

## **AI-PROFICIENT**

Artificial intelligence  
for improved *production efficiency*,  
quality and maintenance

# **Deliverable**

**D7.2: Project identity, web presence and communication material (first version)**

**WP 7: Dissemination, exploitation and standardization**

**T7.2: Dissemination, exploitation and standardization**

**Version : 2.0**

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## Disclaimer

This document contains a description of the AI-PROFICIENT project work and findings.

The authors of this document have taken any available measure in order for its content to be accurate, consistent and lawful. However, neither the project consortium as a whole nor the individual partners that implicitly or explicitly participated in the creation and publication of this document hold any responsibility for actions that might occur as a result of using its content.

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## Executive Summary

The Deliverable D7.2 is a public document of the AI-PROFICIENT project delivered in the context of WP7, Task T7.2: Project identity, web presence, and communication material (first version), with regard to the project Identity and its presence throughout various digital channels, are seen as key enablers in maximizing the project impact as they allow better exploitation and dissemination of the project results. This document will help you understand the essential elements of the AI-PROFICIENT identity. It explains how to use the identity and serves as a source of inspiration for you to continue building a strong brand people love to be a part of. It is important you adhere to the content and guides in this document. D7.2, in conjunction with D7.1, describes the project's approach to designing the related visual identity of the project. We have defined the visual identity of the project by a collection of design elements, including the project logo, the color scheme in project communications, the project website, various templates, and publicity materials (e.g., report, presentation, and brochure).

An introduction to different visual elements is presented in this deliverable, including the color palette (based on the project logo) and templates (letter and presentation). The following new visual elements are presented:

- Foundational elements of the project logo;
- Social media sites (Twitter and LinkedIn);
- Publicity materials (promotional video, info-pack, project brochure);
- Guidelines for the appropriate use of the visual elements.

It should be noted that a "Project identity kit" including these and all other visual elements of the project is made available to all the consortium members. The visual identity package aims to guarantee graphic coherence throughout the project's documents (in digital and physical formats). This report is closely related to other deliverables, including "D7.1 Roadmap for dissemination and communication first release", "D7.3 AI-PROFICIENT clustering and networking," and "D7.4 Roadmap towards exploitation of project results and Preliminary business models for exploitable project results".

# 1 Introduction

The manufacturing and process industry can benefit from artificial intelligence (AI) technologies. By combining human knowledge with AI capabilities, the EU-funded AIPROFICIENT project will develop proactive control strategies to improve manufacturing processes in terms of production efficiency, quality and maintenance. The overall goal is to increase the positive impact of AI technology on the manufacturing process as a whole, while keeping the human in a central position, assuming supervisory (human-on-the-loop) and executive (human-in-command) roles. By identifying the effective means for human-machine interaction, the project will assist Europe's manufacturing and process industry to improve production planning and execution.

This document is presenting the initial deliverable about the project's identity. Considering the diverse and ethically-conscious nature of the project, it has been important for us to form a common understanding of different AI application models, define our stance, and establish good practices of appropriate uses of related terminology. In D7.2, we introduced the concept of identity and presented the project's adherence to the AI practical and ethical models aiming to establish the starting point from which the project's visual identity was constructed.

Task 7.2 started with the commence of the project. Since the M2 of the project start, we have continued our work with the internalization of those views by all members of the consortium through the means of internal discussions at different meetings, in contact, and discussions with our industrial partners and ethics responsible. We see such efforts as important in forming our own view of the AI-PROFICIENT identity before we then communicate this identity in different forms with others. Based on that background, this document presents the updates in various visual design elements of the project. D7.2 is a living document that will be edited and updated during the project period, with an updated version to be delivered in month M36.

## 2 BTS / Process

From the very start, we aimed to create human-machine collaboration on developing the project identity. While keeping supervisory and executive roles, we introduce AI into the design process.

First, we set recurrent neural networks to generate two groups of the AI PROFICIENT project title visualizations (Figure 1): different types of machine-readable optical labels and realistic hand-written text.

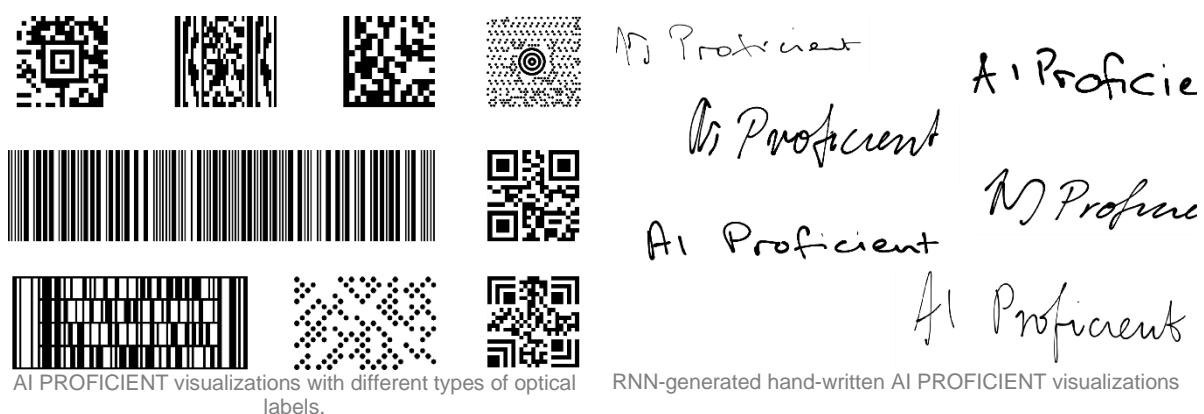


Figure 1 AI PROFICIENT visualizations with different types of optical labels and RNN-generated hand-written AI PROFICIENT visualizations

Next, we intersected machine- and human-readable groups of visualization and sculpted the submark of the project (Figure 2).

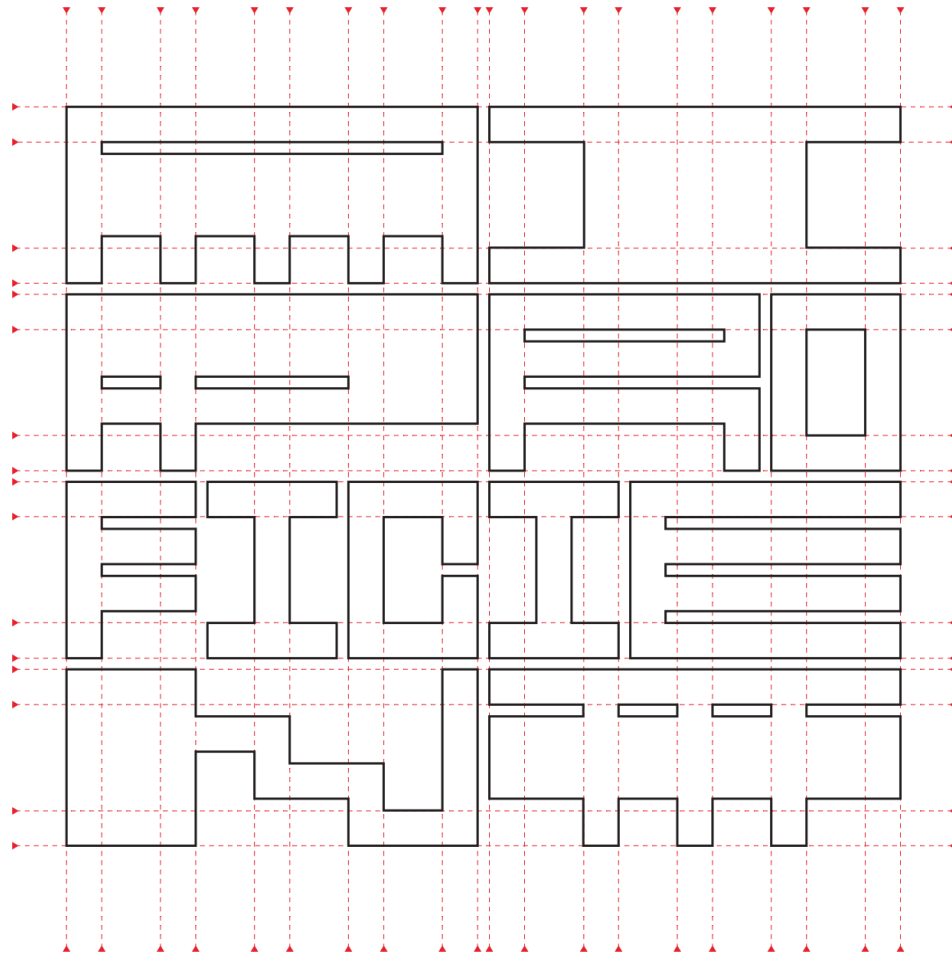


Figure 2 Groups of visualization and sculpted the submark

### 3 Trademarks

AI-PROFICIENT project trademarks are some of the most critical parts of the identity. They carry brand colors as well as typography, creating coherence and brand recognition across a lot of different touchpoints.

#### 3.1 Primary Logo

The primary trademark is a major representation of the AI-PROFICIENT project. It is a highly valuable corporate asset that must be used consistently in all channels in proper, approved forms. The primary trademark depicted in Figure 3 consists of submark, wordmark, and tagline and is a major representation of the AI-PROFICIENT project.

Figure 3 shows the two alternative color variations of the primary logo of AI-PROFICIENT. The left-hand side of Figure 4 presented a monochrome, and on the right-hand side, alternative color variations of the primary project logo.

**IMPORTANT:** To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in a font, or alter, recolor or distort it in any way.



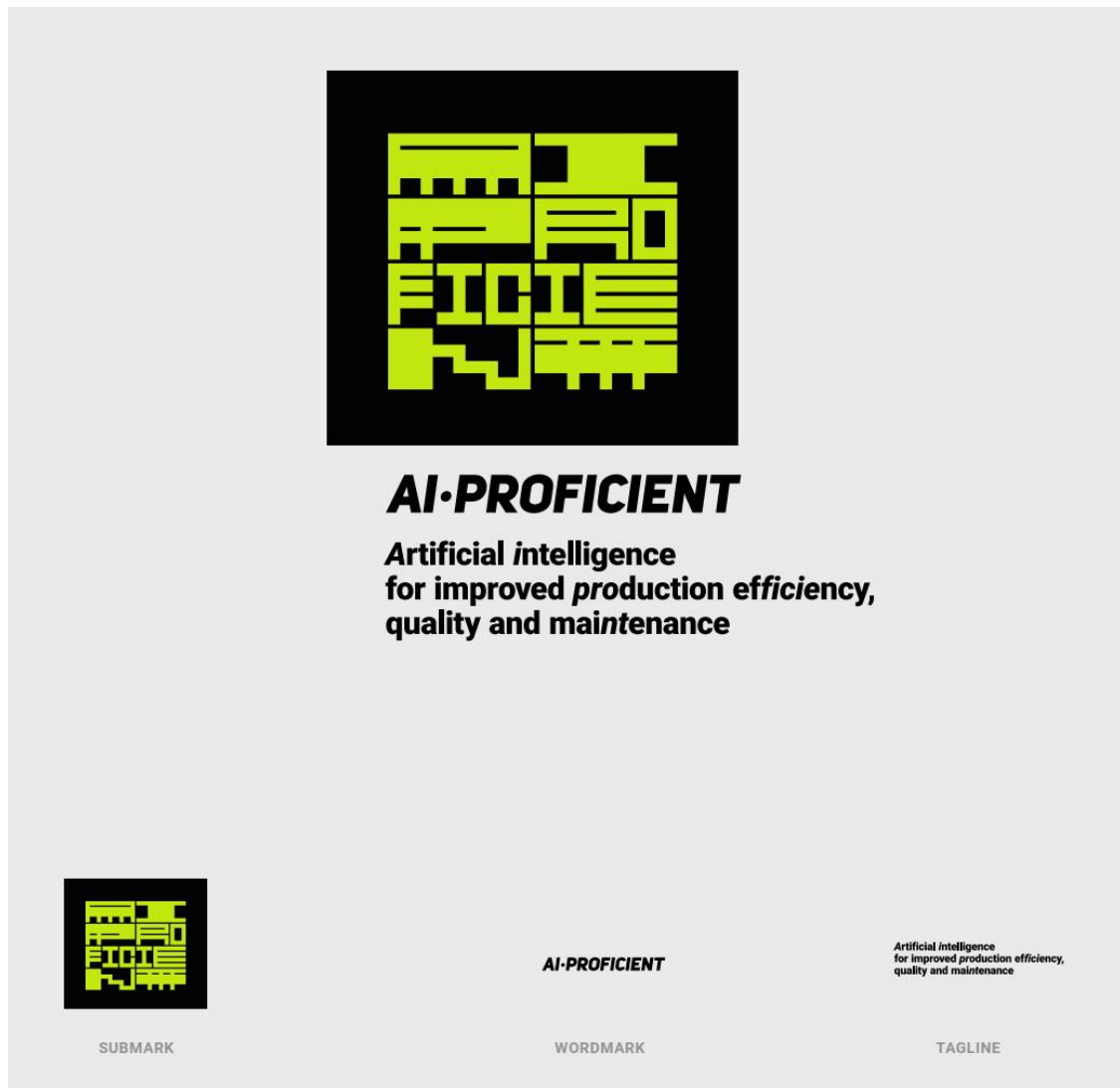


Figure 3 AI-PROFICIENT primary logo with its main components

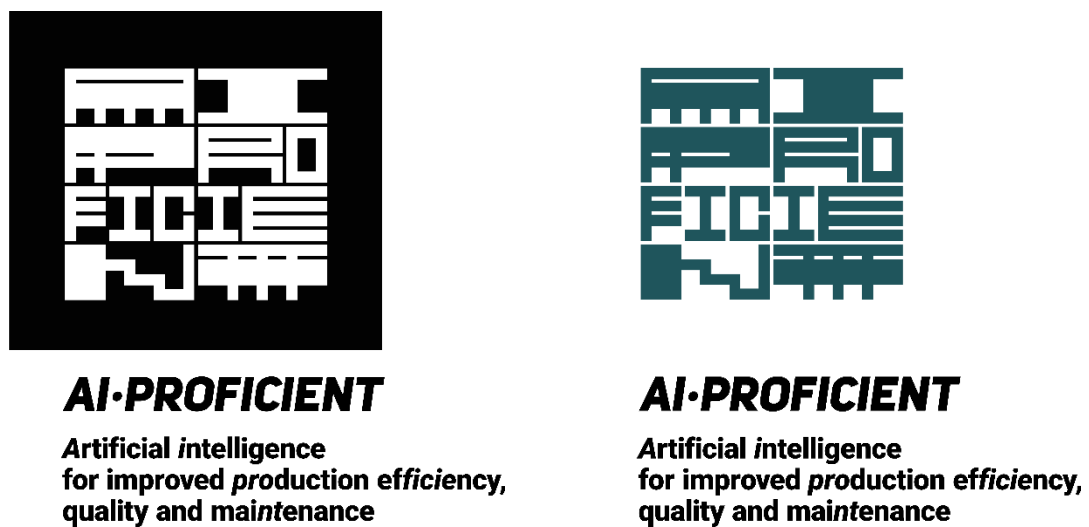
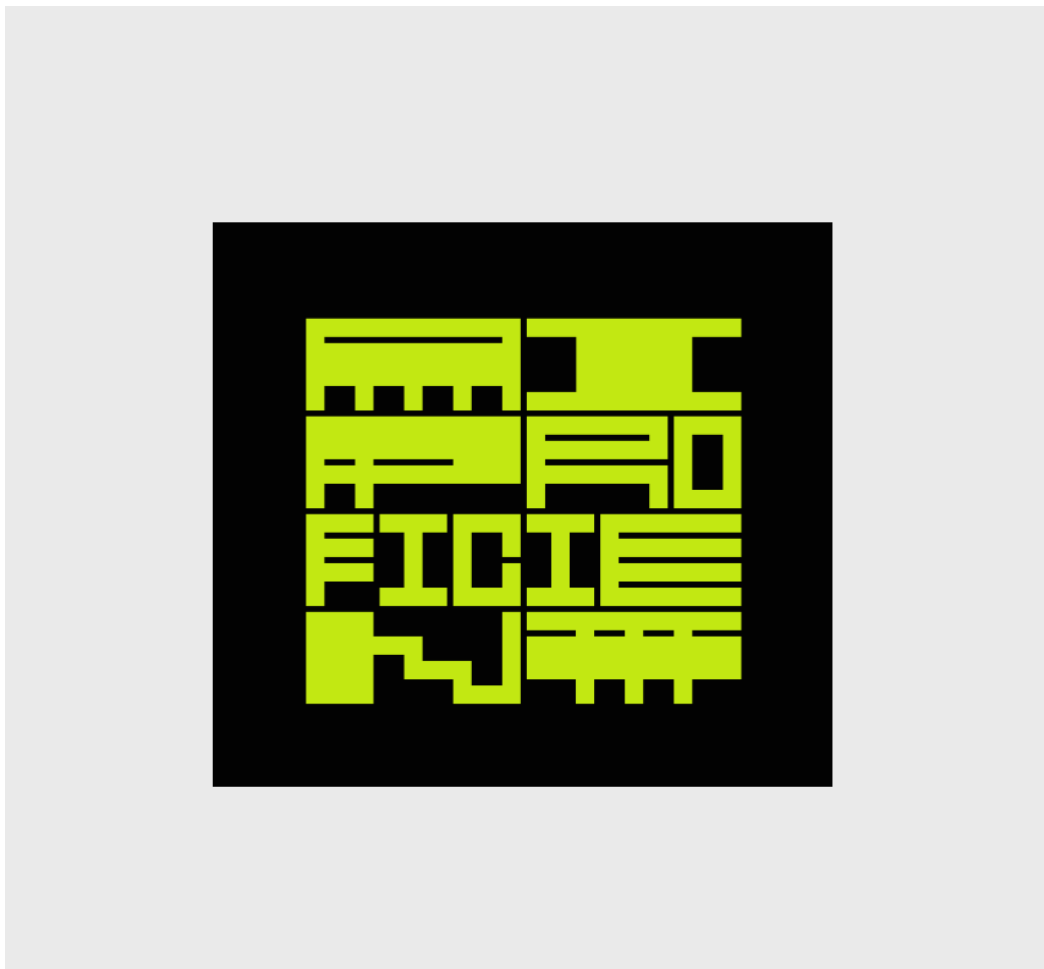


Figure 4 Color variations of the primary logo: monochrome and alternative

### 3.2 Submark Logo

Under certain circumstances, it's preferable to simply use the submarket on its own instead of the full primary version. In general, these are communications where the AI-PROFICIENT project brand has already been established, either through the use of the full version trademark, in copy, or by voiceover.

Alternatively, there will be situations in which the AI-PROFICIENT project brand appears more recessive. If a profile image for an official account is needed, please use the tag, not the primary version. For decoration purposes, exclusion zone rules and cropping can be disregarded.



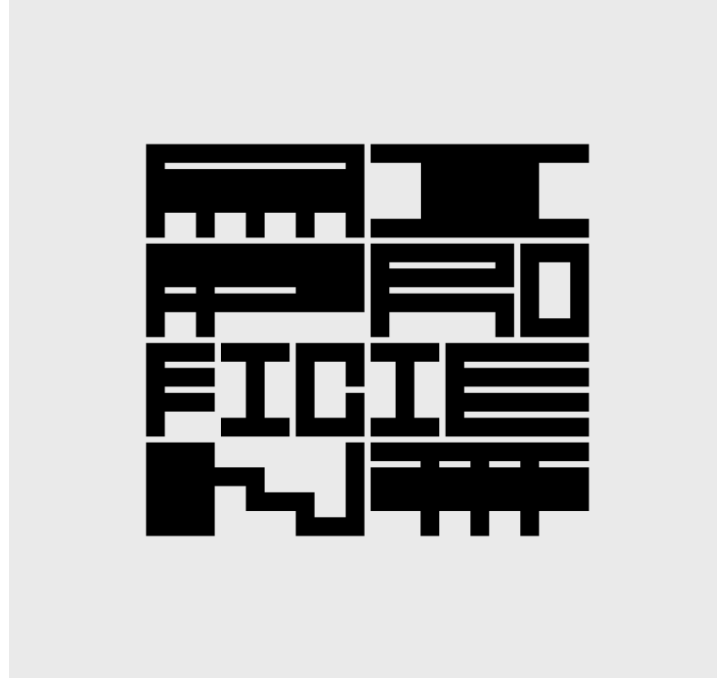
*Figure 5 Submark in full color*



*Figure 6 Submark color variations: alternative (left) and monochrome (right)*

### 3.3 Icon

The icon can be used as a branding element where the logo feels too repetitive, such as in footers or in newsletters. Since the symbol doesn't consist of the wordmark, it should not be used as the only sending trademark in external communication.



*Figure 7 Icon*

The project icon is presented in Figure 7. It is essential to use the icon, not the submark when used as a profile image in an official account such as LinkedIn or Twitter.

### 3.4 Color variations

A variety of color options have been provided for different applications.

1. **Full color** - Use the full-color versions whenever possible;
2. **Alternative** - Alternative is only to be used when there is a conflict using the full-color variations or inverted version needed;
3. **Monochrome** - Monochrome is only to be used when where using color is not possible.

To ensure coherence and absolute brand recognition through all platforms, these versions must always be used. Never try to create your own version of the logotype by writing it in a font, or alter, recolor, or distort it in any way.

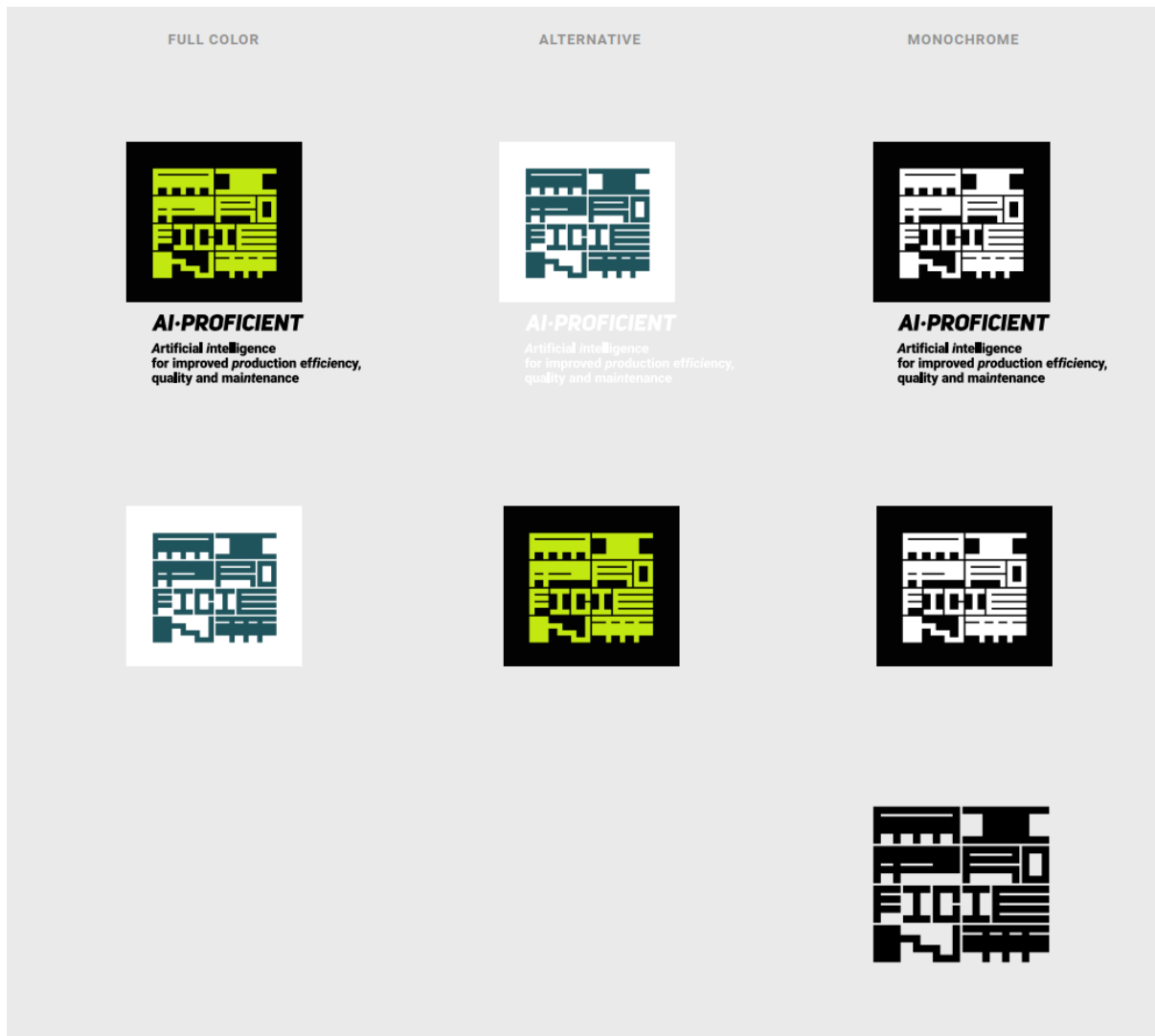


Figure 8 Color variations for logo and icon

### 3.5 Exclusion zone

The exclusion zone ensures the legibility and impact of the trademarks by isolating them from competing for visual elements such as text and supporting graphics. This zone should be considered the absolute minimum safe distance; in most cases, the trademarks should be given even more room to breathe.

The exclusion zone is equal to the width of the letter A in the submark.

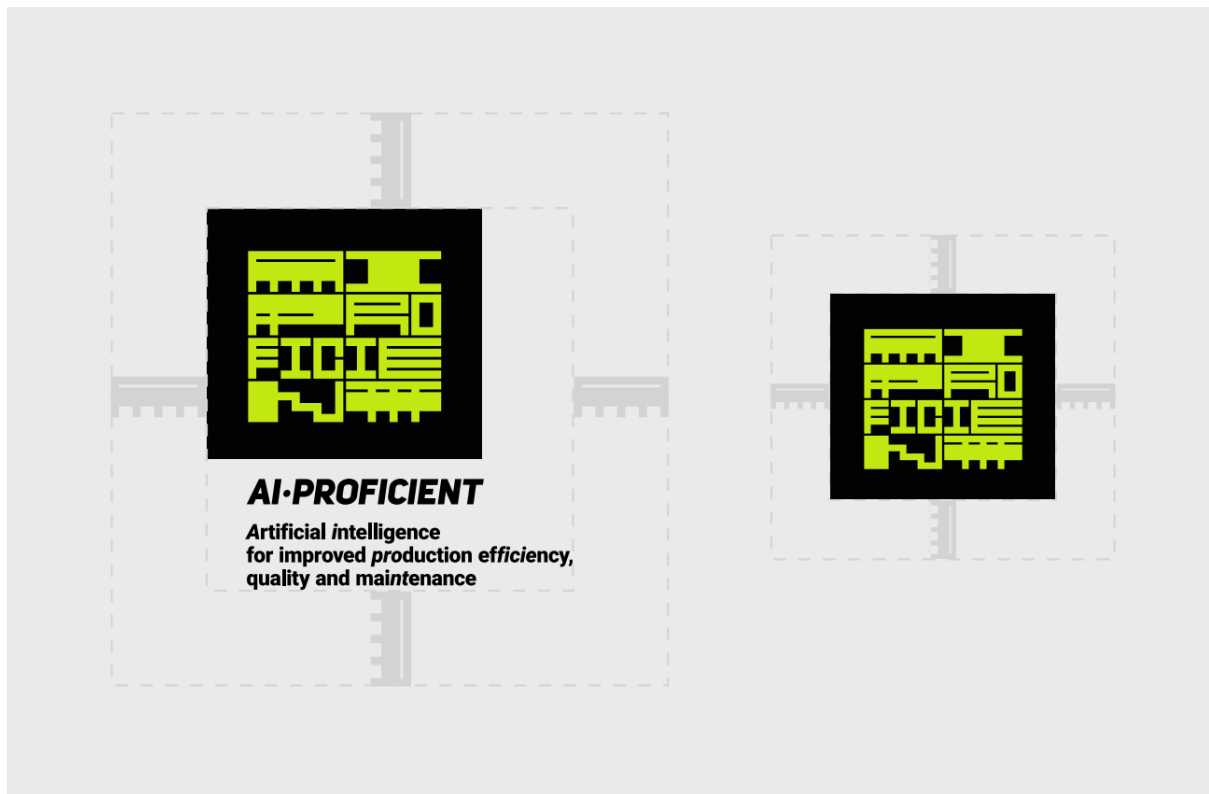


Figure 9 Exclusion zone for submarks

### 3.6 Minimum Sizes

Establishing a minimum size ensures that the impact and legibility of the trademarks are not compromised in the application. Due to the higher resolution available in print versus screen-based media (300dpi vs. 72dpi, respectively), it is possible to reproduce the trademarks at a fractionally smaller size in print without any graphic deterioration. Figure 10 details the definition of the minimum sizes used.

#### 3.6.1 Digital

The primary trademark should never be reproduced smaller than 120px and submark smaller than 80px in any digital communication to ensure legibility and impact.

#### 3.6.2 Print

The primary trademark should never be reproduced smaller than 60mm and submark smaller than 40mm in any print communication to ensure legibility and impact.

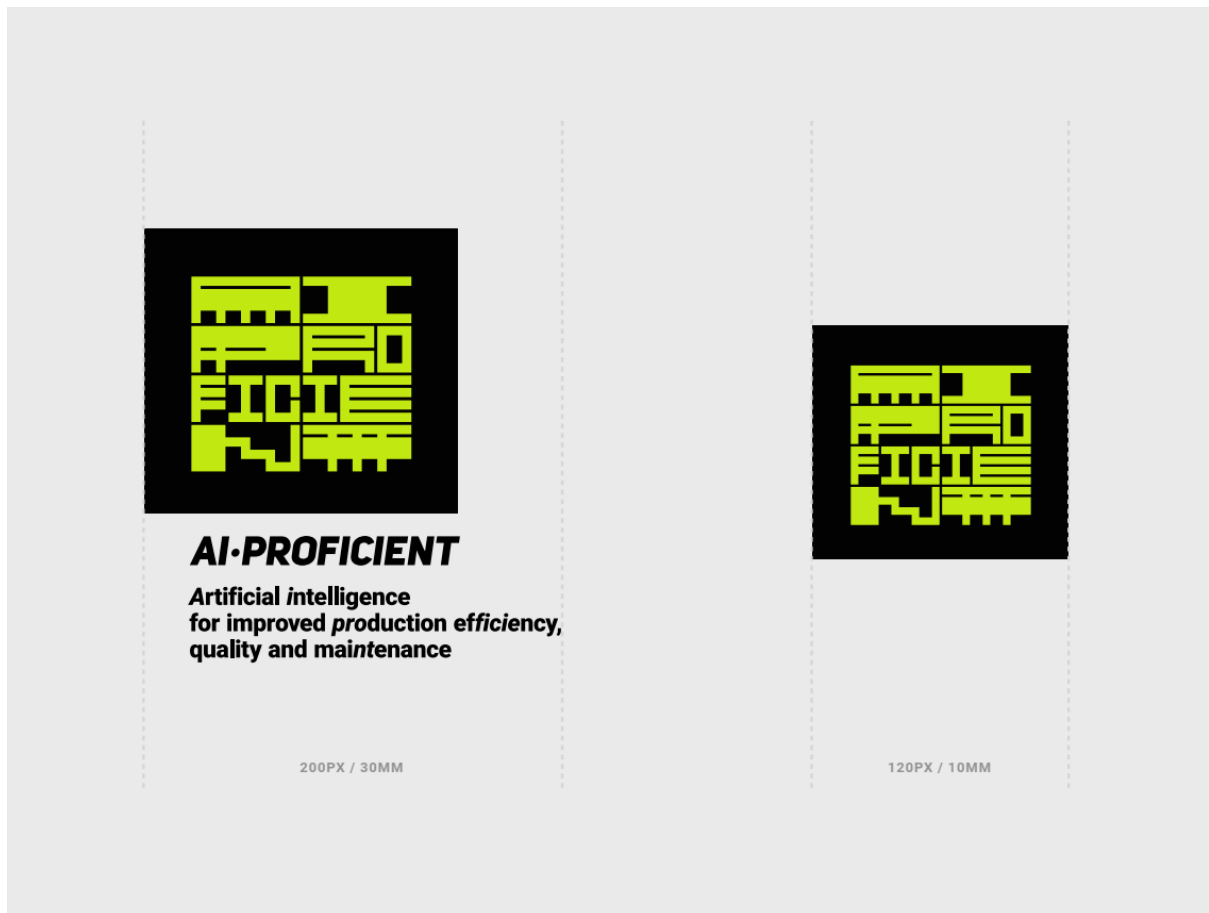
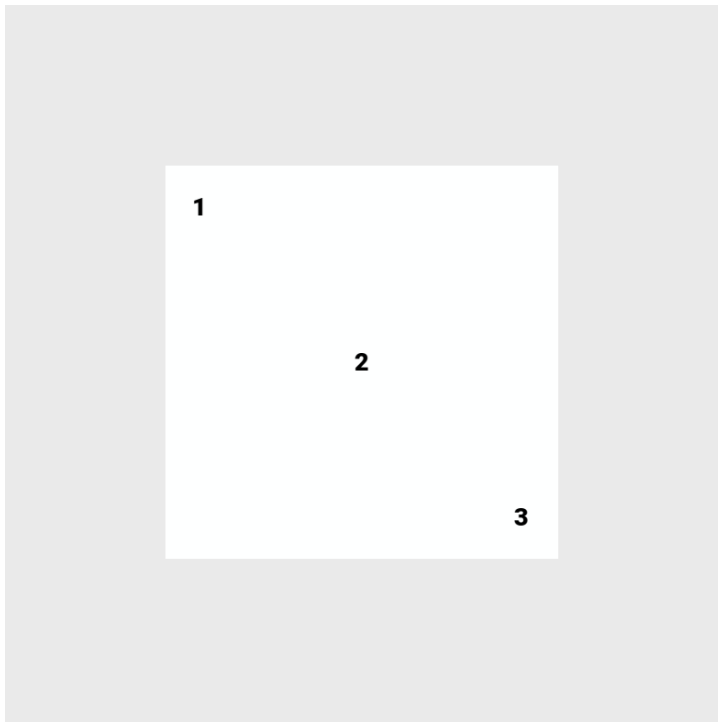


Figure 10 Minimum sizes schematic recommendation

### 3.7 Placement

Regardless of communication size or dimension, the trademarks can only ever be placed in 3 locations. This keeps trademark placement simple and consistent while allowing enough flexibility to accommodate a dynamic graphic system. The placement options are:

1. top left corner,
  2. centered,
  3. bottom right corner.
- Placement 1
    - primary
    - submark
  - Placement 2
    - submark
  - Placement 3
    - submark



*Figure 11 Placement recommendations*

Figure 11 shows the placement recommendation of the project logos in documents. The main trademark should only be used once per composition.

## 4 Typography

Typography is a foundational pillar and can convey as much emotion and strength as an image while reinforcing and supporting the brand identity.

### 4.1 Font family

Main Roboto font has a dual nature. It has a mechanical skeleton, and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesques distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. In case of the Roboto font family is not available, only the Arial family should be used instead. Figure 12 gives a visual example of the recommended fonts.

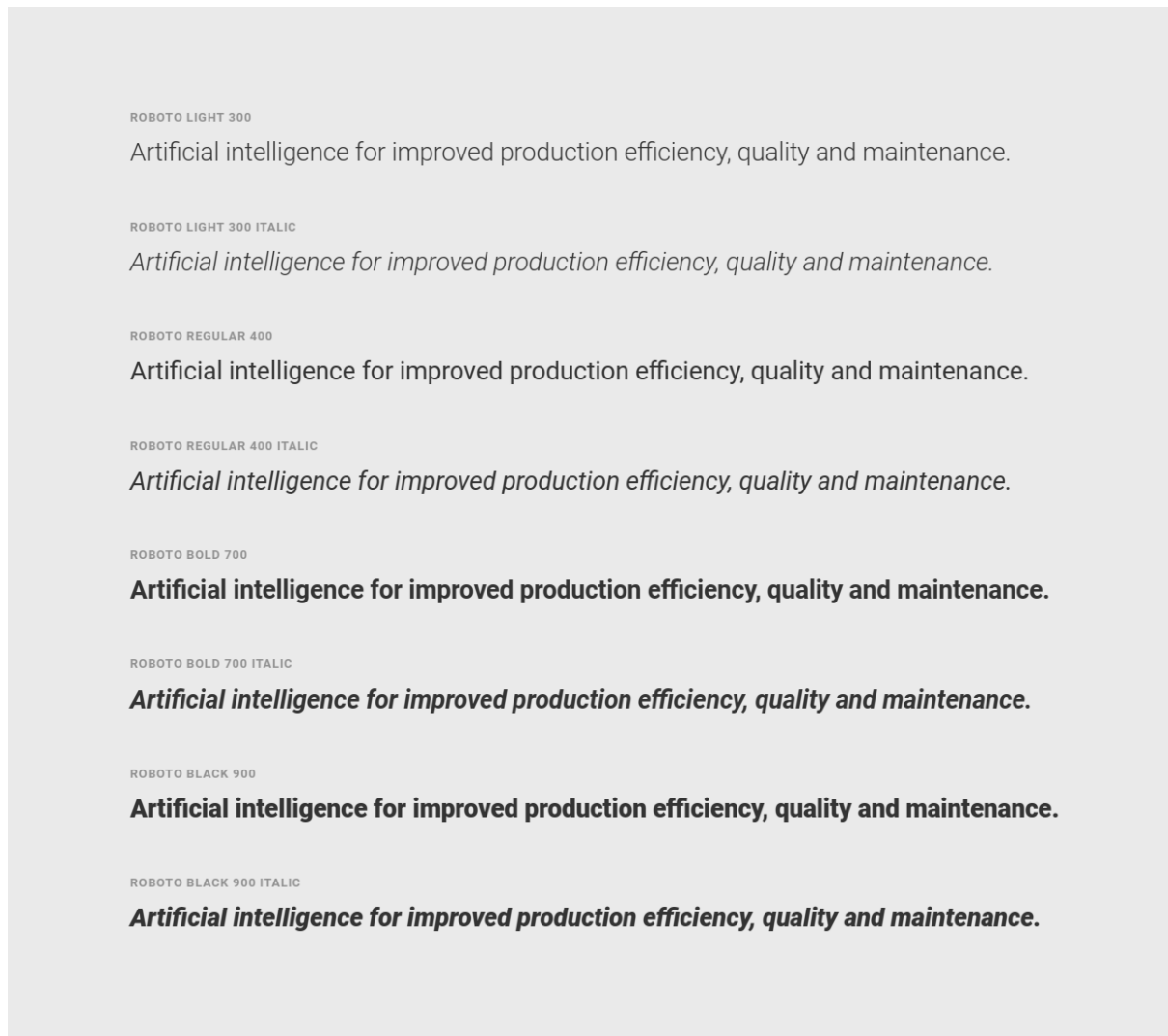


Figure 12 Font family examples

## 4.2 Formula

Keep at least a 2-point difference between leading and font size. In copy, capitalize only the first word in a sentence. Ensure legibility when type is set against a colored background. Never use all caps inside paragraphs. Only use them in titles and captions if needed.

Negative space is vital to convey a sense of simplicity and ease. All copies must be at least two (2) cap-height units away from all borders and 1.5 cap-height units away from all other foreground objects. Always proofread to ensure no spelling, punctuation, or grammar mistakes are present. Also, be mindful when formatting type to avoid awkward line breaks, rags, orphans, and line lengths that are too long.



# Artificial intelligence for improved production efficiency, quality and maintenance

## Using AI technology to improve manufacturing

### PROJECT DESCRIPTION

The manufacturing and process industry can benefit from artificial intelligence (AI) technologies. By combining human knowledge with AI capabilities, the EU-funded AI-PROFICIENT project will develop proactive control strategies to improve manufacturing processes in terms of production efficiency, quality and maintenance. The overall goal is to increase the positive impact of AI technology on the manufacturing process as a whole, while keeping the human in a central position, assuming supervisory (human-on-the-loop) and executive (human-in-command) roles. By identifying the effective means for human-machine interaction, the project will assist Europe's manufacturing and process industry to improve production planning and execution.

*Figure 13 Formula example for font use*

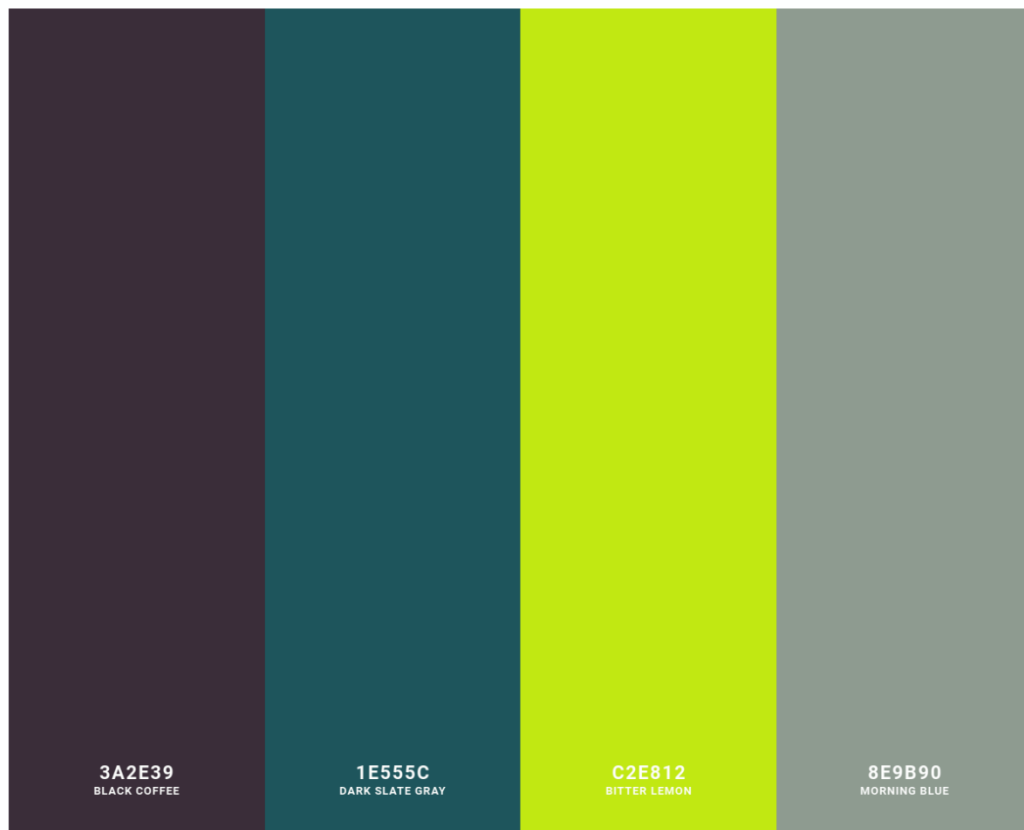
## 5 Color and color palette

The project's bright, flexible palette uses vibrant saturation that proves appealing to the target audience. It's one of the primary ways to signal about the AI-PROFICIENT project at every customer touchpoint.

The project's color system is anchored by Bitter Lemon, a powerful hue with a strong visual impact. Combining Dark Slate Gray and Black Coffee colors helps create project recognition and visual interest across our communications.

Our use of color must be consistent across all applications. The accompanying chart lists the values that should always be used when rendering our principle color palette. Never use tints or gradients of any color in principle or supporting palette.

Our supporting colors have been selected with the same precision as our principle colors (Figure 14). The palette of accent and neutral colors has been chosen to work in support of primary colors. All colors have been selected to work well in combination with each other and to enable a full range of visually engaging communications.



*Figure 14 Color set*

## 6 Templates

Figure 15 Design of the AI-PROFICIENT presentation slides (MS PowerPoint) and Figure 16 (MS Word) present various templates that will be used for the project's internal and external communications, communications with the EC, and delivery of project outcomes. Templates that correspond to the key types of documents that are foreseen to be circulated in the AI-PROFICIENT project are made freely available to all consortium members in a dedicated collaboration platform.



Figure 15 Design of the AI-PROFICIENT presentation slides



Figure 16 Design of the project's deliverable document

## 7 Examples

Figure 17 introduces an example business card design. Figure 18 and Figure 19 demonstrate examples of the project delivery document and the project brochure, respectively.



Figure 17 Example of business cards

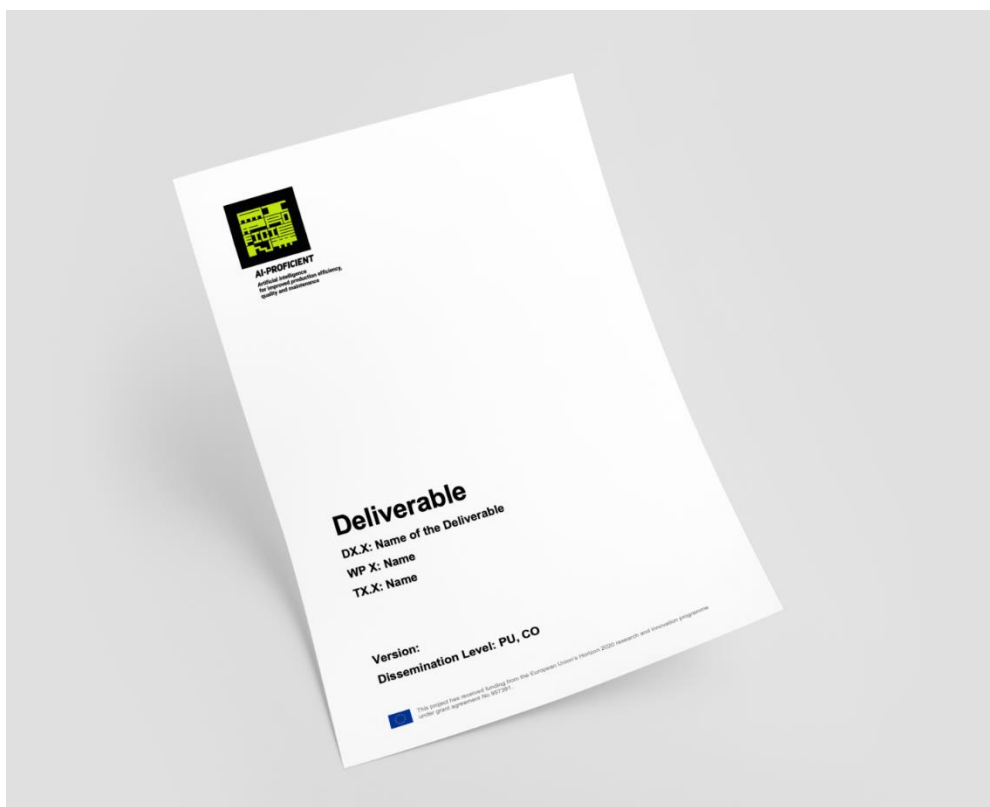


Figure 18 Example of a deliverable document



Figure 19 Example of AI-PROFICIENT brochure

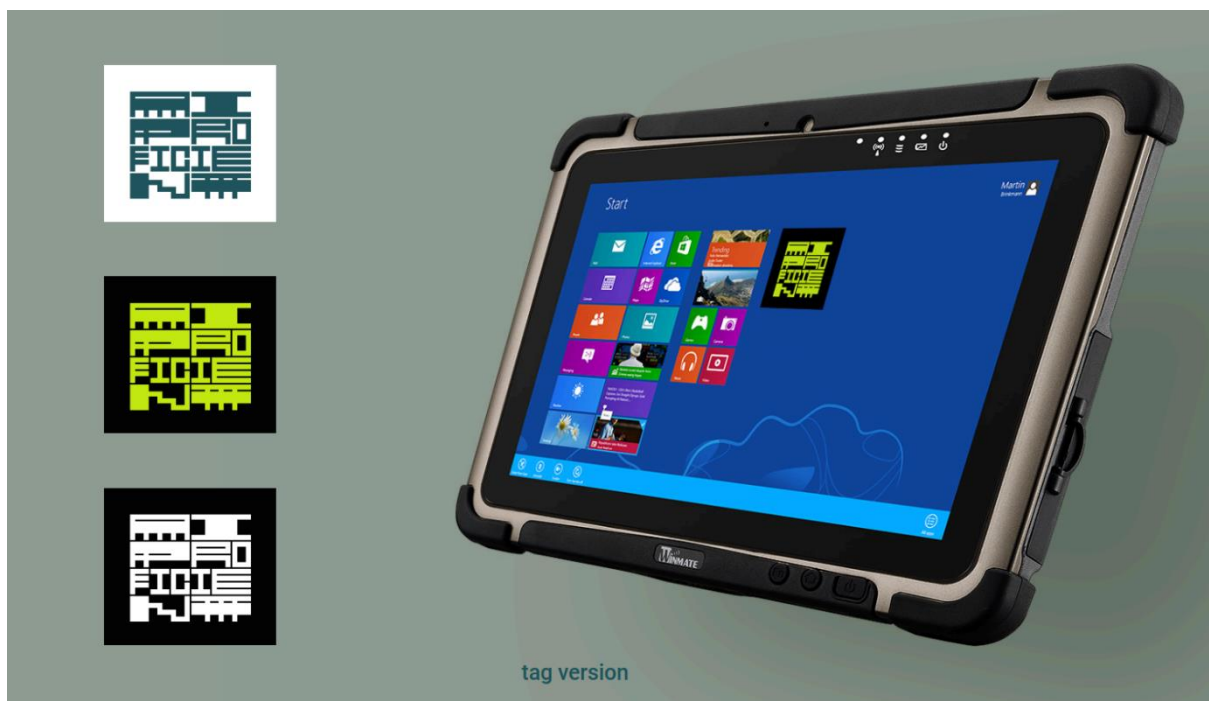


Figure 20 Example of AI-PROFICIENT application icon

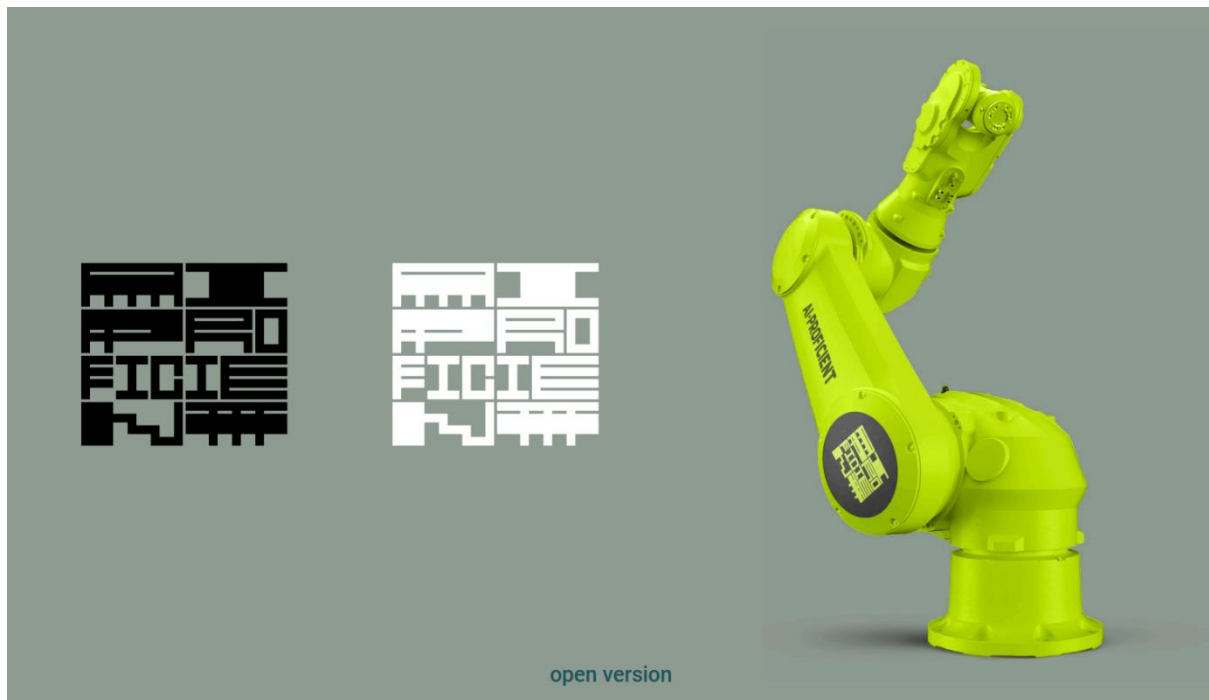


Figure 21 Example of AI-PROFICIENT branding applied in an industrial setting.

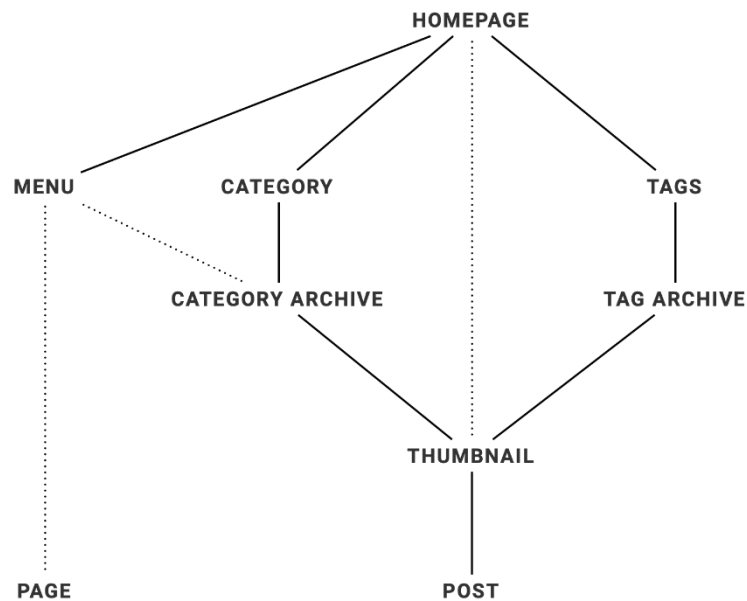
## 8 WEB presence

A dedicated website for the AI-PROFICIENT project has been created as one of the main tools for dissemination of the project activities, and it has been established at the following address:

<https://ai-proficient.eu/>

The AI-PROFICIENT website contains public domain information such as a description of the project in the home page (Figure 22), project members, and various resources on the Consortium collaborations, demonstrations, and publication. Furthermore, there will be sections for public deliverables and publications that will be updated as such material is produced. Lastly, in the news and events sections, information about the involvement of AI-PROFICIENT in different events is displayed, along with relevant news related to the project evolution, results and impact. All these elements can be accessed via the website top menu, which can be seen in Figure 22. With this approach, the AI-PROFICIENT website will stay as the main source of obtaining updated information about the project.

## 8.1 Key elements



### Homepage

The homepage includes Home page content, aggregates all categories, and previews two latest posts from each category. It also consists of all tags.

### Page

Page is a structurally isolated hierarchical element, which is not tied to the blog's reverse chronological order of content.

### Post

Post is a time-oriented object whose primary role is to deliver any project update (news, event, new collaboration, announcement, etc.).

### Category

Each post, by default, falls into the 'News' category but can be filed under another or several categories. Thoughtful categorization allows posts to be grouped with others of similar content and becomes a true cornerstone of the website structure and navigation.

### Tag

Tag is a keyword that describes all or part of a Post. A Post may have several tags, many of which relate to it only peripherally.

### Thumbnail

A short snippet of a Page/Post content.

## 8.2 Page structure

TITLE

CONTENT

## 8.3 Post structure

CATEGORY · NEW POSTS INDICATOR

DATE · TAGS

TITLE

CONTENT

## 8.4 Thumbnail structure

DATE · TAGS

TITLE

## 8.5 Category/tag archive structure

CATEGORY · NEW POST INDICATOR

DATE · TAGS

TITLE

DATE · TAGS

TITLE

DATE · TAGS

TITLE



## 8.6 Templates

### 8.6.1 Page

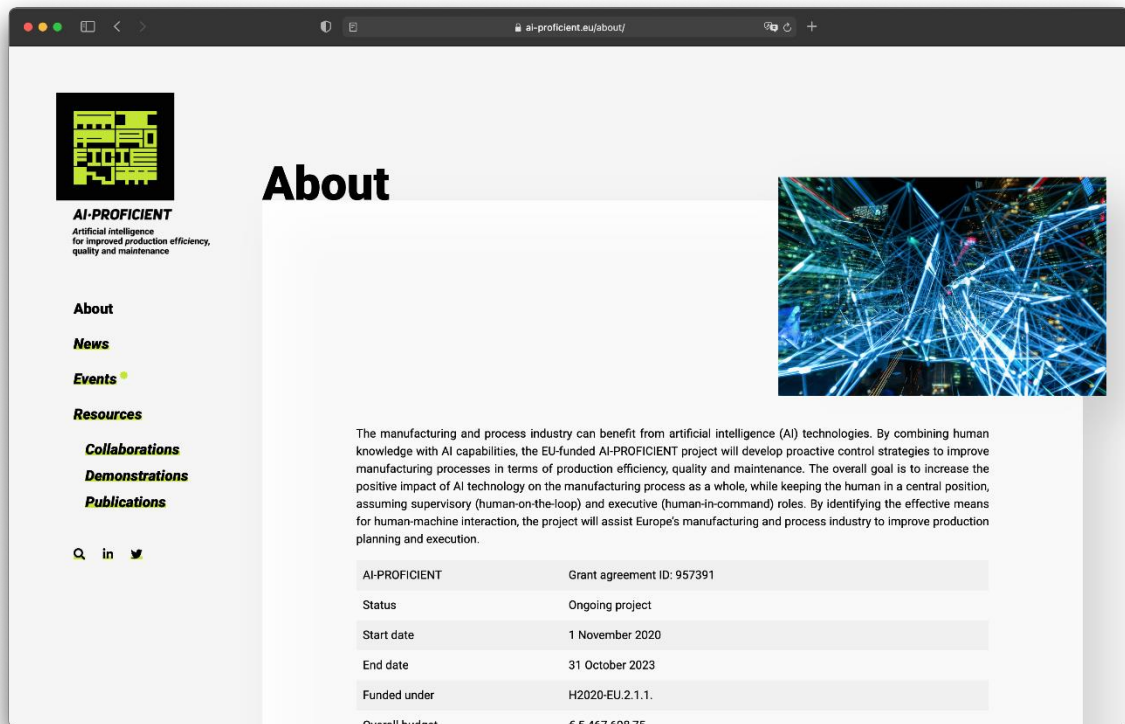
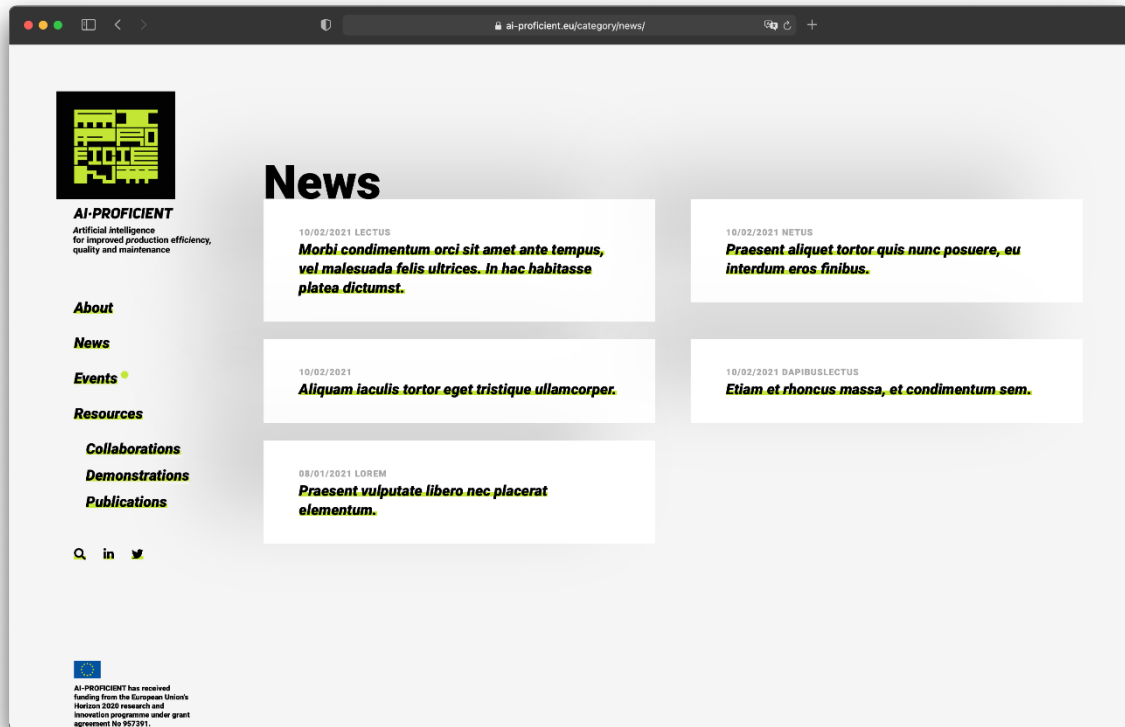
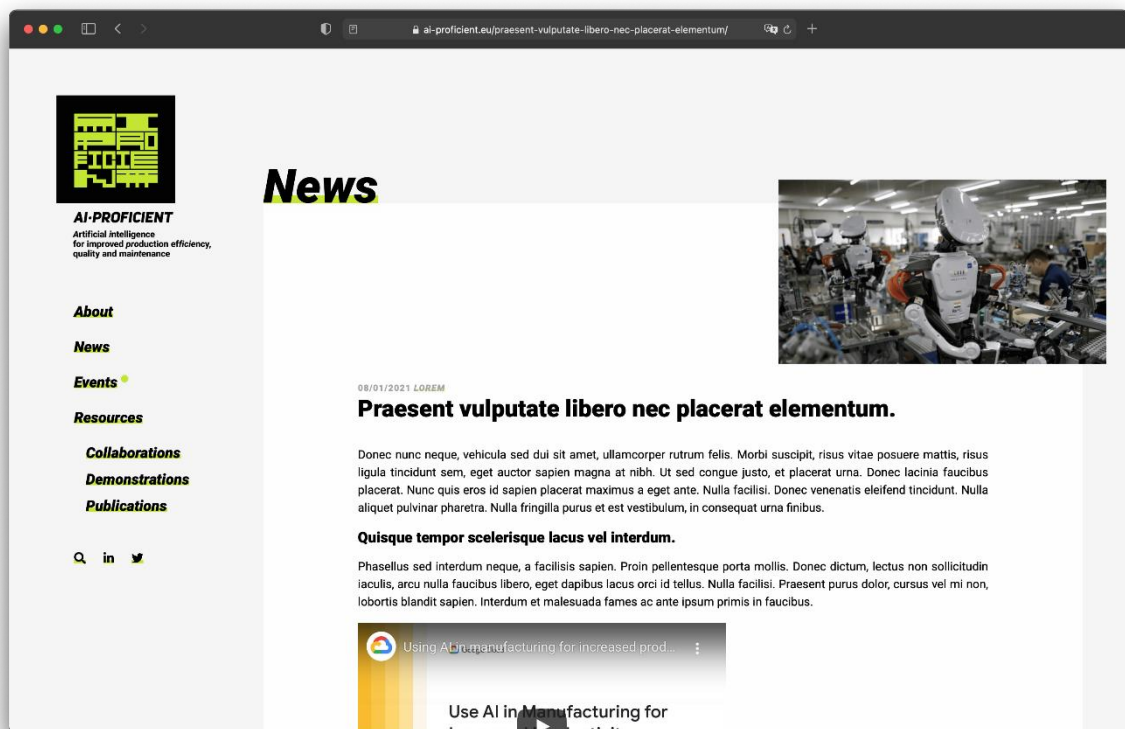


Figure 22 Web page section about the project

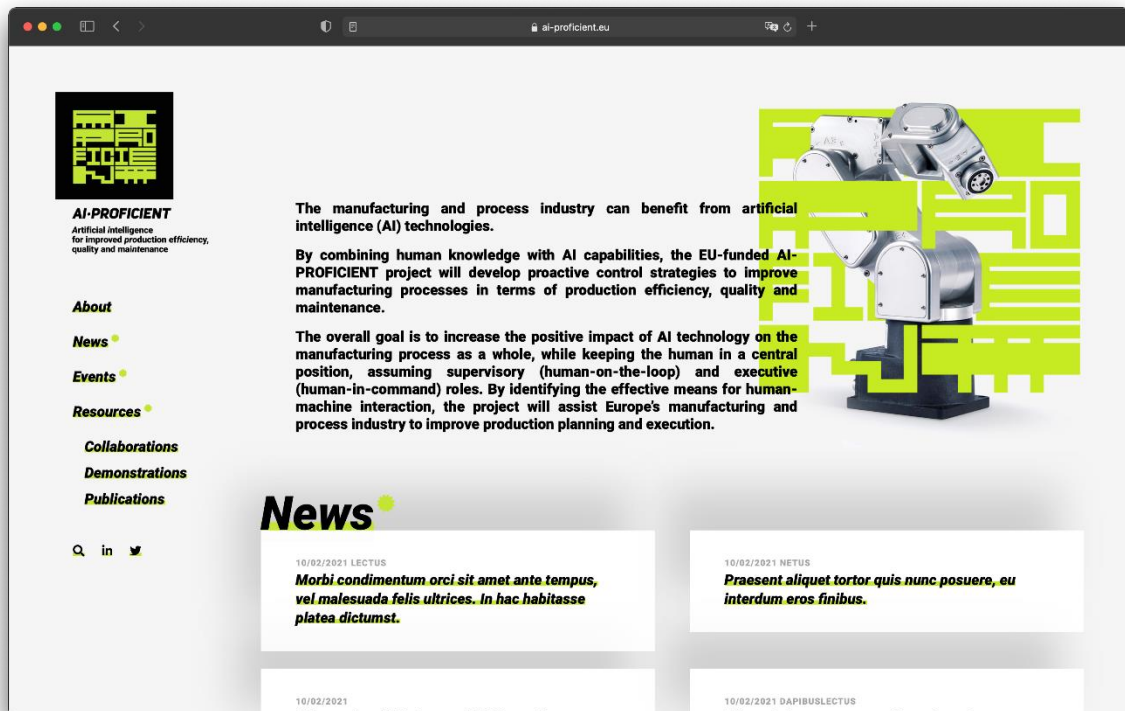
### 8.6.2 Category/tag archive



### 8.6.3 Post



### 8.6.4 Homepage



## 9 Social Media

AI-PROFICIENT is planning an active presence in different social media channels starting from month M7. This will make the project more reachable and visible to a broader audience. The two main platforms (Figure 23 and Figure 24) where AI-PROFICIENT updates about the project, related events and news will be made are:

- LinkedIn: <https://www.linkedin.com/company/ai-proficient-eu>
- Twitter: <https://twitter.com/AiProficient>

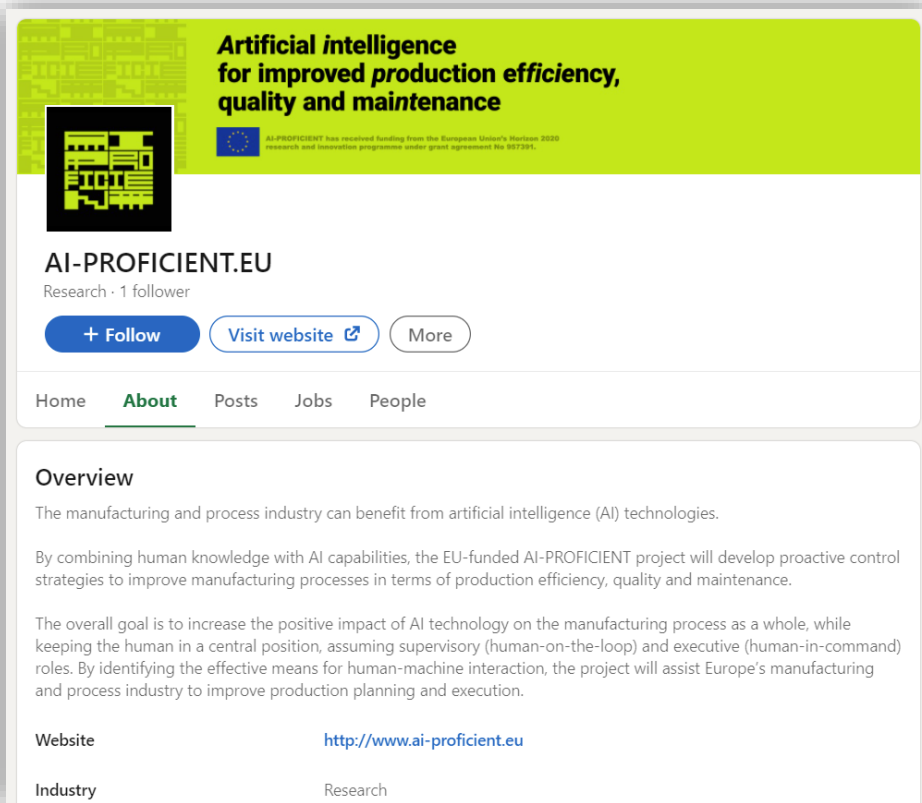


Figure 23 LinkedIn page: <https://www.linkedin.com/company/ai-proficient-eu>



Figure 24 Twitter page: <https://twitter.com/AiProficient>

## 10 Conclusion

The achievement of a specific project identity along an appealing common graphic line for the entirety of the project was approached from different angles that together provide integrity to the project. The first action was to define an explicit design scheme. Different shades of green are used as predominant color palettes in the different materials, representing the AI-PROFICIENT link with digital (AI) automation with the human in control. The established graphic design is used internally (i.e., reporting) and, more importantly, publicly so the viewers can relate the project with its nature. The logo, website, templates, and brochure followed the aforementioned design line and were explained in more detail in this report.

## 11 Acknowledgments

This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 957391.