



Why This Design?

- ▶ A tree as the central element of the logo. The tree branches out into various interconnected nodes, each representing a different field of research or discipline. The nodes have smaller branches and leaves, symbolizing the depth and diversity of knowledge within each field.
- ▶ The tree is a well-understood metaphor that resonates with growth, stability, and the expansion of knowledge. Users can easily relate the logo to the pursuit of information and research.
- ▶ The hierarchical structure of the tree visually suggests the organization of information. Users can intuitively understand that different branches represent various fields of study, fostering easy navigation and discovery.
- ▶ The branches of the tree are deliberately designed to interconnect, showcasing the collaborative nature of research. This reflects the reality of interdisciplinary studies where various fields overlap and contribute to each other.
- ▶ This interconnectedness also serves as an invitation for users to explore beyond their primary field of interest. The logo implies that one can seamlessly navigate from one branch to another, fostering a sense of unity and integration within the research community.
- ▶ Each leaf on the branches represents a piece of information, a discovery, or a data point. This detail emphasizes the richness and diversity of the knowledge available on the platform.
- ▶ The leaves being on the outermost part of the tree suggest that they are easily accessible, emphasizing user-friendly discoverability. This aligns with the goal of the research website – to make knowledge readily available and approachable.