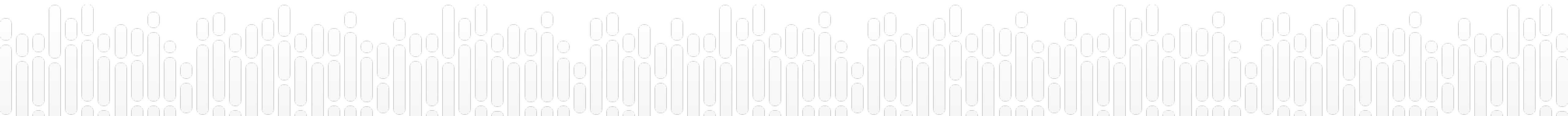




NEW YORK
GENOME CENTER

Identity Guidelines

2024



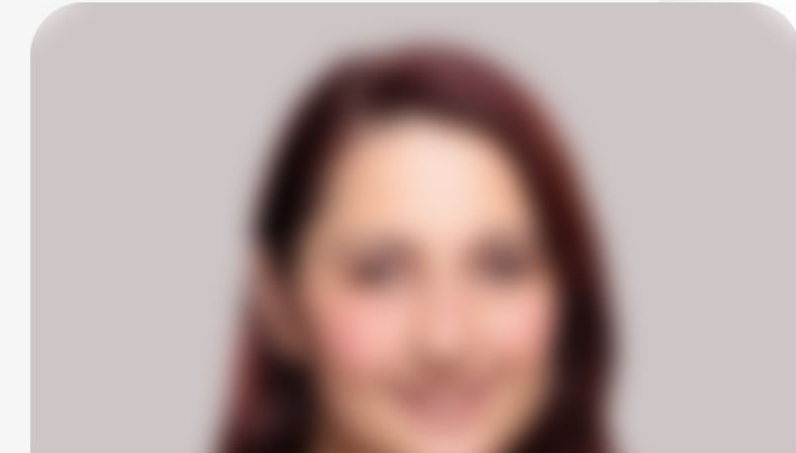
• Science & Technology › Collaborative Research Programs › 🌸 Cancer

Fostering Collaboration to Accelerate Discoveries

As a premier center for genomic research, the New York Genome Center (NYGC) fosters collaboration among leading scientists from multiple institutions to accelerate genomic discoveries and their translation into new therapies and diagnostics.



Gamze Gürsoy, PhD
Core Faculty Member, NYGC

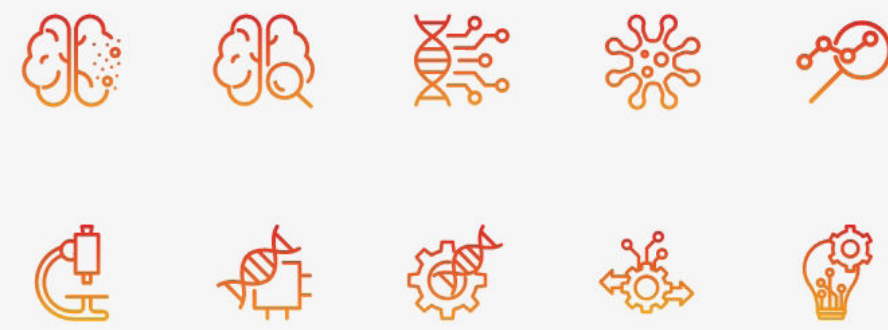


Gamze Gürsoy, PhD
Core Faculty Member, NYGC
Assistant Professor, Departments of Biomedical Informatics, Columbia University.

• Landau Lab

🌸 Cancer Research

Iconography



Typography

Aa

Manrope Bold

Aa

Manrope Regular

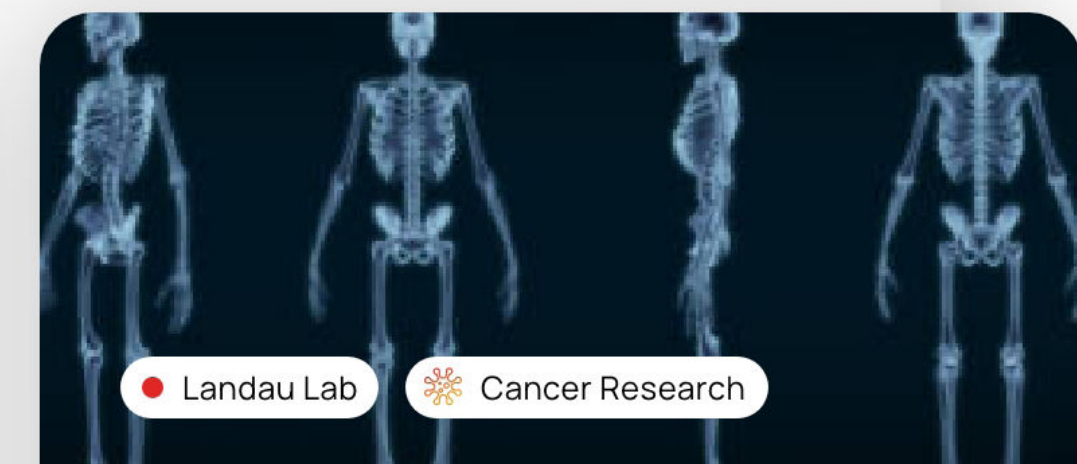
January
23

January 23rd, 2023
5:00 – 6:00 PM

Neuropsychiatric Disease
Working Group Evening Lecture
w/ Mark Gerstein, PhD, Yale
School of Medicine



Moderated by
Thomas Lehner, PhD, MPH

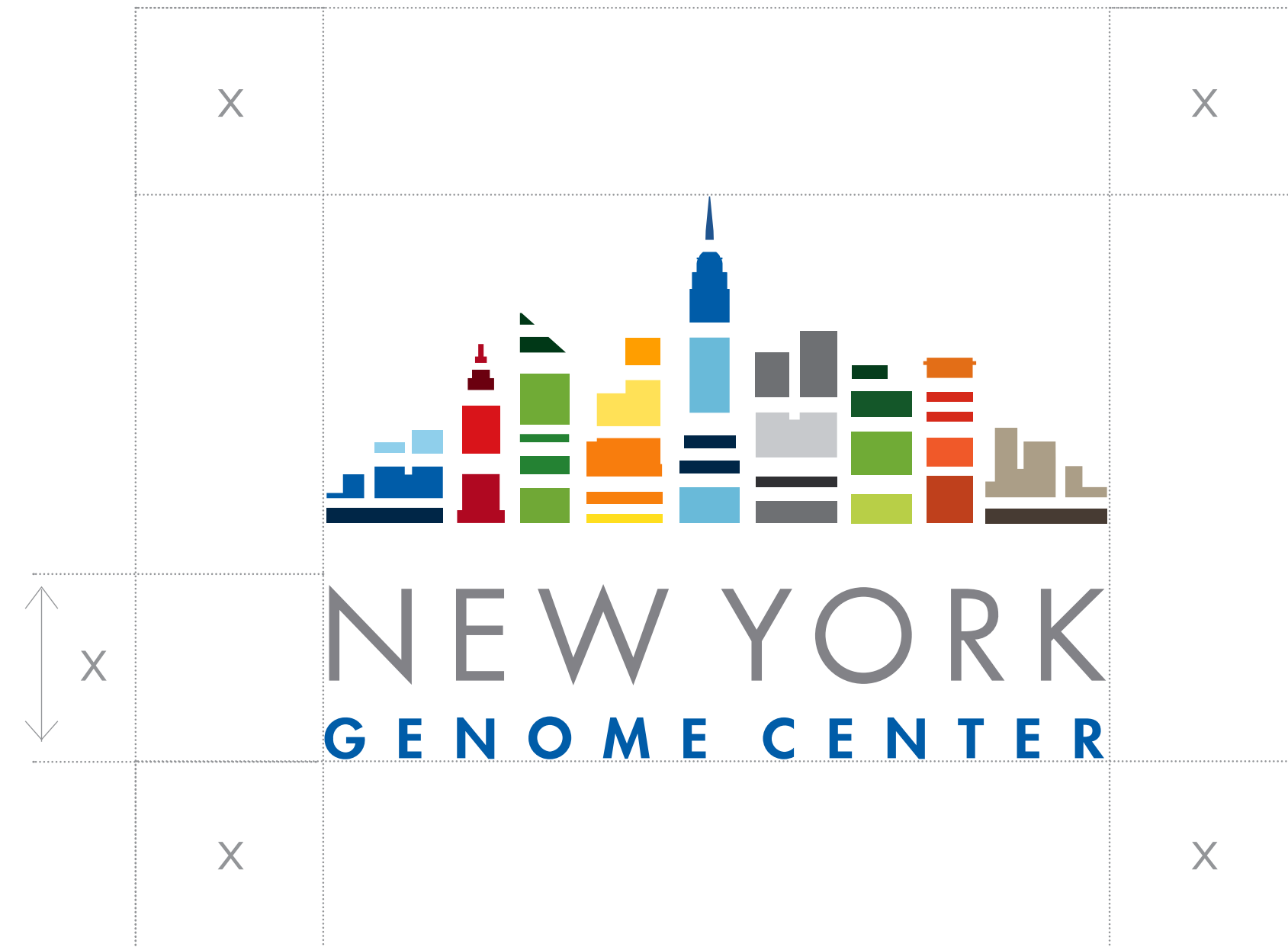


• Landau Lab

🌸 Cancer Research

July 20, 2023

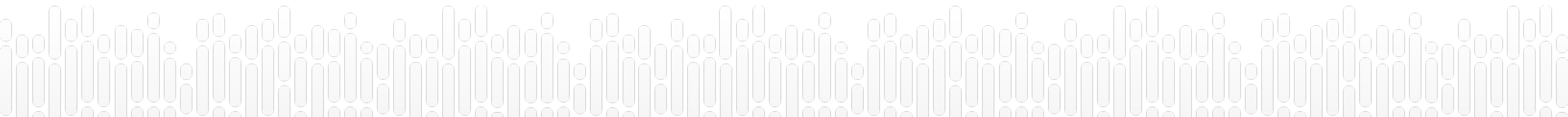
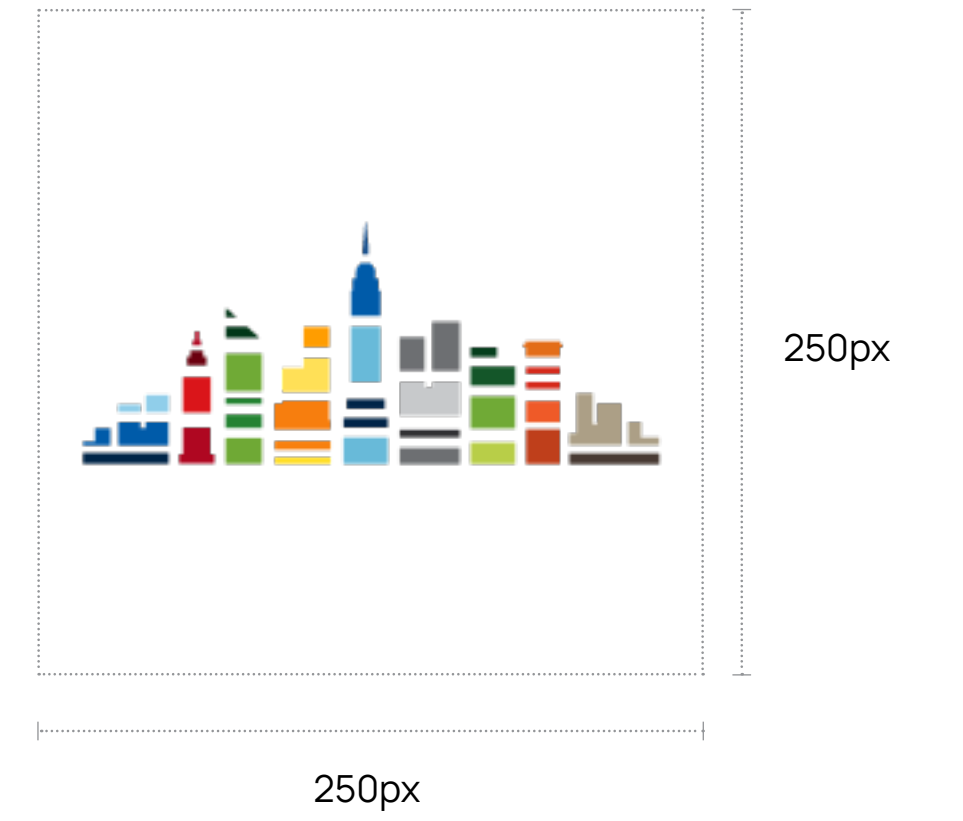
AI and the Evolution of the Human
Skeletal Form



Website



Web Browser Favicon



Manrope

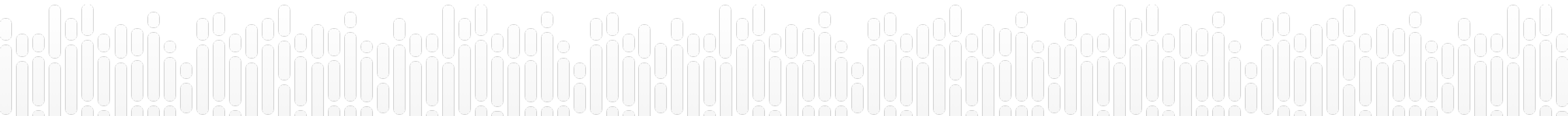
[Download Google Font](#) ↴

Manrope Regular

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Manrope Bold

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Section Title

Manrope Regular
Size: 14pt

- Section

Headline

Manrope Regular
Size: 46pt/64pt
Leading: Font size + 8pt

Fostering Collaboration to Accelerate Discoveries

Body Copy

Manrope Regular
Size: 18pt/20pt
Leading: Font size + 8pt

As a premier center for genomic research, the New York Genome Center (NYGC) fosters collaboration among leading scientists from multiple institutions to accelerate genomic discoveries and their translation into new therapies and diagnostics.

Large Callout

Manrope Bold
Size: 40pt

20

Member Institutions

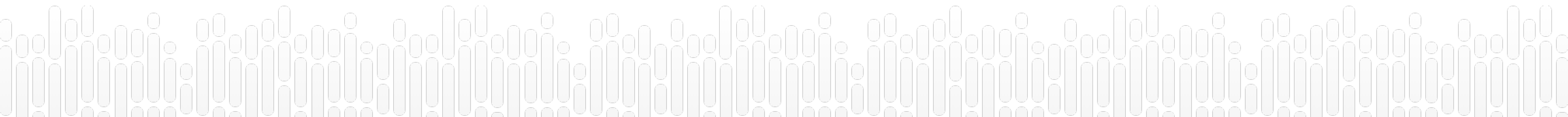
462

Community Members

Buttons/Clickable links

Manrope Bold
Size: 14pt

[NYGC Overview](#) →



Background Grey HEX: F6F6F6 RGB: 246 / 246 / 246 CMYK: 0 / 0 / 0 / 4

Dark Blue HEX: 003059 RGB: 0 / 48 / 89 CMYK: 100 / 85 / 38 / 30

About HEX: 58c0e8 RGB: 88 / 193 / 233 CMYK: 58 / 4 / 2 / 0

Science & Technology HEX: A93439 RGB: 169 / 52 / 57 CMYK: 23 / 91 / 78 / 15

Collaborate With Us HEX: F79427 RGB: 248 / 148 / 40 CMYK: 0 / 50 / 95 / 0

Publications HEX: 016837 RGB: 1 / 105 / 56 CMYK: 90 / 33 / 98 / 26

Careers HEX: 276db6 RGB: 39 / 109 / 182 CMYK: 86 / 56 / 0 / 0

News & Events HEX: A3CF5E RGB: 164 / 207 / 95 CMYK: 40 / 0 / 81 / 0

Grey HEX: 747476 RGB: 116 / 116 / 118 CMYK: 2 / 2 / 0 / 54

Dark Grey HEX: 191919 RGB: 25 / 25 / 26 CMYK: 73 / 67 / 65 / 78

Pattern
Breakdown



Gradient
white to grey



Collaborative Research



Cancer Research



Neurodegenerative Disease Research



Neuropsychiatric Disease Research



Biology, Genomics & Technologies



Scientific Collaboration & Project Management

Technology Platforms



Technology Innovation



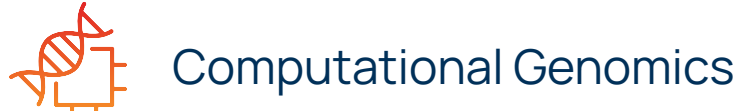
Technology Development



Research Sequencing



Clinical Research & Diagnostics



Computational Genomics

Additional Icons



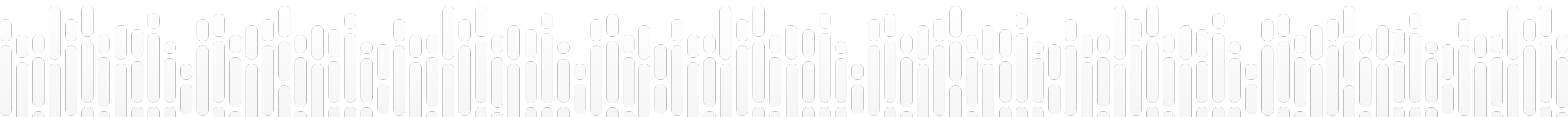
Clinical Lab



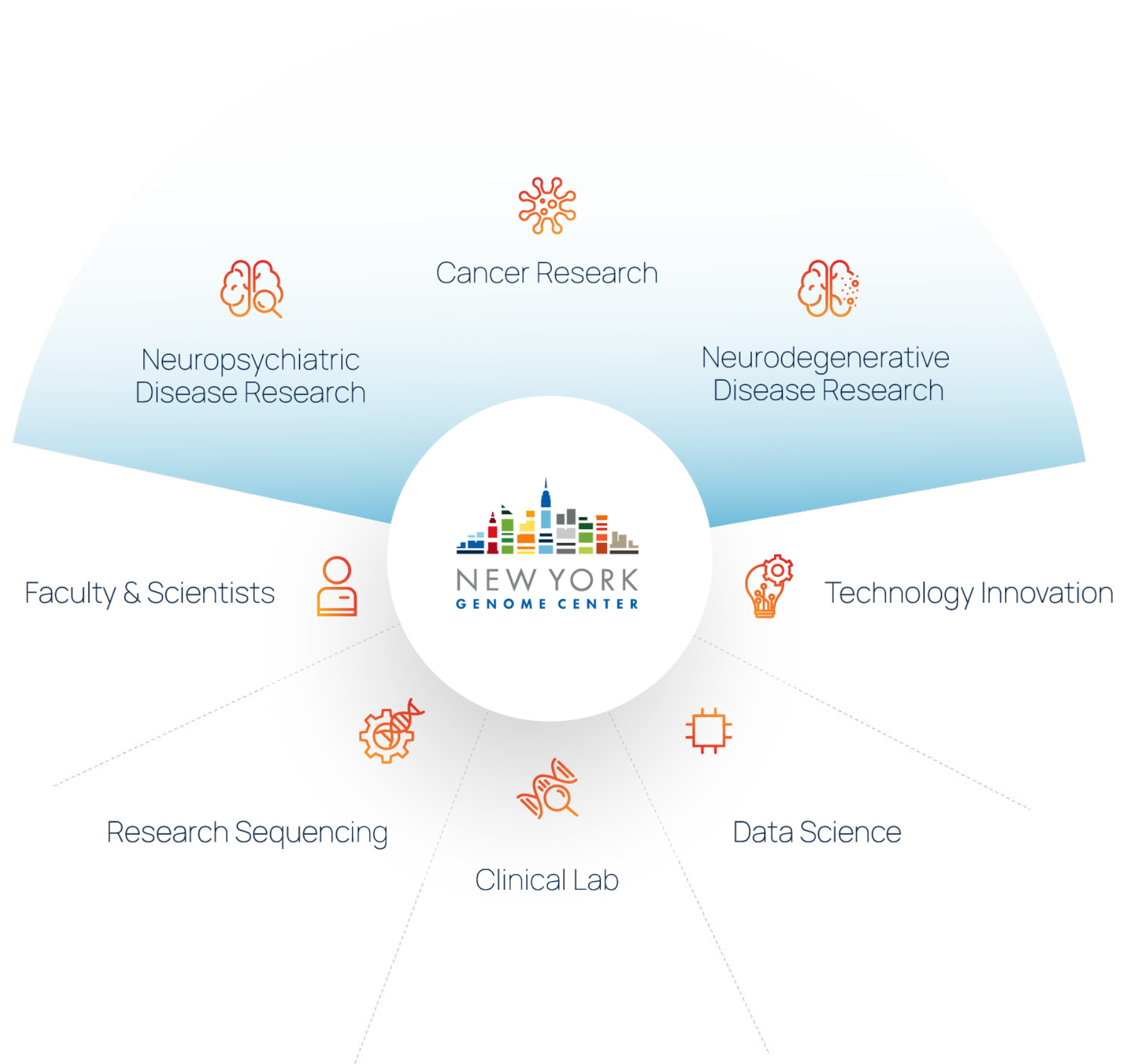
Data Science



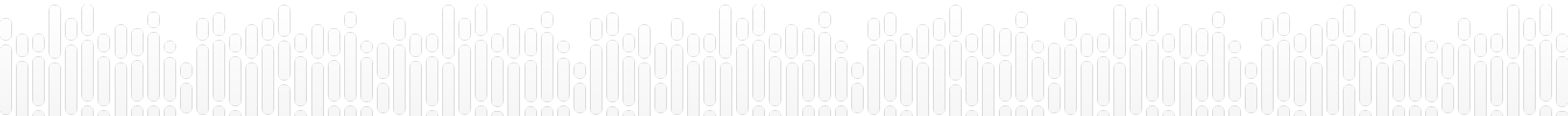
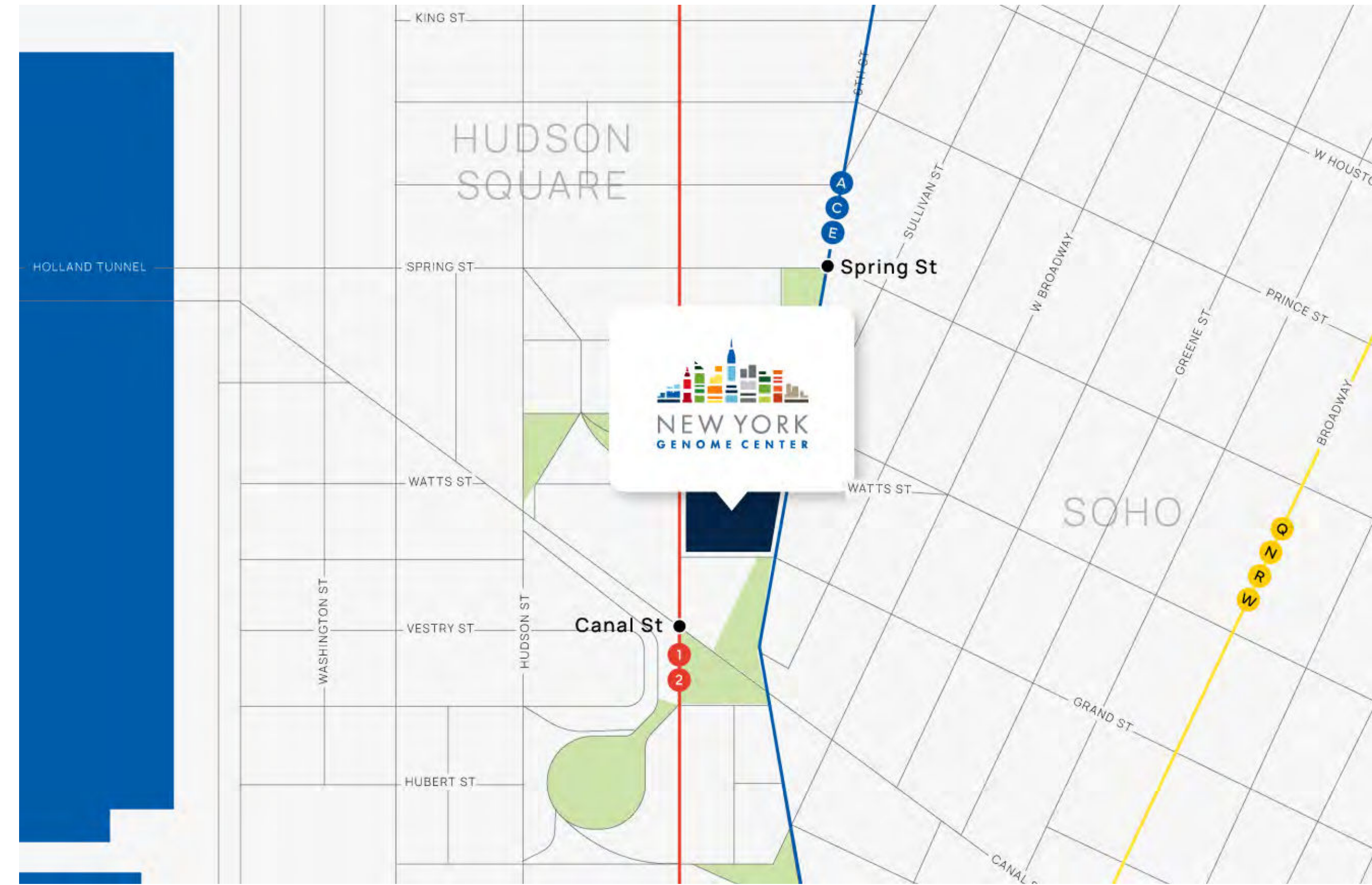
Faculty & Scientists



NY Genome Overview Graphic

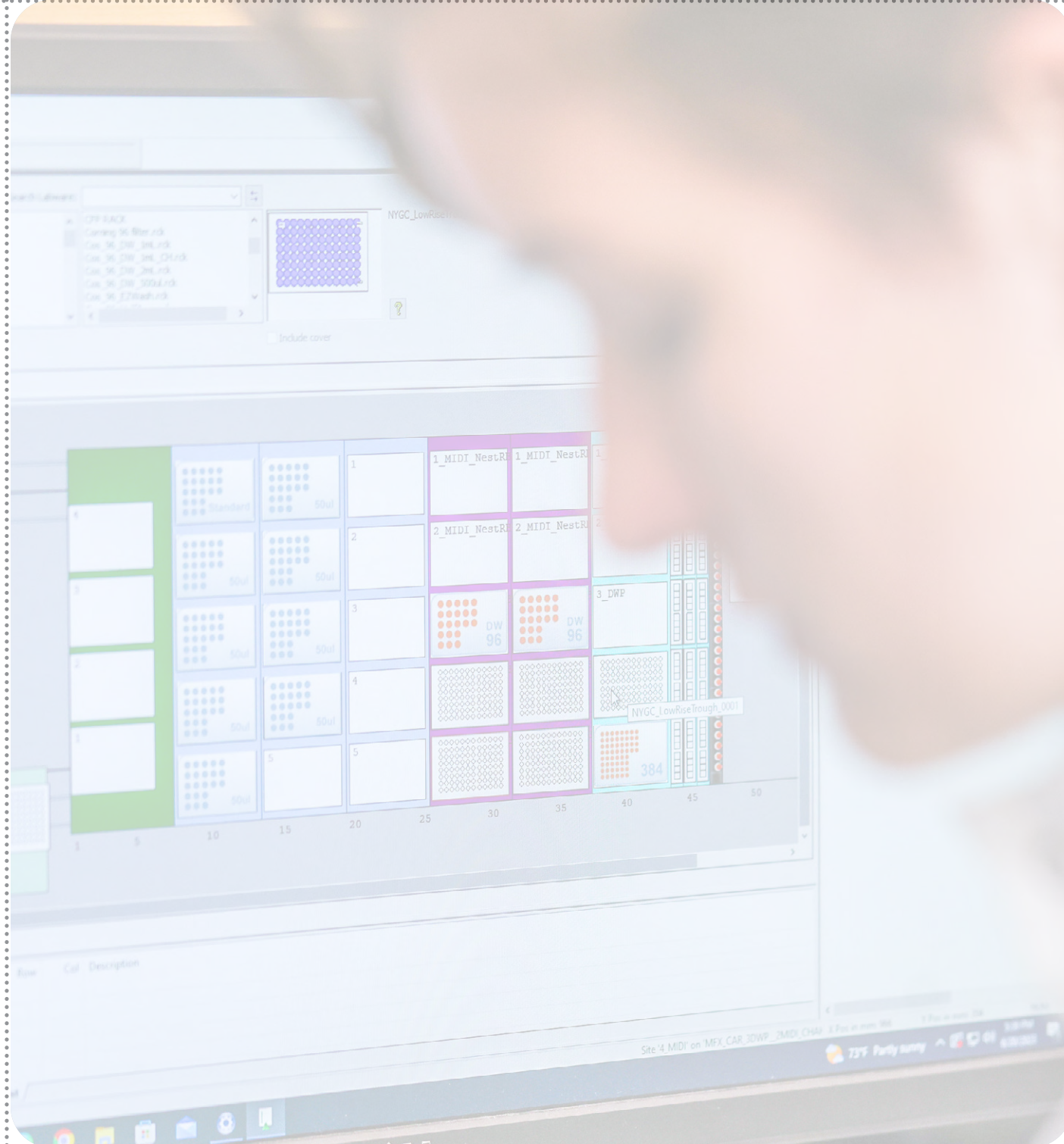


NY Genome Location Map



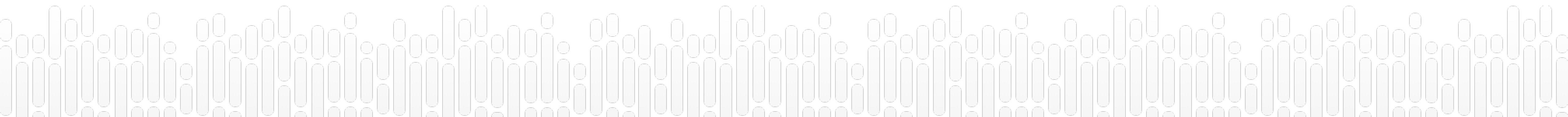
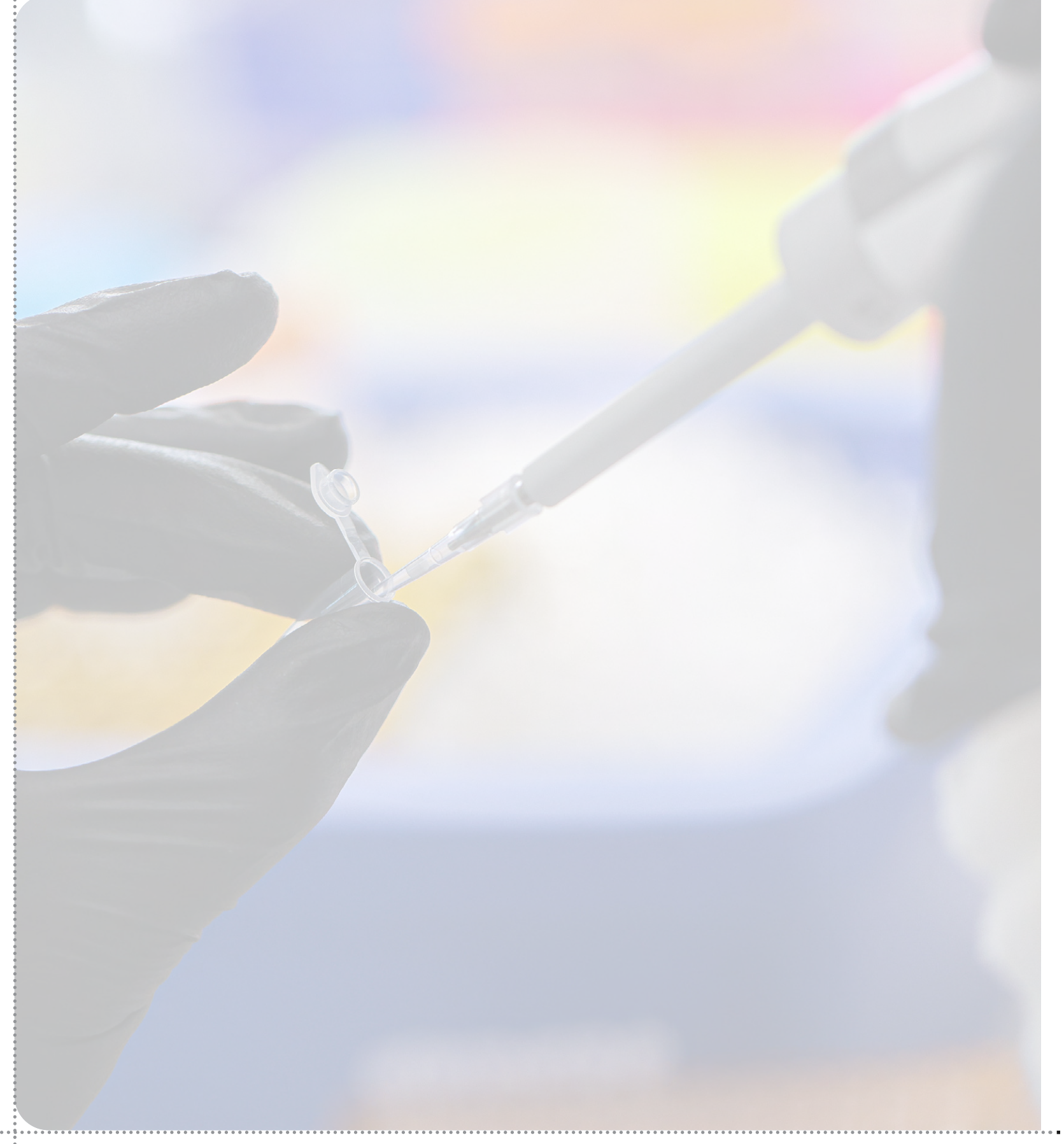
Masking image in vertical shape

20px



Masking image in horizontal shape

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www.nygenome.org