



Enhancing Trust, Integrity and
Efficiency in Research through
next-level Reproducibility

Visual Identity Guide



3 LOGO

6 COLOUR PALETTE

8 FONTS

10 VISUALS



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In order for the TIER2 logo to be clearly legible in the context of surrounding graphics and information, the spacing rules must be followed:

No graphic element which is not part of the TIER2 logo may be placed in the area “x” surrounding it. This area, also called the “area of isolation,” is derived by using the typographical component of the TIER2 logo’s height and the letter “x” as a unit of measurement.

The grid surrounding the TIER2 logo helps to visualize the distance and spacing protecting it in a layout for print or digital media.



R 51	C 60%
G 219	M 0%
B 206	Y 29%
	K 0%



R 13	C 100%
G 37	M 92%
B 87	Y 36%
	K 33%



R 231	C 7%
G 254	M 0%
B 251	Y 3%
	K 0%



R 0	C 90%
G 52	M 54%
B 47	Y 69%
	K 61%



R 199	C 20%
G 201	M 17%
B 230	Y 0%
	K 0%



R 0	C 99%
G 6	M 93%
B 57	Y 41%
	K 59%

Code Pro – Normal

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Nunito – Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading 1 – Gilroy Semibold 24 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading 2 – Gilroy Medium 20 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
 Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Heading 3 – Nunito Bold 16 pt

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
 Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Body text: Nunito 11 pt

Regular: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 Italic: *Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz*
 Bold: **Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**
 Bold Italic: ***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

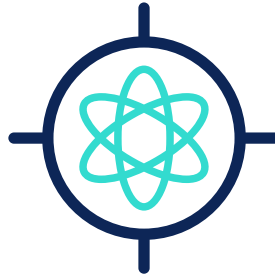








Vision



Mission



Goals

