

AGE ARC

Analytics, Reporting, Collaboration

The ultimate tool for Data Analysis, Reporting, & Collaboration

Logo Description

The AGE ARC logo is a modern and minimalistic representation of the organization's core values - **Analytics, Reporting, and Collaboration (ARC)** - woven into a visual narrative:



Bar Chart (with a Curved Rising Edge) for ANALYSIS

The bar chart symbolizes **analysis**, representing the foundational role of examining and interpreting data to uncover insights.

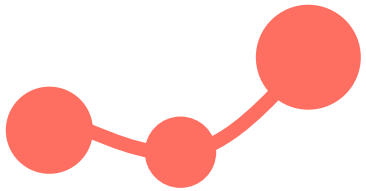
Its curved top edge reflects **continuous growth, innovation, improvement, and the pursuit of knowledge**, symbolizing AGE ARC's commitment to fostering progress and success.

The curved rising edge embodies the essence of an arc, a universal symbol of dynamism and evolution, emphasizing the transformative and fluid nature of **data analysis** and research.



Bar Chart Tilted for REPORTING

When viewed from an alternate angle, the bar chart signifies reporting, capturing the importance of presenting data-driven insights in clear and impactful ways.



Three Dots with a Connecting Line for COLLABORATION

Positioned above the bar chart, these three dots symbolize collaboration, with the connecting line illustrating the flow of ideas, teamwork, and shared goals that AGE ARC champions.

Color Palette

Primary Color:



Navy Blue (#003366)
Represents professionalism and depth.

Secondary Color:



Coral (#FF6F61)
Symbolizes collaboration, energy, and connectivity.

Font:

Inter (Google variable font)



