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# brand book



Funded by  
the European Union

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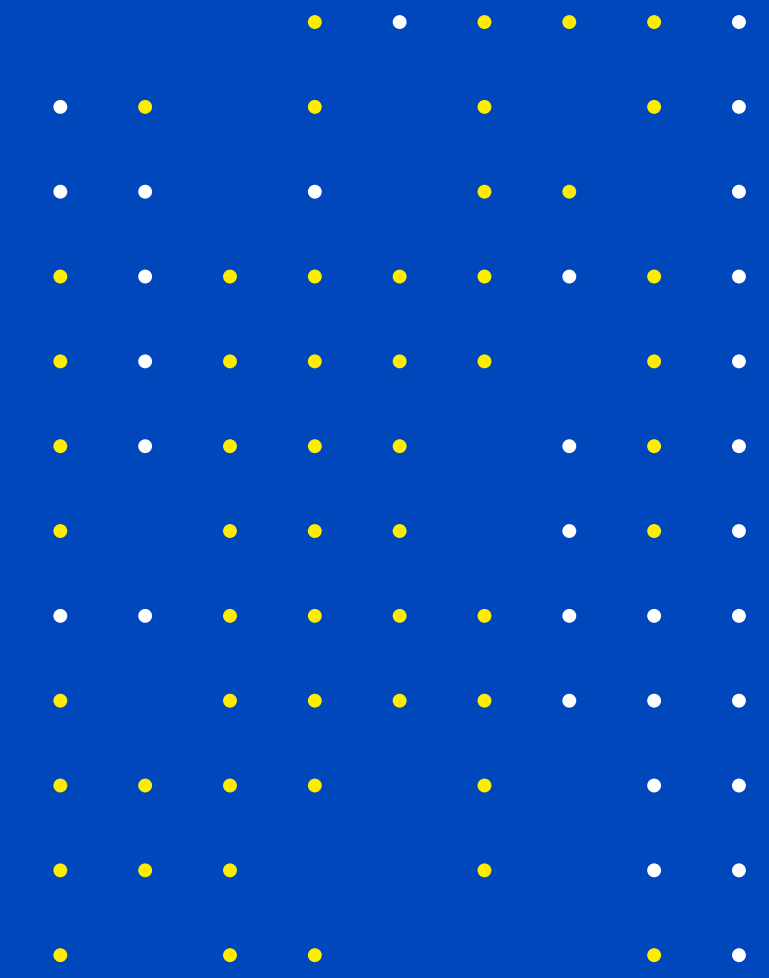
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Logo

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The European AI-on-Demand Platform seeks to bring together the AI community while promoting European values. The platform is a facilitator of knowledge transfer from research to multiple business domains.”

## Concept



The identity proposal starts from some of the main keywords:

**collaboration**  
**community**  
**growth**

The symbol is composed of several lines that are grouped in a circle and form a cohesive core, an integrated network of projects. The circle represents union, dynamism and expansion, which are concepts closely linked to the objectives of the platform.

In a second layer of this symbol we have a gradient spiral, which represents the development of knowledge, the interaction between projects and the circulation of information within the platform. The spiral movement is continuous and increasing, it represents the amplitude that is possible to reach in the different domains (industry, commerce and society).

Color grading reinforces the idea of development and progress. This gradient is formed by shades of blue and yellow that convey the "European Feel".

# 1 | Logo Grid

main logo (with claim)



main logo (without claim)



secondary version



## 1 | Logo

### Main logo (with claim)

positive version



### main logo with claim

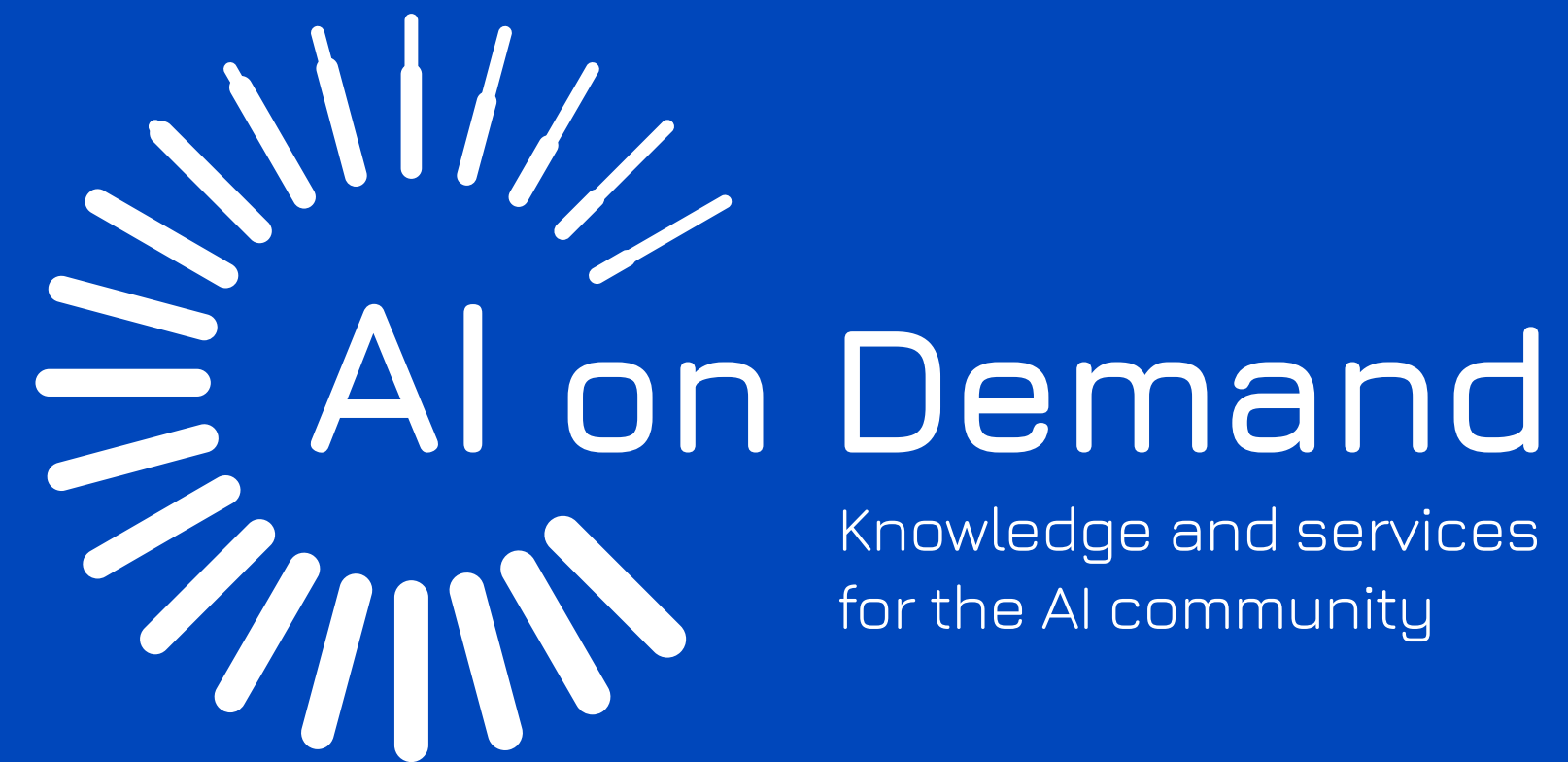
No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

The colors that characterize the logo are blue, yellow and grey. The logo should not be changed.

## 1 | Logo

### Main logo (with claim)

negative version



### negative logo

No changes should be made to the proportions of the elements and/or relationship between them, in order to protect the integrity of the brand.

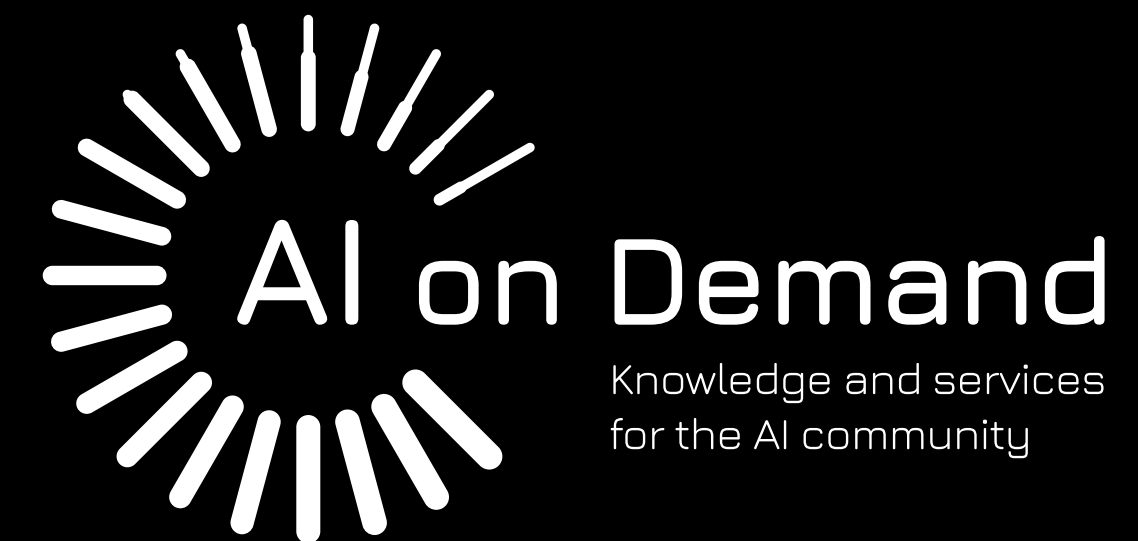
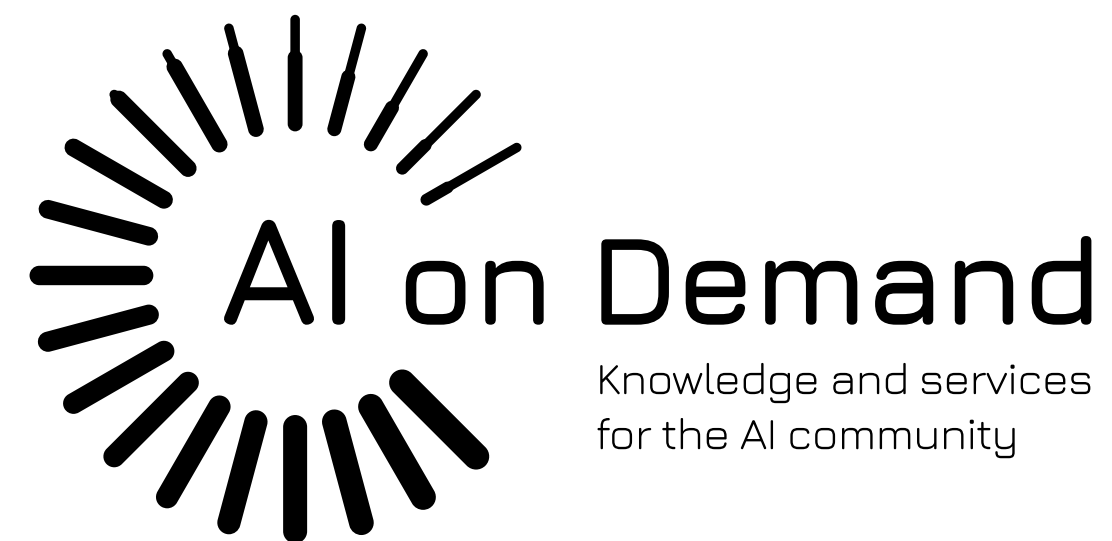
The negative version should be used as an alternative to the positive version of the logo, when there is a need to use it on a dark background.



## 1 | Logo

### Main logo (with claim)

monochromatic version



### monochromatic version

The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.

## 1 | Logo

### Main logo (without claim)

positive version



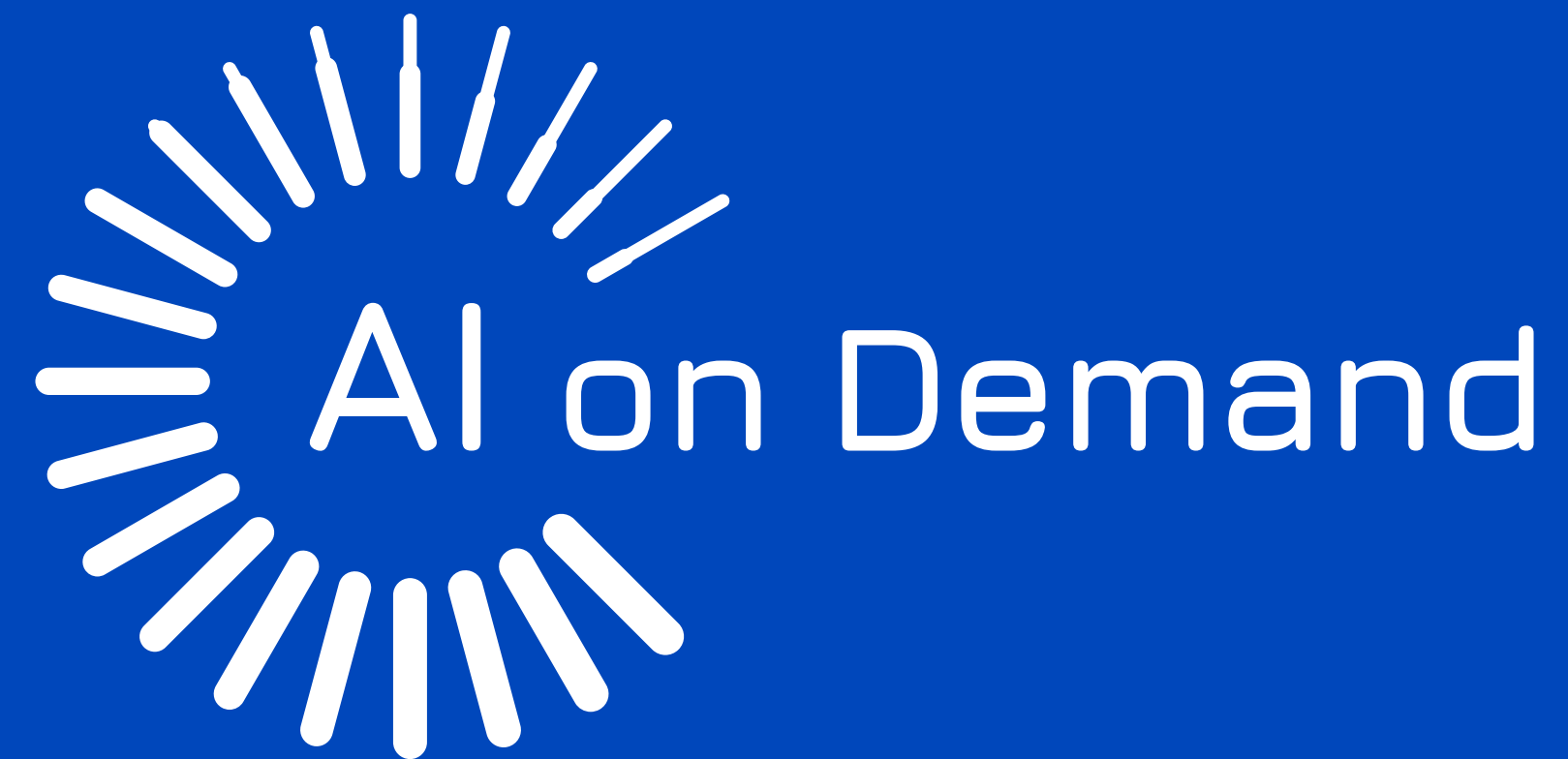
### main logo without claim

The version without claim must be used on supports where the claim is not mandatory and the area of application is reduced and does not allow the claim to be read.

## 1 | Logo

### Main logo (without claim)

negative version



### negative logo

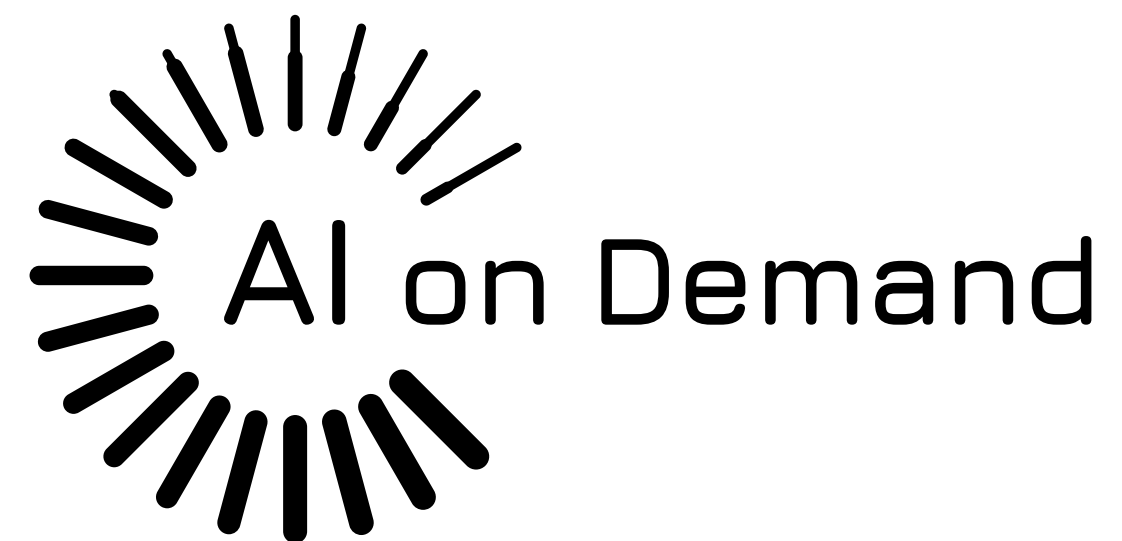
The version without claim must be used on supports where the claim is not mandatory and the area of application is reduced and does not allow the claim to be read.

The negative version should be used as an alternative to the positive version of the logo, when there is a need to use it on a dark background.

## 1 | Logo

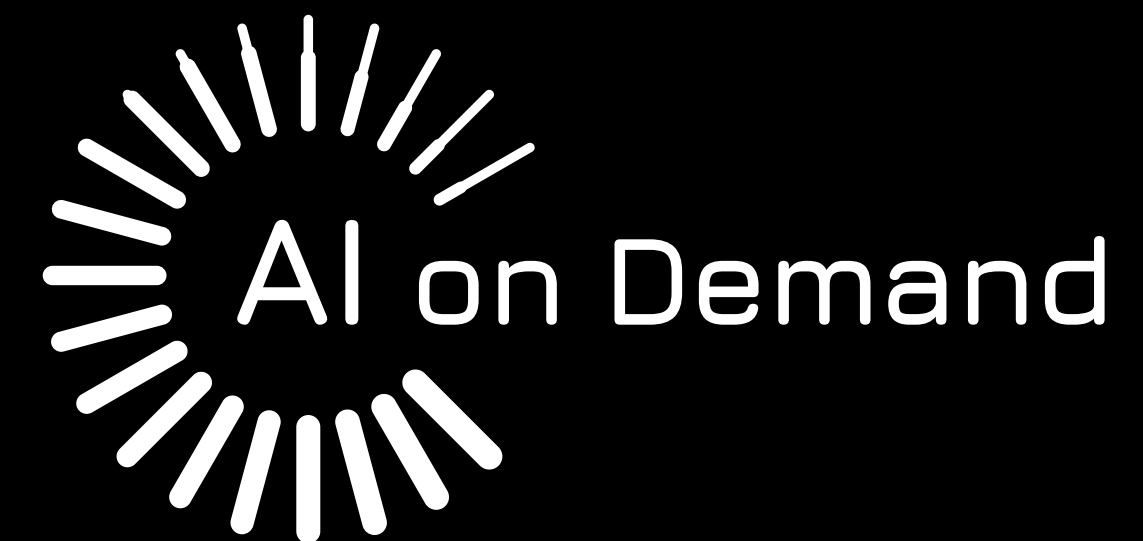
### Main logo (without claim)

monochromatic version



### monochromatic version

The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.



## Secondary logo (short version)

positive version



## secondary logo

The secondary logo should be used on reduced-size media only when the full platform name is not mandatory.

This version is also used as a trademark in the project's brands.

## 1 | Logo

### Secondary logo (short version)

negative version



### secondary negative logo

The secondary logo should be used on reduced-size media only when the full platform name is not mandatory.

This version is also used as a trademark in the project's brands.

The negative version should be used as an alternative to the positive version of the logo, when there is a need to use it on a dark background.

## 1 | Logo

### Secondary logo (short version)

monochromatic version



### monochromatic version

The monochromatic version should be used as an alternative to the positive version of the logo, when there is a need to use it on a complex background.

## Safety margins

main logo (with claim)



main logo (without claim)



secondary version



## safety margins

The logo requires space around it in order to maximize its visual impact and maintain its integrity.

Safety margins ensure that external elements do not interfere with the readability of the brand. The margins must be respected.

The safety margin corresponds to twice the height of A.



## Minimum sizes

	main logo (with claim)	main logo (without claim)	secondary logo
print	 38 mm	 28 mm	 6 mm
screen	 190 px	 95 px	 25 px

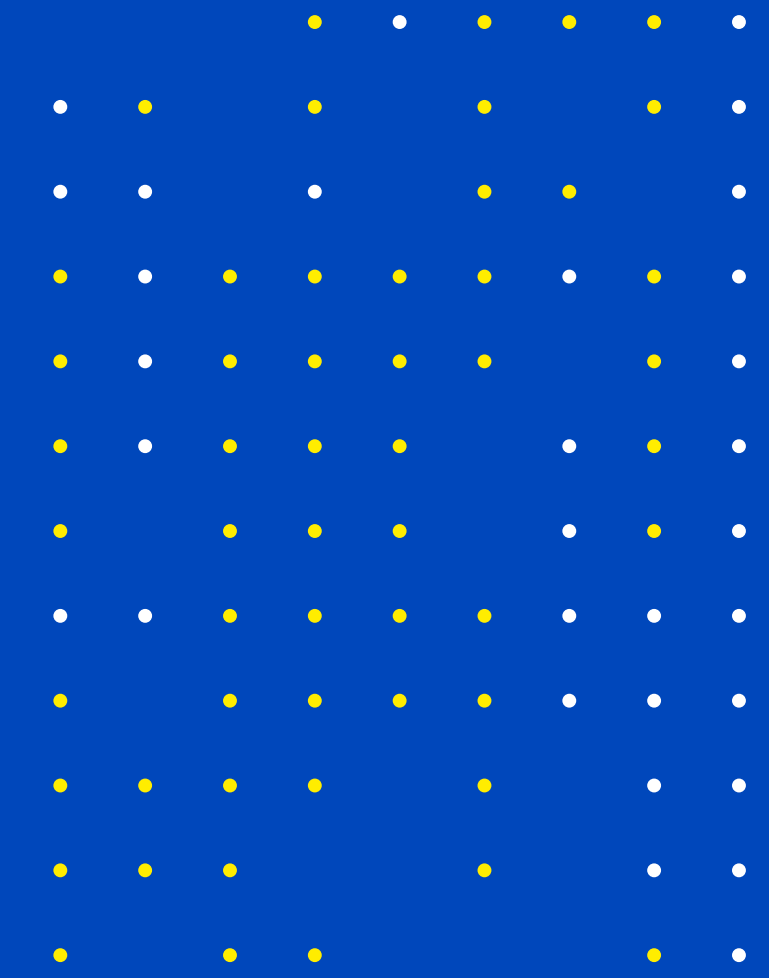
## minimum sizes for print and screen.

To ensure that the logo is always legible, the table above shows the minimum dimensions the logo can have.

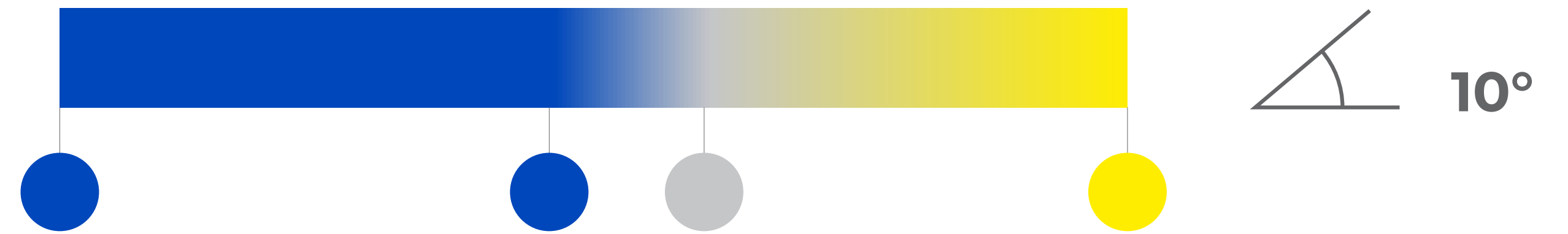
These dimensions must be respected and the logo must not be printed or displayed on a screen with dimensions smaller than these.



# Colors



## Logo gradient



## gradient composition

The gradient used in the logo is composed of blue, grey and yellow.

## 2 | Colors

### Chromatic codes

#### main colors

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

#### secondary colors

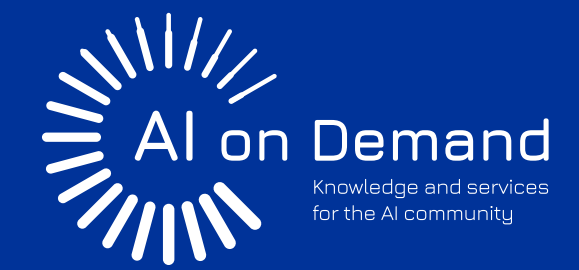
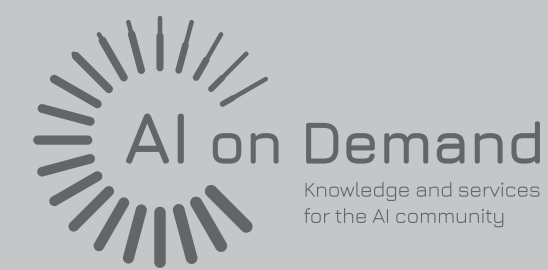
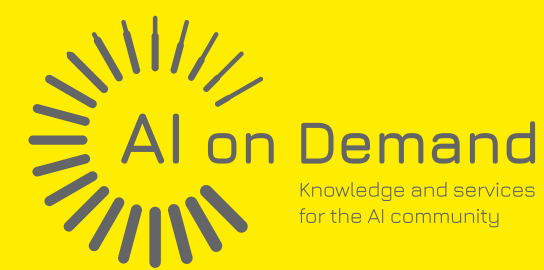
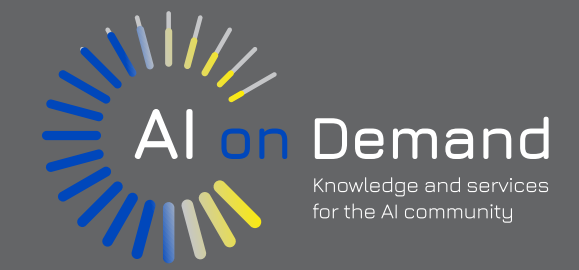
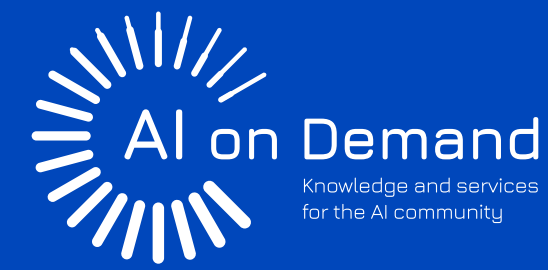
<b>Pantone Reflex Blue C</b> <b>CMYK</b> 100   84   8   0 <b>RGB</b> 0   51   153 #003399	<b>Pantone 298 C</b> <b>CMYK</b> 67   7   3   0 <b>RGB</b> 65   182   230 #41B6E6
<b>associated meanings:</b> european community	<b>associated meanings:</b> innovation communication

### 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.

## 2 | Colors

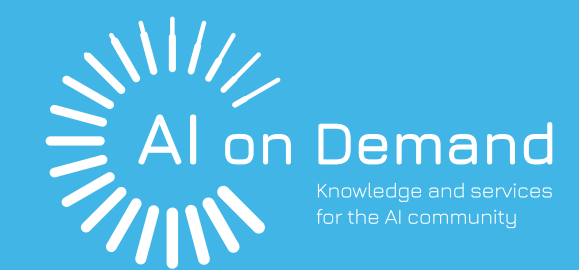
### Color backgrounds



### logo application on colored backgrounds

These are the colors that complement AIoD communication. Their use must be balanced in order to create a clean and consistent image with the brand.

The overlapping of colors should ensure legibility and contrast.



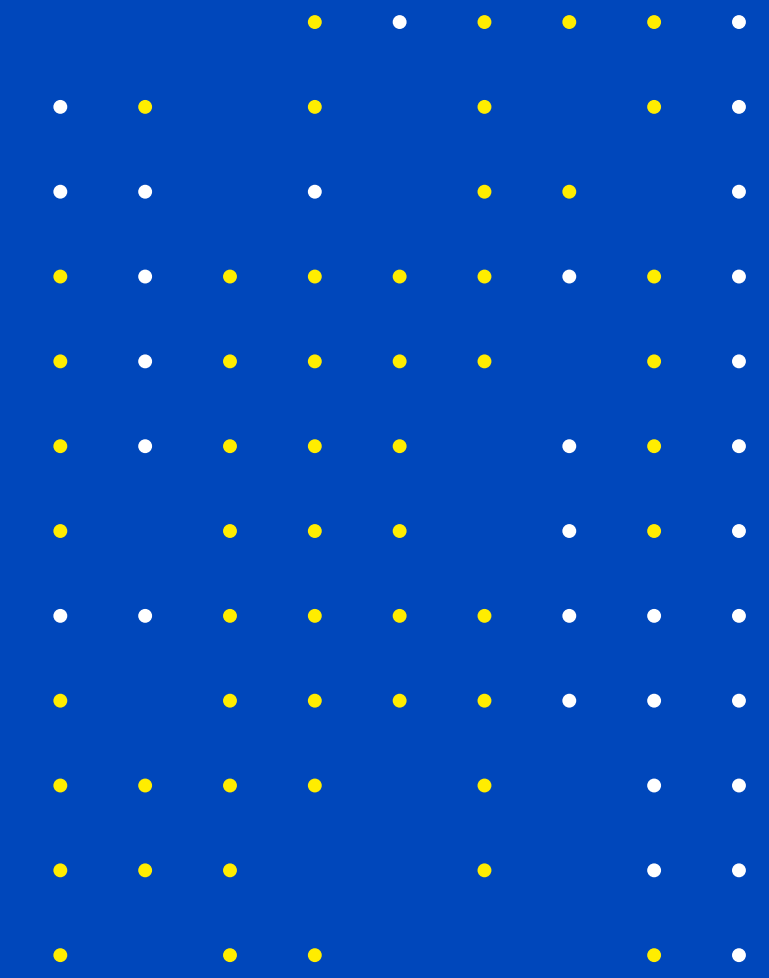
## Photographic backgrounds



### logo application on photographic backgrounds

Application of the AI-on-Demand logo (main and secondary version) should be done in the cleanest areas of the image. The logo must be applied in positive or negative version depending on the best contrast with the background.

Whenever it is not possible to read, the logo must be applied over a white or blue area.



# Typography



## Typography

main typography

# Jura

Light . Regular . Medium . SemiBold . Bold

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdedghijklmnopqrstuvwxyz  
0123456789

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The main typography used in the logo is Jura. This font refers to the universe of innovation and technology.

Secondary typography Montserrat is intended to be used as flowing text, providing contrast and hierarchy with the main font.

secondary typography

# Montserrat

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

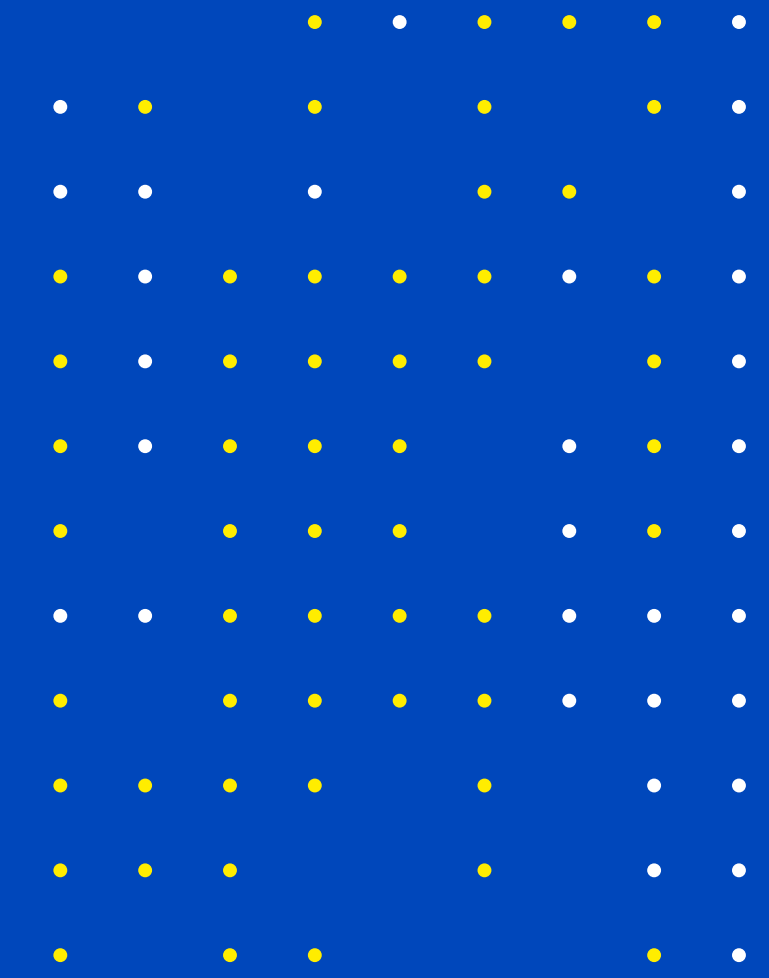
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
abcdedghijklmnopqrstuvwxyz  
0123456789

DOWNLOAD FONTS

In plain text, the name of the platform must be written "AI-on-Demand" and in its short form it must be written "AIoD".

## main and secondary typography

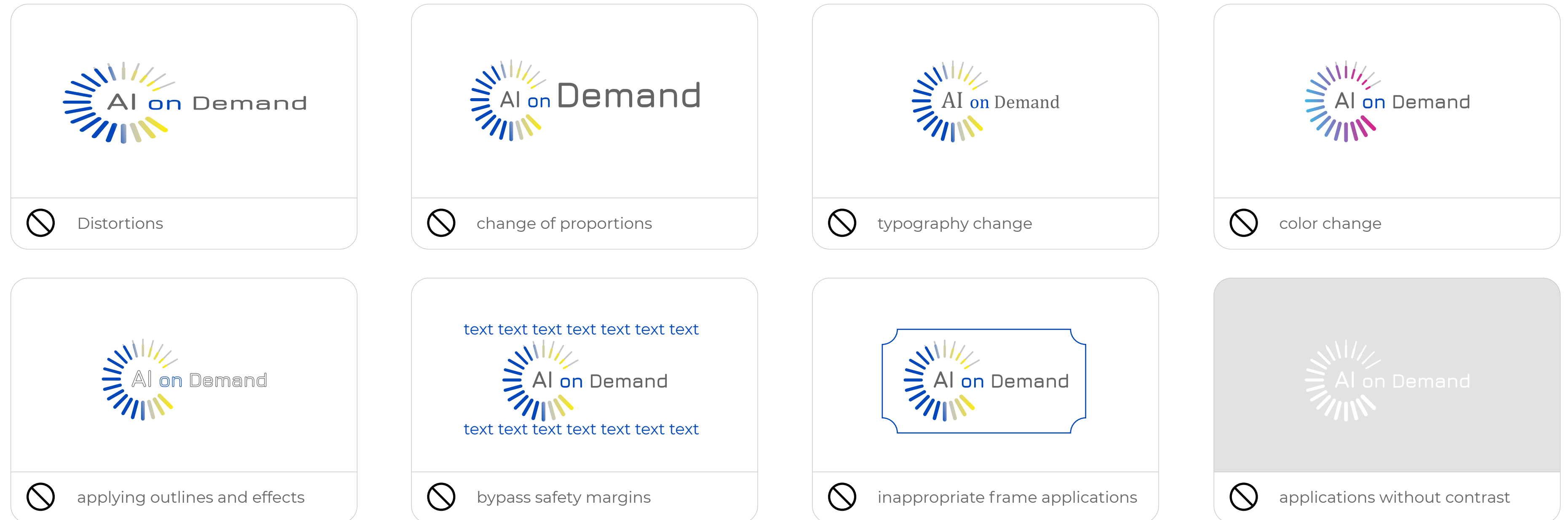




# Recommendations



## Incorrect use of logo



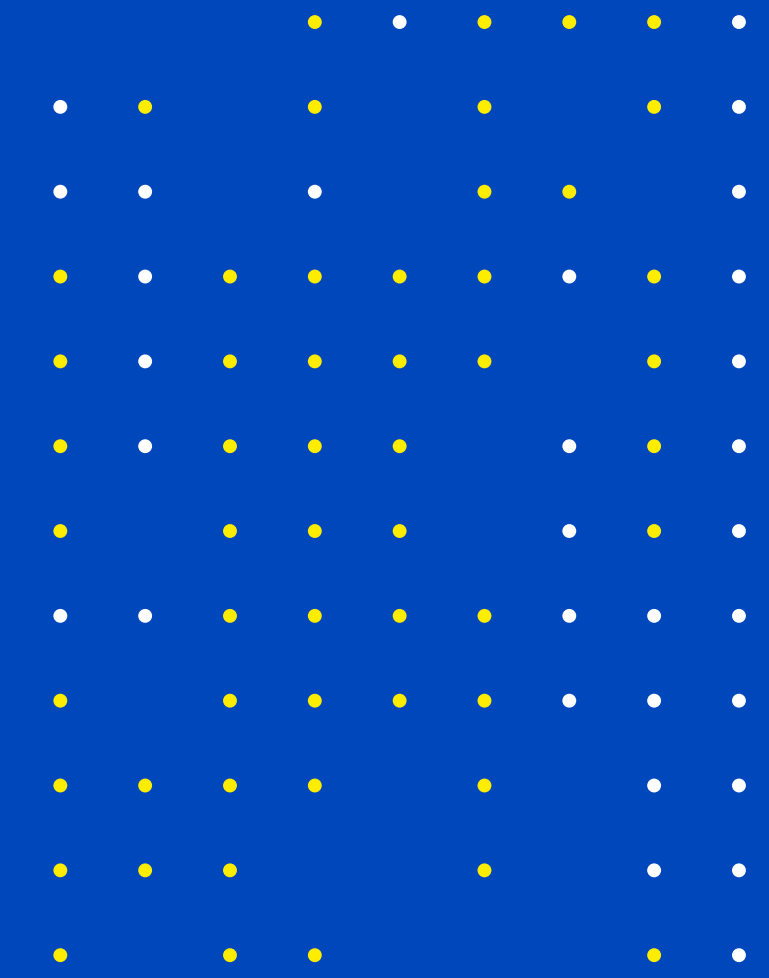
## restrictions

The logo must never be altered. Above are some of the most common errors that should be avoided as they compromise the integrity and recognition of the brand.

**These restrictions apply to all versions of the logo.**



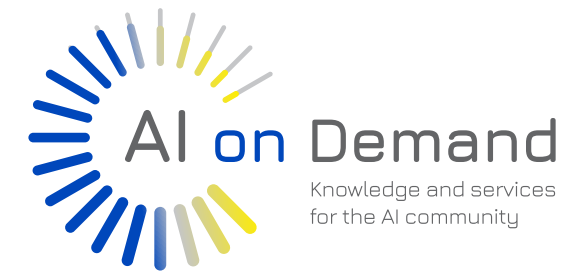
# Coexistence with other logos



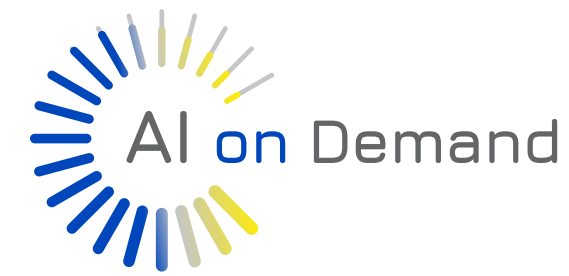
## 5 | Coexistence with other logos

### AI-on-Demand with European Commission logo

main logo (with claim)

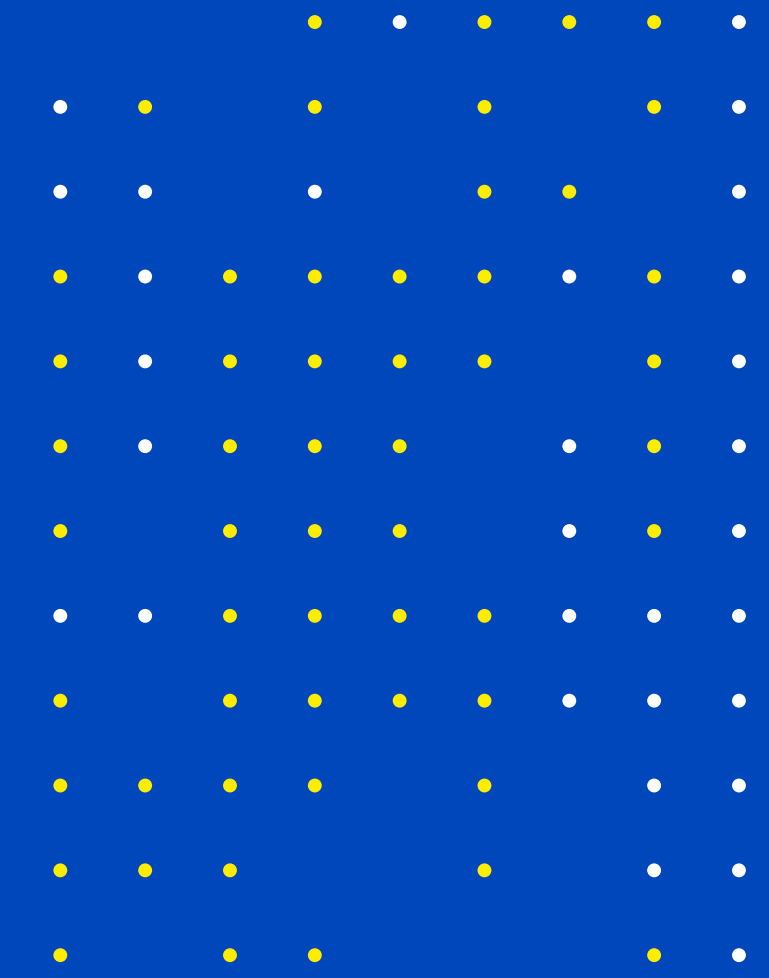


main logo (without claim)



secondary version





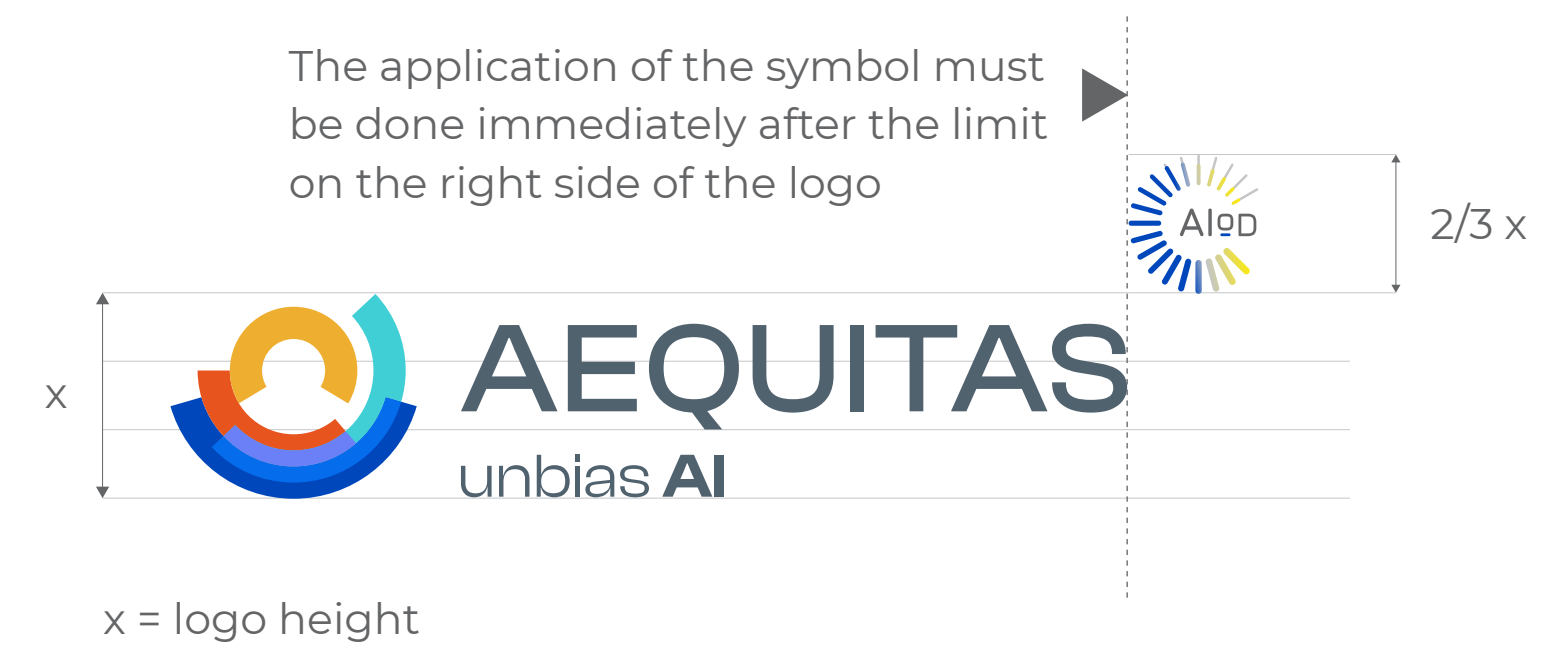
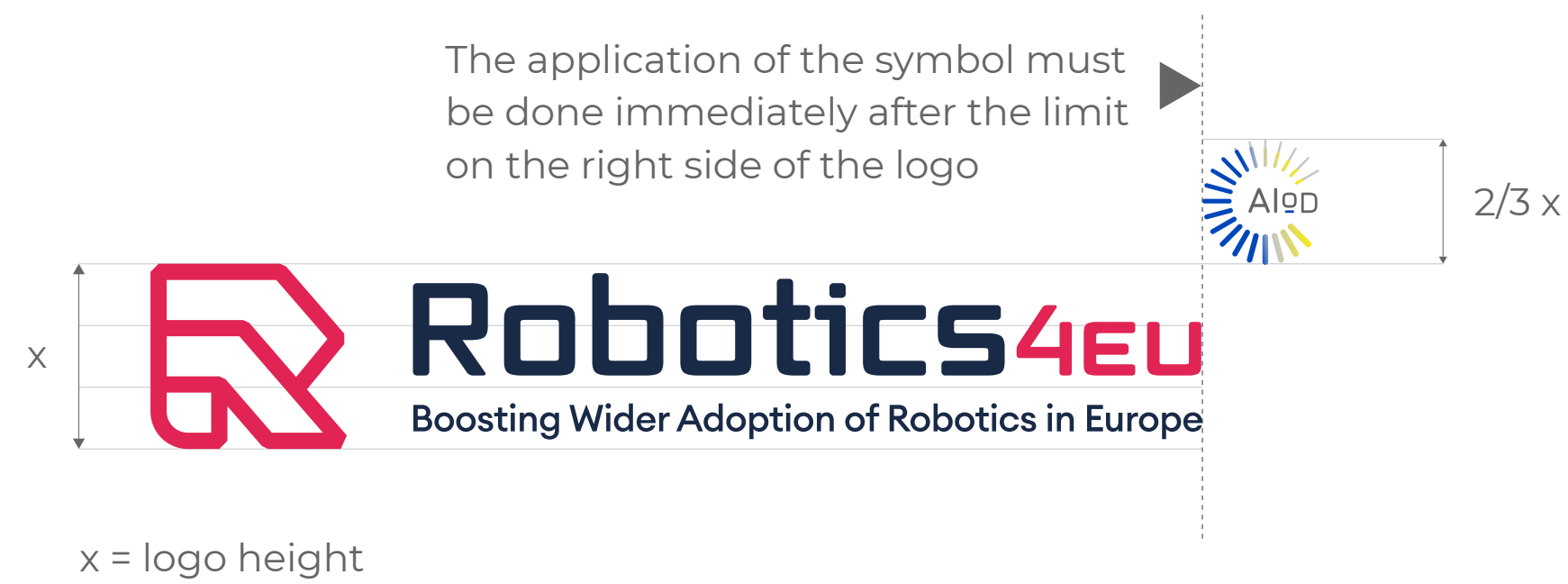
# Guidelines for integrating the AloD symbol into project logos



## 6 | Guidelines for integrating the AloD symbol into project logos

### AloD symbol integration

#### Application rule demonstration



### guidelines

The integration of the AI-on-Demand logo with the other project identities must be done through the symbol. This 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.

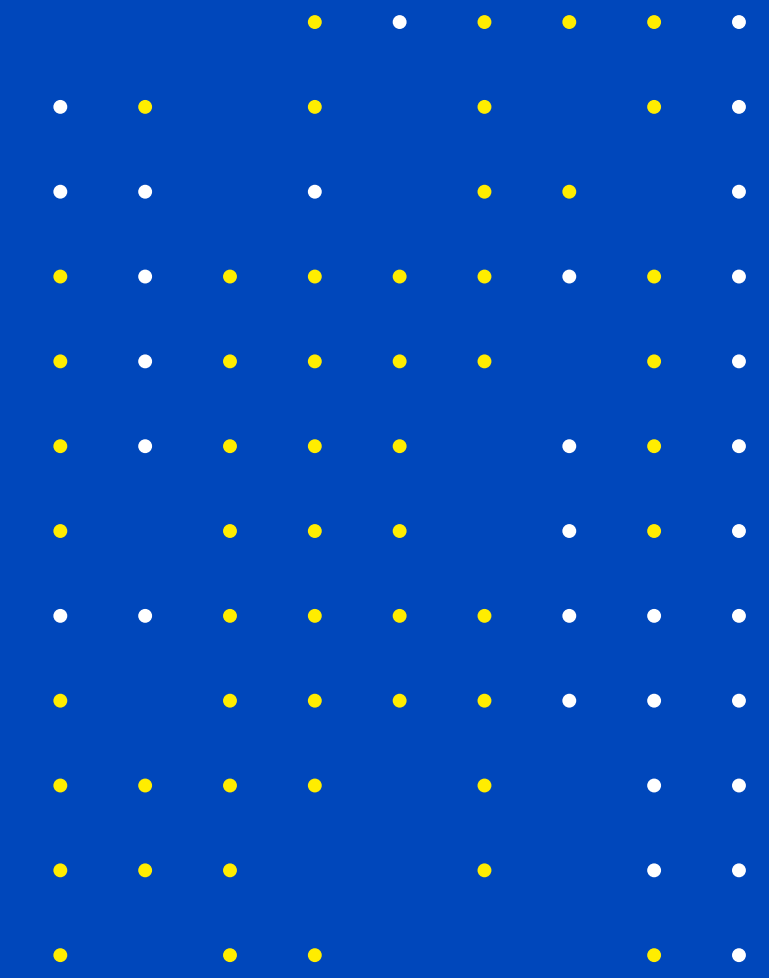
Although the symbol is  $2/3$  the height of the logo, it is necessary to pay attention to the minimum size of the symbol (see page 17). The symbol needs to be at least 6mm wide for print formats and 25px wide for screen.

**Note:** The projects given above are just examples for demonstration purposes. They don't necessarily belong to these categories.

## 6 | Guidelines for integrating the AloD symbol into project logos

### AloD symbol integration





# Symbol with the signature "AI Made in Europe"

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## 7 | Symbol with the signature “AI Made in Europe”

### Logo “AI Made in Europe”

with claim

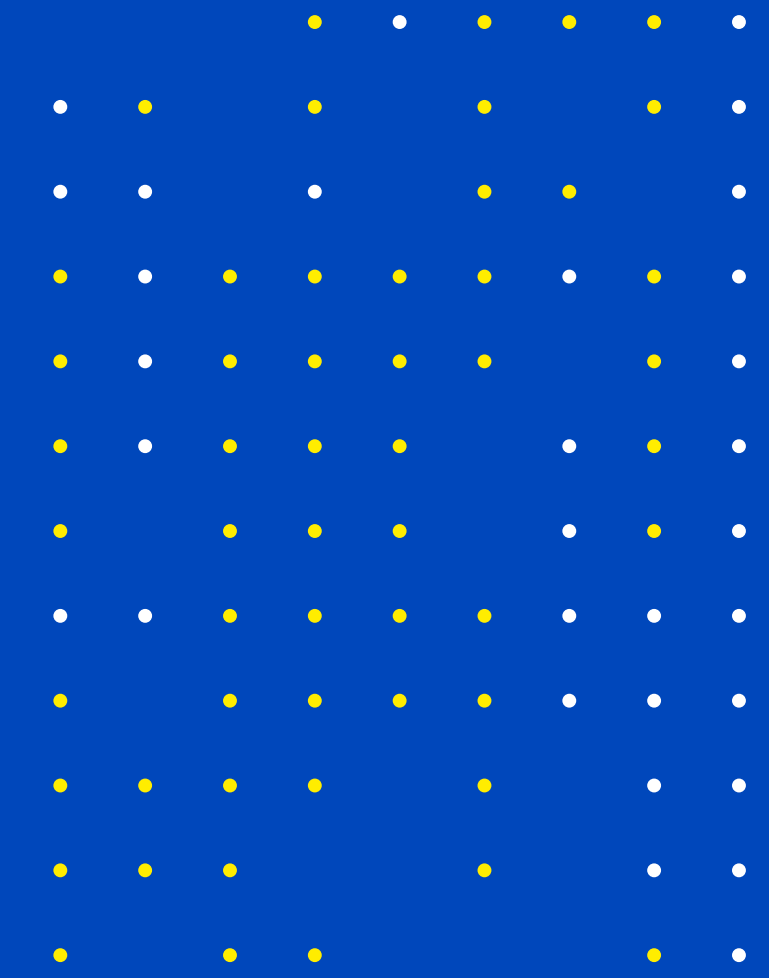


without claim





# Branding applications



## Lanyard

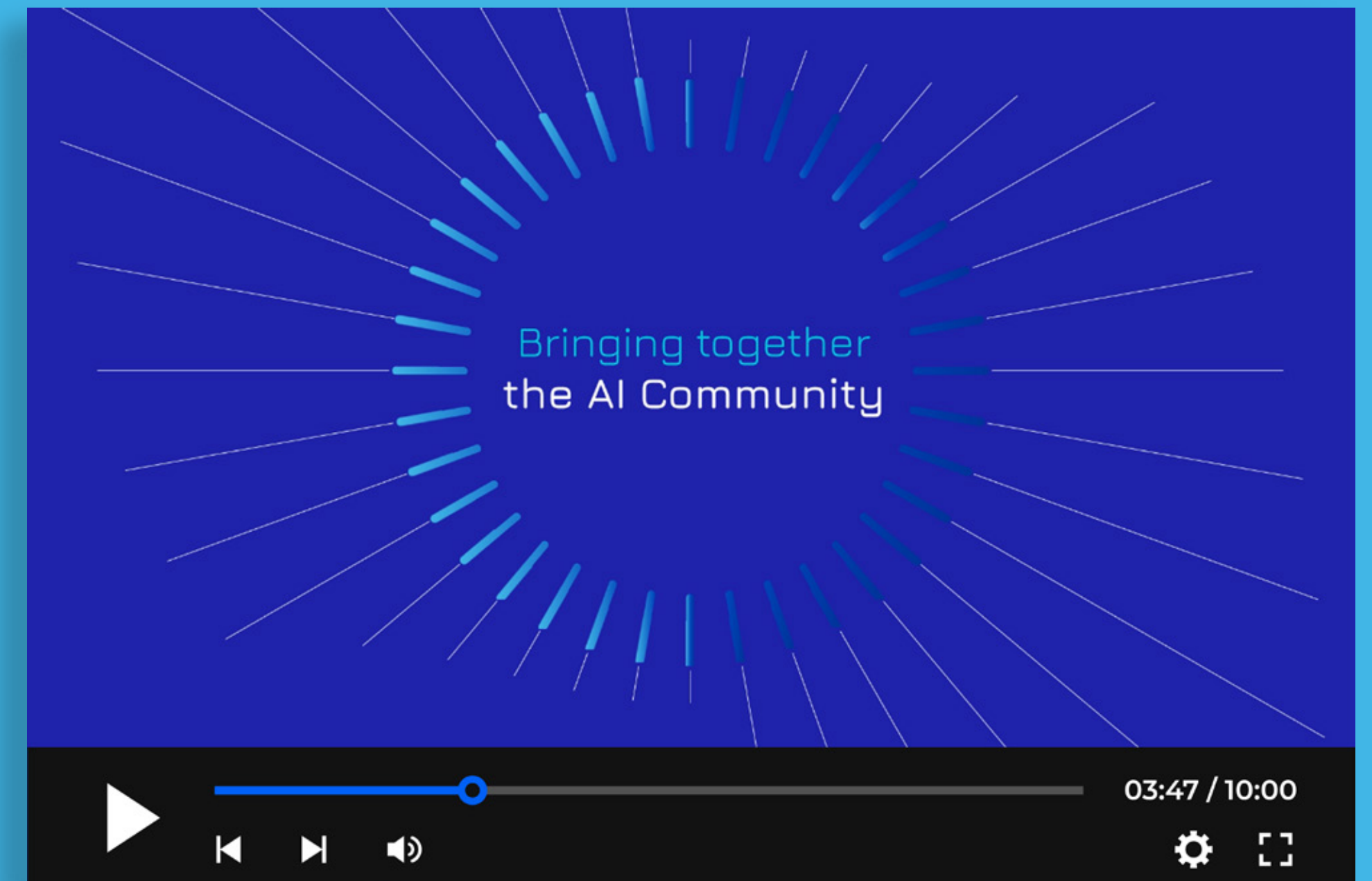
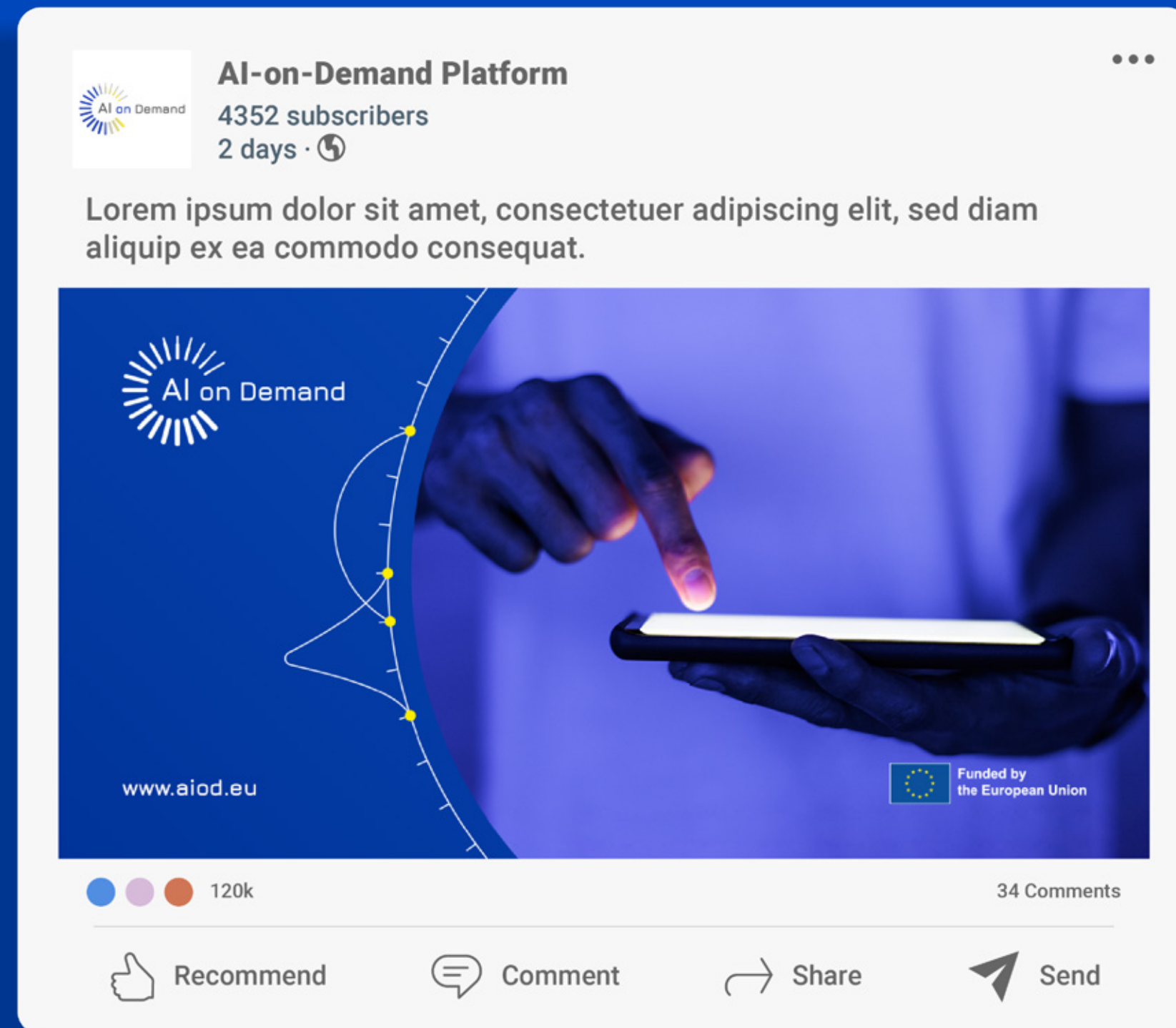


Poster



## 8 | Branding applications

### Social media and logo presentation video



think. connect. grow. — **fiercely.**

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