AI REDGIO 5.0

BRAND BOOK

AI REDGIO 5.0

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WHAT IS AI REDGIO 5.0?

AI REDGIO 5.0 is a project that aims to improve the existing H2020 ICT Innovation for Manufacturing SMEs (I4MS) and AI REGIO alliance, which is a collaboration between Vanguard EU regions and Digital Innovation Hubs (DIHs).

The goal of AI REGIO 5.0 is to promote the adoption of Artificial Intelligence (AI) and Edge Computing technologies in the Manufacturing sector, particularly in small and medium-sized enterprises (SMEs).

WHAT DOES AI REDGIO 5.0 MEANS?

AI REDGIO 5.0 stands for "*Regions and (E)DIHs alliance for AI-at-the-Edge adoption by European Industry 5.0 Manufacturing SMEs*".

This initiative aims to promote the adoption of <u>AI</u>-at-the-Edge technologies by small and medium-sized manufacturing enterprises in Europe, by creating alliances between <u>regiona</u>l authorities and <u>Digital Innovation Hubs (DIHs)</u> to support the development and implementation of AI solutions at the edge of the network.

The goal is to increase the competitiveness of European industry in the context of Industry <u>5.0</u>, which refers to the integration of advanced technologies, such as AI, IoT, and automation, into the manufacturing sector.

AI REDGIO 5.0 KEYWORDS

AUTOMATION

FABRICATION TECHNOLOGY

MANUFACTURING

CONTROL SYSTEM
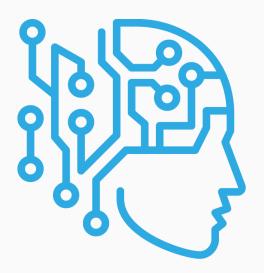
HUMAN COMPUTER INTERACTION

TECHNOLOGY TRANSFER

ARTIFICIAL INTELLIGENCE

AI REDGIO 5.0

The choice of brand identity for AI will depend on the specific goals and values of the brand, as well as the target audience and market. It is important a definition of a brand identity that not only accurately represents the concept of AI but also resonates with the target audience and helps the brand stand out in a competitive landscape.

The concept of AI (Artificial Intelligence) can be represented in various ways through brand identity.
For AI REDGIO 5.0 it has been fixed a human and Approachable identity: AI through this project should not be perceived as cold and impersonal, but as a friendly, helpful presence. This is communicated by using cool colours, friendly font, and a clear icon which create connection between AI and humans.

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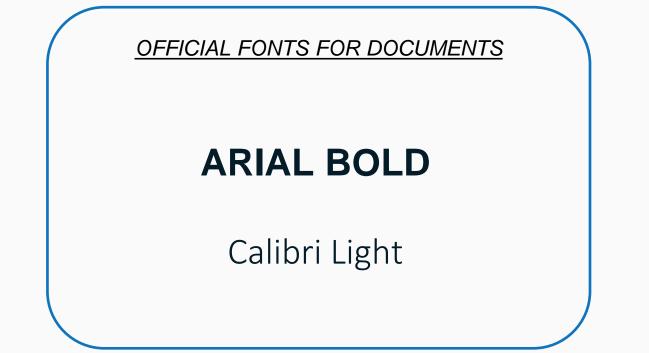Primary colours.

C: 70%
M:15%
Y:0%
K:0%
#24abe1
rgb(36,171,225)

C:85%
M:50%
Y:0%
K:0%
#1074bd
rgb(16,116,189)

Secondary colours.

C: 70%
M:15%
Y:0%
K:80%

C:0%
M:0%
Y:0%
K:0%

C:0%
M:80%
Y:95%
K:0%

THE OFFICIAL LOGO

AI REDGIO 5.0

Testbed logos on coloured background

AI REDGIO 5.0

OFFICIAL FONTS FOR DOCUMENTS

ARIAL BOLD

Calibri Light

It is mandatory to use the EU emblem with the disclaimer whenever using the funding logo.

"Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or European Health and Digital Executive Agency (HADEA). Neither the European Union nor HaDEA can be held responsible for them."

Notes

Flyer

Poster

Roll-up

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THANKS

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