



c.lavie

Cell
production
facility



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DESCRIPTION OF THE LOGO

Symbols

The logo is a stylized representation of cells. It symbolizes life, the life we help improve with cell and tissue production. It also contains the reproduction of a unique cell, as seen under a microscope, incarnating the life sciences.

This is all reinforced by the connection, by means of a period between the "c" and the "l" in the name, C·LAVIE, which also refers to the word "cell". Finally, the sound of the entire name in French, C·LAVIE, reminds us that cell production is life: *c'est la vie!*

Colours

The colours of the logo represent all of the products provided by Héma-Québec. The green stands for human tissues and tissue production; the red represents blood, stem cells and cell production; and finally the blue personifies Héma-Québec. This is the same blue found in all Héma-Québec logos.