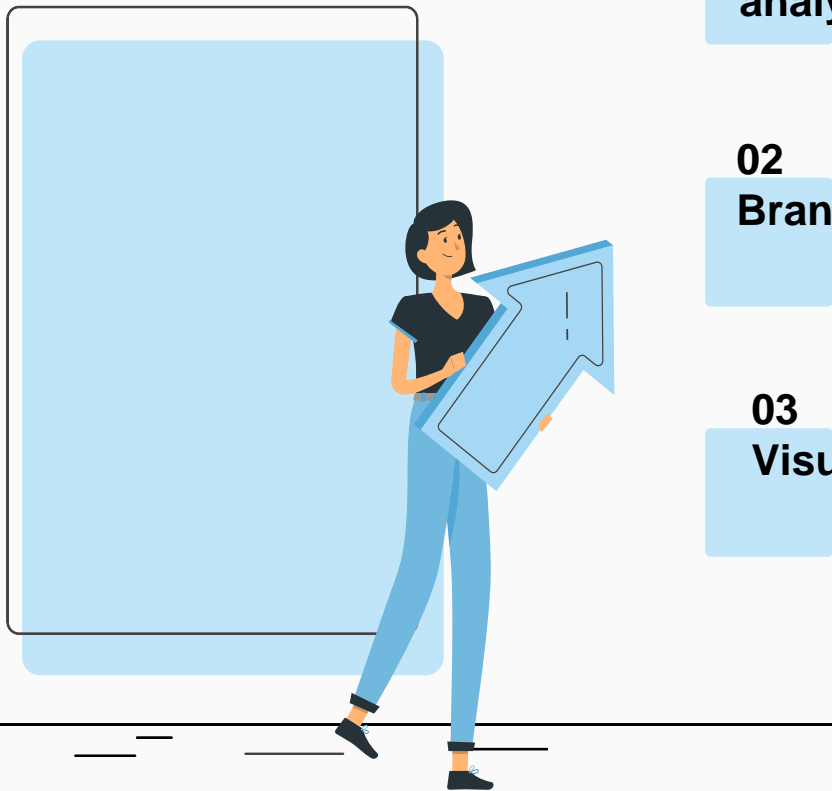


BRAND BOOK





01
From the project
analysis to keywords.

02
Brand identity.

03
Visual identity.

04
Use of EU emblem.

05
Applications on
materials.

06
Digital.

01. From the project analysis to keywords.

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).

01. From the project analysis to keywords.

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 AI-at-the-Edge technologies by small and medium-sized manufacturing enterprises in Europe, by creating alliances between regional authorities and Digital Innovation Hubs (DIHs) 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 5.0, 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

02. Brand identity.

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.

03. Visual identity.

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

AI  REDGIO 5.0

AI  REDGIO 5.0

OFFICIAL FONTS FOR DOCUMENTS

ARIAL BOLD

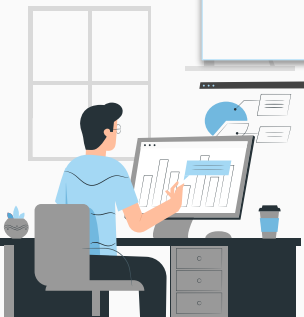
Calibri Light

04. Use of EU emblem.

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




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05. Applications on materials.

Flyer



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

THE PROJECT
AI REDGIO 5.0 aims at renovating and extending I4MS and AI REGIO Horizon 2020 project results' and their alliance between Vanguard EU regions and Digital Innovation Hubs (DIHs) for a **competitive AI-at-the-Edge Digital Transformation of Industry 5.0 Manufacturing SMEs.**

BACKGROUND
With the aim of coordinating already existing significant outcomes and the evolution of manufacturing toward **Industry 5.0**, of cloud AI technologies to **AI-at-the-Edge**, of Horizon2020 to **Horizon Europe**, **AI REDGIO 5.0** maintains the momentum of AI technology adoption in Manufacturing SMEs. The pillars on which the project is built, lie in the outcomes of:

OBJECTIVES
The **overall objective** of AI REDGIO 5.0 project is to enable competitive AI-at-the-Edge digital transformation of Industry 5.0 Manufacturing SMEs. While the list of **individual goals** is composed by:

1. Conceptual framework and reference architecture for **AI-at-the-edge Industry 5.0** applications and experimentations, through the development of methods and tools, maturity assessments, Eps pathway specification and AI skills
2. Secure and trustworthy **edge-to-cloud continuum data and computational space** for highly distributed AI applications
3. **Interoperability** by design with the pan-EU AI-on-demand platform and its ecosystem of H2020 and HE innovation actions
4. Transition from regional DIHs to a **network of EDHs** in AI for manufacturing
5. **Test-before-invest experiments** in AI Didactic Factories and TEF (Testing and Experimentation Facilities) for SME-driven applications
6. Support the transition towards **sustainability**, through the ecosystem development and replication to SMEs

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EXPERIMENTS
In order to show and exploit the benefits of **applying Artificial Intelligence in Manufacturing**, three types of experiments will be conducted:

- **Technology and Regulatory SAndboxes (TERESA)** experiments in the **Didactic Factories of 14 Regions**
- **SME-driven experiments** in selected **7 Regions** by project's partners
- **20 additional SMEs-driven experiments as outcome of the two waves of Open Calls**

All of them are supervised and coordinated by a common methodology and by a shared framework for defining and measuring Key Performance Indicators.

CONSORTIUM

AI REDGIO 5.0 EU | info@airegio5-0.eu | AI REDGIO 5.0 | @ai_redgio50

05. Applications on materials.

Poster



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

THE PROJECT
AI REDGIO 5.0 aims at renovating and extending I4MS and AI REGIO Horizon 2020 project results' and their alliance between Vanguard EU regions and Digital Innovation Hubs (DIHs) for a **competitive AI-at-the-Edge Digital Transformation of Industry 5.0 Manufacturing SMEs**.
With the aim of coordinating already existing significant outcomes and the evolution of manufacturing toward Industry 5.0, of cloud AI technologies to AI-at-the-Edge, of Horizon2020 to Horizon Europe, AI REDGIO 5.0 **maintains the momentum of AI technology adoption in Manufacturing SMEs**. The pillars on which the project is built, lie in the outcomes of:

I4MS  **AI REGIO** 

OBJECTIVE
The overall objective of AI REDGIO 5.0 project is to **enable competitive AI-at-the-Edge digital transformation** of Industry 5.0 Manufacturing SMEs.

EXPERIMENTS
In order to show and exploit the benefits of **applying Artificial Intelligence in Manufacturing**, three types of experiments will be conducted:

- Technology and REgulatory SAndboxes (TERESA) experiments in the **Didactic Factories of 14 Regions**;
- **SME-driven experiments** in selected **7 Regions** by project's partners;
- **20 additional SMEs-driven experiments** as outcome of the two waves of Open Calls.

All of them are supervised and coordinated by a common methodology and by a shared framework for defining and measuring Key Performance Indicators.

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aireg5.0.eu info@aireg5.0.eu **AI REDGIO 5.0** [@ai_redgio50](https://twitter.com/ai_redgio50)

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WEBSITE

www.airedgio5-0.eu



LINKEDIN

AI REDGIO 5.0



TWITTER

@ai_redgio50

THANKS

To contact us:
info@airedgio5-0.eu

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media:

