

Common Visual Identity
for European Networks of AI Excellence Centres

brand book

Version 01 - Issued in August 2023

Developed by:

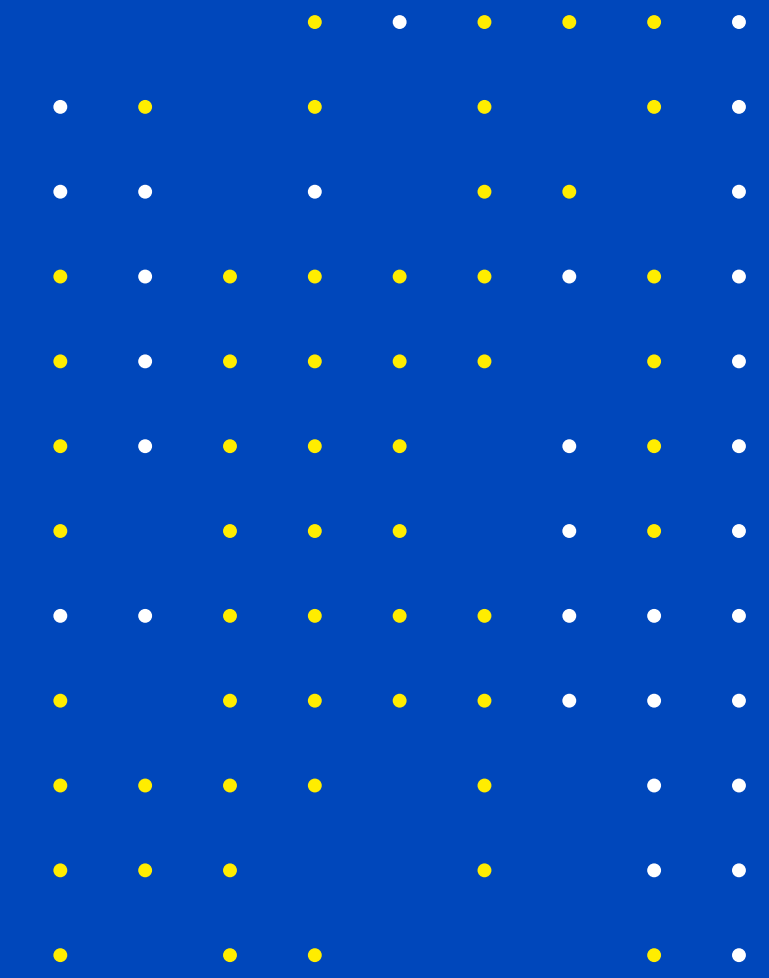


Based on work of:



Funded by
the European Union

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, dAlEdge, 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.

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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:

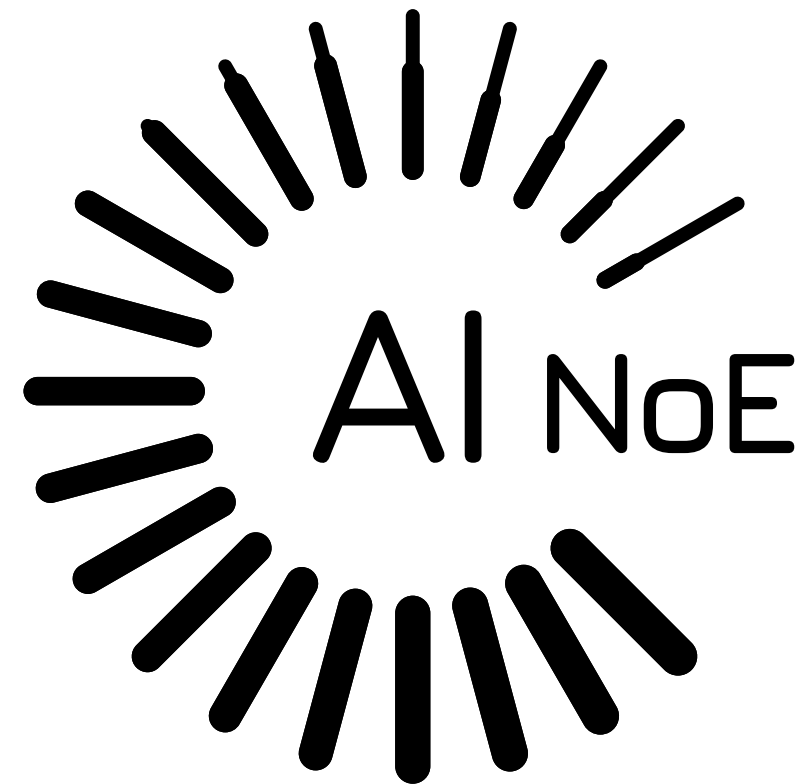
- clearly indicate joint commitment to "European excellence in trustworthy AI";
- preserve distinct identities of particular entities;
- be easy to recognise and apply;
- be adopted beyond NoEs;
- provide a symbol that can act as the unifying modifier.

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.

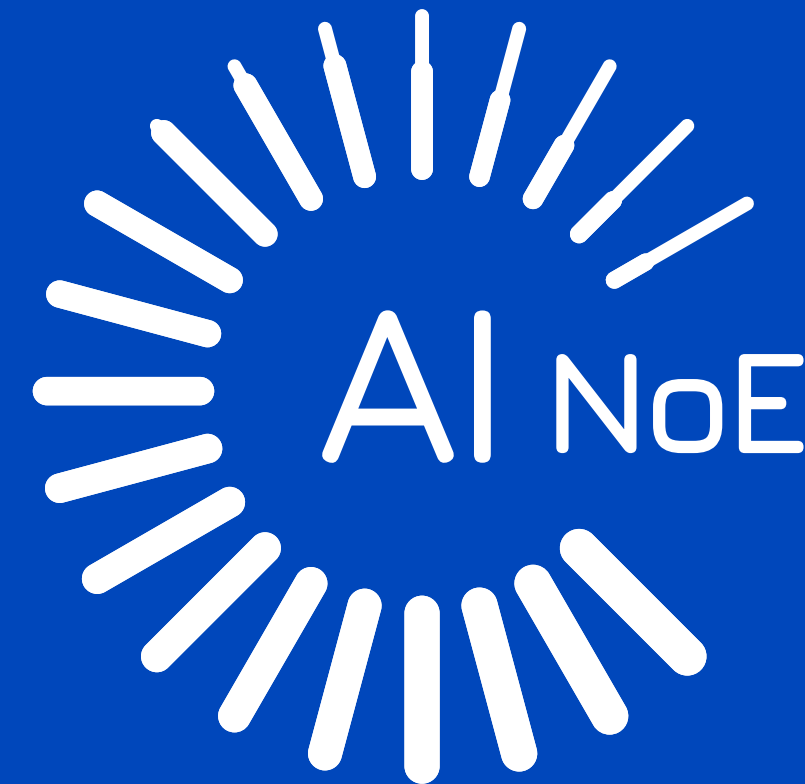
Main Variant



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.

2 | Colors - Chromatic Codes

main colors

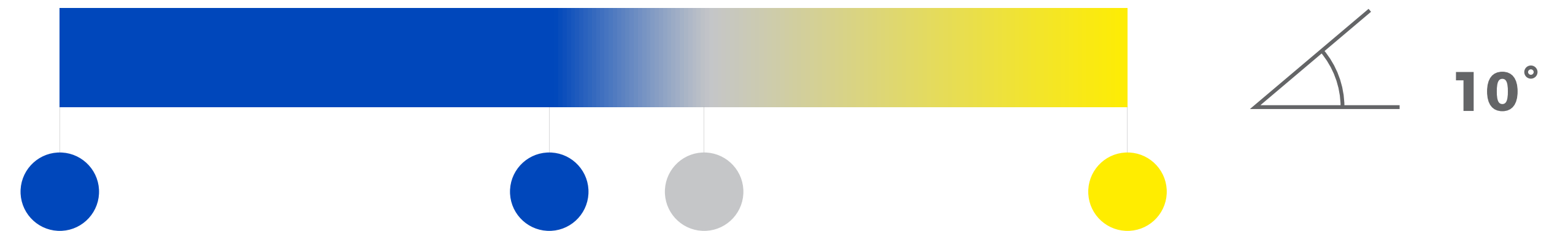
Pantone 2736 C CMYK 94 72 0 0 RGB 0 71 187 #0047BB	Pantone yellow C CMYK 4 0 100 0 RGB 255 237 0 #FFED00	Pantone Cool Gray 5 C CMYK 26 19 19 1 RGB 197 198 200 #C5C6C8	Pantone Cool Gray 10 C CMYK 57 46 44 32 RGB 100 101 103 #646567
associated meanings: trust knowledge security intelligence	associated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



main typography

Jura

Light . Regular . Medium . SemiBo ld . Bold

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdedghijklmnopqrstuvwxy z

0123456789

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This font is the primary font used in the logo.

secondary typography

Montserrat

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

ABCDEFGHIJKLMN OPQRSTUVWXYZ

abcdedghijklmnopqrstuvwxy z

0123456789

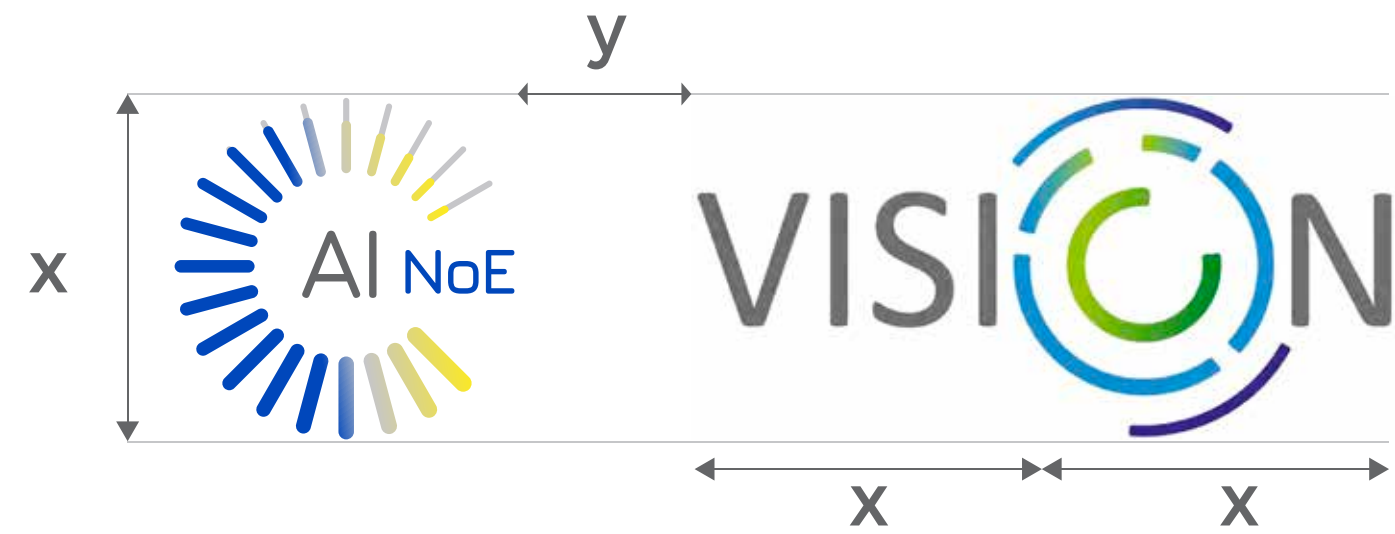
[DOWNLOAD FONTS](#)

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

4 | Implementation Guidelines

x = logo height

y = 0.5 logo height



The AI NoE logo will be most commonly implemented to the left of the particular project logo. The combined logos will be placed on the respective NoEs' websites, in presentations and further materials to emphasize their activities and results when addressing a broader audience within and beyond the NoEs.



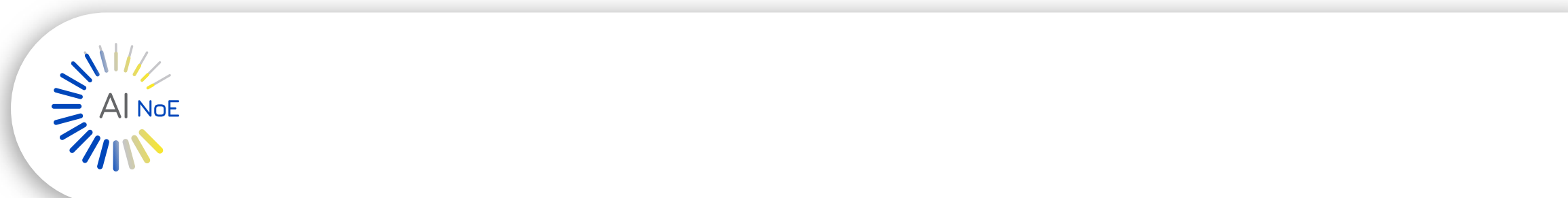
elise



HUMANE AI NET



Assets

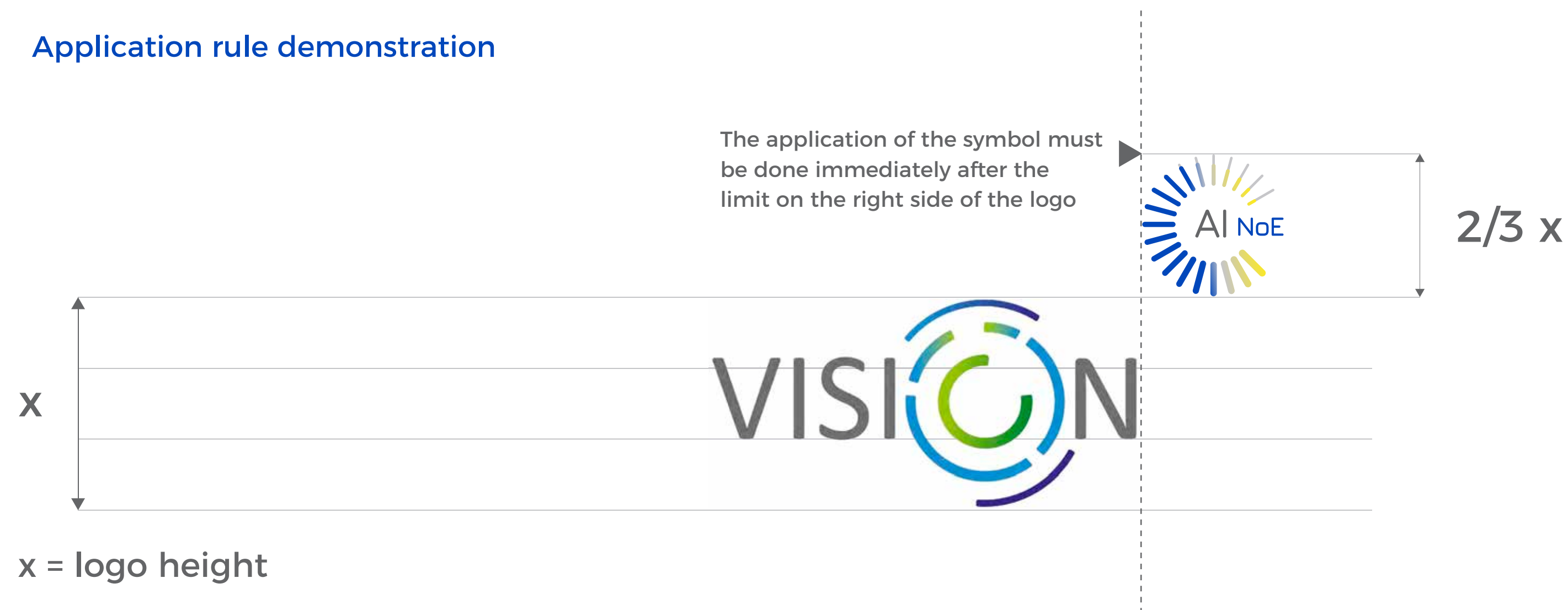


The visual identity can be implemented more visibly with full respect to the graphic design of the particular entities and tools (networks, events, products...) as a simple banner or bar (fullcoloured or in negative format) including the logos of the organising NoE(s), which can be placed elsewhere on graphic visuals.

Example of use



Application rule demonstration



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.

6 | AI NoE - Symbol integration as superscript - Examples

