



ARENA

Project Branding Guidelines



Funded by
the European Union

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1. Brand overview

EOSC-ARENA builds a sovereign, generative and agentic AI environment, integrated with the European Open Science Cloud (EOSC).

- ❖ A scientific assistant supporting the full research lifecycle, from literature review and hypothesis generation to analysis, reporting, and provenance capture.
- ❖ Addresses the pressing needs in the use of smart algorithms and AI/ML services in scientific research, focusing on model and data sovereignty and emphasizing human-centred AI, responsible usage, research integrity, transparency, trustworthiness, quality, and provenance.

The EOSC-ARENA results will become part of the AI4EOSC ecosystem and collaboration, extending the AI4OS software stack towards GenAI. Also from a branding perspective, the EOSC-ARENA project is considered part of the AI4EOSC ecosystem, and all communications and branding should explicitly refer to the broader initiative.

Tagline: *"EOSC-ARENA: An Open, Agentic GenAI ecosystem, integrated with the European Open Science Cloud. Part of the AI4EOSC initiative".*

Key values: *Ethics, Sovereignty, Human-Centered, Transparency, Research Integrity*

2. Brand Identity

2.1. Logo

2.1.1 Primary logo



Image 1. EOSC-ARENA primary logo

2.1.2 Alternative logo versions

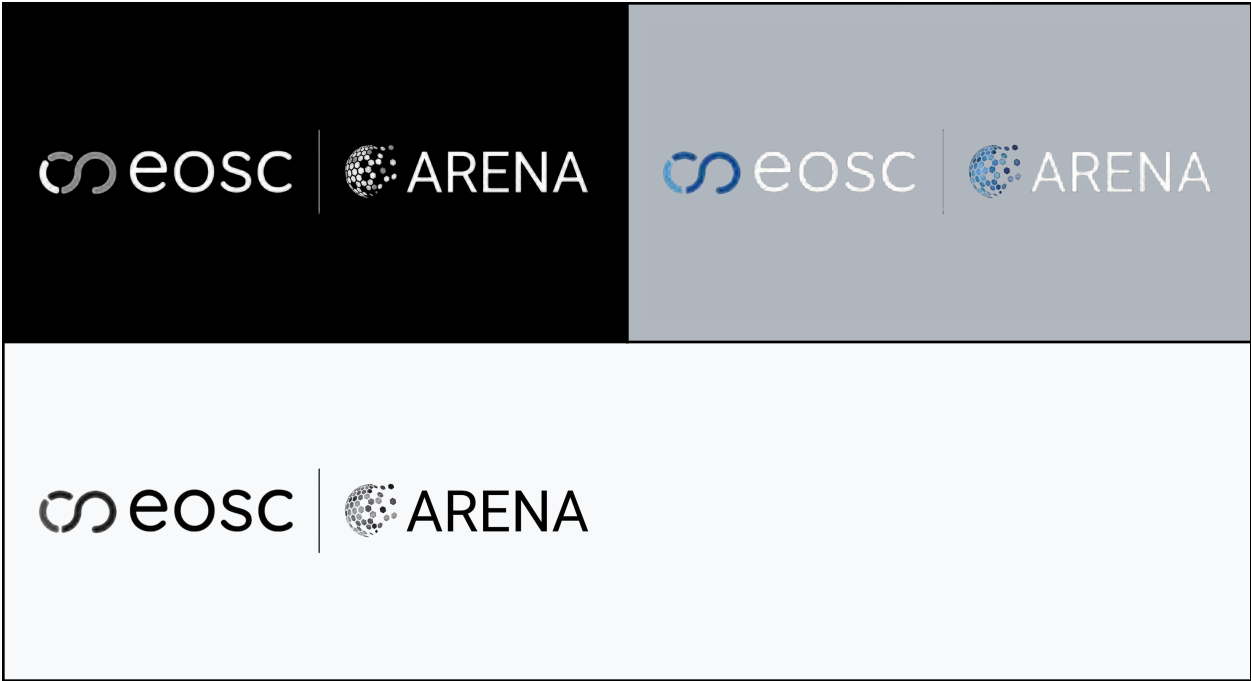


Image 2. EOSC-ARENA alternative logos for darker backgrounds

2.1.3 Logo use guidance

- Minimum size: 1 inch (print) / 200px (digital)
- Maintain clear space 0.5 inches on all sides
- Do not stretch, rotate or distort
- Do not change colours and effects
- Do not use on cluttered or low contrast backgrounds
- Do not use outdated versions
- Logos are available in .png, .jpg, .pdf and .eps.

2.2. Colour Palette

The colour palette used across collaterals, website and presentations for the EOSC-ARENA project are derived from the logo and are presented below.

Table 1. EOSC-ARENA colour palette

Name	Hex	RGB	Purpose
Midnight Blue	#004ca5	0, 76, 165	Primary: logo, main actions
Deep Navy	#274082	39, 64, 130	Dark emphasis, depth, headings
Sky Blue	#3e9cdc	62, 156, 220	Secondary actions, highlights
Steel Blue	#3c83b8	60, 131, 184	Supporting, borders, dividers
Neutral Gray	#b1b7bf	177, 183, 191	Backgrounds, text support
Amber	#f5a623	245, 166, 35	Accent: CTAs, highlights (sparingly)

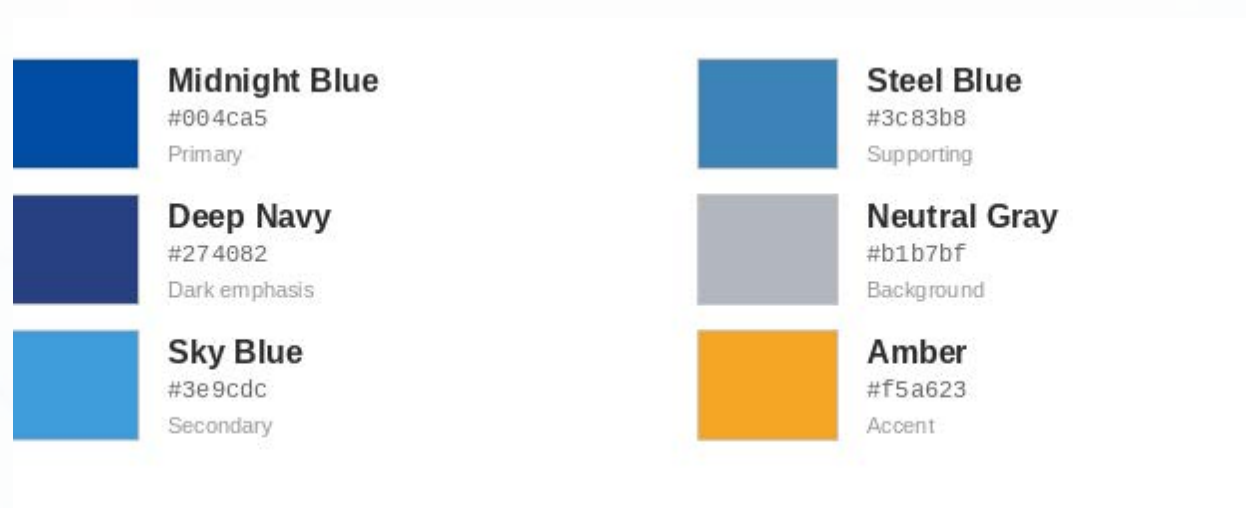


Image 3. EOSC-ARENA colour palette strip

2.2.1 Colour guidelines

- Use exact Hex/RGB/CMYK values (no approximations)
- Ensure sufficient contrast for readability (white text on Midnight Blue, dark text on Soft Slate)

- Use Midnight Blue as primary; other colours are intended as supporting accents

2.3. Typography

The font used across EOSC-ARENA materials is Roboto, a font that is easily legible in both digital and print. The font is available for free.

3. Contact & Support

For all enquiries please contact EOSC-arena@pcss.pl

eosc



ARENA

arena.ai4eosc.eu



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