



ARIS Communication plan

Internal presentation

3 September 2026





Programme

Part 1: ARIS requirements and key information

Presented by dr. Nevenka Cukjati

Part 2: How to prepare exemplary ARIS communication plan with the best practices and available support at the JSI

Presented by Polona Strnad and Robert Premk

Part 3: Graphic support of the graphic office

Presented by Lenka Trdina





ARIS requirements and key information

dr. Nevenka Cukjati





Science communication

Background

Since 2025, certain ARIS-funded projects have also been required to prepare a corresponding [Communication Plan](#).

This is an important element of modern research practice that contributes to:

- [increasing the visibility](#) of research results,
 - facilitating the effective [transfer of knowledge](#) to society,
 - strengthening [public trust in science](#),
 - increasing [the societal impact](#) of research achievements,
 - enhancing [the reputation](#) of research and scientific institutions, and
 - meeting funders' requirements regarding the [dissemination and communication](#) of research results.
-



ARIS Projects

List of Projects with a Communication Plan

The list of projects that, [in accordance with the call requirements](#), must include a Communication Plan is available at the [link](#) and should be downloaded to your PC:

ARIS Komunikacijski načrti

66 projects (at July, 27)

- Seznam projektov ARIS, ki potrebujejo komunikacijski načrt
- Navodila za pripravo komunikacijskih načrtov projektov ARIS

Pregled ARIS projektov: US je prejemnik; v skladu z razpisom je nujna priprava Komunikacijskega načrta, v obdobju 6 mesecev po odobritvi projekta							
Stanje na dan 27.7. 2026: podatki so bili pridobljeni iz javno dostopnih evidenc ARIS*							
Šifra projekta	Vodja projekta	Odsek	Tip projekta	Naslov projekta	Trajanje projekta	Rezultati razpisa	Razpis
Z2-70066	doc. dr. Gašper Slapničar	E9	Zt	LANTERN-PPG: Velika nevronska mreža s pozornostjo za transparentne razločljive predstavitve neinvazivnega PPGja	1.3.2026-29.2.2028	Rezultati Javnega razpisa za (so)financiranje raziskovalnih projektov za leto 2025: https://www.aris-rs.si/objave/razpisi/javni-razpis-za-so-financiranje-raziskovalnih-projektov-za-leto-2025-2024-10-10-26-razp-rp-2025-juni26.asp	Javni razpis za (so)financiranje raziskovalnih projektov za leto 2025: https://www.aris-rs.si/objave/razpisi/javni-razpis-za-so-financiranje-raziskovalnih-projektov-za-leto-2025-2024-10-10-26-razp-rp-2025-juni26.asp
Z2-70067	dr. Erik Novak	E3	Zt	Majhni jezikovni modeli za brezkontekstno pridobivanje informacij v evropskih jezikih	1.3.2026-29.2.2028		
Z2-70070	dr. Matej Martinc	E8	Zt	Odprava halucinacij in izboljšanje razumskega sklepanja v generativnih jezikovnih modelih	1.3.2026-29.2.2028		
Z2-70072	dr. Andreja Šestan Zavašnik	F2	Zt	Razvoj mikrostrukture kot posledica kopičenjem napak med visokotemperaturno ionsko implantacijo	1.3.2026-29.2.2028		
Z1-70006	Gašper Razdevšek	F9	Zt	PET brez CT: Pristop globokega učenja za popravke atenuacije in sipanja v visokočasovno ločljivih PET skenerjih	1.3.2026-29.2.2028		
Z6-70200	dr. Rok Novak	O2	Zt	Participativno agentno modeliranje za obvladovanje poplavne ogroženosti: Vključevanje lokalnega znanja, umetne inteligence in sistemov za podpora odločanju	1.3.2026-29.2.2028		
Z1-70009	dr. Evelin Gruden	K1	Zt	Fotoaktivacija polimerov s kompleksi V. skupine	1.3.2026-29.2.2028		
J1-70018	Anna Razumnaya, PhD	F5	Im-MD	Topološka stanja in dinamika polarizacije v feroelektričnih nanomaterialih	1.3.2026-28.2.2029		



Communication Plan

JSI Communication Plan template

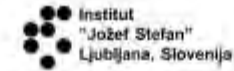
Based on the ARIS guidelines, we have prepared a Communication Plan template and should also be downloaded from the same [link](#).

ARIS Komunikacijski načrti

- Seznam projektov ARIS, ki potrebujejo komunikacijski načrt
- Navodila za pripravo komunikacijskih načrtov projektov ARIS

All Communication Plans must be prepared in Slovenian.

ARIS currently does not provide a standard Communication Plan template.



Navodila za pripravo komunikacijskih načrtov projektov ARIS

Pripravili: Marjeta Trobec in Polona Strnad

ARIS ni predvidel predpisanega obrazca za komunikacijski načrt, zato sva za vas pripravili predlogo, ki vam je lahko v pomoč pri razmisleku o vsebini komunikacijskega načrta.

ARIS komunikacijski načrti so obvezni za določene projekte, ki se izvajajo od leta 2025 naprej. Seznam projektov, ki potrebujejo komunikacijski načrt je dostopen [tukaj](#) in ga sprti dopolnjujemo.

Komunikacijskega načrta **ne pošiljate nikomur po e-pošti** in ga trenutno ne oddajate v informacijski sistem [eObrazi](#).

Objavite ga sami v pdf obliki v razdelku Komunikacijski načrt, ki ga sami kreirate znotraj podstrani svojega projekta [tukaj \(začetek 2025\)](#) ali [tukaj \(začetek 2026\)](#). Pri nalaganju vam lahko pomaga tudi Marko Lukanović (US).

V novici ARIS - [Novice, obvestila - Obvestila](#) glede obseva Načrta ravnanja z raziskovalnimi podatki (NRRP) je bilo sporočeno, da bodo izvajalci projektov povezavo do objavljenega Načrta ravnanja z raziskovanimi podatki (NRRP) posredovali na ARIS v okviru oddaje vmesnih, letnih in zaključnih poročil.

Oddaje komunikacijskega načrta na takšen način ARIS zaenkrat ne zahteva. Kot je bilo navedeno zgoraj: Komunikacijski načrt le objavite na spletni strani projekta in ga posodablajte, skladno s potrebami in spremembami tekom izvajanja projekta. Obvezno navedite različico dokumenta, saj se dokument v času trajanja projekta lahko dopolnjuje. Začetna različica dokumenta je 1.0.

Komunikacijski načrt morate pripraviti **v roku 6 mesecev** od uradnega začetka izvajanja projekta. Če med izvajanjem projekta spremenite komunikacijsko strategijo ali ciljne skupine, morate na spletni strani objaviti **posodobljeno različico** načrta.

V primeru vsebinskih vprašanj, se lahko obrnete na Polono Strnad in Marjeto Trobec. **Zgornja navodila pred oddajo izbršite.**



Science communication

Science communication as part of your project

If your project is required to have a Communication Plan, your research team should:

- prepare a plan for communication activities,
- do so within 6 months of the project start date,
- identify and address relevant audiences and stakeholders,
- publish the Communication Plan on the JSI [website](#) for [2026 projects](#) and or send them to Marko Lukanović: marko.lukanovic@ijs.si
- update the Communication Plan if and when necessary (if your communication activities change significantly).





ARIS focus

Science communication as part of your project

Communication should go beyond simply providing information and promoting your project.

The aim is also to help different audiences – including policy and decision-makers – understand the research, its significance and its potential impact.

Start with the goal and the audience – not with the tool: Science communication may also include training researchers in science communication.



How to prepare exemplary ARIS communication plan with the best practices and available support at the JSI

Polona Strnad and Robert Premk



ARIS Communication plan for research project

A strategic document/framework with information about the **goals and objectives** of the research project(s), **target audiences**, **key messages**, **communication channels and tools**, **timeline**, **responsibilities** and **key performance indicators (KPI)/metrics** to achieve a specific objective.



The 7 Cs of communication

Checklist for effective communication

CLEAR: Be clear about the goal and purpose of your message

CONCISE: Keep to the point and keep your message short and simple

CONCRETE: Be clear, not fuzzy! Provide detail, but not too much detail

CORRECT: Make sure your message is accurate and grammatically correct

COHERENT: Make sure your message flows well and laid out logically

COMPLETE: Ensure the recipient has everything they need to understand

COURTEOUS: Your message should be polite, friendly, professional and open

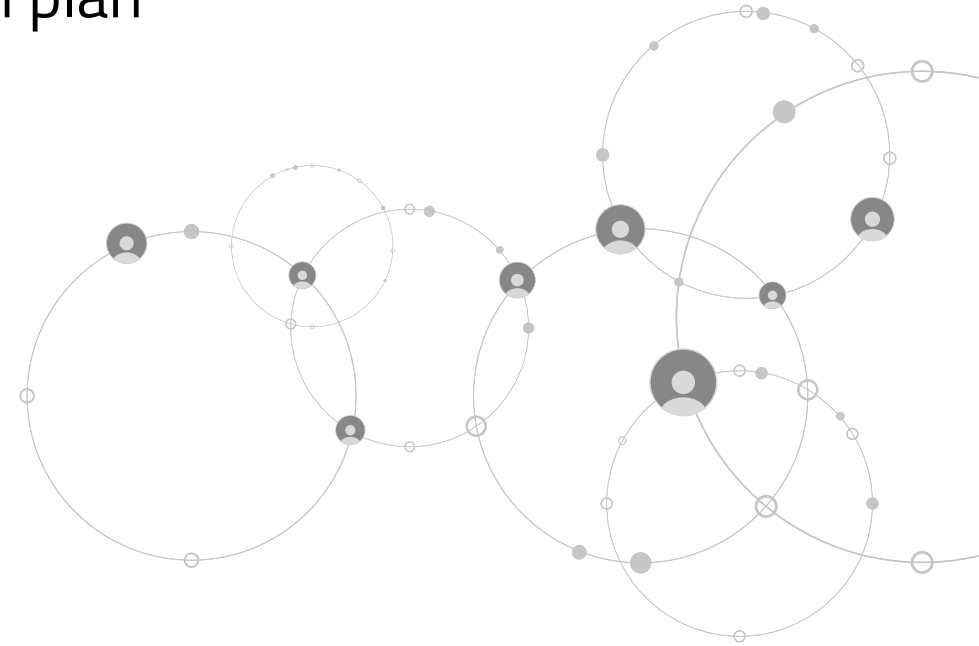


Communication plan preparation

Different approaches how to prepare communication plan

Example: 5Ws model

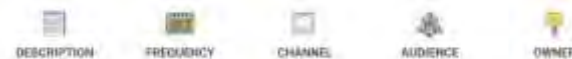
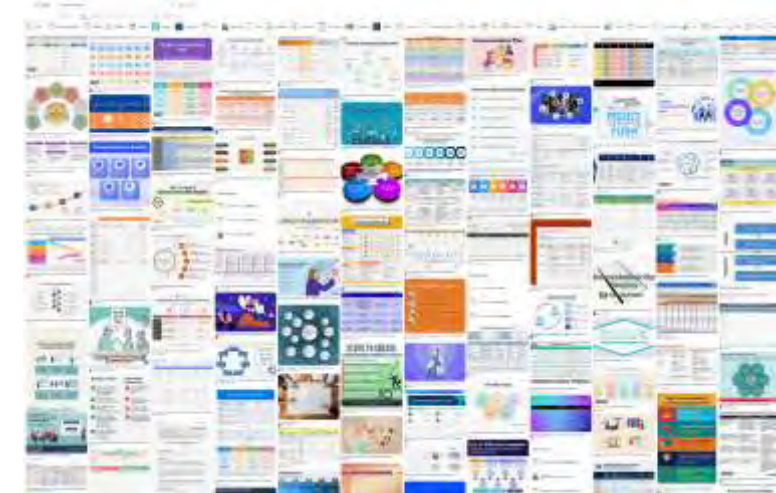
- **What** needs to be communicated?
- **Who** should be notified about it?
- **Where** should communication take place?
- **When** should the contact take place?
- **Why** is this timeframe for communication chosen?





Communication plan preparation

Many useful resources can be found on the web ...

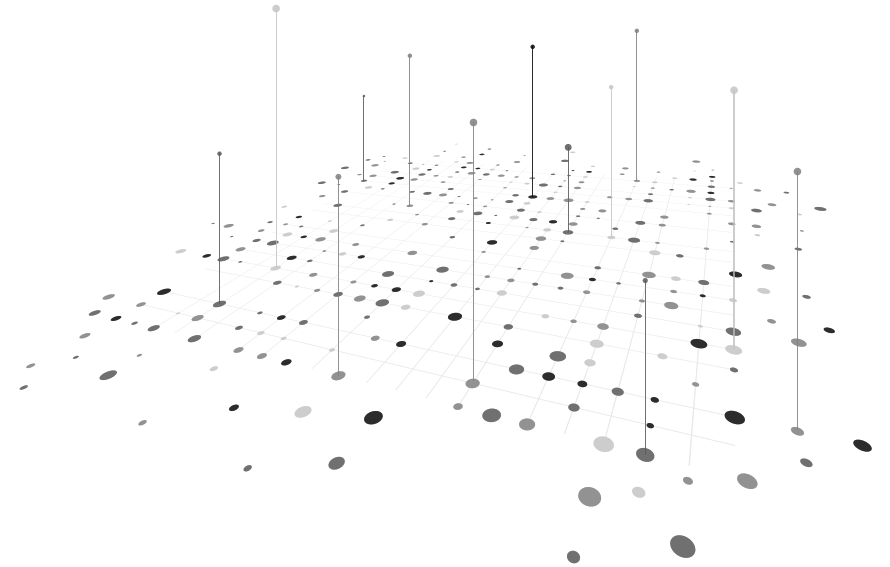


... and key sections can be found in most of them.



ARIS Communication plan preparation

- 1 **Goals and objectives**
- 2 **Target audiences**
- 3 **Key messages**
- 4 **Communication channels and tools**
- 5 **Timeline of communication activities**
- 6 **Responsibilities for communication plan activities**
- 7 **Key performance indicators**
- 8 **Compliance with the ARIS requirements**





Introductory section of the ARIS communication plan

- Provide basic information about the project (project name, designation, acronym, organisation, duration, project leader, project partners, document version, submission date, author)
- Include table of contents
- Provide information about updates (v1, v1.1, ...) and changes from the previous version(s)

The screenshot shows a template for a project communication plan. At the top right is a small logo. The main title is 'KOMUNIKACIJSKI NAČRT PROJEKTA' followed by a blank line for the project name. Below this is a line for the location, 'Ljubljana, ____'. The section is titled 'Osnovne informacije o projektu'. It contains several fields: 'Oznaka in naziv projekta:', 'Akronim projekta:', 'Institucija:' (with 'Institut »Jožef Stefan«, IJS' as an example), 'Trajanje projekta:', 'Vodja projekta:', 'Projektni partnerji:', 'Verzija tega dokumenta:' (with '1.0' as an example), 'Datum oddaje komunikacijskega načrta V1:', and 'Dokument pripravil:'. At the bottom left of the form area is the word 'Kazalo'.

KOMUNIKACIJSKI NAČRT PROJEKTA _____

Ljubljana, _____

Osnovne informacije o projektu

Oznaka in naziv projekta:

Akronim projekta:

Institucija: Institut »Jožef Stefan«, IJS

Trajanje projekta:

Vodja projekta:

Projektni partnerji:

Verzija tega dokumenta: 1.0

Datum oddaje komunikacijskega načrta V1:

Dokument pripravil:

Kazalo



1 Goals and objectives

- Define reasons to thoughtfully communicate project activities and results (importance of communication).
- Explain how communication supports objectives and goals of the research project and ARIS requirements and aims.
- Realistic, content-based and aligned with the project (not vice versa). Not too detailed, but clear.

Main objectives	Specific objectives
• Increased visibility (research, institution, etc.) • Social impact	• Sharing information • Education



General examples

Communication goals and objectives

Sharing research and project progress and results with the scientific, professional and/or general audience

Contributing to the understanding of the research and its results in the society

Enabling use of research results in practice and/or in policy-decision processes

Enhancing the visibility of the research group, field and/or organisation



Examples of goals and objectives from the JSI communication plans for ARIS

- Informing relevant audiences about the progress of the research, results and its importance for the science and society
 - Strengthening competences
 - Building trust in science
 - Education (science communication, young researchers)
 - Awareness raising
 - Reporting
 - Increasing visibility of the research, research group and/or organisation
 - Publishing
 - Exploitation and knowledge transfer (research community, economy, decision-makers)
-



2 Target audiences

- Identify who and why should be notified about the research project and results (individuals, groups, organisations, stakeholders, etc.). Select those you consider relevant. Be specific.
- Adjusted, different communication for specific target audiences.
- Define primary and secondary groups (in terms of relevance).





General examples

Target audience	Purpose of communication
Scientific community	Knowledge exchange, publications, cooperation
Professional and general public	Awareness raising, science promotion, social impact
Decision-makers and policy-making formation	Decision-making support, recommendations
Media	Information sharing, project visibility
Partners and funders	Reporting, coordination, progress overview
Economy	Knowledge transfer, innovation, exploitation



Examples of target audiences from the JSI communication plans for ARIS

- National and international scientific and professional communities
- Professional and industry associations
- Universities, faculties
- Students
- General public
- Visitors
- Companies
- Media
- Non-governmental organisations
- Funders
- Decision-makers (government, ministries, etc.)
- Agencies





3 Key messages

- Define key messages of your research project. Adjust them for specific target audiences. Emphasize relevant information for specific groups.
- Messages should be correct, clear, concise and aligned with the research objectives. Avoid abbreviations.

Recommendation

Key messages should answer the following questions:

- What is your research about?
- Why is your research important?
- What are the main results/benefits?
- What is the impact of your research?





Best practices from the JSI communication plans for ARIS

- Key messages stated for **each target audience separately**.

Scientific community: ... text

Students: ... text

Funders: ... text

- Key message **emphasized with the general expression** (at the end of the message).

... text (Science excellence).

... text (Sustainability).



4 Communication channels and tools

- Specify all channels and tools to communicate your project activities and results in order to achieve project objectives and goals.
- Selection should be aligned with the research project and target audiences. Not all available channels have to be used (quality vs quantity).
- Channels and tools must be realistic and feasible.
- Check available communication channels and tools of your organisation.

Jožef Stefan Institute has several different available options:
website, Facebook, Instagram, LinkedIn and TikTok



General examples

Communication channel/tool	Recommendation
Scientific publications <i>Journals, monographs, proceedings, etc.</i>	State the name of each publication
Events <i>Conferences, symposiums, workshops, etc.</i>	State the name of each event, optionally other details (location, time, etc.)
Project website	Include the link to the website
(Relevant) social media	State each social network with the link
Other articles, interviews, media contributions	Best practices
Public events <i>Lectures, discussions, exhibitions, etc.</i>	Include key contracts
... other relevant channels and tools	Best practices

Examples of communication channels and tools from the JSI communication plans for ARIS

- Publications in scientific journals
 - Lectures
 - (Inter)national conferences
 - Workshops
 - Experimental work (diploma/master's thesis)
 - JSI Open days
 - Visits at the JSI
 - Exhibitions
 - Events for science promotion
 - Reports
 - Websites, social media, blogs
 - Repositories (Zenodo)
 - Individual meetings
 - Company visits
-

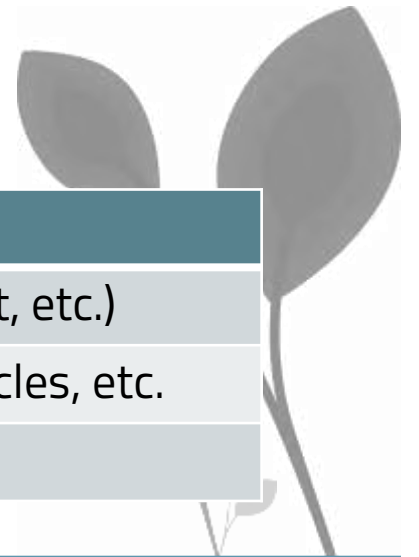




5 Timeline of communication activities

- Provide information when specific communication activities will take place.
- Communication should accompany research activities. Communication activities should follow research project dynamics.
- Timeline can be indicative.
- Timeline can be presented with a description, table, graphics, etc.

Phase	Communication activities
Starting phase	Introduction (objectives, research team, research, impact, etc.)
Intermediate phases	(Partial) results, events, conferences, presentations, articles, etc.
Conclusion	Main results presentation, impact, etc.





Best practices from the JSI communication plans for ARIS

- Presenting timeline and communication activities with tables.

Period	Planned activities	Phase	Period	Communication activities
Year 1	<i>Activity 1</i> <i>Activity 2</i>	Starting phase	M1-M6 (03/2026 – 08/2026)	<i>Activity 1</i> <i>Activity 2</i>
Year 2	<i>Activitiy 3</i> <i>Activity 4</i> <i>Activity 5</i>	Intermediary phases	M7-M18 (9/2026-08/2027)	<i>Activity 3</i> <i>Activity 4</i> <i>Activity 5</i>
Year 3	<i>Activity 6</i> <i>Activity 7</i>	Conclusion	M19-M24 (09/2027-02/2028)	<i>Activity 6</i> <i>Activitiy 7</i>





6 Responsibilities for communication plan activities

- Define responsible roles for (specific) communication activities (what needs to be done and by whom).
- Optional use of roles instead of names.
- Responsibilities can be assigned for specific communication channels and tools only.

Responsible roles

Project leader, project team member, different members with separated activities, support units of your organisation, etc.

Assigned responsibilities contribute to successful communication plan implementation.





Examples of responsible roles from the JSI communication plans for ARIS

- Project leader
- Research team members
- Students
- Project partners
- JSI support units





7 Key performance indicators

- Define metrics/indicators to measure your success with communication.
- Key performance indicators (KPI) should be simple, measureable and aligned with the project.

Provide values if possible.

KPI – examples

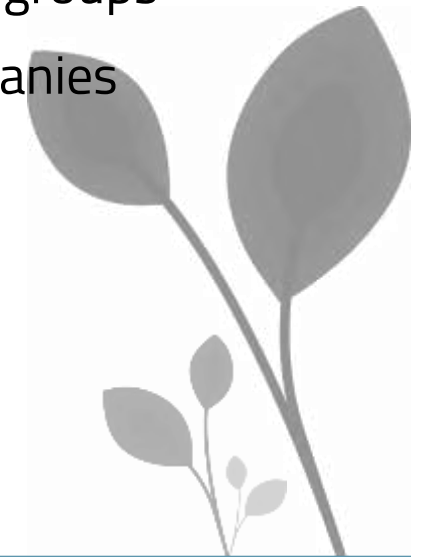
- Number of scientific publications
- Number of media publications
- Event participation
- Website/profile visits
- Target audience's feedback
- etc.





Examples of KPIs from the JSI communication plans for ARIS

- **X** scientific publications in international peer-reviewed journals
- **X** participation(s) at international scientific conferences (per year)
- **X** student involvement(s) in research work
- **X** student presentations at student conferences
- **X** diploma's or master's theses
- **X** publications of achievements on the project website
- **X** publications on social networks, platforms and websites
- **X** website visits
- **X** direct responses from target groups
- **X** new cooperations with companies
- **X** patent applications
- **X** media publications
- **X** public visits



X represents selected value



8 Compliance with the ARIS requirements

Include information about the communication plan implementation according to the ARIS requirements, especially when:

- stating ARIS co-financing in publications and events
- dissemination of research results
- open access rules compliance
- ethical principles of research and public activity





8 Compliance with the ARIS requirements

Example – include short declaration of compliance

Komunikacijski načrt in njegovo izvajanje bosta realizirana skladno z zahtevami ARIS, zlasti glede navajanja sofinanciranja ARIS pri objavah in dogodkih, diseminacije rezultatov raziskav, upoštevanja pravil odprtega dostopa ter etičnih načel raziskovalnega in javnega delovanja.





Support with the communication plan at the JSI

- **Template with the instructions** for the communication plan preparation and **list of projects** with the required communication plan (based on publicly available data) ([link](#))

ARIS Komunikacijski načrti

- Seznam projektov ARIS, ki potrebujejo komunikacijski načrt
- Navodila za pripravo komunikacijskih načrtov projektov ARIS

- Dedicated events and presentations
- Individual support: mag. Marjeta Trobec, Polona Strnad and Lenka Trdina with their teams
- Individual e-mails or tehnologije@ijs.si





Graphic support of the graphic office

Lenka Trdina



Graphic Support of Project Office

Lenka Trdina, Director office (U1)
3. 9. 2026





Goal

Improving the quality of project
visual communication

Supporting project visibility and
success

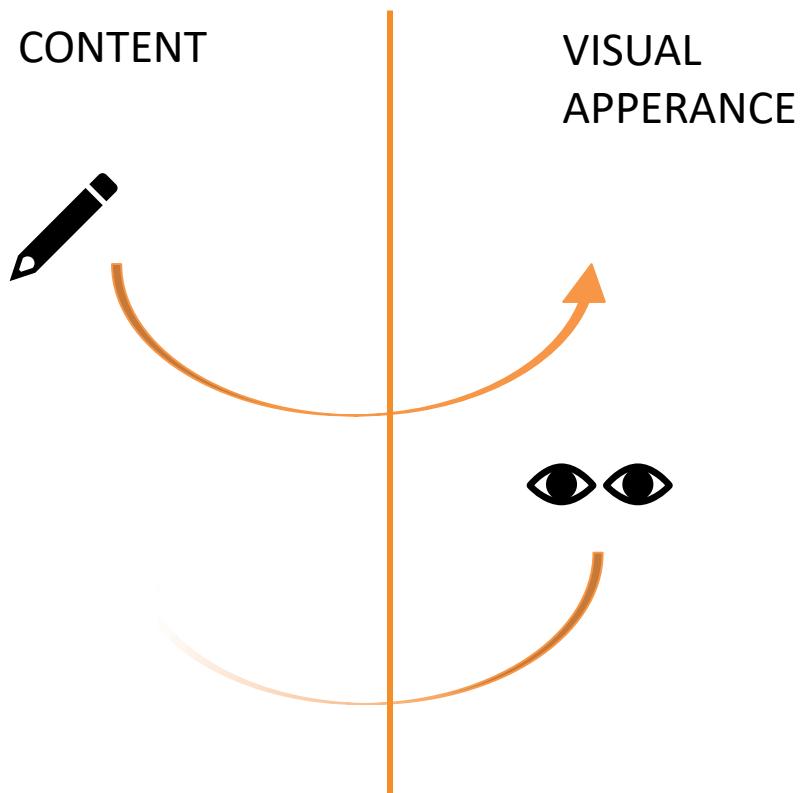
Reduce the workload of researchers



Smart judgement

of when and how much design is needed.

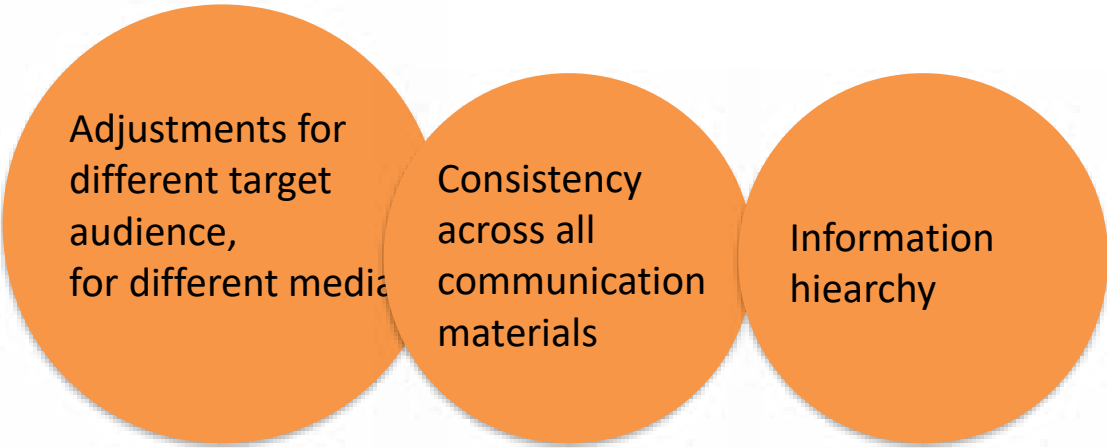
- Goal of project,
- reach,
- impact.





Cooperation

1. Logotype design
2. Visual identity system
3. Visual identity applications



Adjustments for
different target
audience,
for different media

Consistency
across all
communication
materials

Information
hierarchy



Web page

Graphics

Word
templates

PPT
templates



DARWIN

Web page

Word
templates

PPT
templates

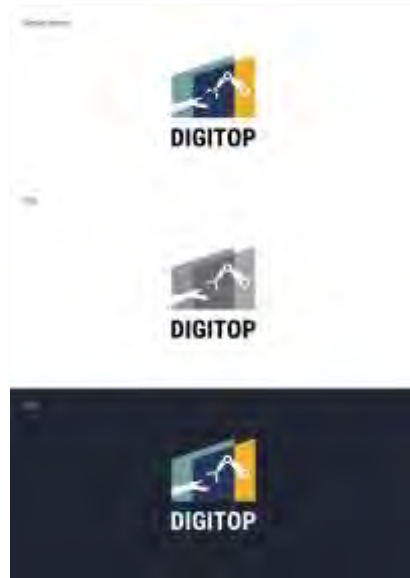


DIGITOP

Digitalna transformacija
robotiziranih tovarn prihodnosti

Web page

Roll-up



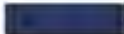
Global theme and fonts

Glegoo

Digitalna transformacija robotiziranih tovarn prihodnosti

Roboto

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	R	115	G	58
	G	160	M	24
	B	151	Y	42
	#	73A097	K	0
	R	41	G	93
	G	55	M	80
	B	94	Y	36
	#	29375E	K	27
	R	233	G	9
	G	177	M	81
	B	48	Y	94
	#	E9B13D	K	0



IFIGENEIA

Poster

Press release

Web page

Leaflet

Roll-up

Word
template

PPT template

Social media
appearance



SQUASH

Slovenian Quantum Science Hub

Leaflets

Booklets

Roll-up

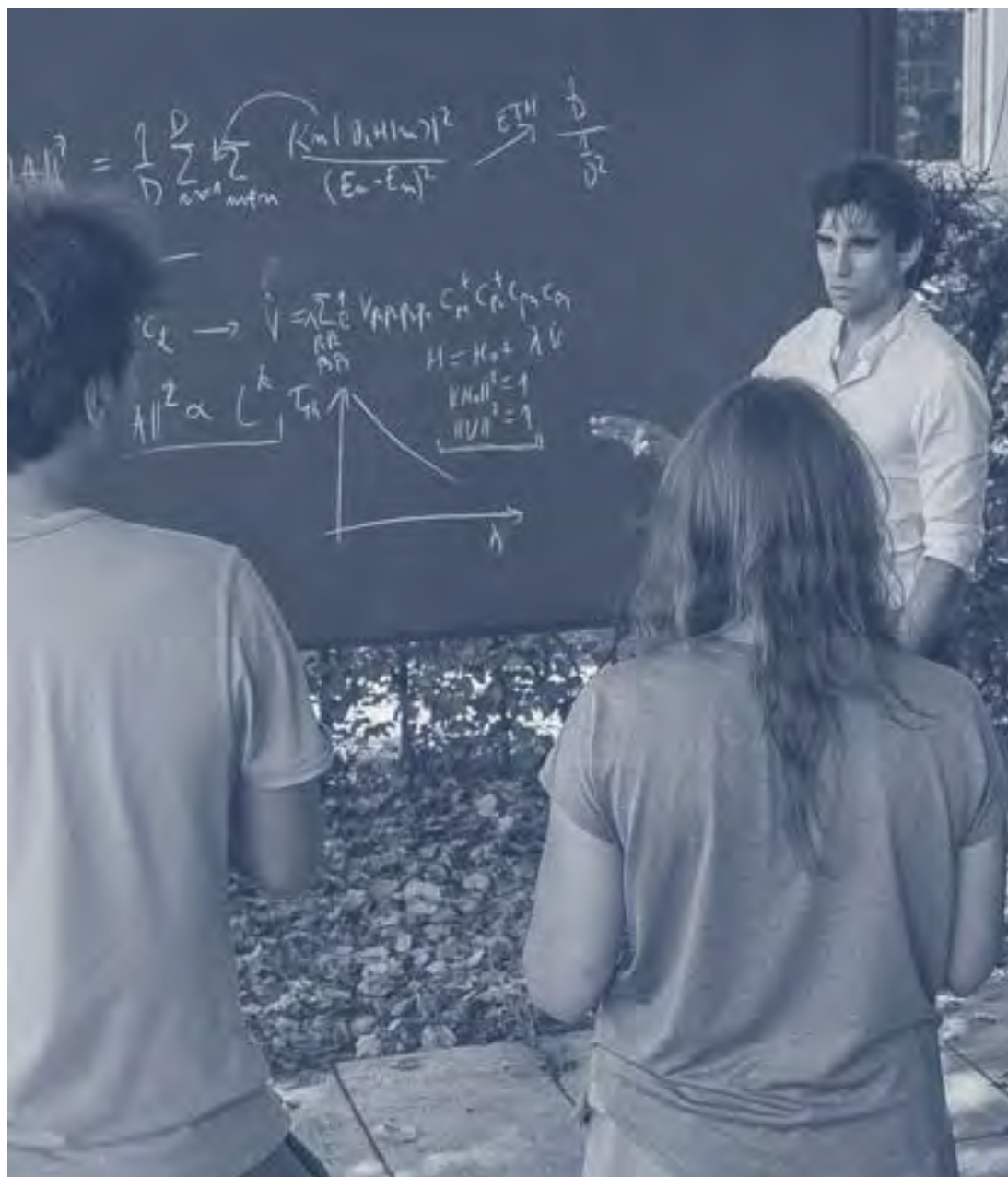
Web page

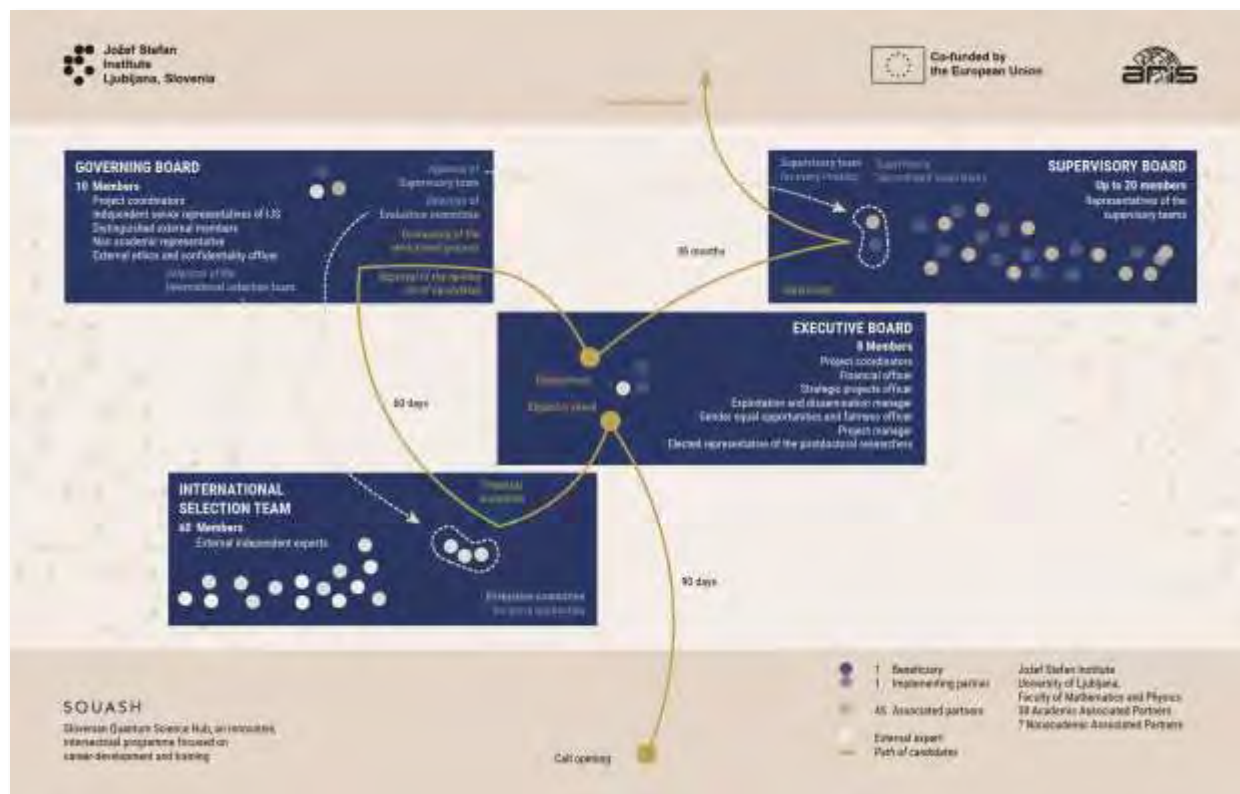
Word
template

PPT
template

Social media
appearance

Graphics





SQUASH
Slovenian Quantum Science Hub

Become a Buddy
a friend, guide, and the first welcoming face

1 What is a Buddy?
A Buddy is an informal responsibility for a new colleague who helps them find their way around the workplace. It's not an official mentorship, but rather friendly support – someone who stands by them with everyday questions.

2 Why is this important?
It's an important position – and you are the one who can make sure the new colleague finds the right way, and connections. This helps build inclusion, collaboration, and trust.

3 Your role:

- Make sure the new colleague feels welcome and engaged.
- Show them the "vital side of things" – where to get the team coffee, where the team goes for lunch, who can be the go-to.
- Help them navigate workplace rules.
- Include them in social gatherings and informal chats around new building.
- Be available for questions and conversations during the first two weeks after their arrival.

4 What do you gain as a Buddy?

- An opportunity to develop skills such as communication, listening, and empathy.
- A chance of networking and creating a positive work environment.
- And, along the way, a few pleasant chats.

5 A few additional ideas:

- Invite the new colleague to join you at a working session.
- Show interesting internal events, news, or opportunities for development.
- Check in after the first month – see how your new colleague is doing.

The role lasts two months – but its impact lasts much longer.

Co-funded by the European Union

APIS

SQUASH

Slovensko središče za kvantno znanost SQUASH

Predstavitve projekta

Velika predavalnica IJS, 14.30

22.
oktober



Leaflets

Booklets

Roll-up

Marketing materials

Word
template

PPT
template

Social media
appearance

Graphics



SLAIF

Slovenska
tovarna UI

Slovenian
AI Factory

BRANDBOOK

Version 2.3, July, 2026

CONTENTS

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INTRODUCTION

About the project

SLAIF (Slovenian AI Factory) is a strategic national initiative aimed at strengthening Slovenia's artificial intelligence ecosystem by providing advanced AI-focused supercomputing infrastructure and related services. Supported by EuroHPC JU and the Republic of Slovenia, the project brings together key research institutions, universities, industry and public-sector stakeholders to enable wider access to AI computing resources, support innovation, and accelerate the development and adoption of AI technologies across different sectors.

Rationale behind the logo development

The SLAIF logo was developed through a concept-driven design process focused on capturing the project's essential identity in a single, recognisable visual mark. The goal was to create a contemporary symbol that communicates both technological ambition and national relevance, while remaining approachable and scalable across diverse applications. The design integrates four key characteristics of the initiative: its national scope, its foundation in artificial intelligence, its role as an infrastructure provider, and its function as a connector of multiple stakeholders. These values are translated into a cohesive visual language through shape, colour, and typography.

The symbol itself is constructed as a structured yet optimistic form composed of several meaningful components. The upper element subtly references the concept of artificial intelligence through a shape that evokes the abbreviation "AI" without directly reproducing letterforms. This indirect approach avoids a trivial or overly literal solution, while still enabling immediate association with the project's core domain. At the same time, the robust and solid geometry intentionally recalls the strength and reliability of industrial heritage, reinforcing the "factory" aspect of the initiative. The right-hand square element is inspired by the industrial landscape, referencing chimneys as a symbol of production and infrastructure, with an additional contextual link to Slovenia's notable industrial landmark in Trbovlje, home to one of the tallest chimney in Europe. The lower part of the symbol consists of interrupted lines representing the different stakeholders involved in the initiative. These lines also suggest a reflection in water, creating a visual metaphor of connection and unity—mirroring how SLAIF brings multiple actors together under a shared AI-driven framework. The lake depicted at the bottom of the logo can also be interpreted as a reference to the concept of a "data lake" — a structured repository for organizing large volumes of data that can later be utilized for artificial intelligence applications.

The overall form was designed to appear soft, modern, and forward-looking, supporting the intended first impression of accessibility, optimism, and innovation. During development, the logo gained the informal nickname "Bled Island," reinforcing its strong associative power and its connection to Slovenia's natural identity.

MAIN VERSION OF THE LOGO



SAFETY AREA

The safety zone of the SLAIF logo was determined by the use of a module that is 100% of the width of the rectangle in the sign. There must be no foreign text or graphic objects in this space.



MINIMUM SIZE



TYPOGRAPHY

The **New Order** typeface was selected for the SLAIF logo due to its modern, geometric structure and high legibility. Its clean and balanced design conveys professionalism, reliability, and stability—qualities aligned with the project's role as a national infrastructure provider. At the same time, its neutral and approachable character supports the initiative's ambition to be accessible to a broad range of stakeholders.

For supporting communication materials, **Roboto** was chosen for headings because of its clarity, contemporary appearance, and strong readability across both print and digital environments. **Roboto Condensed** complements it as the primary body typeface, offering a space-efficient form while maintaining excellent legibility, enabling the effective presentation of complex information. Together, these typefaces establish a consistent and functional typographic system that reinforces the project's innovative and professional identity. Both fonts are released under the Apache License 2.0. They are free for both personal and commercial use.

Fonts are available here:

Roboto: <https://fonts.google.com/specimen/Roboto>

Roboto Condensed: <https://fonts.google.com/specimen/Roboto+Condensed>

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll

Aa Bb Cc Dd
Ee Ff Gg Hh
Ii Jj Kk Ll

COLOUR PALETTE

Slovenia lacks a consistently recognisable national visual identity; while the flag contains traditional Slavic colours, the coat of arms is complex and often visually indistinct, limiting its usability in modern branding contexts. Instead, one of the strongest shared national associations is Slovenia's natural landscape, which is widely recognised and culturally valued. For this reason, the logo adopts a blue-green palette, a combination frequently used in Slovenian sports apparel and also reflected in institutional communication, including the public administration's use of the Soča River blue as a leading colour.

The selected shades reinterpret these familiar national references through vivid, contemporary tones that communicate freshness, energy, and technological progress. The vertical arrangement of green above blue further strengthens the association with nature by suggesting land and water, creating a subtle but meaningful link between the project's national identity and its forward-looking mission.



C 53 M 18 Y 100 K 2
R 135 G 167 B 62
#87a73e



C 39 M 5 Y 100 K 0
R 168 G 197 B 56
#a8c538



C 79 M 29 Y 21 K 0
R 37 G 145 B 38
#2591b2



C 38 M 16 Y 11 K 0
R 157 G 188 B 208
#9dbcd0



C 46 M 37 Y 36 K 2
R 145 G 147 B 149
#919395

The lighter lines in the lower part of the logo are set to 60% opacity. When placed on a white background, their closest solid color approximation corresponds to the shade shown above.

ALTERNATIVE VERSIONS OF THE LOGO

Slovene language



English language

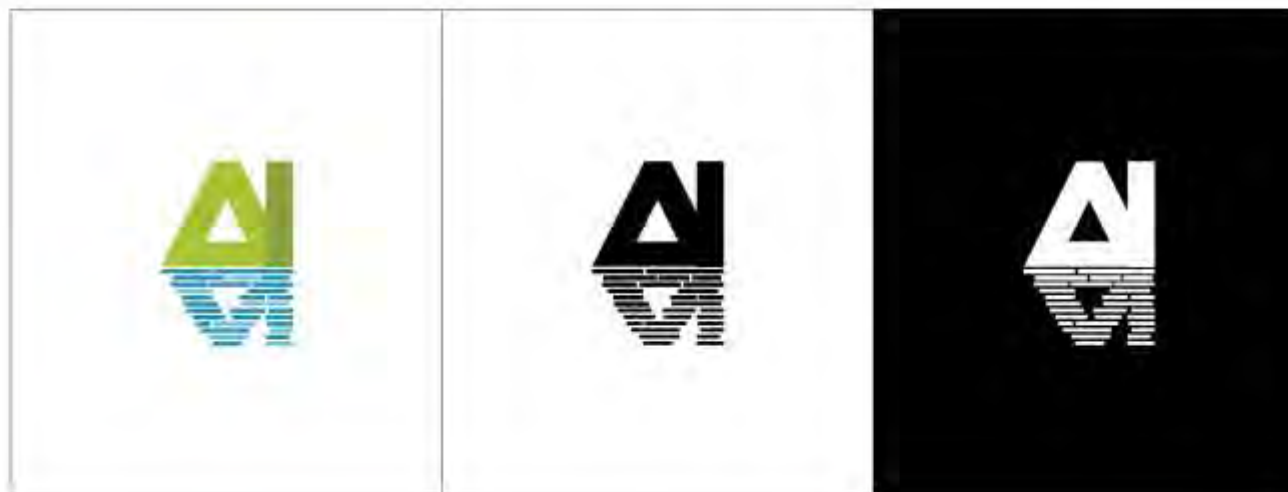


SYMBOL-ONLY LOGO USAGE

In specific situations the symbol (iconographic part) of the logo may be used independently, without the inscription. This version should be used carefully and only in cases where the full logo would be impractical or unnecessary such as: favicon or browser tab icons, social media avatars, recurring visual elements in presentation templates, small-scale digital interfaces, internal materials.

The symbol may only be used on its own when the context clearly indicates the SLAIF project, or when the full logo already appears elsewhere on the same material.

This version can be used in all three color variations.



APPLICATION ON A BACKGROUND

The logo in the basic version looks best on a white background and it should be used this way most often. If it is necessary to use it on a dark background, the inscription should be presented in white.



INCORRECT USE



The website address must not be included in the logo.



Don't replace the order of the elements.



Do not use the text-only part on its own.



Don't change the typography.



Don't change the colours.

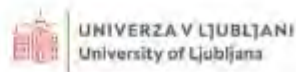
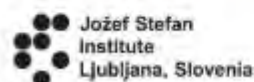
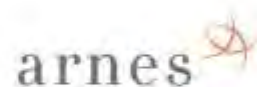


Don't place on an aggressive background.

USING SPONSOR LOGOTYPES

On all printed materials, the project partners must be listed in the order specified below. The funding bodies must also be acknowledged, and a disclaimer must be included alongside them:

"SLAIF: Slovenian AI Factory has been funded by the Ministry of Higher Education, Science and Innovation of Republic of Slovenia. At a call by EuroHPC JU, the project has received a positive funding decision under Horizon Europe and Digital Europe Programmes."



Sofinancirano iz strani / Co-Funded by:



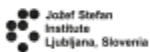
REPUBLIKA SLOVENIJA
MINISTRSTVO ZA IZOBRAŽEVANJE, ZNANOST
IN MLADINO

Projekt SLAIF: Slovenska tovarna umetne inteligence je prejel sredstva Skupnega podjetja za evropsko visokozmogljivo računalništvo EuroHPC v okviru opozema o nejavljanih sredstvih št. 101254461. Projekt sofinancirala Ministrstvo za izobraževanje, znanost in mladino Republike Slovenije in program Obzorje Evropske Unije.

SLAIF: Slovenian AI Factory has received funding by the European High Performance Computing Joint Undertaking under the grant agreement no. 101254461. The project is funded by the Ministry of Education, Science and Youth of Republic of Slovenia and by Horizon Europe Programme of the European Union.

Examples of good practice



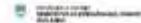
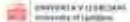
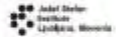


Financirja / Financed by:



Projekt SLAIF: Slovenska tovarna umetne inteligence je finančno podprto Ministrstvo za visoko šolstvo, znanost in inovacije. Projekt je bil na razpisu skupnega področja EuroHPC izbran za financiranje v okviru programov Diktora Evrope ter Digitalne Evrope. SLAIF: Slovenian AI Factory has been funded by the Ministry of Higher Education, Science and Innovation of Republic of Slovenia. At a call by EuroHPC JU, the project has received a positive funding decision under Horizon Europe and Digital Europe Programmes.







Janez Duhovnik
Direktorja (za) / Direktor
Jaka in Miro Duhovnik
Predsednik uprave
(Slovenija)

Letter of support

Ljubič, 15. avgusta 2023

Ljubič, 15. avgusta 2023. Danes, 15. avgusta 2023, dan, ko se je SLAIF, Slovenska tovarna umetne inteligence, uradno predstavila javnosti, smo se zbirali v prostorih Slovenske akademije znanosti in umetnosti, da bi se skupaj s predstavniki evropskega parlamenta in evropskega sveta razpravali o izzivih in priložnostih umetne inteligence v evropskem kontekstu. V okviru tega smo se tudi seznanili s projekti, ki so bili izbrani za financiranje v okviru programov Diktora Evrope ter Digitalne Evrope. Projekt SLAIF: Slovenska tovarna umetne inteligence je bil izbran za financiranje v okviru programov Diktora Evrope ter Digitalne Evrope. Projekt SLAIF: Slovenian AI Factory has been funded by the Ministry of Higher Education, Science and Innovation of Republic of Slovenia. At a call by EuroHPC JU, the project has received a positive funding decision under Horizon Europe and Digital Europe Programmes.

Janez Duhovnik
Predsednik

Examples of bad practice

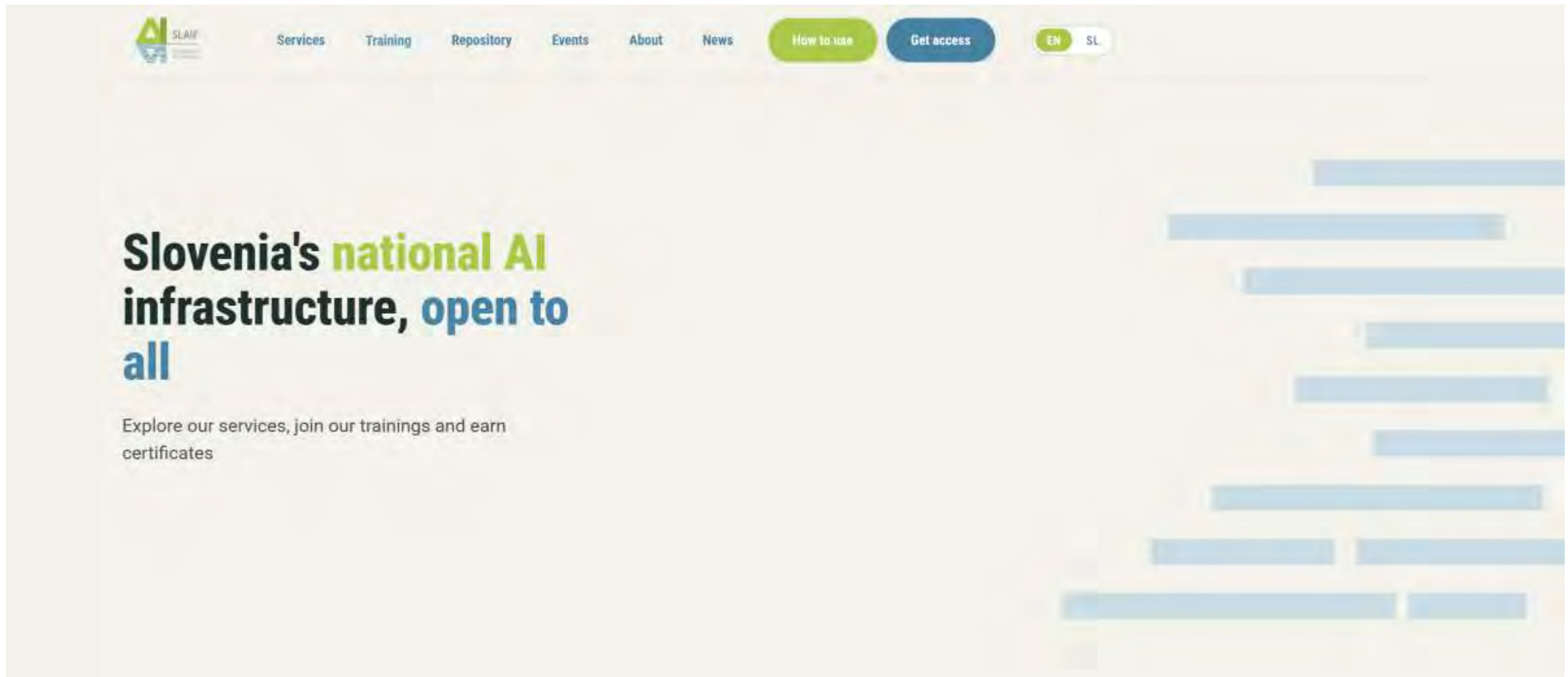
LinkedIn profile of Slovenian AI Factory - SLAIF. The profile shows a green header with the SLAIF logo and name. The bio states: "Sovereign AI and supercomputing solutions for research, public administration, and business. Technology, Information and Internet - AI/6 followers - 1150 employees". The "Posts" tab is selected, showing a post about "Industrija 5.0" with a green background and white text. The post title is "Industrija 5.0: kako umetna inteligenca, digitalni dvojčki in superračunalništvo postanejo nova konkurenčna prednost proizvodnih podjetij". The post text mentions a meeting on June 11, 2026, at 12:00-16:00, and lists participants: Jože Guna, Aleš Pevc, Tomaž Korošec, Andrej Mitlšič, Borut Terpinec, Miha Trček, Barbi Seme, Lea Škrubelj, and Urban Pevnik. The post also includes the location: Tehnološki park 19, Ljubljana, AI HUB - XR LAB, stavba C, vhod C1, 3. nadstropje. The post is marked as "Following".

Poster for a lecture by Prof. dr. Sašo Džeroski. The poster has a blue header with the text "NAPOVEDNIK" and "20. 5. 2026". The lecture title is "Prof. dr. Sašo Džeroski: Umetna inteligenca za znanost". The time is "9.00 - 17.00". The location is "Velika predavalnica FJS, Jamova cesta 39". The poster features the SLAIF logo and text: "Slovenska Iovarna UI" and "Slovenian AI Factory". The text describes the lecture as a series of presentations on the use of artificial intelligence in science, covering topics like materials science, biology, and medicine. It mentions that the presentations will be in English and that there will be a Q&A session at the end. The poster is marked as "Following".

Poster for a lecture by Prof. dr. Sašo Džeroski. The poster has a green header with the text "Industrija 5.0: kako umetna inteligenca, digitalni dvojčki in superračunalništvo postanejo nova konkurenčna prednost proizvodnih podjetij". The time is "Četrtek, 11. junij 2026 | 12.00 - 16.00". The poster features the SLAIF logo and text: "Slovenska Iovarna UI" and "Slovenian AI Factory". The text describes the lecture as a series of presentations on the use of artificial intelligence in industry, covering topics like materials science, biology, and medicine. It mentions that the presentations will be in English and that there will be a Q&A session at the end. The poster is marked as "Following".

Poster for a lecture by Prof. dr. Sašo Džeroski. The poster has a blue header with the text "Umetna inteligenca za javni sektor: priložnosti, orodja in koraki". The poster features the SLAIF logo and text: "Slovenska Iovarna UI" and "Slovenian AI Factory". The text describes the lecture as a series of presentations on the use of artificial intelligence in the public sector, covering topics like materials science, biology, and medicine. It mentions that the presentations will be in English and that there will be a Q&A session at the end. The poster is marked as "Following".

Examples of bad practice:





[Video intro](#)

[Newsletter](#)

Examples of bad practice





Beyond the visuals

Clear decision-making

AI ≠ Quality

Design rationale



Visual communication in science

<https://www.ijs.si/ijsw/ECH>

Communication plan

3 September 2026

Thank you for your participation!
