



Accessible Registries of Rights Information  
and Orphan Works towards Europeans

For immediate release  
15 April 2009

## The Arrow project introduces its logotype

**Brussels, 15 April 2009.** The ARROW project has been working with a design group to develop a logotype concept that reflects the spirit of this project.

Inspired by the experience of browsing or leafing through objects, the designer said: "Whether it's browsing through files, books, music or something else, it usually means having multiple layers with some elements in front of others. This feeling of layers is what we wanted to bring into the logo as well."

The logotype design also integrates the shape of an arrow in the sharp forms of the letter "A."

We are excited to incorporate this visual component as the principle identifying element for the project.

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For additional information on the ARROW project, please contact

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### **Note for editors**

ARROW - Accessible Registries of Rights Information and Orphan Works towards the EDL – a consortium of European national libraries, publishers and collective management organisations, also representing writers – working through their main European associations and a number of national organisations – is a targeted project co-funded under the European Commission's **eContentplus Programme** (see [http://ec.europa.eu/information\\_society/activities/econtentplus/index\\_en.htm](http://ec.europa.eu/information_society/activities/econtentplus/index_en.htm)) which seeks to help make digital content in Europe more accessible, usable and exploitable.