



Main logo:

The logo encompasses the focus of the program through the use of the magnifying glass as a symbol.

Alternative uses.



Logo and tagline

Metro Nova family

ABCDEFGHIJKLMNOPQRSTUVWXYZ
Zabcdefghijklmnopqrstuvwxyz
1234567890 \$^&*-!@#%&'()*~+-=;:><|



Typeface (font)

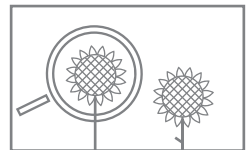
**INNOVATION IS
NO ACCIDENT.**

**HOW DO YOU
SOLVE
SOMETHING
YOU KNOW
NOTHING
ABOUT?**

**RESEARCH IS
THE KEY.**

**START WITH
RESEARCH.**

Colours



Headlines

Assertive and direct the tone of the brand focuses on communicating the idea that research is the key to the private sector's problems.

Imagery

Simple and conceptual. The illustration style revolves around icons used in conjunction to support the main headlines.