



Arc's

SOLUTION 03

**FEW THINGS MATCH
THE EXCITEMENT
OF DISCOVERING
SOMETHING NEW.**

Discovering something new every day is one of childhood's greatest joys. Each novelty sparks excitement and fuels curiosity.

ENTER THE **WOW**



The logo is conceived as a **bold, comic-style burst**: a **visual gateway** that **opens into new worlds**. Its dynamic shape, vibrant colors, and playful details turn the logo into an entry point rather than a static mark, signaling surprise, energy, and discovery. Each appearance feels like a jump into something new, capturing the excitement of first encounters and the joy of exploration.





High-contrast and **highly stimulating**. The colour palette reflects the **enthusiastic nature** of the creative proposal: **warm primary colours** combined with **bright, cooler secondary tones** create a rich, flexible system. The result is a wide range of **unexpected variations** that reinforce a **constant sense of surprise** and **renewal**.

#F2CE30

#FF3869

#2DE8E8

#FF99FD

#ADEB02

#ADEB02

#2246C6

PRIMARY FONT

ZICLETS MEDIUM

SECONDARY FONT

Gravita HUM LIGHT

The **primary typeface** is **bold**, **rounded**, and **pillow-soft**, conveying **fun**, **warmth**, and a **sense of protection**.

The **secondary typeface** is **clean** and **precise**, designed for **clarity** in programme schedules and informational content.
A lot of fun, always on time.

REBRANDING ANIMATION TRAILER

Colors, varied textures, and playful details create an **engaging** and **surprising visual system**. From transitions and programme presentations to the integration of mascots, every animation is **designed to spark curiosity** and **invite exploration**.



03 / Character Design



Interactions between the two characters and their transformations become **more dynamic**, enhancing a sense of **complicity**, **energy**, and **surprise**.

