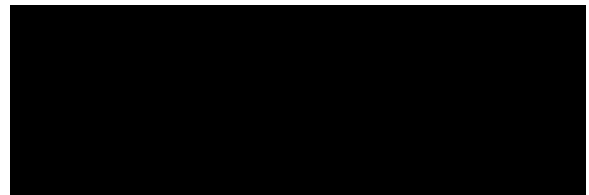## Grayscale Support

There are several shades of gray that can be used along with the branding in case black or white are not the most convinient.

HEX
CCCBCA

HEX
666666

HEX
231F20

FONTS

MOON BOLD

ABCDEFGHIJKLMNOPQRSTUV
WXYZ
1234567890

Estandar

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Font Usage

Font and Color

Text can have a second component; color. This, however, should be restricted to only white or black in order to favor legibility.

In the example below, a blender pattern is used to create contrast for the text.

In the following example, the text is placed above a gradient. In both examples, the text is easy to read and it creates an interesting contrast without distracting from the message.
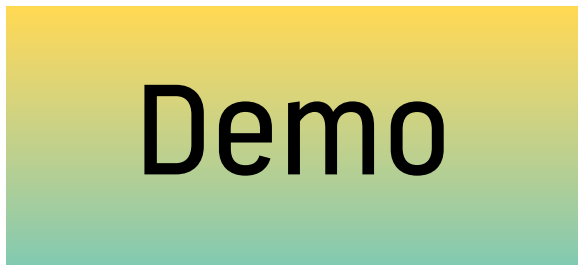
In some cases, too much black or white text can be monotone. To highlight important messages, or even subtitles, color can be used in key spots.

Which font?

The branding has 3 fonts to keep things single, but which should I use?

• **Moon**
This font should be reserved for titles and short text messages.

• **Estandar**
Used for subtitles and other medium high level messages.

• **Arial**
Arial is the basic font, should be used when there is a lot of text. The bold version of the font should be used for highlights.

GRADIENTS

Gradient Usage

Gradients are ideal as backgrounds for text or a logo. This is very simple element of the branding, it can be used in digital or printed media and still have a strong visual impact.

All the gradients in the previous page have high contrast with white or black text.
Below are a few examples.

G I A N T
JAMBOREE

October 27-31
Hynes Convention
Center
Boston, MA

iGEM

2 0 1 6

SECTION TITLE

Title of the paragraph

Lorem ipsum dolor sit amet, an inermis salutandi sed, alienum tacimates ne duo. Et nam quaestio efficiendi. Vis soluta postea legendos eu. Rebum gubergren e fficiendi e x vel, posse consetetur referrentur eum no, e a duo l abores b landit splendide. D iam simul aeterno vel no. E um i d saepe constituam.

Lorem ipsum dolor sit amet, an inermis salutandi sed, alienum tacimates ne duo. Et nam quaestio efficiendi. Vis soluta postea legendos eu. Rebum gubergren e fficiendi e x vel, posse consetetur referrentur eum no, e a duo l abores b landit splendide. D iam simul aeterno vel no. E um i d saepe constituam.

PATTERNS

HERO PATTERN

SECONDARY PATTERN A

SECONDARY PATTERN B

BLENDER PATTERN A

BLENDER PATTERN B

Pattern Usage

Layout

Patterns can be used vertically or horizontally. There is no specific preference, it will depend on what suits the format better.

Digital and Print

When using the pattern for digital media, you will need to make sure that there are no "lines" cutting the pattern.

The best way to avoid this is to export the pattern file as a psd and then import back .

For print, just make sure the color code is right, the lines will not show up when printing.

Which pattern?

The patterns are designed to support the branding and call different levels of attention.

- **Hero**
Loudest pattern, should be used when text is minimal and a high visual impact is needed.

- **Secondary A**
Ideal for covers, gives a sense of formality while being very dynamic.

- **Secondary B**
This pattern can be placed over a white background, one the brand colors or even a gradient. It is very flexible and can adapt to the amount of attention it needs to call.

- **Blender A and Blender B**
These two patterns are a softer option and can be used as an interesting background for text.
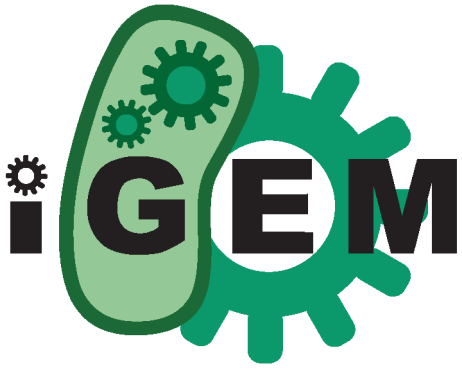
EXAMPLES

To wrap up, the following pages show different examples of all the brand elements working together to create strong visual materials.

Each example has a different purpose, on this page we have digital banners to promote the Giant Jamboree and to promote the Judging program. Next, the Judging Handbook's cover and afterwards content from the same document. And finally, the flyer that was sent to all teams as part of their registration package.

2016

Judging
Handbook

From the perspective of creating a Registry that can be used long-term by scientists and engineers in the community, common issues with part documentation include:

- **missing link to team's wiki page to read more about the part in context of the project**
- **figure axes and legends lacking important details about how the data was obtained (e.g., strain and expression plasmid for protein-coding parts); the data on the Registry page should be able to stand alone, if possible**
- **links to UniProt or other database for original sequence or literature references not provided for parts derived from a natural source**
- **information about which device (with a promoter, RBS, coding sequence, and terminator) was used on the Registry documentation page (including relevant part numbers) to generate characterization data for basic parts.**

For the most part, the process for judging basic and composite parts is identical.

For basic parts, the focus is on conforming to Registry standards, since the ability to integrate into standard cloning systems is directly related to the parts' usefulness. For composite parts, the focus is more directly on usefulness, since composite parts can often function as standalone devices and do not necessarily need to be integrated with other parts.

Let's take a quick look at some examples of great composite parts:

BBa_K323135

Our first example is BBa_K323135: VioA and VioB enzymes fused with zinc fingers under pBAD promoter. This part was created by the **Slovenia 2010** iGEM team and won the award for Best New BioBrick Part or Device, Engineered. Aside from being quite well documented, this part worked, was well-documented, and had a useful, novel function. This part simply and effectively demonstrated how simple protein domains could be assembled into a higher-order organization using a DNA-guided mechanism to put functions of interest into the correct location and orientation for efficient bioprocessing.

This essential idea of DNA program-guided zinc fingers proved to be quite useful to the community **(aspect 4)**. Not only did it open up the field of engineered subcellular-level localization and spatially-sequential processing, but it was adopted by later iGEM teams, including **NCTU Formosa 2012**, who incorporated the exact design into their project to improve fermentation of isobutanol.

BBa_K1150020

A second example is BBa_K1150020: uniCAS Activator (CMV promoter). This part was created by the **Freiburg 2013** iGEM team and won the award for Best New BioBrick Part/Device, Engineered in Europe.

Again, this part had excellent documentation, conformed to RFC10, and had data demonstrating its working function. Even though CRISPR/Cas had already been popularized within the biology/bioengineering community, the uniCAS project brought this powerful tool into the iGEM community and provided a standardized collection of parts (exemplified by this part) which will likely serve as the foundations for other teams who wish to use the CRISPR/Cas system.

In fact, the collection has already made its appearance in this year's "Featured Collection" in the Registry.

WELCOME TO iGEM 2016

WE ARE LOOKING FORWARD TO A GREAT iGEM SEASON! TO KICK IT OFF, WE WANT TO HIGHLIGHT A FEW TOPICS THAT MIGHT BE OF INTEREST TO YOU:

DNA Distribution
Check out instructions on how to use your distribution kit at: http://parts.igem.org/Help:2016_DNA_Distribution.

Submission Kit
In your DNA Distribution Box, you will find a DNA Submission Kit to use when you send your parts back before the Jamboree. Keep this box safe before use! For more information visit: http://parts.igem.org/Help:Submission_Kit

Tracks
New tracks have graduated to special tracks - find out details at: http://2016.igem.org/Tracks. Which track will your team compete in?

Plants
iGEM HQ is excited to announce a new initiative to support plant synthetic biology during the 2016 season and beyond! For more information, please check out: http://2016.igem.org/Resources/Plant_Synthetic_Biology

Troubleshooting
Having difficulty with your assemblies? The most common problem is transformation - test your competent cells with the iGEM competent cell test kit and make sure they have an efficiency of at least 1.5×10^8 cfu.
See details at: http://parts.igem.org/Help:Competent_Cell_Test_Kit.

Protocols
Still having trouble? Be sure to check out our tried and true protocols!
http://parts.igem.org/Help:Contents
Or, contact us for technical support at: http://2016.igem.org/Contact

InterLab Study
We've included an InterLab Measurement Kit for teams who wish to participate in the 2016 InterLab! For details, check out: http://parts.igem.org/Help:InterLab_Measurement_Kit

Meetups
Tell us in advance about your meetup and a member of HQ can attend! Advertise your meetup at: http://2016.igem.org/Community/Meetups

Website
Check out our new site map of the iGEM 2016 website! We hope this will help you navigate the abundance of information about iGEM.
http://2016.igem.org/Sitemap

Mentorship
Sign up to be a mentor to a fellow team or work with a mentor this season!
See details at: http://2016.igem.org/Community/Mentorship.

Survey
Help us work on highlighting the unique educational model of iGEM! Take this survey to start off the season: http://2016.igem.org/Survey.
A post-iGEM evaluation will be announced at the end of the season.

Partner Offers:
8 offers available!
Over $100,000 USD in grants and other special offers are available to iGEM 2016 teams. Check out the Partner Special Offers page for the latest funding opportunities, special offers, and discounts: http://2016.igem.org/Sponsors/Partner_Special_Offers.

F INAL WORDS

Thank you for reading this guide!
Hopefully it has served its purpose and conveyed the design process and guidelines of the iGEM 2016 Giant Jamboree.

For any questions or comments, please email:
ana@igem.org

THANK YOU!

iGEM

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