

**SCIENCE
CRUNCHERS**

THE
SCIENTIFIC
CREATIVE
AGENCY

A-AAGORA

ATLANTIC ARTIC AGORA

BLUEPRINT FOR ATLANTIC-ARTIC AGORA ON CROSS-SECTORAL COOPERATION FOR RESTORATION OF MARINE AND COASTAL ECOSYSTEMS AND INCREASED CLIMATE RESILIENCE THROUGH TRANSFORMATIVE INNOVATION

Concept

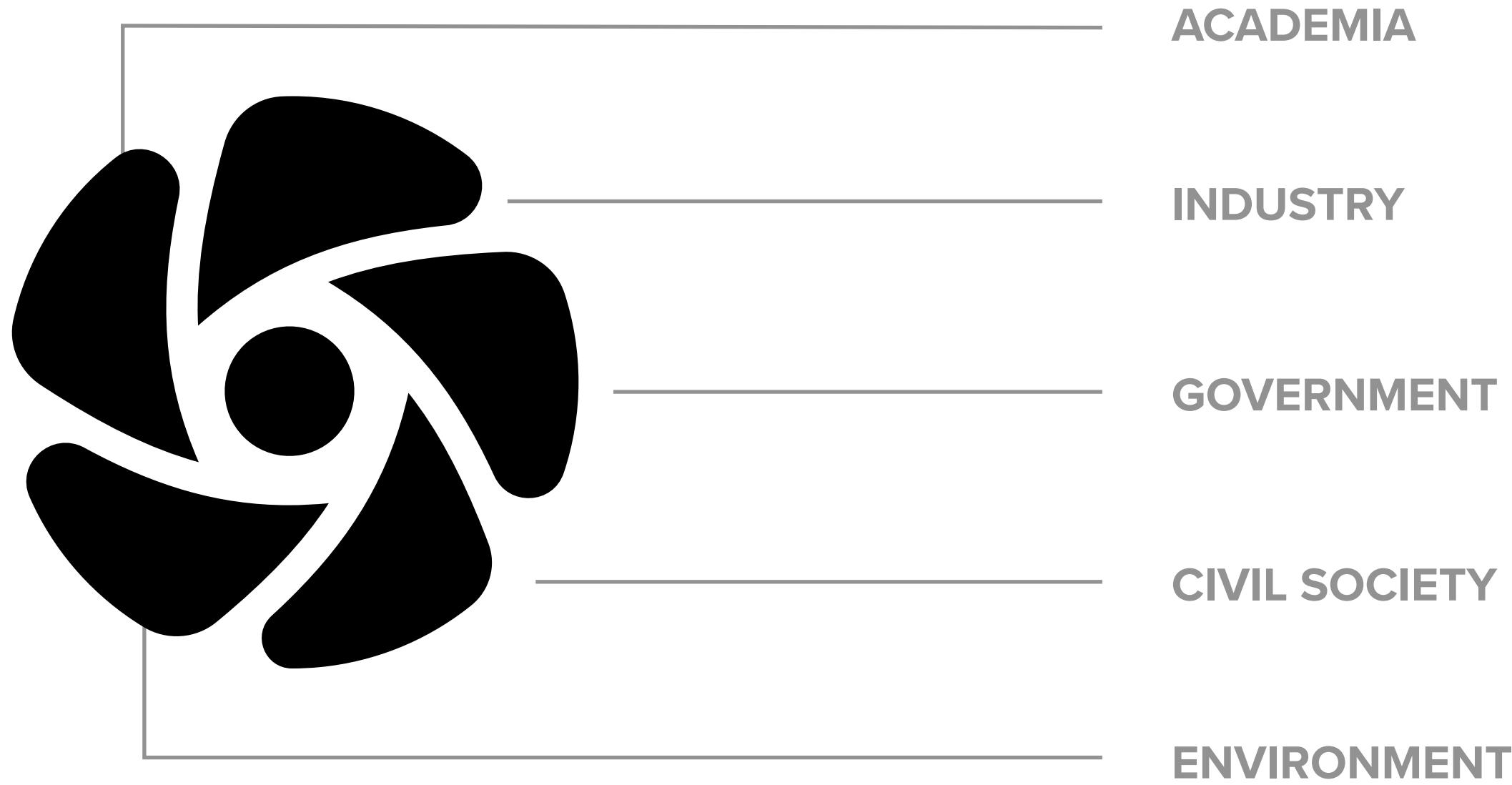
WE BUILT OUR IDEA FOCUSING ON A
KEYWORD OF THE PROJECT:

QUINTUPLE HELIX INNOVATION

Concept

HOW DO WE REPRESENT
THIS CONCEPT?

WE START WITH HELIX
THAT REPRESENTS
THE DIFFERENT AREAS
INSIDE THIS
INNOVATION MODEL



Concept

HOW DO WE REPRESENT
THIS CONCEPT?

**WE DEFINE COLOURS
FOR EACH SECTION**



Logo

MAIN VERSION

We use wave sectionals to represent, not only the freshwater and marine environments, but the different areas of the quintuple helix innovation model.

The symbol also transmits dynamism and cooperation as all the elements flow together in the same direction.

The colour palette chosen represents the several sections included in the model, as well as the different environments encompassed by the Atlantic & Arctic.



Reduced size



Logo

SAFETY MARGINS

The brand must be exposed with free spaces around it (safety margins) that allow its independence from the adjacent graphic elements.

This safe space around the brand is defined as the height of the font used for the logo. When the brand is displayed alongside other logos and graphic elements, it must always have these safety spaces to individualize it.



Logo

MINIMUM SIZE

To preserve the visibility and legibility of the brand, the logo must not be less than 10 mm in height.

The logo should never be used smaller than the indicated dimensions. For low quality printing systems the logo should be used bigger than the minimum dimensions detailed.



Font type

The font types allow the visual identification of written information, configuring a coherent graphic presentation of the visual identity. Information written on your various communication media, including your website, brochures, packaging, instruction manual, etc., must be presented in Montserrat font.

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Logo

MAIN COLOURS

	CMYK 21 0 27 0 RGB 199 249 204 HEX c7f9cc
	CMYK 45 0 57 0 RGB 128 237 153 HEX 80ed99
	CMYK 61 0 54 0 RGB 87 204 153 HEX 57cc99
	CMYK 74 16 37 0 RGB 56 163 165 HEX 38a3a5
	CMYK 91 64 32 14 RGB 34 87 122 HEX 22577a

Logo

IN COLOURED
BACKGROUND



Logo

POSITIVE AND NEGATIVE



Logo

IN PHOTO BACKGROUND



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