



livestock
gentec

Brand Guidelines

April 2022

Livestock Gentec

Vision: We are the recognized global leader providing genomic solutions for the challenges (competitiveness, sustainability and social license) facing Canada's livestock industry.

Mission: We are an Alberta centre of excellence focused on applied research aligned with industry-identified priorities to validate, demonstrate, and adopt building transformative genomic solutions to improve the global competitiveness (economic, social, and environmental) of the Canadian beef and pork sectors.

Guiding Principles:

1. Facilitate collaboration (industry, academic, government) in research and innovation
2. Partner with industry to guide research priorities and drive industry adoption
3. Develop sustainable solutions to address industry needs and challenges, now and in the future
4. Train and prepare the workforce of tomorrow to positively impact industry



Livestock Gentec Logo

Established in 2010, Livestock Gentec aims to bring genomic innovations to the Canadian Livestock industry. The double helix identifies the genomics focus, while the name “Livestock Gentec” embodies the mandate to deliver genomic technology to the livestock industry.

More recently, Gentec has narrowed its focus primarily to the beef industry, with a secondary focus on swine. This led to variations in the logo shown below: 1) general logo, 2) beef logo (cow head within the double helix) and 3) swine logo (pig head within the double helix).



[Click here to download logos, including variations for coloured backgrounds \(solid white and black logo\)](#)

Livestock Gentec Product Logos

Livestock Gentec released two multi-trait selection indexes for beef cattle in 2021. These indexes are built from Gentec's proprietary database, which is unique to cattle in Western Canada and focused on hard to measure traits.

Feeder Profit Index: includes traits for growth, feed efficiency and carcass merit.

Replacement Heifer Profit Index: incorporates hybrid vigour with 7 fertility and production traits.



[Click here to download logos](#)

Sizing and Colours

- ❖ Maintain a clear space around the logo so it is distinct from other features on the page
- ❖ The minimum size for the logo is 0.4”
- ❖ Please don't alter the logo in any way
- ❖ If you are not able to use the logo, please use text to acknowledge partnership, collaboration or contribution by Livestock Gentec



RGB: 152 1 36

Hex: #98012E

CMYK: 26 100 79 24



RGB: 250, 166, 52

Hex: #FAA634

CMYK: 0 40 90 0



Social Media

We encourage all our partners and collaborators to share and promote work being done with Livestock Gentec. Please see the links to our various media platforms below – friend, like, share and include us on your website or social media posts!

Website: <https://livestockgentec.ualberta.ca/>

Facebook: [Livestock Gentec](#)

Twitter: [@LivestockGentec](#)

LinkedIn: [Livestock Gentec](#)