

Communication kit “EU AI Week”

This folder provides various graphic resources intended to facilitate the creation of communication visuals for EU AI Week. The files constitute a common baseline to ensure visual consistency, while allowing each partner organisation the freedom to adapt its content, messages and dissemination channels to its needs.

1) Folder contents

The folder includes:

- A PNG subfolder containing the official visuals of EU AI Week, as well as “blank” templates (different formats depending on use).
- A PSD subfolder containing Photoshop templates (different formats depending on use). These templates include a space to insert your logo, one or more speaker photo(s), etc. (see point 3).
- A LABEL subfolder containing the “EU AI Week” label (.png format), which serves as a logo and is intended to be placed on a visual that does not come from the provided templates. It must make it possible to clearly identify the event as an integral part of the week.
- A PowerPoint template.
- A subfolder containing the fonts required for proper use of the templates.
- The FPS BOSA logos (different versions depending on use).
- The AI4Belgium logos (different versions depending on use).

2) Principles of use

- The templates are provided to facilitate content production and the identification of events within EU AI Week, but their use is not mandatory.
- Each entity remains responsible for its communication (content, schedule, editorial choices) and may adapt the visuals to its context.
- The Photoshop files are structured to be easily usable: all layers are clearly named so that editable elements (text, images, logos, etc.) can be identified quickly.

3) Using the Photoshop templates (.psd)

Open and edit a template

1. Open the .psd file in the desired format (1920×1080 or 1080×1350).
2. Identify the areas to customise: titles, practical information, photo(s), logos...
3. Make your changes while preserving, as far as possible, the visual hierarchy (sizes, alignment, margins, contrast).

Replace a speaker photo

The templates include a dedicated area for inserting speaker photo(s), with an appropriate rendering (circular format).

Recommended procedure:

1. Locate the layer dedicated to the photo.
2. Use the content replacement function.
3. Replace the photo using the function provided for this purpose (without deleting the formatting elements).
4. Adjust the framing while maintaining a balanced composition.

Edit the text

1. Select the text layer to update (title, date, location, speakers, etc.).
2. Edit the content while preserving, as much as possible, typographic consistency (size, weight, leading).

Export a final visual

For standard dissemination (web, social media):

- Keep the original dimensions (1920×1080 or 1080×1350).

- For the web, prioritise export in sRGB. PNG is recommended for maximum quality; JPG if a lighter file is required.

4) Social media version (1080 × 1350)

The 1080 × 1350 format is optimised for social media publication (notably Instagram and LinkedIn).

- Visuals can be used individually or combined in a carousel to present several pieces of information (programme, speakers, key messages, practical information).
- When using a carousel, it is recommended to maintain overall consistency (structure, typography, reading logic, visual continuity) while adapting the content to the objective of the post.

5) Logos (SPF BOSA and AI4Belgium): minimum usage rules

- Do not distort (vertical/horizontal stretching).
- Keep a clear space around the logos.
- Use the provided versions depending on background and context.
- Avoid any unnecessary modification (colours, effects, outlines).

6) Using the “EU AI Week” label on an external visual

An “EU AI Week” label is provided to be placed on visuals that are not produced from the templates. to facilitate their identification as EU AI Week-related content.

Recommendations:

- Import the visual into your document, then position it so it is clearly legible.
- Ensure sufficient contrast with the background and on-screen legibility (adequate size, margins...).

- Placement may vary depending on the composition; the objective is to ensure a clear identification with EU AI Week.

7) Support / contact

For any questions regarding the technical use of the files or the availability of resources, please contact: aiweek@bosa.fgov.be