

AI-on-Demand guidelines for communication and dissemination

AIoD Communication Board



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AI-on-Demand Platform (AIoD) is a community-driven channel designed to empower European research and innovation in Artificial Intelligence (AI), while ensuring the European seal of quality, trustworthiness and explainability”



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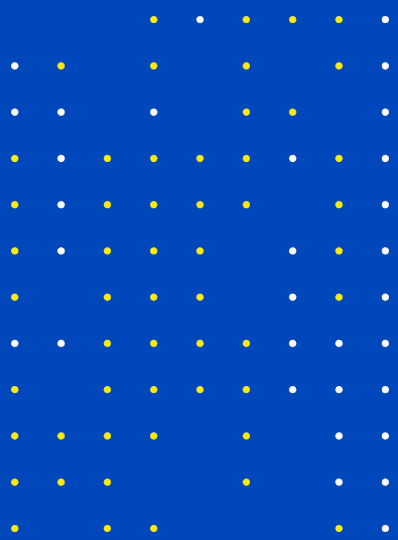
Open and easily accessible, **AloD** facilitates knowledge sharing, research experimentation and development of state-of-the art solutions and technologies related with Artificial Intelligence.

AloD is for:

- ✓ AI researchers from academia or industry and students;
- ✓ SMEs and tech providers;
- ✓ Digital Innovation Hubs, EU funded projects and other EU bodies;
- ✓ Other AI and Technology enthusiasts.



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AloD branding & how to use it



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AloD branding



- The brand developed for the AI-on-Demand (AloD) was conceived to embrace three main keywords: collaboration, community and growth.
- In a first layer, the lines in the symbol grouped in a circle represent cohesiveness, union, dynamism and expansion.
- In a second layer of the symbol, the gradient spiral represents development, interaction and circulation of knowledge, people and organisations.
- The colour grading reinforces the idea of development, progress and evolution. The shades of blue and yellow convey the “European feel”.

AIoD identity



- AI-on-Demand logo has three versions:

Logo with claim	Logo without claim	AIoD trademark
The logo features the text 'AI on Demand' in a sans-serif font, with 'AI' in blue and 'on Demand' in grey. Below it is the tagline 'Knowledge and services for the AI community' in a smaller font. To the left is the circular bar graphic.	The logo features the text 'AI on Demand' in a sans-serif font, with 'AI' in blue and 'on Demand' in grey. To the left is the circular bar graphic.	The logo features the text 'AIoD' in a bold, sans-serif font, with 'AI' in blue and 'oD' in grey. To the left is the circular bar graphic.

- The AIoD logo is available in different formats (.ai .jpg .png) for both printing or digital purposes.
- The brand manual available provides the specifications and guidelines when using the logo.

[ACCESS HERE](#)



When to use the AloD branding

- AI-on-Demand identity can be used by any organisation or Project to **communicate or promote** any activities, services, products or events associated with the AI-on-Demand (AloD).
- The use of AloD trademark is optional but encouraged. It is up to the project or organisation to decide how to use it.
- Some examples for the integration are to:
 - visibly place the AloD trademark in the logo (check pg. 29 AloD Brand Manual)
 - include the AloD trademark in footer of the website, banners, brochures/factsheets, publications etc.



AIoD Communication Toolkit



- AI-on-Demand **Communication Toolkit** can be used by the community to support any formal or informal communication activity where AI-on-Demand should be represented.
 - Events/Meetings
 - Documents/Publications
- The Communication Toolkit is composed by:
 - Word template
 - Power point template
 - Folder
 - Letter head paper

[ACCESS HERE](#)



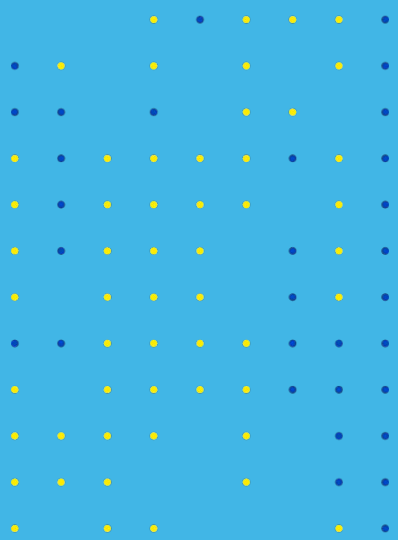
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AloD Promotional Material

- The AI-on-Demand **Promotional Material** can be used by the community to support the promotion of the AloD contributing to its recognition and growth.
- AI-on-Demand promotional materials are composed by:
 - Brochure (digital + printing)
 - Flyer (digital + printing)
 - Poster, roll-up and pop-up booth

COMING SOON



AloD outreach services



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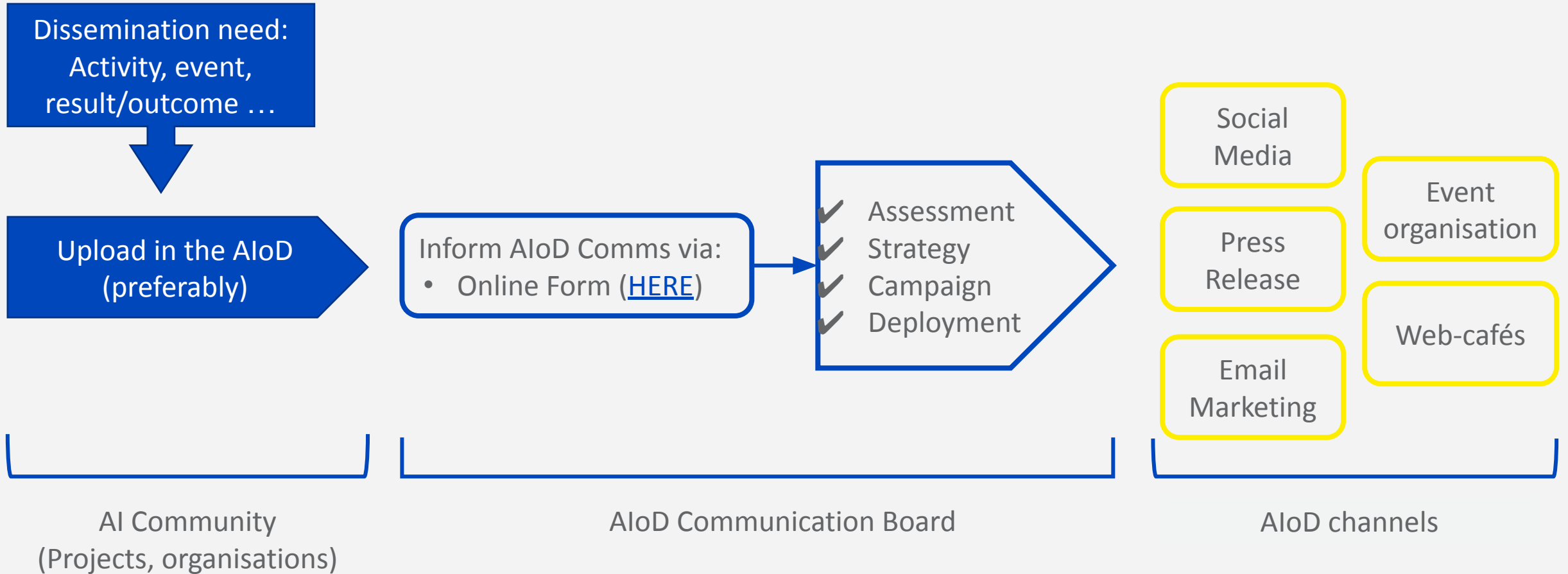


AloD outreach services



- AloD community (including European projects) can benefit from the visibility of AloD channels.
- Support in the dissemination of activities, events, outcomes, etc can be requested to AloD via an online form;
- Any information to be disseminated via AloD channels should be first uploaded in the AloD platform.

AIoD outreach services - roadmap



Promotion in AloD Social Media @AlonDemand



- Activities, events and outcomes from the AloD community can be promoted in AloD social media channels: [Twitter](#) and [LinkedIn](#), benefitting from a community of more than 4K followers.
- There are two ways for featuring their content:
 - a) Mention AloD (using the handle @AlonDemand) in the post published in project's social media channel. Then, AloD communication board will validate the content and share it.
 - b) Submit a request to AloD communication team via [online form](#) providing the information needed for creating the campaign.
- If there is the need to produce live content (for example, at events), some images and 1/2 sentences should be provided for the email joanamartinheira@loba.com, so that we can communicate them as soon as possible.

Featuring in AloD Newsletter & email marketing



- AloD will release periodic newsletters to its users and subscribers.
- Content from European funded projects can be featured in this newsletter.
- Content can be also distributed in specific email marketing campaigns.

Press release distribution

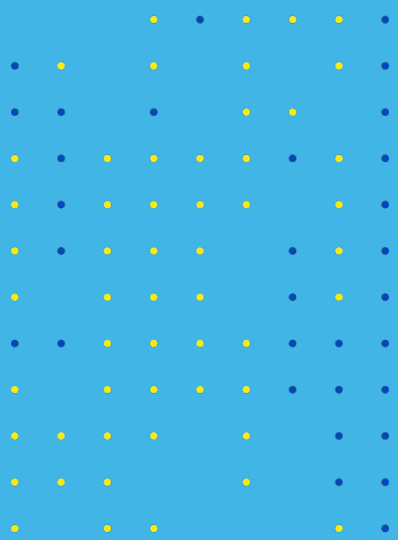


- AloD can support the distribution of Press Releases through a database of journalists and media outlets.
- However, to ensure a successful media coverage it is recommended to establish close media relations, and this type of support AloD will not be able to provide.
- The press releases need to be developed by the projects.
- Media coverage is not guaranteed.

Support for event promotion or organisation



- European funded projects organising events will be able to request for support from AloD in the form of:
 - a) Promotion: having AloD sponsoring as “promotional partner”: promoting the event across the various communication channels;
 - b) Organisation: having AloD as co-organiser providing support in the:
 - definition or setting up the agenda/program;
 - identification of speakers / experts, using AloD large community;
 - organisation of joint events/sessions for the participation of several projects or clusters.



Use of AloD platform for dissemination purposes

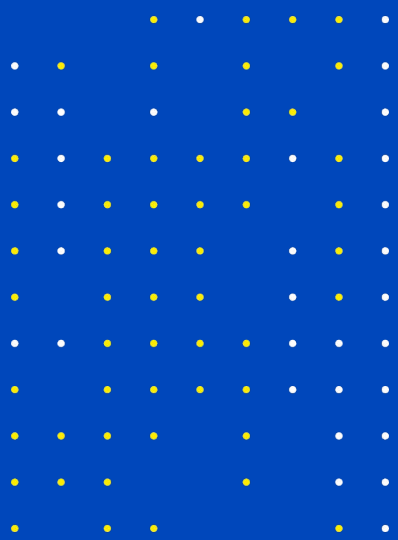


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How to use and benefit from the AloD platform for dissemination purposes

1. Create a **profile** of a project or organisation in the AloD platform through the Contribution Gateway.
2. Disseminate relevant **information** by uploading it in the Contribution Gateway (News and Events, Case Studies, AI Assets, Open Calls, Educational resources...).
3. Visit other projects' profiles and use the functionality "follow project" to receive their newsletter and be up-to-date on their progress and achievements.
4. Use the "Newsletter Builder": this tool enables AloD users managing European projects to build Newsletters for their projects and distribute them via email to other members of the Platform "following" the project.
5. Use the "Website builder", a open-source licensed Word Press theme for creating websites of European-funded projects that are associated with the AloD. The website has "connectors" to link specific content to the AloD platform.



Contacts



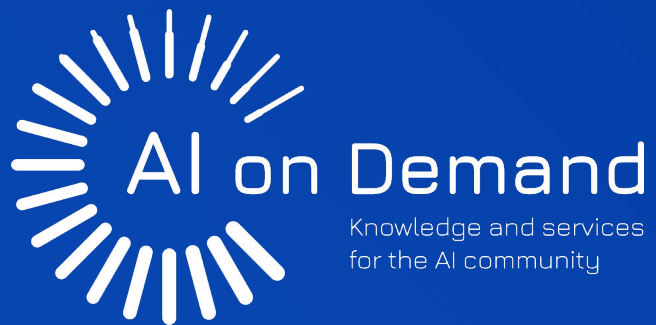
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Contact details



To ask any questions or doubts	info@aiod.eu
To send images and contents to be communicated live on social media	joanamartinheira@loba.com



Thank you!

Partner hold place:

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   @AlonDemand



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