

# ALIGNER D5.2

Visual identity, promotional pack, and website





<b>Deliverable No.</b>	<b>D5.2</b>
Work Package	WP5
Dissemination Level	PU
Author(s)	Daniel Lückerath (Fraunhofer)
Co-Author(s)	
Contributor(s)	Maya Schwarzer, Achim Kapusta (Fraunhofer)
Due date	2021-12-31
Actual submission date	2021-12-27
Status	Final
Revision	1.0
Reviewed by (if applicable)	Kai Pervözl (Fraunhofer)

This document has been prepared in the framework of the European project ALIGNER – Artificial Intelligence Roadmap for Policing and Law Enforcement. This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement no. 101020574.

The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. Neither the REA nor the European Commission are responsible for any use that may be made of the information contained therein.

**Contact:**

[info@aligner-h2020.eu](mailto:info@aligner-h2020.eu)

[www.aligner-h2020.eu](http://www.aligner-h2020.eu)



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement no. 101020574.



## Executive Summary

This report outlines the visual identity that has been created for the project. It includes an initial promotional pack and shows the first version of the ALIGNER project website. An appropriate and consistently applied visual identity ensures that the work of the ALIGNER project and its partners is duly acknowledged, visible and coherent. Furthermore, the partners' use of a unified visual voice for their collective work supports cross-pollination and transferability of project outputs between work packages and partners and raises awareness of the project among target groups. An initial promotional pack is provided to ensure tailored communication to identified target groups and consistent use of messaging by diverse partners and ensures a high standard of communication. The project website is the first point of contact to the project for many of its target groups. An easily navigable structure, concise and understandable content and appealing design ensure that users can find the information they seek and have an overall positive impression of the project.

A unified visual identity is one strand of the project's overall communication strategy, which is the framework that underlies Work Package 5: Outreach & Roadmap. This work package guides and structures the project's communication with its stakeholders and target audiences, raises awareness of the project's outputs and fosters their uptake, prepares, and promotes the exploitation of project outputs beyond the remit of the project, monitors and plans the project's communication, dissemination and exploitation actions, and guarantees the visibility of ALIGNER among stakeholders and the general public. In addition, it prepares and publishes the main output of the project: The research and policy roadmap document that collects all results to inform policymakers, researchers, and industry professionals.



# Table of contents

Executive Summary .....	3
Table of contents .....	4
List of Abbreviations.....	6
1. Introduction .....	7
1.2 Structure of this report .....	8
2. Visual identity .....	9
2.1 Correctly acknowledging funding.....	9
2.1.1 Funding acknowledgement and EU emblem.....	9
2.1.2 Funding acknowledgement: short version (for business cards).....	9
2.1.3 Disclaimer.....	9
2.1.4 Disclaimer and funding acknowledgement: long version (for documents).....	9
2.1.5 How to apply the funding acknowledgement and disclaimer .....	10
2.2 Logo.....	11
2.2.1 Position of partner logos .....	11
2.2.2 Incorrect position: small size .....	11
2.2.3 Incorrect position: funding acknowledgement omitted .....	11
2.2.4 Alternative logo versions.....	12
2.3 Colours.....	13
2.4 Photography .....	14
2.4.1 Choosing photographs.....	14
2.4.2 Crediting and copyright.....	14
2.5 Videography.....	14
2.6 Digital media .....	14
2.6.1 Hashtags.....	14
2.6.2 Cross-linking .....	15
3. Website .....	16
3.1 URL.....	16
3.2 Page content.....	16
3.2.1 Homepage: <a href="http://www.aligner-h2020.eu">www.aligner-h2020.eu</a> .....	16
3.2.2 Footer pages and contact page.....	18
3.3 Future developments .....	18



3.3.1 About	18
3.3.2 Getting involved.....	19
3.3.3 Resources .....	19
3.3.4 News & Events .....	19
4. Promotional pack .....	20
4.1 Promoting the project.....	20
4.1.1 Key messages .....	20
5. Annex .....	22



## List of Abbreviations

Abbreviation	Meaning
LEA	Law Enforcement Agency
WP	Work Package



# 1. Introduction

This deliverable has been prepared for the European Commission-funded coordination and support action *ALIGNER: Artificial Intelligence Roadmap for Policing and Law Enforcement*. ALIGNER aims to bring together European actors concerned with Artificial Intelligence, Law Enforcement, and Policing to collectively identify and discuss needs for paving the way for a more secure Europe in which Artificial Intelligence supports law enforcement agencies (LEAs) while simultaneously empowering, benefiting, and protecting the public. To achieve this, ALIGNER will

- (1) Facilitate communication and cooperation between actors from law enforcement, policing, policymaking, research, industry, and civil society about the changing dynamics of crime patterns relevant to the use of AI by establishing a workshop series;
- (2) Identify the capability enhancement needs of European law enforcement agencies;
- (3) Identify, assess, and validate AI technologies with potential for LEA capability enhancement by implementing a technology watch process that includes impact and risk assessments;
- (4) Identify ethical, societal, and legal implications of the use of AI in law enforcement;
- (5) Identify means and methods for preventing the criminal use of AI via the development of a taxonomy of AI-supported crime;
- (6) Identify policy and research needs related to the use of AI in law enforcement by mapping practitioner needs and emerging crime patterns with identified AI technologies; and
- (7) Employ the gathered insights to incrementally develop and maintain an AI research roadmap.

## 1.1 Purpose of this report

This report (D5.2) is one of the key outputs of task 5.2 “Dissemination activities and media presence” within work package 5 (WP5) “Outreach & Roadmap”. The objectives of WP5 are to establish a communication, dissemination, and exploitation framework that supports the project with awareness raising, uptake of project outcomes, and that guarantees adequate visibility of ALIGNER within the R&D and stakeholder communities involved in the fields of law enforcement, policing, artificial intelligence, and in the general public. As part of these activities, WP5 also sets-up and maintains the roadmap document and compiles findings from WPs 2, 3, and 4 on needs, benefits, gaps, and requirements into the roadmap document

The aim of task 5.2 is to coordinate dissemination activities across the project, including scientific and technical publications, preparation of general project publications,



communication via EU channels like Athenaweb and CORDIS Wire, participation at clustering events, as well as other dissemination activities.

This report (D5.2) provides the first basis for coordination of dissemination activities by providing guidance on use of the project's colors, logos, funding acknowledgement and placement of EU emblem in project outputs, as well as boilerplate text for communicating the project and its aims for a variety of target groups. In addition, it demonstrates the first version of the ALIGNER website and details future plans for the website's further development as project results become available.

## **1.2 Structure of this report**

After this introduction, this report continues in section 2 with guidelines for correct acknowledgment of the project funding on a variety of document types and communication products. A description of the logo and the guidelines for its correct use follow before the project colours are introduced. Afterwards, guidelines for use and correctly crediting photographs are outlined, as well as specific obligations for videography and how to acknowledge funding. Section 2 closes with the descriptions of the project hashtags and recommendations for cross-linking on project partners websites.

Section 3 comprises an annotated summary of the initial version of the project website, its content and the plans for its future developments.

Lastly, section 4 provides an initial promotional pack, and the annexes contain the project's Word template, PowerPoint template, and 1-pager in English language.





## 2. Visual identity

### 2.1 Correctly acknowledging funding

#### 2.1.1 Funding acknowledgement and EU emblem

Inclusion of the funding acknowledgement is obligatory. The EU emblem must accompany the funding acknowledgement.<sup>1</sup>



This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 101020574.

#### 2.1.2 Funding acknowledgement: short version (for business cards)

Funded by the Horizon 2020 Framework Programme of the European Union under GA no. 101020574.

#### 2.1.3 Disclaimer

The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. Neither the REA nor the European Commission are responsible for any use that may be made of the information contained therein.

#### 2.1.4 Disclaimer and funding acknowledgement: long version (for documents)

This document has been prepared in the framework of the European project *ALIGNER – Artificial Intelligence Roadmap for Policing and Law Enforcement*. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no. 101020574.

The sole responsibility for the content of this publication lies with the authors. It does not necessarily represent the opinion of the European Union. Neither the REA nor the European Commission are responsible for any use that may be made of the information contained therein.

---

<sup>1</sup> Graphics guide to the European emblem: <http://publications.europa.eu/code/en/en-5000100.htm>. Guide for use of the EU emblem in the context of EU programmes: <http://eacea.ec.europa.eu/about/logos/eu-emblem-rules-hr.pdf>



### 2.1.5 How to apply the funding acknowledgement and disclaimer

<b>Materials</b>	<b>Funding statement</b>	<b>Disclaimer</b>	<b>Notes</b>
Social Media	✓	✓	Flag in header (2.1.2), disclaimer (2.1.3) in 'about' field
Press releases	✓	✓	Funding acknowledgement (2.1.1) to be made within the body of the press release.
Brochures	✓	✓	Flag and text (2.1.2)
Websites	✓	✓	Flag and text in footer (2.1.2)
Video	✓	✓	Flag and text as opening or closing screen (2.1.2)
Business cards	✓		Flag and short text (Funded by the Horizon 2020 Framework Programme of the European Union)
Roll-up banners	✓		Flag and text (2.1.2)
Postcards (and other goodies: pens, keyrings etc.)	✓		Flag and short text (Funded by the Horizon 2020 Framework Programme of the European Union)
Newsletter	✓	✓	Flag and text (2.1.2)
Presentations	✓	✓	Flag and text (2.1.2)
Reports	✓	✓	Flag and full text (2.1.4)
Policy documents, factsheets	✓	✓	Flag and full text (2.1.4)



## 2.2 Logo

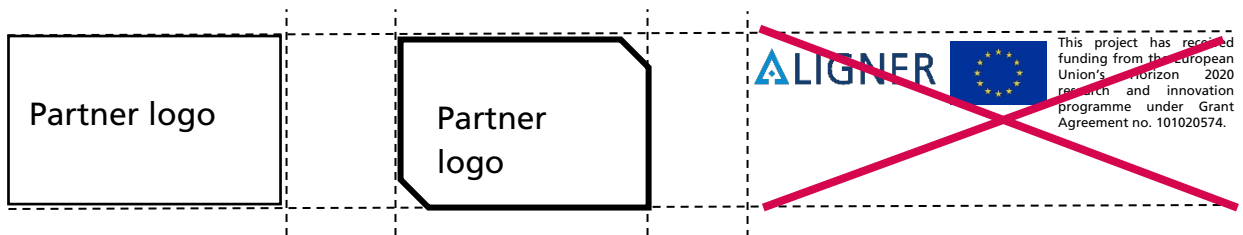


### 2.2.1 Position of partner logos

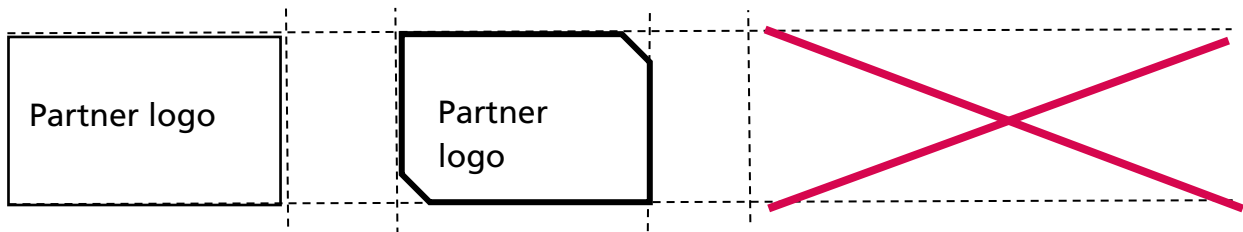
Where the ALIGNER logo is combined with other logos, the ALIGNER logo should be the last one of these to be displayed, with the EU emblem and funding acknowledgement to the right of all logos. The ALIGNER logo must be on the same visual level as the other logos and should not appear smaller.



### 2.2.2 Incorrect position: small size



### 2.2.3 Incorrect position: funding acknowledgement omitted





## 2.2.4 Alternative logo versions

### 2.2.4.1 Blue-white version for darker backgrounds



### 2.2.4.2 Full-white version



### 2.2.4.3 Full-black version

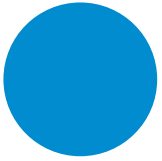


### 2.2.4.4 Mini version



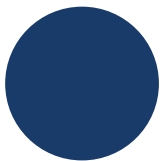


## 2.3 Colours



ALIGNER bright blue

Hex: #008CCE, rgb (0, 140, 206), hsl (141,255, 103)



ALIGNER dark blue

Hex: #193B6A, rgb (25, 59, 106), hsl (152, 158, 66)



ALIGNER green

Hex: #58AE42, rgb (88, 174, 66), hsl (76, 115, 12)



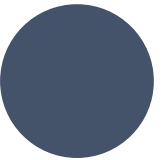
ALIGNER yellow

Hex: #FFC330, rgb (255, 195, 48), hsl (30, 255, 152)



ALIGNER orange

Hex: #EC7C31, rgb (236, 124, 49), hsl (17, 212, 143)



ALIGNER grey

Hex: #445369, rgb (69, 83, 105), hsl (153, 55, 87)



## 2.4 Photography

### 2.4.1 Choosing photographs

Images used as part of project communication should be consistent with the project's communication objectives. Photographs should portray themes such as:

- ◆ Visualisations of Big Data, Artificial Intelligence, or Machine Learning algorithms
- ◆ Activities related to Law Enforcement, data analysis, forensics, etc.
- ◆ People interacting with one another or working in the context of Artificial Intelligence, Law Enforcement, or policing
- ◆ People working collaboratively in a dynamic environment, for example at an ALIGNER event

Images tones should be harmonious with the ALIGNER colour palette where possible. Partners are responsible for ensuring the signature of model release forms, that consent has been received from individuals used in images and that copyright has been granted.

### 2.4.2 Crediting and copyright

If the image source does not provide other crediting instructions, images should be credited in the format: Photo '[Photo title including link to original online instance where applicable]' from Source, Author [photographer name incl. link to photographer page where applicable], Licenced under [licence including link to licence where applicable].

## 2.5 Videography

All videos produced by project partners must include the project logo, EU emblem and disclaimer as its opening or closing frame (see section 2.1).

## 2.6 Digital media

### 2.6.1 Hashtags

The primary project hashtag is #H2020ALIGNER and secondary hashtag is #AIResearchRoadmap.

As ALIGNER is already related to several commercial products, #ALIGNER is NOT an acceptable hashtag and will not be discoverable by the project's target groups if included in project-related social media work.



### 2.6.2 Cross-linking

All project partners should add the ALIGNER logo to their project website, hyperlinked to the ALIGNER URL: [www.aligner-h2020.eu](http://www.aligner-h2020.eu)



## 3. Website

The ALIGNER website will be the project's primary communication channel. It aims to be accessible and appealing to the project's diverse target groups, its design is flexible to incorporate additional material and results as the project progresses, and to integrate the online tools the project will produce.

### 3.1 URL

Good communication practice dictates that URLs should be simple and memorable. As the project acronym is already a common noun often associated with commercial products not linked to the project topic, the project partners decided to add "h2020" as an additional distinction to the project name in the URL: [www.aligner-h2020.eu](http://www.aligner-h2020.eu)

### 3.2 Page content

3.2.1 Homepage: [www.aligner-h2020.eu](http://www.aligner-h2020.eu)

#### 3.2.1.1 Animation

A short intro animation above the fold of the homepage introduced the project (see Figure 1). It uses the diamond shape also found in the project logo and used in other communication products to break the otherwise monotone background. The diamond shapes are linked to slight animations (i.e. reacting to mouse movement). For returning visitors, it is an attractive and appealing element that they can scroll past



Figure 1: Intro animation on the ALIGNER homepage

#### 3.2.1.2 Project summary

The project is briefly summarised in text below the fold and illustrated with diamond-shaped icons representing the different aspects of the project (see Figure 2).



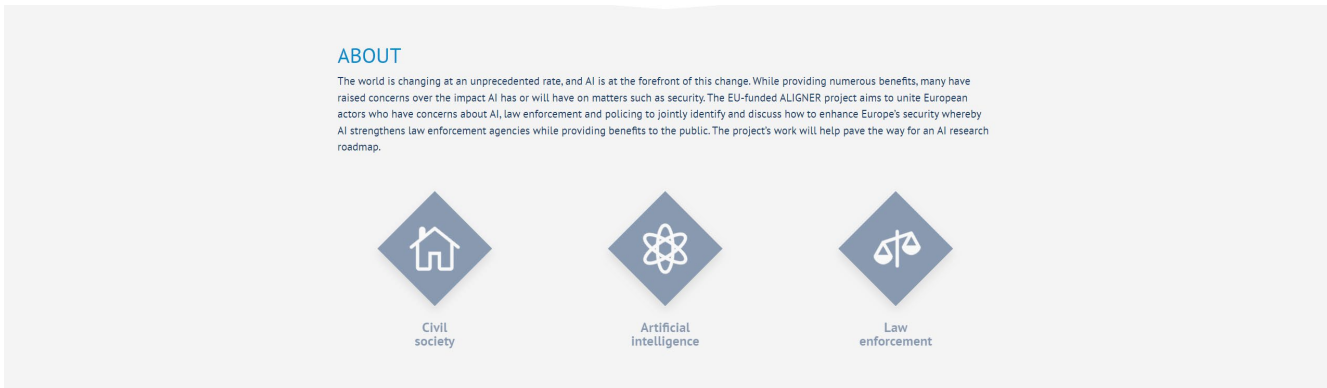


Figure 2: Project summary on the ALIGNER homepage

### 3.2.1.3 Elaboration

A concise summary of the background, objectives and partners of the project follows the project summary (see Figure 3).



Figure 3: Summary of the why, what, who, and how of ALIGNER

### 3.2.1.4 Contact

A short banner provides information about who is coordinating the project and how to reach them (see Figure 4).



Figure 4: Contact information on the ALIGNER homepage



### 3.2.1.5 Partner list

The project partners are listed with a link to their websites (see Figure 5).

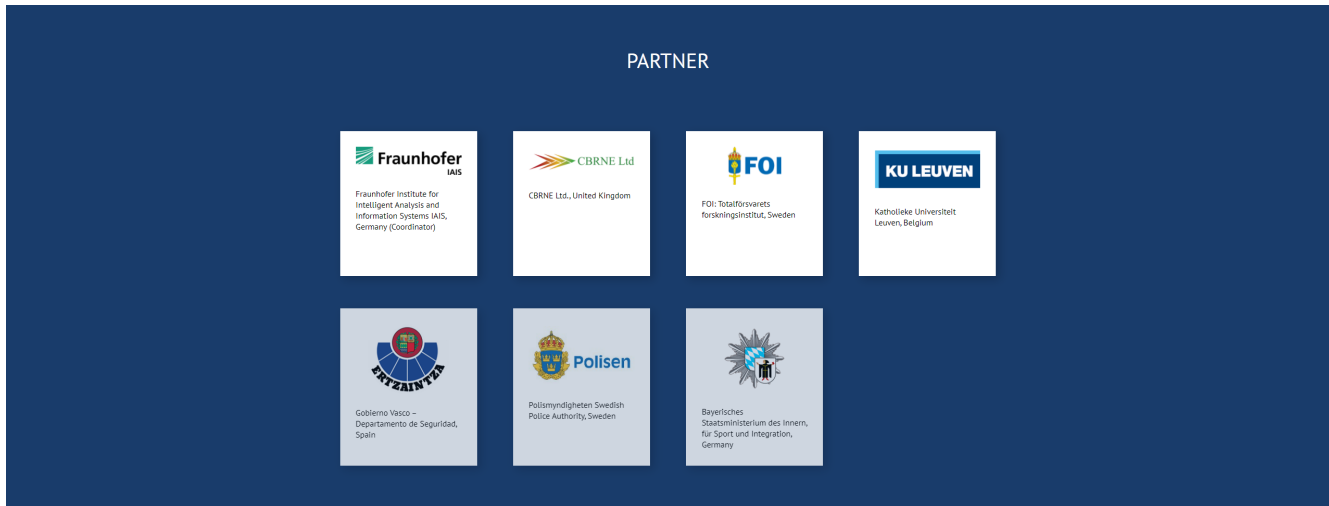


Figure 5: Short partner list on the ALIGNER homepage

### 3.2.1.6 Footer

The funding acknowledgement, publishing notes, and data protection information is included as a stable element on every page (see Figure 6).



Figure 6: Footer of the ALIGNER homepage

## 3.2.2 Footer pages and contact page

The website also includes a contact page with the coordinator's contact details. Legal and Data Protection information are also accessible from the footer.

## 3.3 Future developments

### 3.3.1 About

This site will provide more details about the project, like basic reference information (start/end date of the funding period), more information on the different project outputs, and more information on the role of the different partners.



### 3.3.2 Getting involved

This site will describe the ALIGNER advisory board, the Law Enforcement Advisory Board and the Scientific, Industrial, and Ethics Advisory Board. The site will allow interested experts to register interest to join one of the advisory boards.

In addition, a subpage will link to other projects linked to ALIGNER, foremost the two sister projects popAI and STARLIGHT.

### 3.3.3 Resources

As work progresses in the project and public deliverables are completed, all public deliverables will be accessible via this page.

Additional pages will be added to this section as the project progresses. The subpages currently foreseen to be added under the 'Results' menu item are:

- ◆ Deliverables
- ◆ Scientific publications
- ◆ Other publication

### 3.3.4 News & Events

A dedicated subpage will list project events and other events (e.g. from other projects) related to the topic of ALIGNER. These news and events will also be published as part of the landing page.



## 4. Promotional pack

### 4.1 Promoting the project

#### 4.1.1 Key messages

The following key messages are the core concepts and takeaways that must be communicated to the project's target audiences for the objectives of the project to be able to move forward. Through effective application of the key messages in partners' communication work, the project's audiences can arrive at a common conceptual basis. Before further investment is made in delivering information to target audiences, partners should ensure that acceptance of the key messages is established as a conceptual basis.

An elaborated plan for the deployment of the key messages will be defined and described in the communication strategy (D5.1). They are included in this promotional pack to provide partners with the central priority arguments for use in all communication work, including written material and presentations. The success of a communication activity can be assessed according to whether the audience has heard, understood, agreed with, and remembered the key messages. Discussion and feedback are an important part of this.

To use a key message, partners should build examples, elaborations and explanations around them, tailored to the target group and depending on the group's context, beliefs, and knowledge, as audiences will decode the message they receive differently depending on their context.

##### 4.1.1.1 Overarching key messages

- ◆ Enabling law enforcement and policing to use artificial intelligence is of crucial significance for a saver Europe.
- ◆ Societal, ethical, and legal implications should be the basis for guiding application, policymaking, and research in the field of Artificial Intelligence for law enforcement.
- ◆ Technological advances are rapidly and radically changing human society. These developments in the fields of data availability and artificial intelligence technologies present even greater challenges for law enforcement and policing, while simultaneously opening huge opportunities.
- ◆ The ALIGNER project team will identify challenges and opportunities for the use of artificial intelligence in law enforcement and policing
- ◆ ALIGNER's process for identifying needs, challenges, opportunities, and risks is open and interested stakeholders can contribute.



#### **4.1.1.2 Key messages: for law enforcement and policing practitioners**

- ◆ Artificial intelligence offers the possibility for a step-change in law enforcement practice.
- ◆ Collaboration with diverse stakeholders is needed to ensure the ethical, legal, and social implications of the use of artificial intelligence in law enforcement are fully understood and to identify corresponding solutions.

#### **4.1.1.3 Key messages: for industry professionals**

- ◆ Existing and emerging artificial intelligence technologies often do not account enough for the needs and capabilities of law enforcement agencies and police departments.

#### **4.1.1.4 Key messages: for researchers / academic community**

- ◆ Artificial intelligence technologies need to be more applicable in the daily work of law enforcement agency and police departments.

#### **4.1.1.5 Key messages: for policymakers**

- ◆ While artificial intelligence technologies can pose a risk in the hands of criminals, they can provide a significant step-change for law enforcement.
- ◆ Framework conditions need to account for the needs of law enforcement agencies while simultaneously considering societal, ethical, and legal implications.



## 5. Annex

6. Annex Word template.....	23
7. Annex PowerPoint template.....	24
8. Annex 1-pager.....	25



## 6. Annex Word template

**ALIGNER**

**ALIGNER DX.Y**

Title of deliverable





## 7. Annex PowerPoint template

ALIGNER

# Title

Add your name and affiliation



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 101020574.







## 8. Annex 1-pager



# Artificial Intelligence Roadmap for Policing and Law Enforcement

<b>Duration</b>	36 months: 01/10/2021 – 30/09/2024	
<b>Partners</b>	Fraunhofer IAIS (DE) – Coordinator	Basque Police Authority (ES)
	CBRNE Ltd. (UK)	Swedish Police Authority (SE)
	Swedish Defence Research Agency (SE)	Munich Police Department (DE)
	KU Leuven (BE)	

### About ALIGNER

Technological advances are rapidly and radically changing human society, with ‘smart’ sensors and gadgets penetrating almost all facets of daily life. Developments in the fields of data availability and Artificial Intelligence technologies present great challenges for law enforcement and policing, with criminals potentially exploiting these technologies more quickly than law enforcement can bring new techniques to bear. At the same time, the technology that enables these new crime patterns also offers the possibility of a step-change in law enforcement.

ALIGNER is a European Commission-funded coordination and support action that aims to bring together European actors concerned with Artificial Intelligence, Law Enforcement, and Policing to collectively identify and discuss needs for paving the way for a more secure Europe in which Artificial Intelligence supports law enforcement agencies while simultaneously empowering, benefiting, and protecting the public.

To achieve this, ALIGNER will establish a forum for exchange between practitioners from law enforcement and policing, civil society, policymaking, research, and industry to design an AI research and policy roadmap meeting the operational, cooperative, and collaborative needs of police and Law Enforcement. The workshops will be supported by an AI technology watch process as well as ethical and legal assessments.

### Outputs

- ◆ Policy and research roadmap
- ◆ Policy recommendations
- ◆ Archetypical scenarios for the use and misuse of AI
- ◆ Taxonomy of AI-supported crime
- ◆ Methods and guidelines for ethical & law assessment

[www.aligner-h2020.eu](http://www.aligner-h2020.eu)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under Grant Agreement no. 101020574.

