HumanE AI Net:

The HumanE AI Network

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D10.6: Common Visual Identity of all ICT-48 Projects

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TABLE OF CONTENTS

EXECUTIVE SUMMARY

This Deliverable details the design of a common visual identity (joint logo) for the AI NoEs. The logo is available on the Web.

1. INTRODUCTION

The EC has spearheaded the design of a common visual identity for the AI NoEs. To this end, a Committee was formed, into which a representative of all NoEs involved (AI4Media, Elsa, Humane-AI-Net, Elise, Eurobin, Taylor, Vision) was delegated with voting rights, and a deadline (Aug. 31. for this report) was set. The work has been successfully completed by the deadline.

2. THE COMMON VISUAL IDENTITY

As agreed with the NoEs, a cross-NoE Joint Board (JB) was formed, comprising one person per NoE who actively contributed to the development of their own logo. The common visual identity then builds on the strengths of each network. Procedures are implemented assuring that all NoE partners are invited to contribute after the JB has outlined the structure before final editing. The first version of the common visual identity has been completed by M34 and the second and final version not much later. Results and developed resources will be made available in the AI on demand platform and communicated to ADRA (and the ADRAe CSA) as well as national stakeholders and policy makers. The Communications Club, comprising the 4 + 2 NoEs, will help dissemination of the new logo. The common visual identity is manifested as a common logo (Figure 1). Its design is also available at https://www.vision4ai.eu/noe-brandbook/.
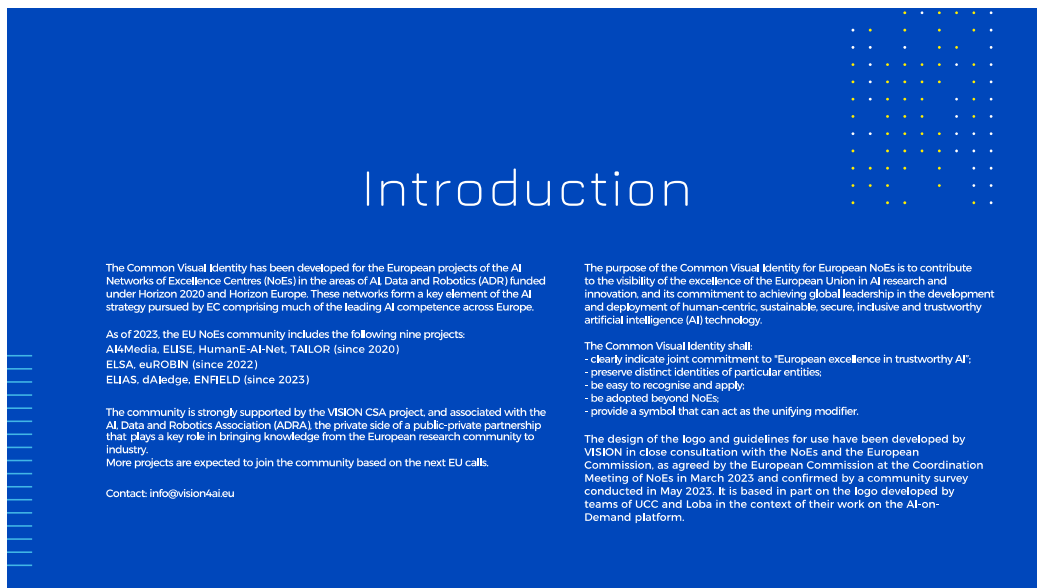

Figure 1 The AI NoE logo

Below we show the "design (brand) book" in detail.

HUMANE AI NET

Page1

AI NoE

Common Visual Identity
for European Networks of AI Excellence Centres

brand book

Version 01 - Issued in August 2023

Developed by: VISION · Universiteit Leiden · CZECH INSTITUTE OF INFORMATICS ROBOTICS AND CYBERNETICS CTU IN PRAGUE

Based on work of: UCC · LOBA

Funded by
the European Union

Page 2

Introduction

The Common Visual Identity has been developed for the European projects of the AI Networks of Excellence Centres (NoEs) in the areas of AI Data and Robotics (ADR) funded under Horizon 2020 and Horizon Europe. These networks form a key element of the AI strategy pursued by EC comprising much of the leading AI competence across Europe.

As of 2023, the EU NoEs community includes the following nine projects:
AI4Media, ELISE, HumanE-AI-Net, TAILOR (since 2020)
ELSA, euROBIN (since 2022)
ELIAS, dAIedge, ENFIELD (since 2023)

The community is strongly supported by the VISION CSA project, and associated with the AI, Data and Robotics Association (ADRA), the private side of a public-private partnership that plays a key role in bringing knowledge from the European research community to industry.
More projects are expected to join the community based on the next EU calls.

Contact: info@vision4ai.eu

The purpose of the Common Visual Identity for European NoEs is to contribute to the visibility of the excellence of the European Union in AI research and innovation, and its commitment to achieving global leadership in the development and deployment of human-centric, sustainable, secure, inclusive and trustworthy artificial intelligence (AI) technology.

The Common Visual Identity shall:
- clearly indicate joint commitment to "European excellence in trustworthy AI";
- preserve distinct identities of particular entities;
- be easy to recognise and apply;
- be adopted beyond NoEs;
- provide a symbol that can act as the unifying modifier.

The design of the logo and guidelines for use have been developed by VISION in close consultation with the NoEs and the European Commission, as agreed by the European Commission at the Coordination Meeting of NoEs in March 2023 and confirmed by a community survey conducted in May 2023. It is based in part on the logo developed by teams of UCC and Loba in the context of their work on the AI-on-Demand platform.

5

Page 3

1 | Logo and Logo Variants

Main Variant

Monochromatic variant (black)

Monochromatic variant (negative / white)

The Networks of Excellence are encouraged to use this logo in connection or next to their particular project logo to emphasize activities conducted by their Network of Excellence specifically and funded by the European Commission.

brand book

03

Page 4

2 | Colors - Chromatic Codes

main colors

Pantone 2736 C **CMYK** 94	72	0	0 **RGB** 0	71	187 #0047BB	**Pantone yellow C** **CMYK** 4	0	100	0 **RGB** 255	237	0 #FFED00	**Pantone Cool Gray 5 C** **CMYK** 26	19	19	1 **RGB** 197	198	200 #C5C6C8	**Pantone Cool Gray 10 C** **CMYK** 57	46	44	32 **RGB** 100	101	103 #646567
associated meanings: trust knowledge security intelligence	**associated meanings:** optimism prosperity	**associated meanings:** neutrality	**associated meanings:** seriousness technology

secondary colors

Pantone Reflex Blue C **CMYK** 100	84	8	0 **RGB** 0	51	153 #003399	**Pantone 298 C** **CMYK** 67	7	3	0 **RGB** 65	182	230 #41B6E6
associated meanings: european community	**associated meanings:** innovation communication

colors

The chosen color palette is based on the colors of Europe. In addition to the colors used in the logo (main colors), a secondary palette was defined with two more shades of blue to make the communication supports more attractive.

brand book

04

6

Page 5

AI NoE

10°

Page 6

3 | Typography

main typography

Jura

Light . Regular . Medium . SemiBold . Bold

ABCDEDGHIJKLMNOPQRSTUVWXYZ
abcdedghijklmnopqrstuvwxyz
0123456789

DOWNLOAD FONTS

This font is the primary font used in the logo.

secondary typography

Montserrat

Light . Regular . Medium . **SemiBold** . **Bold** . **ExtraBold** . **Black**

ABCDEDGHIJKLMNOPQRSTUVWXYZ
abcdedghijklmnopqrstuvwxyz
0123456789

DOWNLOAD FONTS

This font can be used in additional text in one graphic material linked to the main AI NoE logo.

7

Page 7

Page 8

Page 9

6 | AI NoE - Symbol integration into project logos as superscript

Application rule demonstration

The application of the symbol must be done immediately after the limit on the right side of the logo

AI NoE   2/3 x

x

VISION

x = logo height

The specific AI NoE modifier can be used also as superscript in some specific occasions, especially at community events attended by a majority of / a large number of members of the EU funded networks and projects and/or a well-experienced audience involved in the community.

In such cases, the "AI NoE" logo can be integrated as a symbol into other project logos, thus indicating their affiliation with the NoE's ecosystem.

The modifier should be located to the right of the project logo as shown in the above diagram.

The platform symbol should be 2/3 the height of the project logo and be in the top right corner, like a trademark.

brand book   09

Page 10

6 | AI NoE - Symbol integration as superscript - Examples

AI NoE
AI4media

AI Net
elsa
European Lighthouse on Secure and Safe AI

AI net
HUMANE AI NET

elise

euROBIN

AI NoE
TAILOR

brand book   10