



BRAND GUIDELINES

About us

BeyondXR Cluster is a collaborative network of pioneering European research and innovation projects working together to advance Extended Reality (XR) and emerging technologies.

Bringing together expertise in XR, Artificial Intelligence (AI), robotics and immersive technologies, the cluster promotes knowledge exchange, cross-sector collaboration and the development of innovative solutions with real-world applications.

Guidelines



Mission

To connect European research and innovation projects, foster cross-sector collaboration and accelerate the development, dissemination and uptake of XR and emerging technologies for meaningful societal and industrial impact.

Vision

A future where immersive and intelligent technologies transcend traditional boundaries, enabling more connected, inclusive and innovative experiences across industries and society.

Guidelines



Active projects / November 2026



Our logo

The BeyondXR Cluster logo combines a bold, contemporary wordmark with a distinctive XR symbol, reflecting the cluster's identity as a collaborative European innovation ecosystem that goes beyond technological boundaries.

The logo represents the convergence of emerging technologies, the connection between research and innovation projects, and their shared ambition to drive technological progress and societal impact.



Guidelines

A decorative graphic in the bottom left corner consisting of several overlapping, wavy, translucent shapes in shades of blue, purple, and magenta, creating a sense of motion and depth.

Logo variations



Guidelines

Color palette



Guidelines



Poppins

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Reguler

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890

Primary Typeface

We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

Secondary Typeface

The secondary typeface serves as a complementary element to the primary font, allowing for versatility and enhancing the overall visual communication.

Montserrat

Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz 1234567890

Reguler

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz 1234567890

Thin

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Zz 1234567890

Beyond



C L U S T E R