

Visual Identity

ARCADIA

Logo presentation

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The ARCADIA logo uses an orange and blue colour palette to express a balance between innovation, energy, trust and reliability. Orange brings a sense of dynamism, creativity and forward momentum, while blue adds stability, confidence and robust support. Together, these colours reflect ARCADIA's ambition to drive meaningful transformation while providing a dependable framework for researchers and Toolbox users.

The concept is built around three expanding waves that symbolise knowledge moving outward into the real world, where it can generate the impact it deserves. Emerging from a single point, the waves represent the beginning of a valorisation journey: the moment when research, ideas or expertise start to move beyond their original context and develop into broader opportunities for application, collaboration and change.

The wave shapes can also be interpreted as arrows, reinforcing the ideas of movement, direction and progress. This visual language gives the logo a strong sense of purpose, suggesting a path from insight to action. At the same time, the waves are integrated into the ARCADIA wordmark, connecting with the letter "a" and echoing the dot of the "i", creating a cohesive identity where symbol and typography work together.

Use of the logo

All project-related materials must adhere to the communication and visibility guidelines outlined in Article 17 of the Grant Agreement. This includes the correct and consistent use of the ARCADIA project logo and appropriate acknowledgment of EU funding. It is essential that all outputs—whether digital, print, or presented—clearly reflect the project's connection to the European Union, in line with funding requirements and to ensure transparency, recognition, and alignment with Horizon Europe communication standards.

The funding acknowledgment is the following:



Funded by the European Union

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The EU emblem required to accompany the statement above can be downloaded from the project’s shared folder and here: https://ec.europa.eu/regional_policy/information-sources/logo-download-center_en

Typography

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Poppins Black

Aa

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz

Poppins Regular

Aa

ABCDEFGHIJKLMNÑOPQRSTUVWXYZ
abcdefghijklmnñopqrstuvwxyz

Colour

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Main Colours

E01981
C0 M64 Y92 K0
R249 G113 B36

F48B1D
C0 M50 Y97 K0
R244 G139 B29

1D284E
C88 M73 Y46 K51
R29 G40 B78

68BAF4
C53 M9 Y0 K0
R104 G186 B244

Secondary Colours

DEF2FF
C13 M0 Y0 K0
R222 G242 B255

FFE4BD
C0 M11 Y28 K0
R255 G228 B189

Gradients





Technical specifications

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Positive & negative version

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Shades version





Black & white version





