

Population Genomics Program

Branding

- visual identity with reference to a DNA strand
- convey the idea of interconnecting or interweaving
- dynamic feel

Website Design

- offer a design that the program aspires to
- present the program as established, pre-eminent and leading-edge

Population Genomics Program



The Population Genomics Program (PGP) is an innovative McMaster research unit working in the new frontier of population-genomics. Within the disciplines of epidemiology, biostatistics and computational biology, researchers have access to a rich database for studying the influence of genes on disease.

Electra creates a visual identity for the research group and a website to launch the program.

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