

Brand Assets and Style Guide

Color palette, typography, logo system, voice and tone, and brand stack. Locked May 2026. Source of truth for all SMN communications.

LOGO SYSTEM: TWO MARKS

The brand uses two marks with distinct roles. The SMN wordmark (organization-level, unchanged equity mark) and The Sequence Code key logo (program-level, locked May 2026). Do not substitute one for the other.

SMN Wordmark

Organization level. Black on white or white on black only. Legal documents, donor receipts, partner co-branding, email signatures, website header.

The Sequence Code Key

Program level. Five ascending teeth represent the five playbook steps. Tooth 4 is tallest and Brand Purple only, marking the breakthrough step (Find a Trial).

Clear Space Rule

Maintain space equal to the height of the S in Sequence on all sides. No graphics, photos, or copy inside that zone.

Minimum Sizes

Web: 180px landscape, 120px mobile. Print: 1.0 inch. Email signature: 160px. Social avatar: stacked white on black variant.

COLOR PALETTE: LOCKED v2.0 (MAY 2026)

Blue (#28BDF8) is the dark-surface color. Purple (#92278F) is the light-surface color. Homepage: black plus blue. Subpages: white plus purple. Purple is punctuation only.

HEX	NAME	USE
#000000	Brand Black	Primary background (homepage), body text on light surfaces
#28BDF8	Brand Blue	Dark surfaces: buttons, links, headlines, accents. Travels both palettes.
#92278F	Brand Purple	Light surfaces: eyebrow text, emphasis, Tooth 4, DNA sparkles. Punctuation only.
#0F4751	Deep Teal	Logo silhouette outline and depth accents.
#FFFFFF	White	Subpage background, logo color on dark surfaces.

TYPOGRAPHY: SIX-FONT SYSTEM

FONT	ROLE	WHERE
Anton	Primary display	Hero, section titles, posters. 88px hero, 64px sections. All caps only.
Bebas Neue	Secondary display	Eyebrows, stat labels, kickers, all-caps subheads.
Playfair Display Italic	Editorial serif	Pull quotes, Bryce voice quotes, mission statement callouts.
Inter 400/500/600	Body and UI	All paragraphs, navigation, buttons, forms, captions. 17px default.
Permanent Marker	Handwritten accent	With Bryce labels, signature flourishes. Once per page maximum.

SMNRocker	Brand wordmark font	Logo wordmark and key brand surfaces only. Rendering live on sequencemenow.org.
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VOICE AND TONE

Ask: would Bryce have said it that way? Direct, specific, patient-built, action-oriented. Dark wit allowed.

We are: Direct not delicate. Specific (numbers Bryce actually lived). Patient-built not institutional. Action-oriented (patient does the verb). Personalized Medicine (per Brad Power). Exceptions: direct quotes, historical headlines, and a contributor's own voice.

Avoid: Precision Medicine. Exceptions: direct quotes, historical headlines, and a contributor's own voice. Journey (implies a preset path). Battle / Warrior / Brave fighter. Hope (passive, we have data). False comfort. Pity-soliciting framing.

THE BRAND STACK

LAYER	TERM	WHERE IT APPEARS
Mission	Power to the Patient	Mission statements, grant apps, boilerplate
Vision	Personalized Medicine for All	Vision statements, hero, donor decks
Organization	Sequence Me Now	Logo, legal, footer, donor receipts
Program	The Sequence Code	Hero, nav, grant apps, donor decks
Movement	#SequenceMe	Social, hashtag moments, swag
Patient action	Demand sequencing	Battle Plan, Step 02, Bryce quotes
Outcome	Crack your code	CTA buttons, success stories, alumni framing
Crew	The Motley Crew	Board page, partner outreach, we voice
Tagline	Fight Cancer Differently. With Data.	Hero, business cards, deck cover, social bio