TIER²

Enhancing Trust, Integrity, and Efficiency in Research through Next-Level Reproducibility Impact Pathways

MS2.4 Website and Logo

06/02/2023

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**Funded by
the European Union**

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1. Preface

This document is a milestone for the TIER2 project, funded under the European Union's Horizon Europe Research and Innovation Action under grant agreement No. 101094817.

The aim of this document is to present and outline TIER2's website, logo and visual identity guide as key tools in the project's communication and dissemination activities.

2. Summary

TIER2 aims to boost knowledge on reproducibility, create tools, engage communities, implement interventions and policy across different contexts to increase re-use and overall quality of research results. The project addresses the reproducibility crisis present across scientific domains (life sciences, humanities and computer sciences) with the goal to evaluate the extent of reproducibility issues and come up with methods for their resolution.

MS2.4 Website and Logo is a document focussing on the specifics of the TIER2 logo, overall visual identity, as well as the look and functionality of the project website and explains how the two work to increase TIER2's reach and visibility.

Pensoft Publishers, in its capacity as a communication and dissemination partner of the project will maintain the website for the duration of the project, as well as for five years after its completion.

3. Introduction

The project's Visual Identity Guide (see section 8 – Annex) contains the foundational elements of the brand and identity of TIER2, such as colour palette, fonts and visuals, which serve as building blocks for other project outputs and branding materials.

The TIER2 Website is a key tool for all current and future project activities. It serves not only as a repository for news, publications, relevant literature and other outputs and deliverables, but also as a central hub for TIER2's media outlets and dissemination efforts – including a map of all partners, a media centre for branding-related documents, and a contact page for communication with the project coordinator and manager. The website is accessible via the domain www.tier2-project.eu.

The TIER2 Logo (Fig. 1) is also an important aspect of the project's identity , as it serves as a foundation for the project's visual appearance and makes for a memorable first impression for the public.

Figure 1 TIER2 project logo

4. Design

The website design was inspired by TIER2's logo (Fig.1) – an elegant, simple and spacious design to allow easy navigation and a high quality of user experience. Furthermore, the design is based on the colour palette, fonts and visuals outlined in the Visual Identity Guide (Section 8). It features a clear navigation menu and a structured homepage where the user can find the project's logo and acronym, a short project description, recent news, events and social media activity. Design samples can be seen in Fig.2– Fig.4
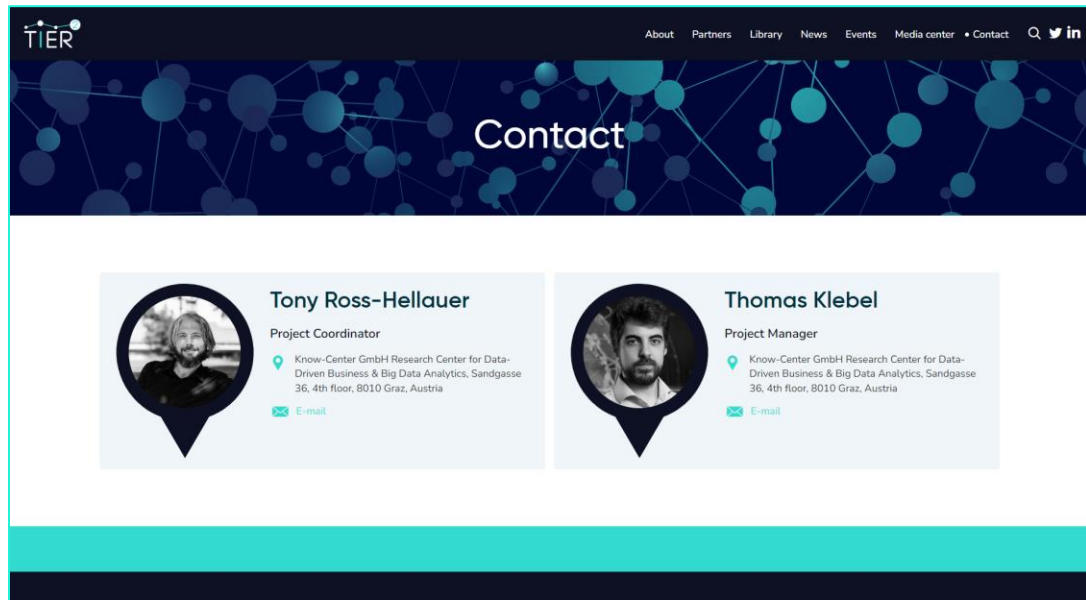

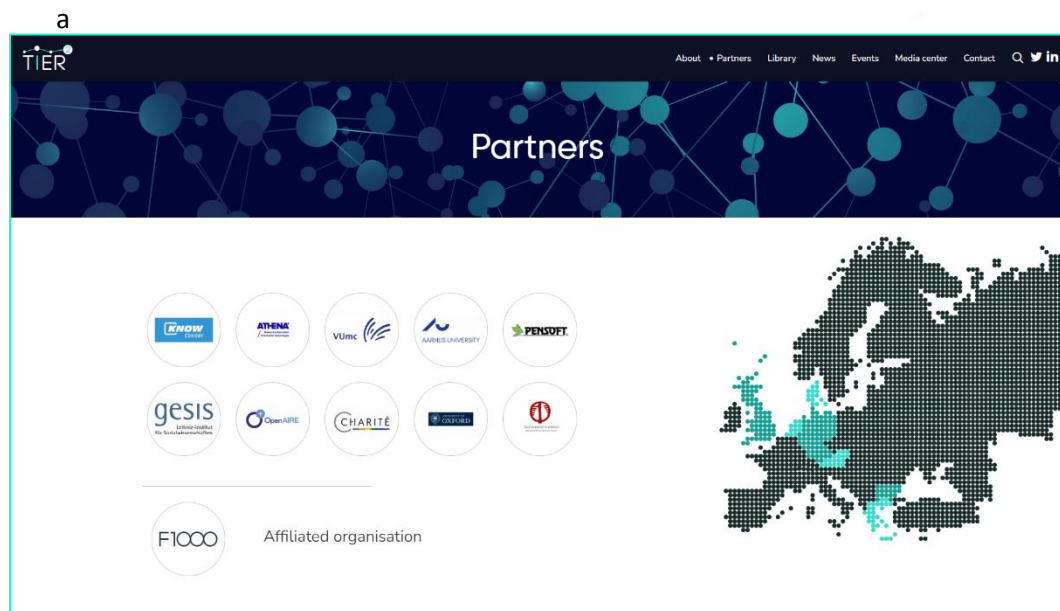*Figure 2 Website landing page*

Figure 3 Website contact page

a

Figure 4 Website partner page

5. Functionality

Ease of use and intuitive functionality are at the core of TIER2's website, as it aims to offer an effortless way of accessing project outputs, news, events, publications, or other project related developments (i.e., in the field of reproducibility and open science).

The navigation panel features 7 menus (Fig. 6):

- **About** – Provides a description and background of the project, alongside its objectives and work packages.
- **Partners** – Features a list of the partner institutions with a short description of each (including a link to their institutional website), and a map highlighting the countries in which partners are based.
- **Library** – Includes separate lists of project deliverables, project publications and relevant literature alongside a search function.
- **News** – News articles related to TIER2's progress and outcomes.
- **Events** – A calendar or list view of all past or future events related to TIER2 (symposia, workshops, etc).
- **Media center** – Repository of photos, branding elements, templates, logos and promotional materials for TIER2.
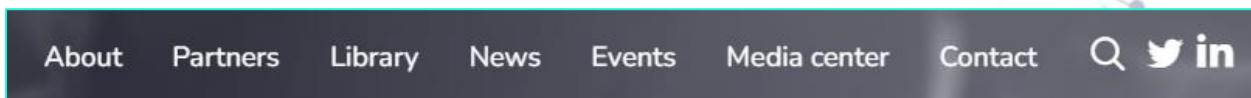- **Contact** – Contact information of the project coordinator and project manager.

Figure 6 Website navigation menu

Pensoft's communication and design team remain responsible for designing and incorporating consortium requests regarding the logo and website (i.e., new functionalities and tools).

6. Impact

TIER2's visual identity guide and logo were designed with care to produce an appealing and memorable visual representation of the project, contributing to a strong first impression and aesthetically pleasing interaction with project outputs. TIER2's website will ensure visibility and facilitate the communication with other relevant projects and initiatives. It will help promote the project's results and outcomes and their exploitation among relevant stakeholders and the public.

7. Conclusion

Overall, MS2.4 *Website and Logo* take care of much of the project's visual identity and branding, and set the scene for easy publication of news, events, outputs and media. The website adds to the project visibility of the project through its recognizable design and increases the overall impact of TIER2 through its informative functionality. It serves as an invaluable tool for all communication, dissemination, and exploitation activities.

www.tier2-project.eu

Project Partners

8. Annex – Visual Identity Guide

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Visual Identity Guide

3 LOGO

6 COLOUR PALETTE

8 FONTS

10 VISUALS

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

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.

#33DBCE

#0D2557

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%

#e7fefb

R 231
G 254
B 251

C 7%
M 0%
Y 3%
K 0%

#00342f

R 0
G 52
B 47

C 90%
M 54%
Y 69%
K 61%

#c7c9e6

R 199
G 201
B 230

C 20%
M 17%
Y 0%
K 0%

#000639

R 0
G 6
B 57

C 99%
M 93%
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
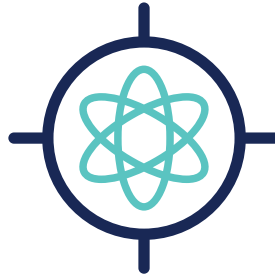***Bold Italic: Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm NN Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz***

Vision

Mission

Goals