



SUMMARY

A non-profit at the forefront of genetic disease research and awareness takes its organization to the next level with a forward-looking brand identity.

The Genetic Disease Foundation partnered with SME to position the brand and develop a new brand identity that spoke to its groundbreaking work in genetic disease awareness and prevention. SME developed a forward-looking suite of iconography, highlighted by a “harmonic” DNA double-helix, to bring to life the institution’s innovations and vision. The clean and fluid graphic look extended to the organization’s website, advertising and outreach materials and *Know Your Genes* campaign, communicating GDF’s vision of a stronger, more self-aware society upon impact.

SERVICES

- Positioning
- Strategy
- Brand Identity
- Website
- Fundraising Campaign
- Outreach Materials

