

The story behind GetGenome logo and branding visuals

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GetGenome is a non-profit organization committed to supporting early career scientists by providing fair access to genomics technology and educational resources. The platform enables researchers to deposit samples of their chosen organisms for genome sequencing, gain proficiency in analyzing genomic data, and disseminate findings following open science principles. In the current phase, researchers within specific regions and communities can apply for the support through Call for Projects (CFPs), GetGenome then assists successful applicants through workshops to enhance their analytical skills. GetGenome prioritizes open science principles by assisting partners in publishing acquired data on free-to-publish, free-to-access platforms. This ensures proper acknowledgment of researchers' contributions and promotes the widespread dissemination of scientific research for the collective benefit of society.

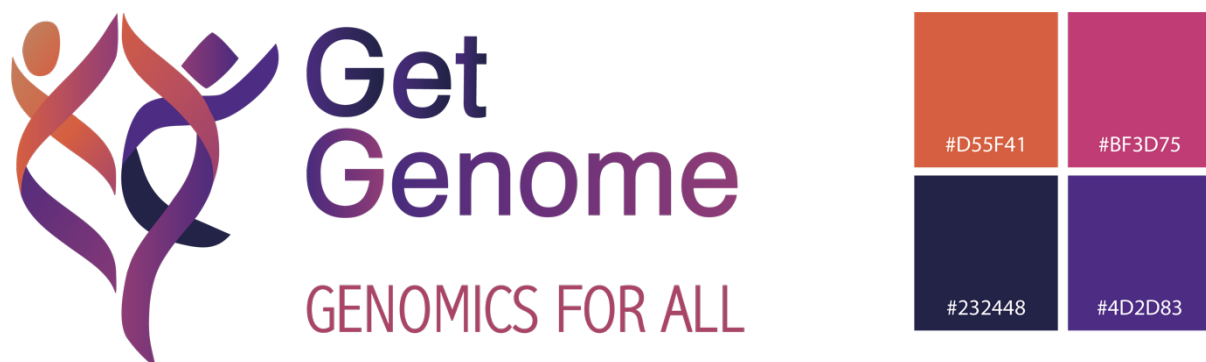


Figure 1. GetGenome logo and our major branding colours.

The ethos of GetGenome is "**Genomics for all**". This inspired the development of a logo symbolizing nucleic acid research, empowerment, and collaboration (Figures 1 and 2). Our initial concepts merged nucleic acid double helices with human figures, or integrating the letter "G" of GetGenome with a scientist's hand extracting DNA (Figure 3). Eventually, we settled on paired

DNA helix figures, capturing our core values and the essence of teamwork. These figures, depicted in dynamic poses, evoke a sense of mutual support and growth. Subsequent refinement simplified the helix into two ribbons, with a touch of calligraphy, the figures emphasize GetGenome's connection to people and culture and commitment to fostering connections among scientists from a variety of communities. In addition, our name "GET" was inspired by the common app download icon, reflecting our mission to make genome sequencing and data access as simple and accessible as downloading apps. While we opted for minimalist text in the final logo design, the oval shape of the "GET" button persists in our extended infographics, maintaining a visual link to our inclusive ethos. The colour palette chosen for GetGenome draws inspiration from the vibrant hues commonly found in African and South American flags.



Figure 2. Some references that inspired GetGenome logo design. Images from online resources for "community logo"; and Munich Olympics gymnastics poster 1972 designed by Otl Aicher, displayed in Design Museum, London.

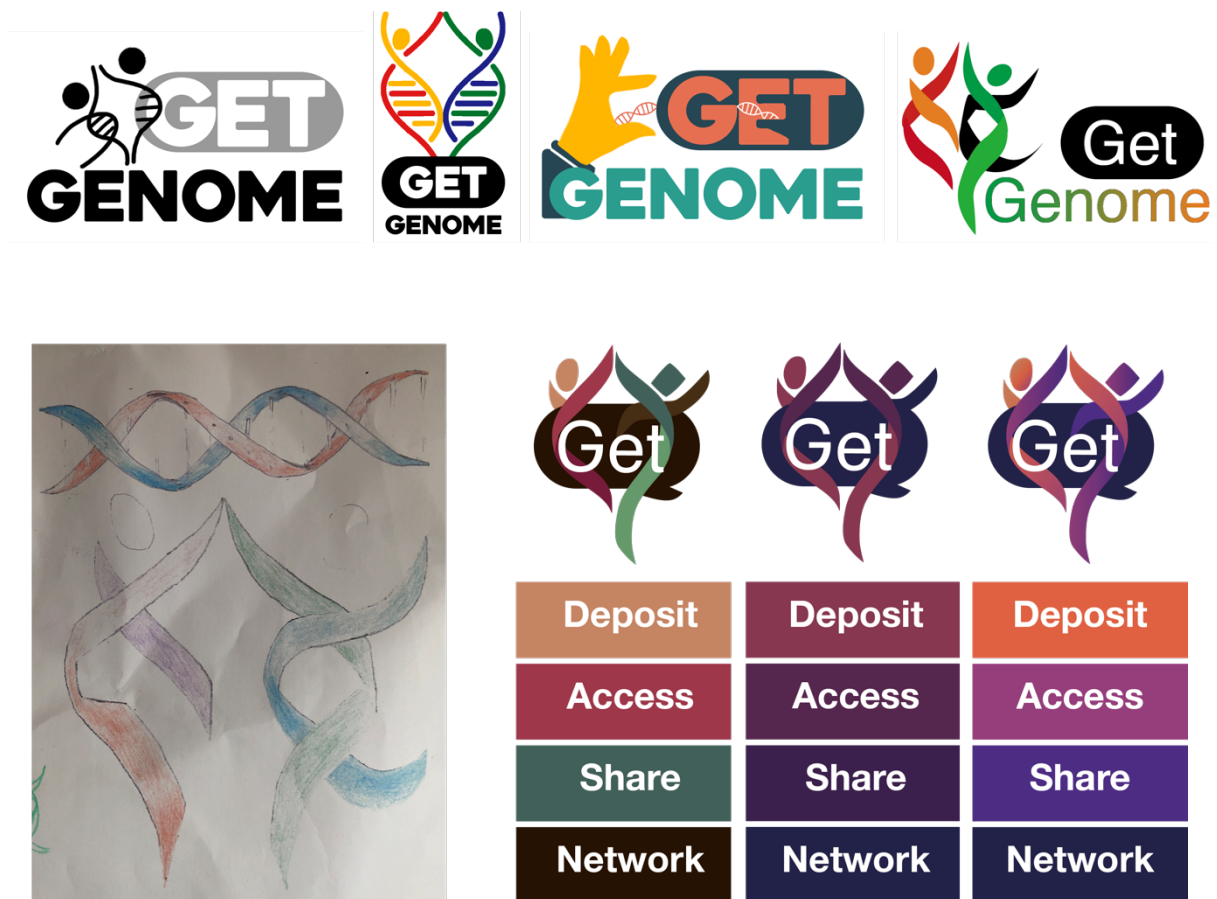


Figure 3. Some initial ideas of the logo design and colour schemes.

GetGenome comprises four core modules (Figure 4):

- 1) **Deposit:** Users can submit samples of organisms for sequencing. The icon shows two individuals adding various species to the repertoire.
- 2) **Access:** Users retrieve sequencing results and learn to analyze genomic data. The icon depicts a DNA helix and genomic sequence being extracted from a core.
- 3) **Share:** Users upload and publish research following open science principles. The icon represents individuals holding their own projects and engaging in interaction, symbolizing collaboration.
- 4) **Network:** Users establish communication within the scientific community through this collaborative program. The icon is derived from the "Share" icon, with multiple individuals involved in a high-five-like pose, symbolizing mutual empowerment and cooperation.

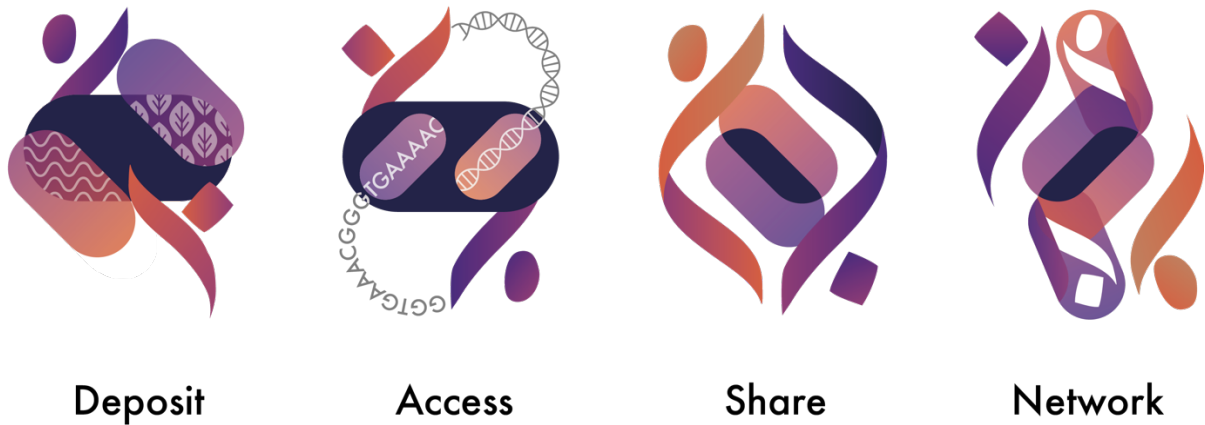


Figure 4. Extended icons for GetGenome primary modules.

In 2024, the team introduced a second set of extended icons to demonstrate GetGenome's impact in greater detail (Figure 5):

- "Bio-sample accessions" & "Publications": Derived from the "Deposit" icon, this icon maintains the posture of deposition but showcases a classic disk-pack database and books symbolizing publications.
- "Publication Downloads": Combining elements from the "Publication" and "Access" icons, this icon depicts users retrieving reports from a library, represented by strings of binary codes, resonating with the DNA helix and genetic code sequence in the "Access" icon.

Finally, when you take a closer look, a playful detail is hidden in the logo design includes genetic (GGTGAAACGGGTGAAAC) and binary codes (01000111 01000101 01010100 00100000 01000111), translating to "GETGENome."



**New
Accessions**



Publication



**Publication
Downloads**

Figure 5. The second set of GetGenome extended icons.

Acknowledgements:

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