

Seeding Hope

The National Gala To Empower
a Sustainable Tomorrow

Style Guide

2026



Weizmann
Canada

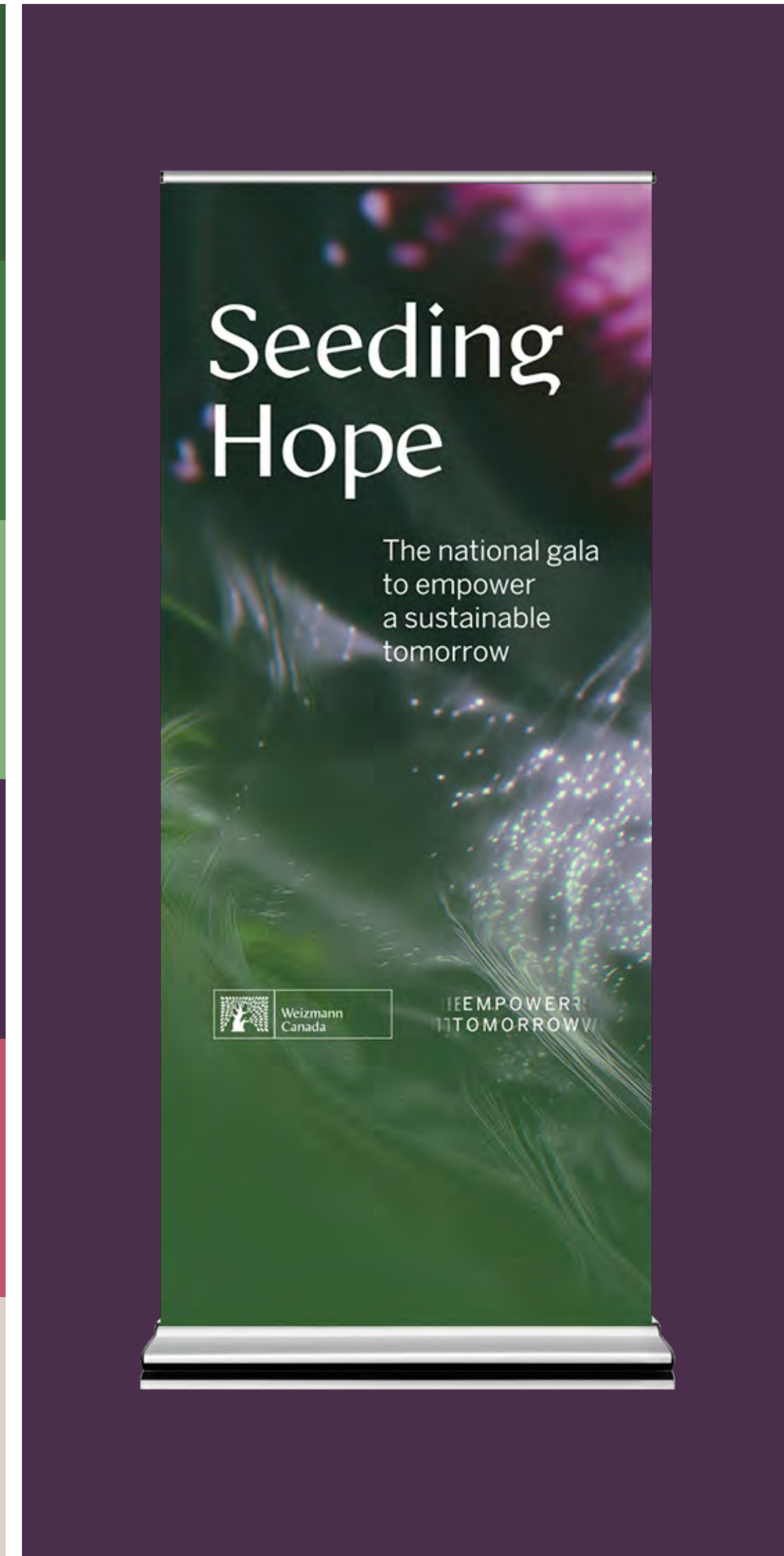
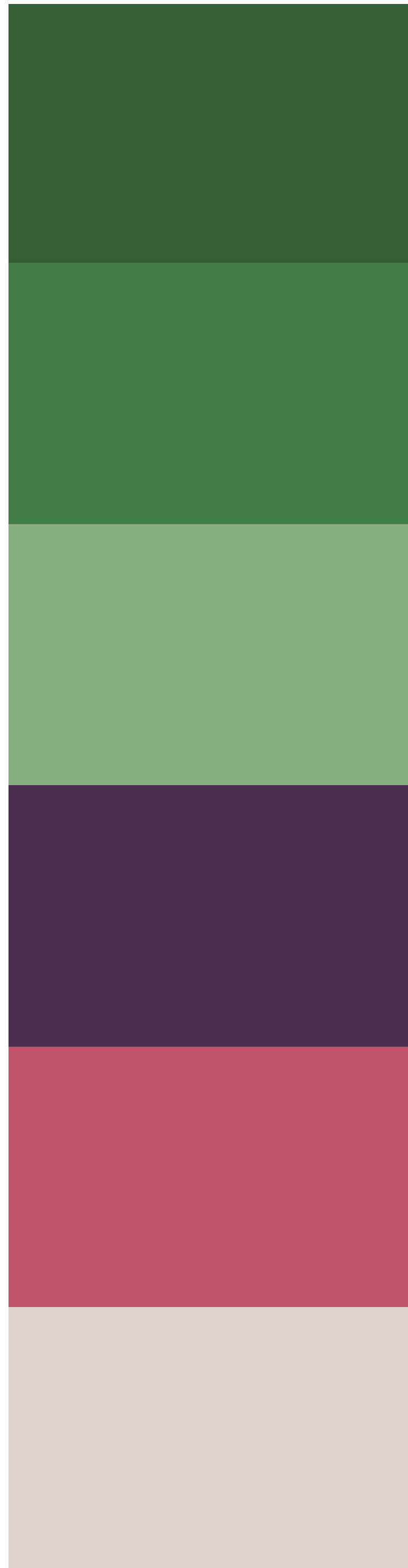
Context

On May 26, 2026, Weizmann Canada will bring together innovators and leaders from across the country for an immersive journey into scientific discovery and sustainability.

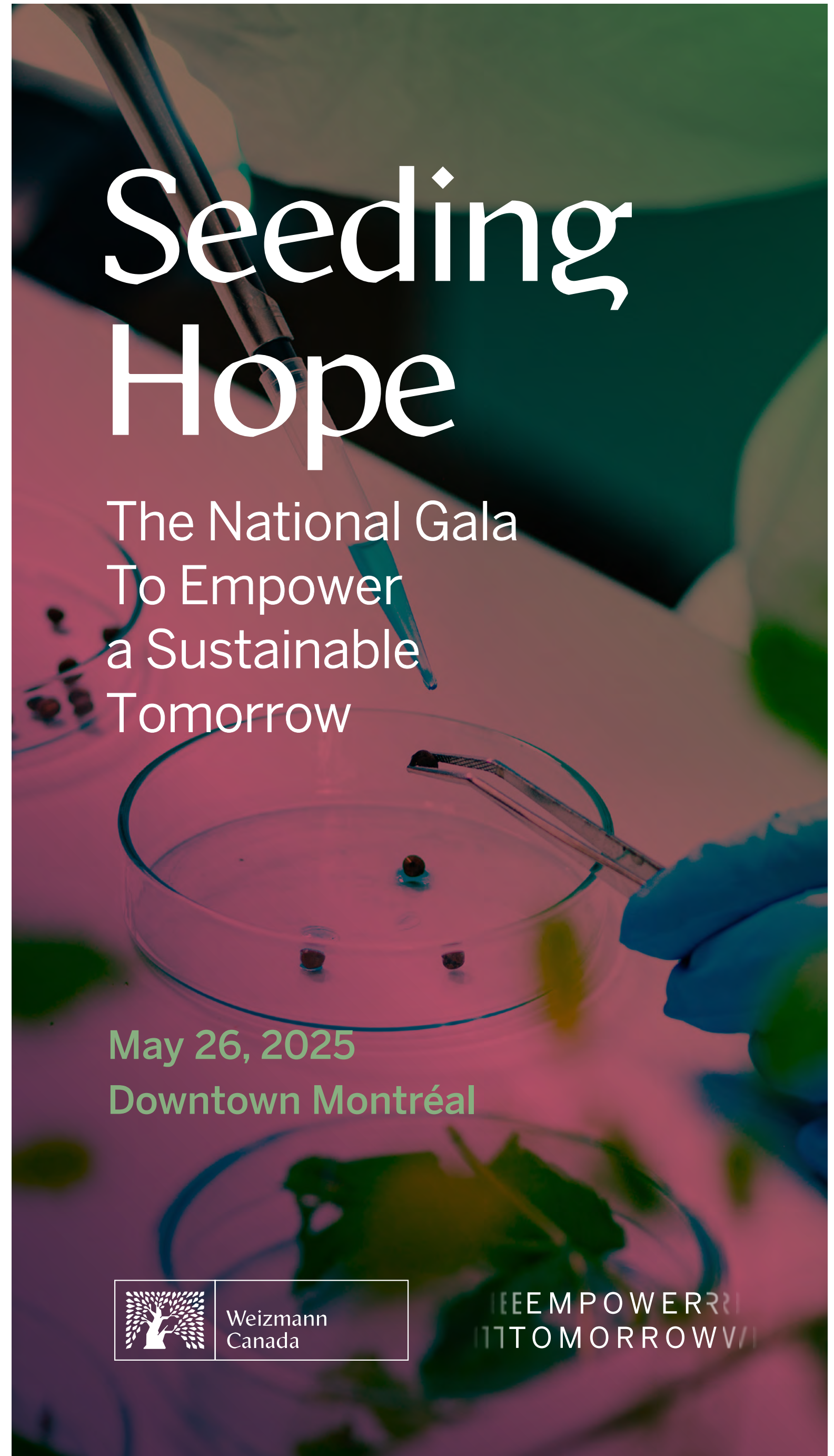
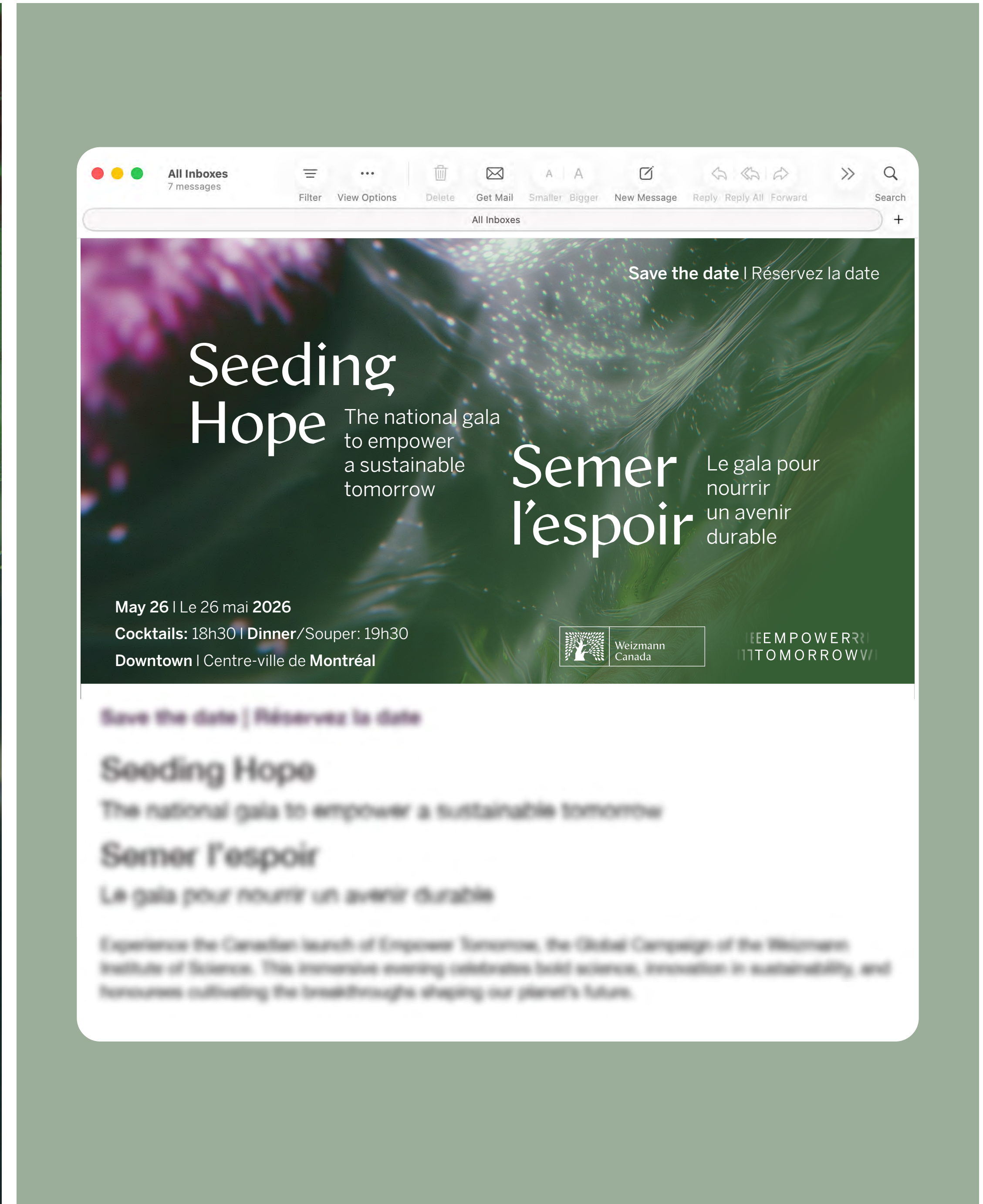
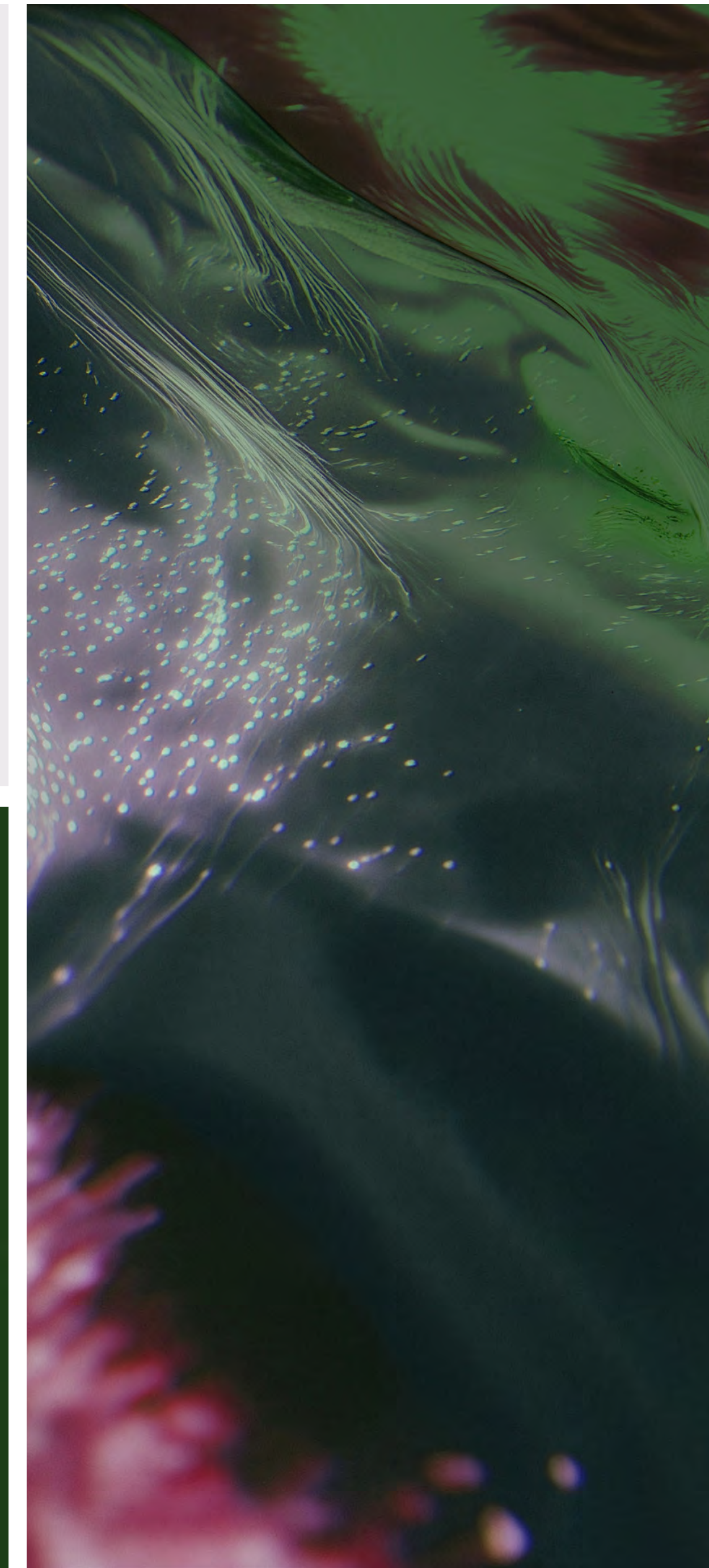
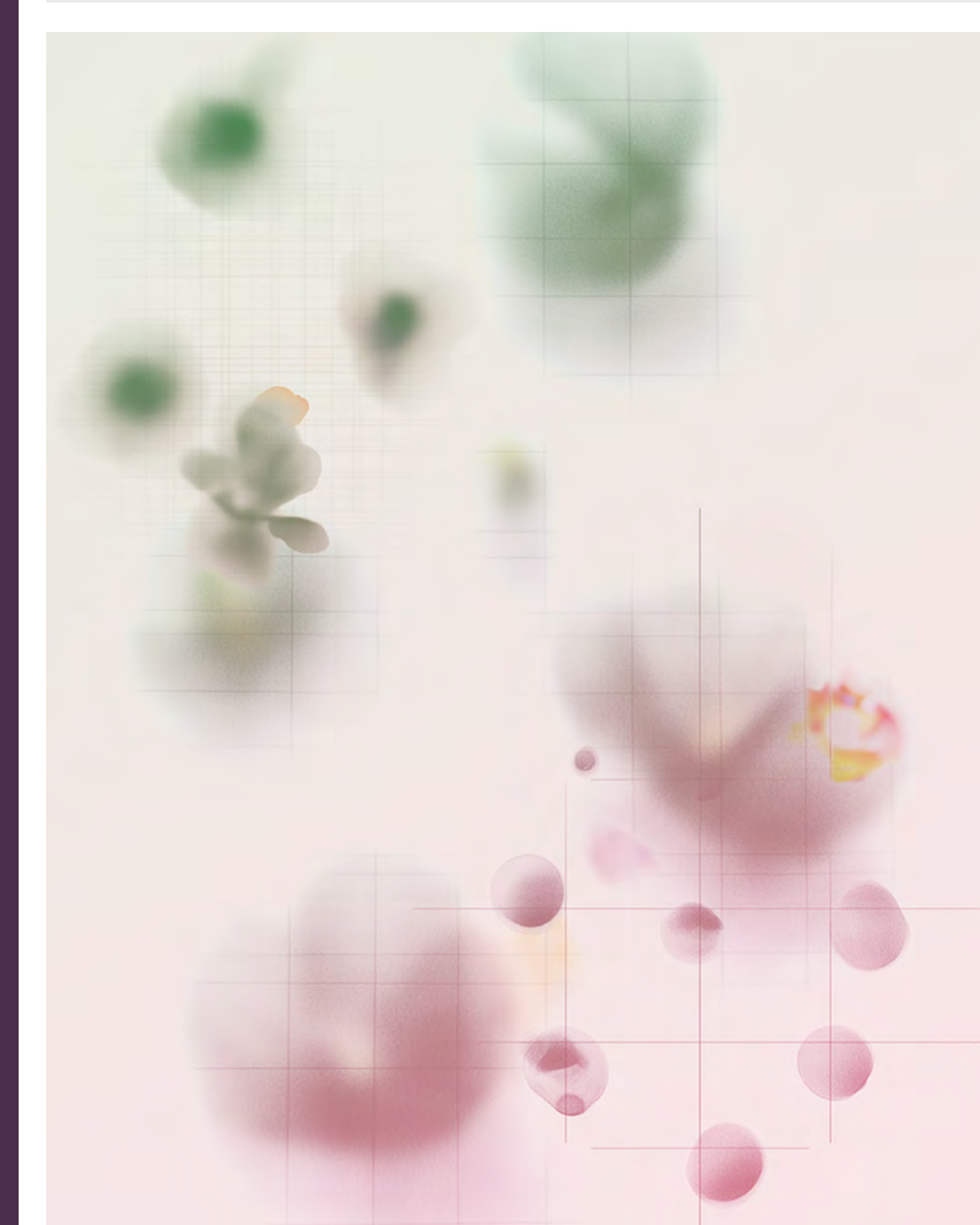
Seeding Hope: The gala to empower a sustainable tomorrow will shine a spotlight on breakthrough research from the Weizmann Institute of Science's Institute for Environmental Sustainability, which is advancing solutions in renewable energy, climate resilience, environmental health, biodiversity, marine systems, sustainable materials, and food security and nutrition.

Creative Direction

- › science-forward
- › sustainability
- › contemporary
- › sophisticated, high-end, befitting of a gala
- › aligned with the Empower Tomorrow and Weizmann Canada brands



Seeding Hope The National Gala To Empower a Sustainable Tomorrow



Logo Variations

Seeding Hope

The National Gala
To Empower
a Sustainable
Tomorrow

Wide

Main logo

Seeding Hope

The National Gala To Empower
a Sustainable Tomorrow

Extra Wide

Secondary logo

Seeding Hope

The National Gala
To Empower
a Sustainable
Tomorrow

Stacked

Secondary logo

Seeding Hope

The National Gala
To Empower
a Sustainable
Tomorrow

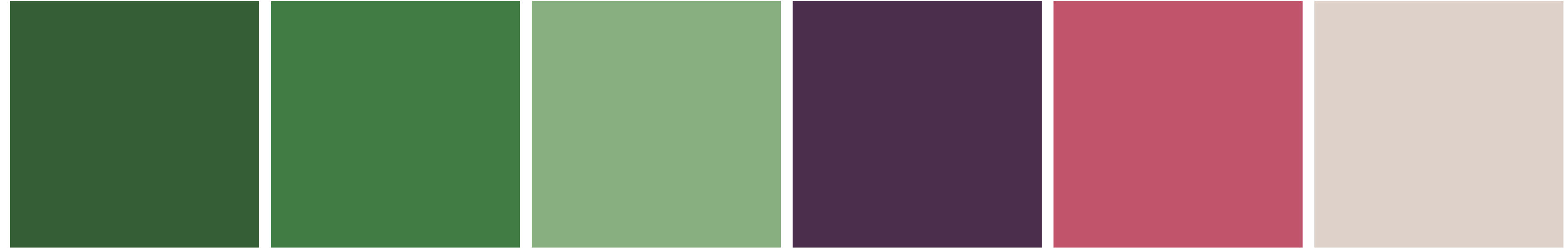
Semer L'Espoir

Le Gala National
Pour Nourrir
un Avenir
Durable

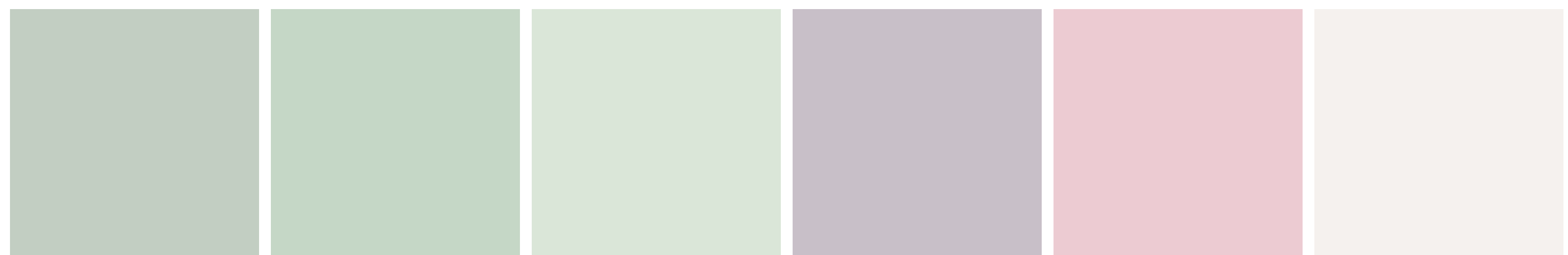
Bilingual

All logos shown are also available in French and white (reverse) versions in all file types.

Palette



Forest Green #365e35	Plant Green #407c43	Succulent Green #87af80	Fig exterior #4b2e4c	Fig interior #c1536b	Oat #ded1c9
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Tints of this palette can be used whenever necessary to help achieve sufficient contrast with text.

Typography

Weizmann Regular

BentonSans

Headings

Body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

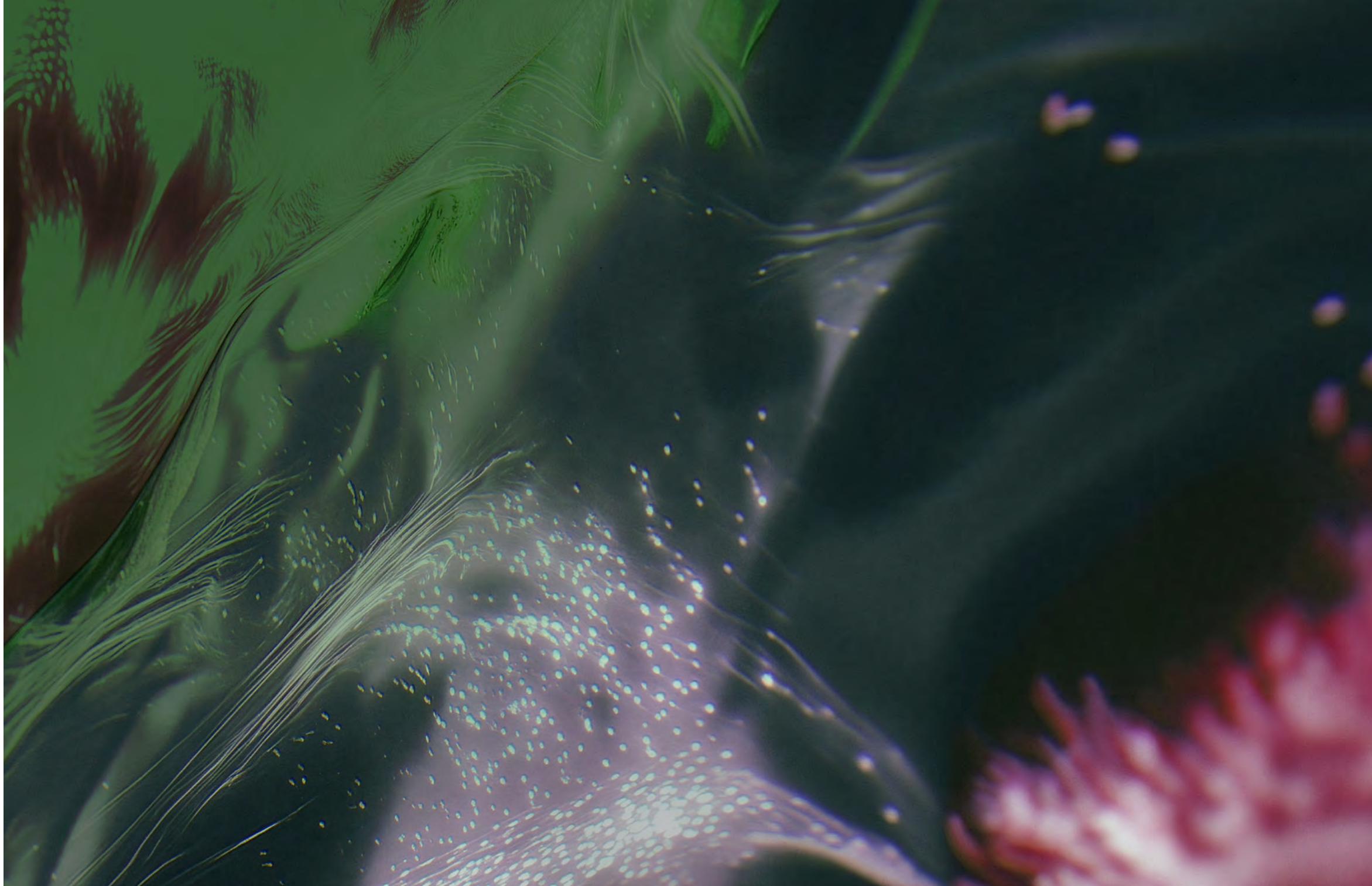
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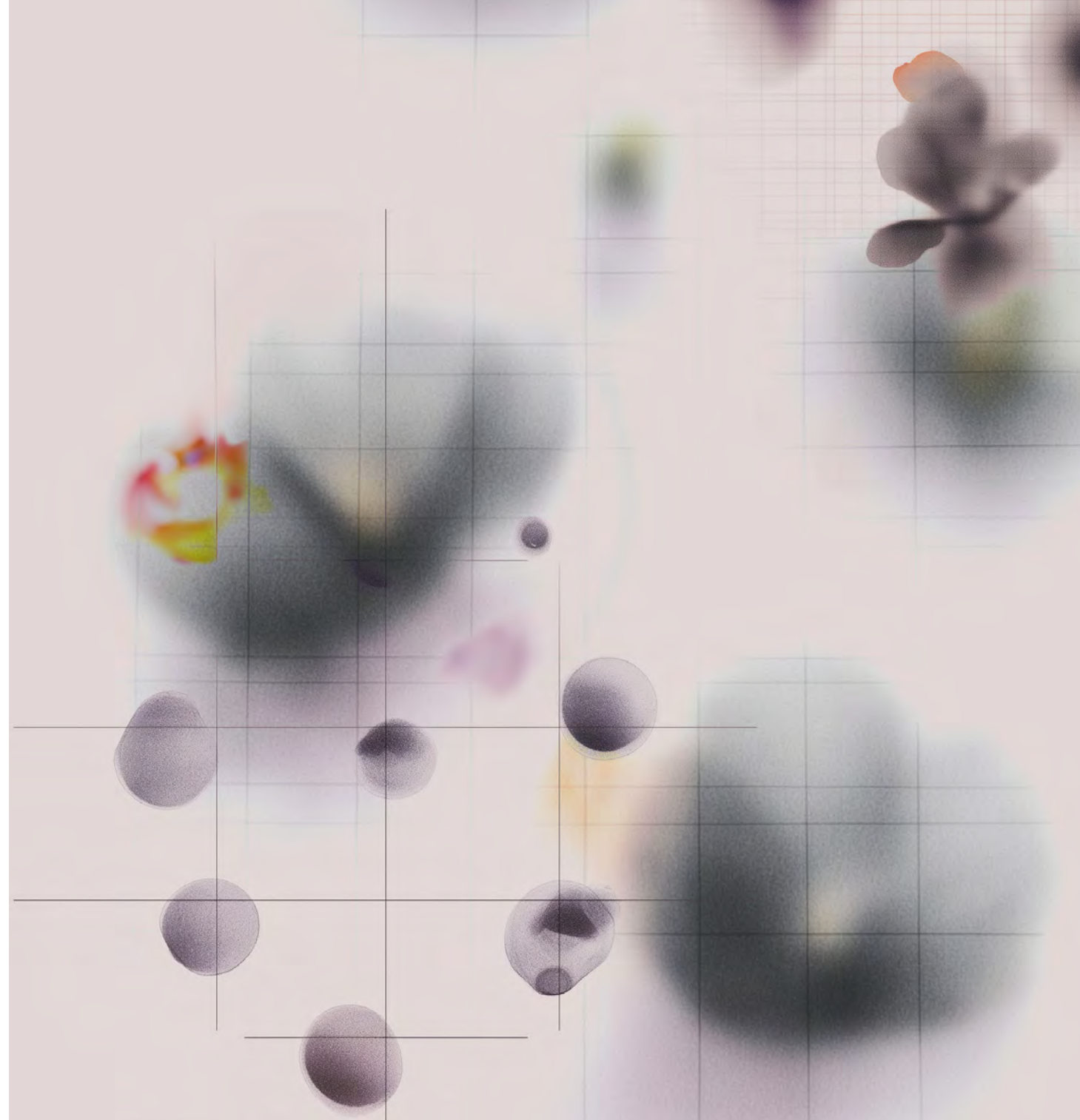
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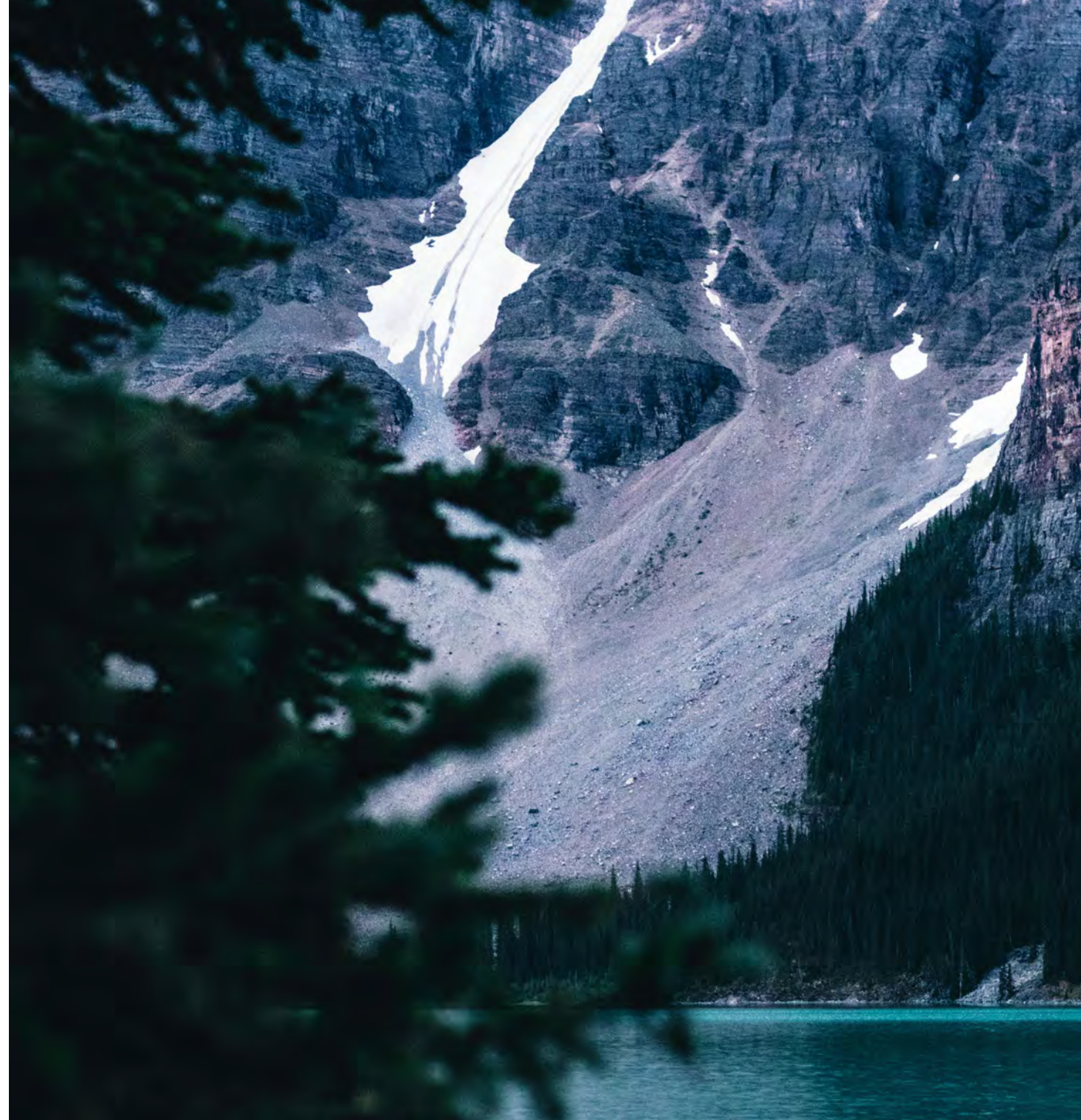
Design Elements



Signature main design detail



Secondary design details



Gradient overlays applied to photography

UNIVERSE

A Design Studio

Branding by
Elaine Stam

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