

# Laia

Laboratory on Artificial Intelligence  
in Albania and Kosovo

## Brandbook & Guidelines

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# 01 Introduction of LAIA brand

# 1.1 Introduction

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The global promotional configuration of LAIA logo consists of the icon, the Laia wordmark, and the registration mark (®) in a proprietary lockup. The logo is Unique, Bold, Innovative and Comprehensive.



## Introduction

This document presents the Dissemination Plan for LAIA project. It serves as common guidelines and useful information for the communication and exploitation of visuals of the brand. This document identifies all the relevant information and content to be applied in the official documents, artwork and promotions. Moreover, the implementation of logo as it is explained in this document will optimize the brand in general creating a professional representation in general and will help the brand to maintain a healthy image.

## 1.2 Brand Personality

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The global promotional configuration of LAIA logo consists of the icon, the Laia wordmark, and the registration mark (®) in a proprietary lockup. The logo is Unique, Bold, Innovative and Comprehensive.



### Modern

This logo is created in a modern style, simple and all elements easily noticable. LAIA logo serves its purpose, representing a new technology like Artificial Intelligence.

### Bold

Every detail is BOLD. LAIA logo is designed by strong lines, bold lines.

### Innovative

Combining elements, blended together to represent an innovative initiative such as Laia itself.

### Comprehensive

A logo which is a statement that brings us all together, to make advance in technology and to bring good in our society.



02

Product identity  
toolkit

## 2.1 Logo

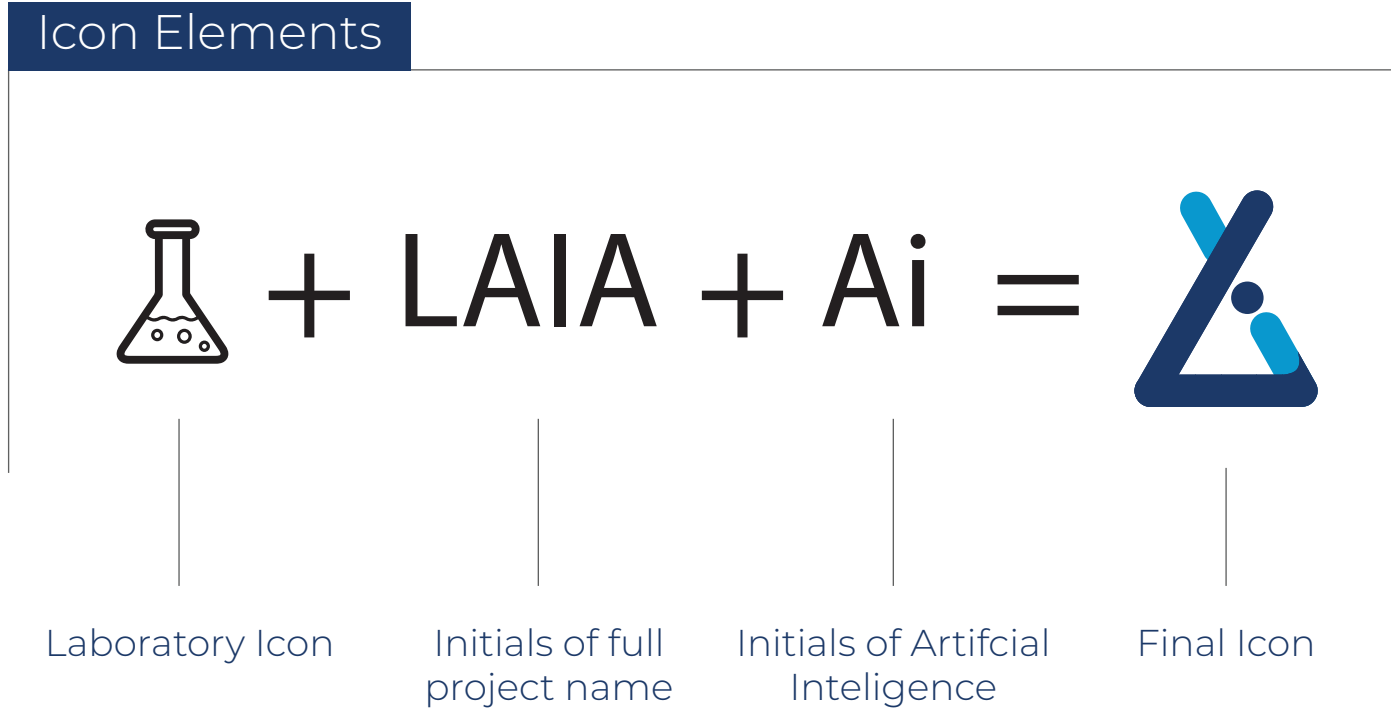
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The global promotional configuration of LAIA logo consists of the icon, the Laia wordmark, and the registration mark (®) in a proprietary lockup.  
The logo is Unique, Bold, Innovative and Comprehensive.



## 2.2 Icon Creation

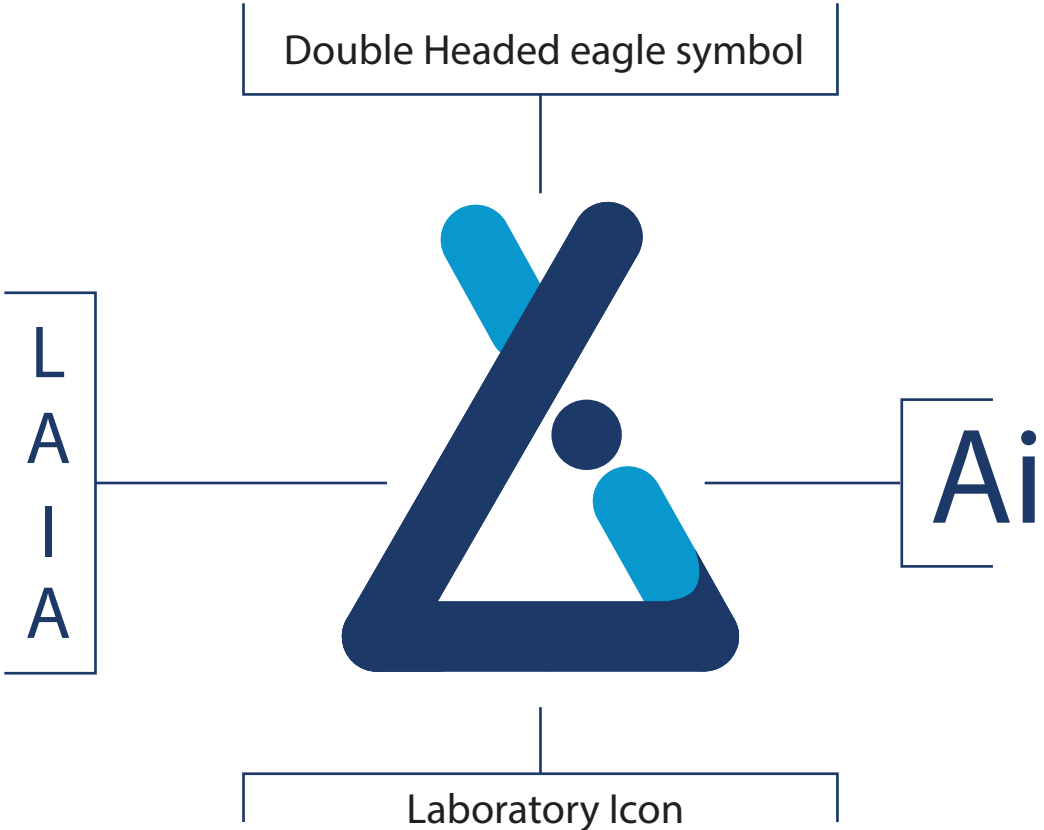
The global promotional configuration of LAIA logo consists of the icon, the Laia wordmark, and the registration mark (®) in a proprietary lockup.  
The logo is Unique, Bold, Innovative and Comprehensive.





# 2.3 Icon Creation

The icon is created combining essential input information, like Project Initials, Artificial intelligence, and to make more identifiable with Albanian and Kosovo symbol, the double headed eagle.



## 2.4 Clear Space and minimum size

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### Clear Space

In every application of LAIA logo, preserve an area of isolation that is at least equal to the height of the capital letter "L" in the wordmark. No other graphic elements, text, or visual distractions may encroach upon this clear space.

### Minimum size

To ensure legibility, our logo should not be scaled smaller than the minimum sizes recommended for printing or digital (on-screen) display. Whenever possible, approve each branded communication at final size on the intended substrate or device before production, broadcast, or distribution.



Minimum 20 mm wide in print,  
70 px wide on-screen.

## 2.5 Placement

### Minimum size

Consistent placement of the LAIA logo will create a distinct and memorable look throughout all branded communications. In the diagrams below, X represents the minimum distance required between the edge of the page and the logo placement. X=10.5mm (5% of the width on an A4 layout).

The arrangement of the icon and wordmark looks best when LAIA logo is positioned in a left-side corner of a layout. This logo placement is preferred. When corporate branding is required to appear in the same visual space (i.e., covers), LAIA logo may appear in any corner opposite the co-brand lockup.

When placing the logo in a left-side corner, align the icon to the grid margins. In a right-side corner, align the wordmark, excluding registration, to the grid margins.

X=10.5mm  
5% of the width  
on an A4 layout.  
X is the minimum  
distance between  
the edge of the page  
and logo placement.



## 2.6 Partners logo

### Partners Logo

There are 8 official partners in LAIA Project, and its obligatory to mention and represent their logos in every official document, stationary product and promotional products.



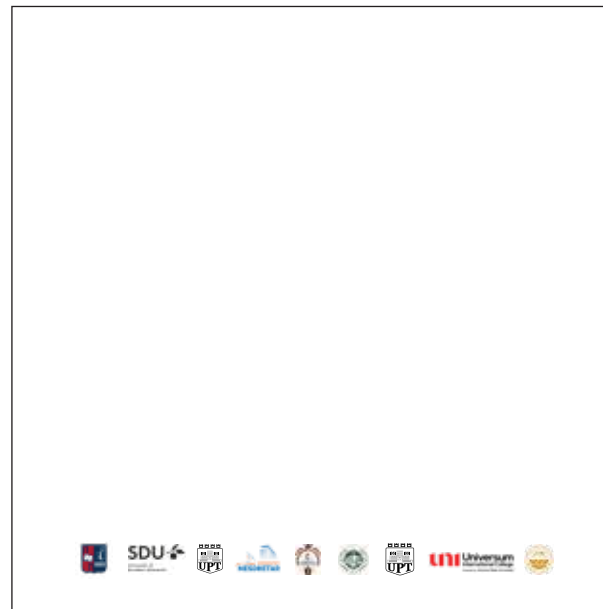
### Primary partner

Principal partner needs to be represented according to their brand guidelines. In our case, when LAIA logo is on left corner, EU logo must be on the right corner. The Way to put in a document the Eu logo is: Flag must be the same length and aligned with letter L of LAIA logo, and in the same position and margins.



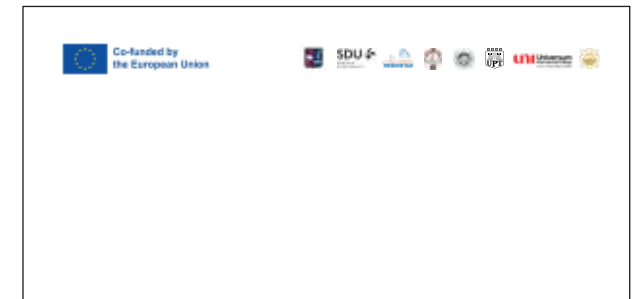
### Secondary partners

Secondary partners need to be represented all together in this particular que. One way to represent them is the lower area of the artwork or document.



### All partners in same row

In this situation, main partner must be on the left side bigger than other secondary partners



## 2.7 Logo Variation

### Logo variations

These are the ways to interpret and apply the logo in official documents, as it is needed.

When used on the right side of the artwork



when used on the center of the artwork



Symbol only



# 2.8 Slogan

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### Slogan

This is the official slogan of the program, delivering a message of unity, that all together we can make great improvement



Laboratory on Artificial Intelligence  
in Albania and Kosovo

————— Logo

**GOING FURTHER** —————

Montserrat Regular

Together —————

Montserrat Light

## 2.9 Application on documents and design

### Designs

The official documents of Laia will be represented as below. For a 3d realistic mockup of documents check the mockups section.

1- Word document

1



2 Power Point document

2



3- Pencil

3

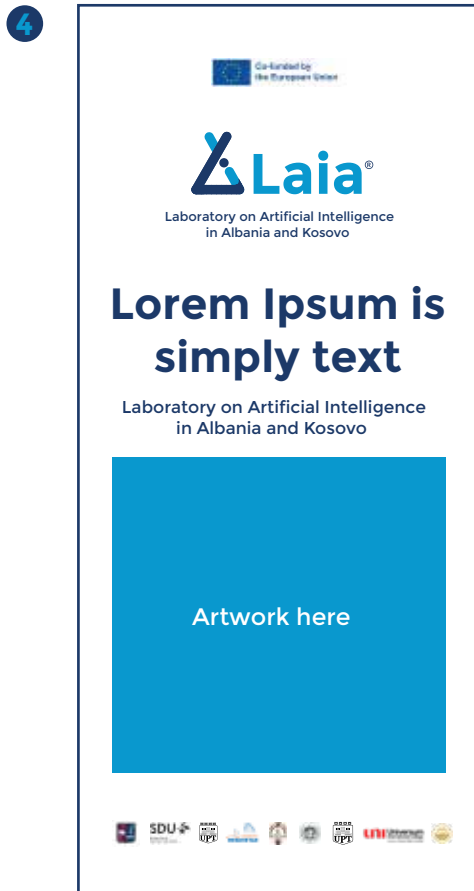


# 2.10 Application on documents and design

## Designs

The official documents of Laia will be represented as below. For a 3d realistic mockup of documents check the mockups section.

4- Rollup



5-Flag



6- Banner







# 03 Colors

## 3.1 Primary Colors

### Cloud Burst

Bold  
Mistique  
Innovative  
Safe  
Strong

### Rich Electric Blue

Fast  
Pace  
Wide  
Smart

### Jet Grey

Helping  
Neutral  
Intelect

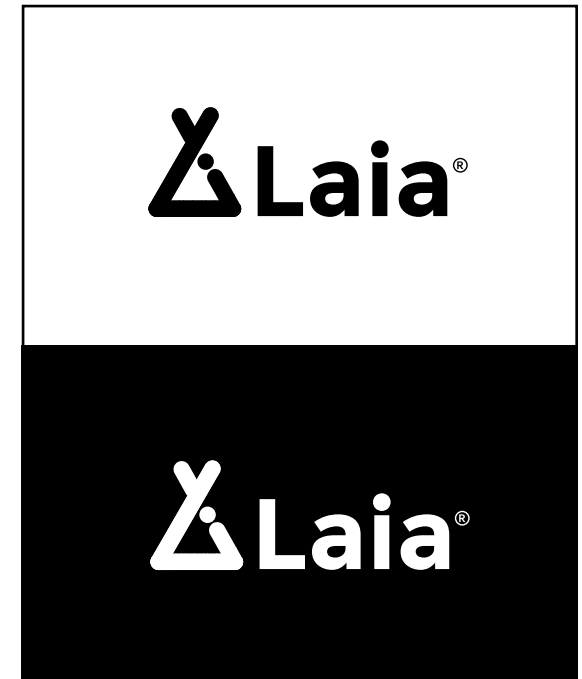
<b>#1b3a68</b>	<b>#0998ce</b>	<b>#66717a</b>	<b>Soft white</b>	<b>White</b>
<b>Cloud Burst</b>	<b>Rich Electric Blue</b>	<b>Jet Grey</b>		
70%	70%	70%		
50%	50%	50%		
30%	30%	30%	<b>#f7f8f8</b>	<b>#000000</b>

## 3.2 Secondary Colors & Monochrometest

### Secondary colors

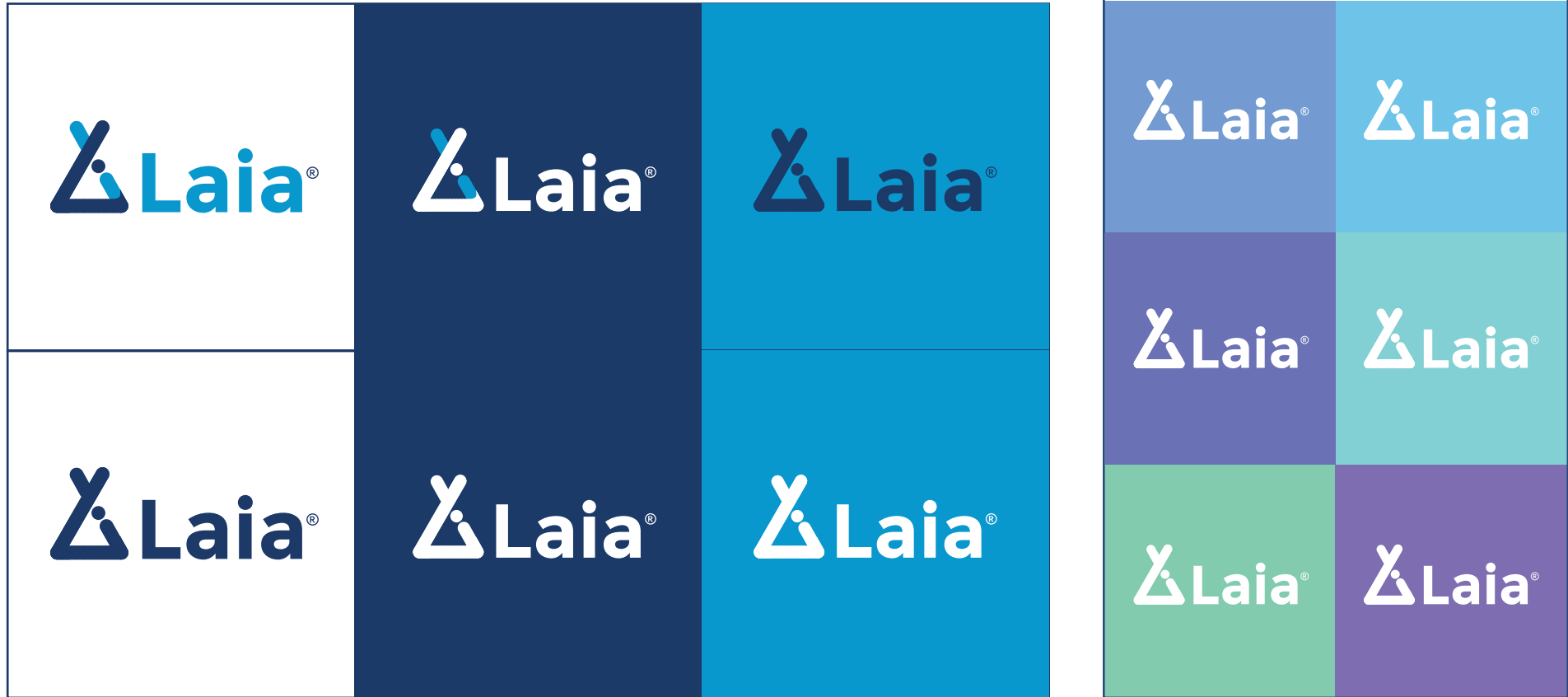
LAIA has a variety of secondary complementary colours to be usable in different situations, and to diversify the visual content.

### Monochrome test



### 3.3 Logo usage in different palletes

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# 04 Fonts

## 4.1 Secondary Colors & Monochrometest

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### Brand Fonts

In this situation, main partner must be on the left side bigger than other secondary partners

**Montserrat**  
**ABCDEFGHIJKLMN OPQR**  
**TUVXYZ**  
**abcdefghijklmno pqr**  
**tuvwxyz**  
**1234567890**

### Secondary Font

In this situation, main partner must be on the left side bigger than other secondary partners

**Arial**  
**ABCDEFGHIJKLMN OPQR**  
**TUVXYZ**  
**abcdefghijklmno pqr**  
**tuvwxyz**  
**1234567890**

# Montserrat

Montserrat Bold

**abcdefghijklmnopqr**

**tuvwxyz**

**ABCDEFGHIJKLMNOPQR**

**TUVXYZ**

Montserrat Normal

abcdefghijklmnopqr

tuvwxyz

ABCDEFGHIJKLMNOPQR

TUVXYZ

Montserrat Light

abcdefghijklmnopqr

tuvwxyz

ABCDEFGHIJKLMNOPQR

TUVXYZ

# Arial

Arial Bold

**abcdefghijklmnopqr**

**tuvwxyz**

**ABCDEFGHIJKLMNOPQR**

**TUVXYZ**

Arial Normal

abcdefghijklmnopqr

tuvwxyz

ABCDEFGHIJKLMNOPQR

TUVXYZ

Arial Narrow

abcdefghijklmnopqr

tuvwxyz

ABCDEFGHIJKLMNOPQR

TUVXYZ

Arial Normal

*abcdefghijklmnopqr*

*tuvwxyz*

*ABCDEFGHIJKLMNOPQR*

*TUVXYZ*

## 4.3 Hierarchy

---

Hierarchy of fonts has a rule that bolder font must be used first for titles and must continue in order with normal and light.

1

**ABCDEFGHIJKLMNOPQR**  
**TUVXYZ**  
**abcdefghijklmnpqr**  
**tuvwxyz**

2

**ABCDEFGHIJKLMNOPQR**  
**TUVXYZ**  
**abcdefghijklmnpqr**  
**tuvwxyz**

3

ABCDEFGHIJKLMNOPQR  
TUVXYZ  
abcdefghijklmnpqr  
tuvwxyz

# GOING FURTHER

## Together

This document presents the Dissemination Plan for LAIA project. It serves as common guidelines and useful information for the communication and exploitation activities partners will and can implement in order to achieve an effective dissemination of the project and its results.

The Dissemination Plan identifies all the relevant channels, audiences, information and content to be disseminated by the project. Moreover, the implementation of this plan will optimize the target group's and relevant stakeholders' engagement, emphasizing the potential benefits that the project can deliver.





05

Do's and  
dонт's

## 5.1 Do's

The global promotional configuration of LAIA can be applied as explained:

1- Use the logo with the symbol and the brand name Laia below it

2- Use only the symbol of the logo

3- Use the logo with the symbol and brand name Laia next to it

4- Use the logo with the symbol, brand name Laia next to it and the full name below the logo

5- Use the logo with the symbol, brand name Laia next to it and the full name on the right of the logo

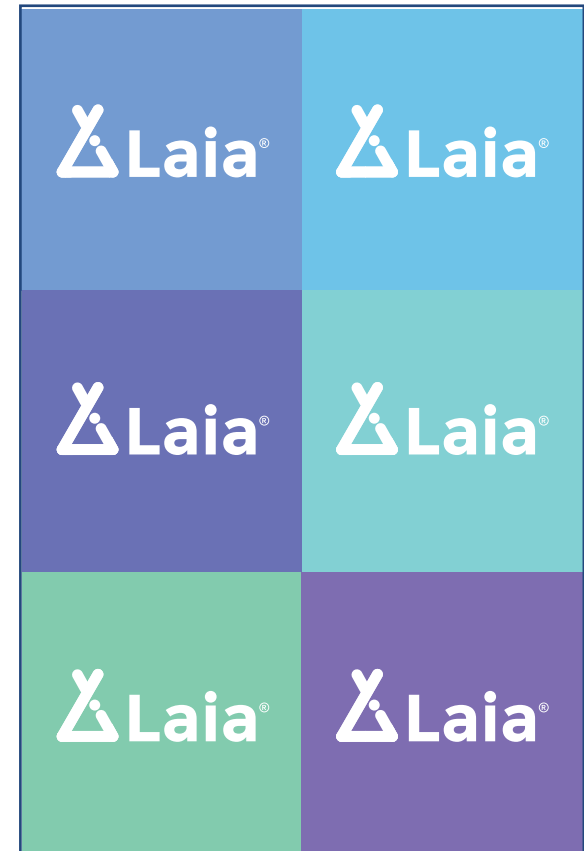


## 5.2 Do's

The global promotional configuration of LAIA can be applied as explained:

1- Use the logo as demonstrated in the primary palettes

2- Use the logo in complementary palettes with the background



## 5.3 Dont's

---

The global promotional configuration of LAIA must not be applied as explained:

1- Dont stretch the logo

2- Dont stretch the logo

3- Dont use Logo below the full name of the project

4- Dont use Logo on the right of the full name of the project



❸ Laboratory on Artificial Intelligence  
in Albania and Kosovo



❹ Laboratory on Artificial Intelligence  
in Albania and Kosovo



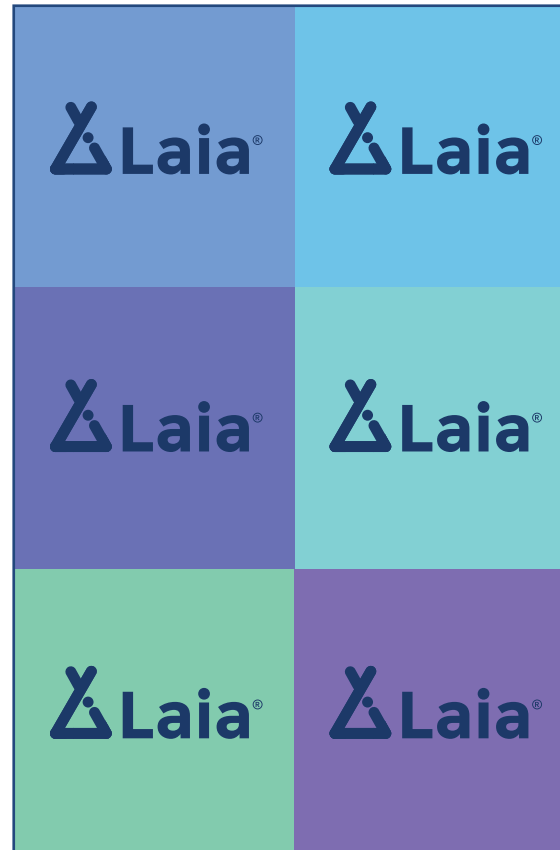
## 5.4 Dont's

The global promotional configuration of LAIA can be applied as explained:

1- Dont mix primary palettes with complementary palettes



2- Dont use dark logo palette on complementary palette



2- No drop shadow





06

Social Media  
& Web

# facebook



The image shows a Facebook profile cover for 'Laia'. The cover is split into two main sections. The left section has a dark blue background with the text 'GOING FURTHER Together' in large, light blue and white letters. Below this text is a row of logos for various partner institutions, including SDU, and a 'Co-funded by the European Union' logo. The right section features a glowing blue brain on a dark circuit board. Below the cover is the profile header for 'Laia', which includes the Laia logo, the name 'Laia' with a verified badge, and the statistics '87K likes · 93K followers'. At the bottom of the profile header are navigation tabs for 'Posts', 'About', 'Photos', and 'Videos', along with a three-dot menu icon.

Co-funded by the European Union

# GOING FURTHER

Together

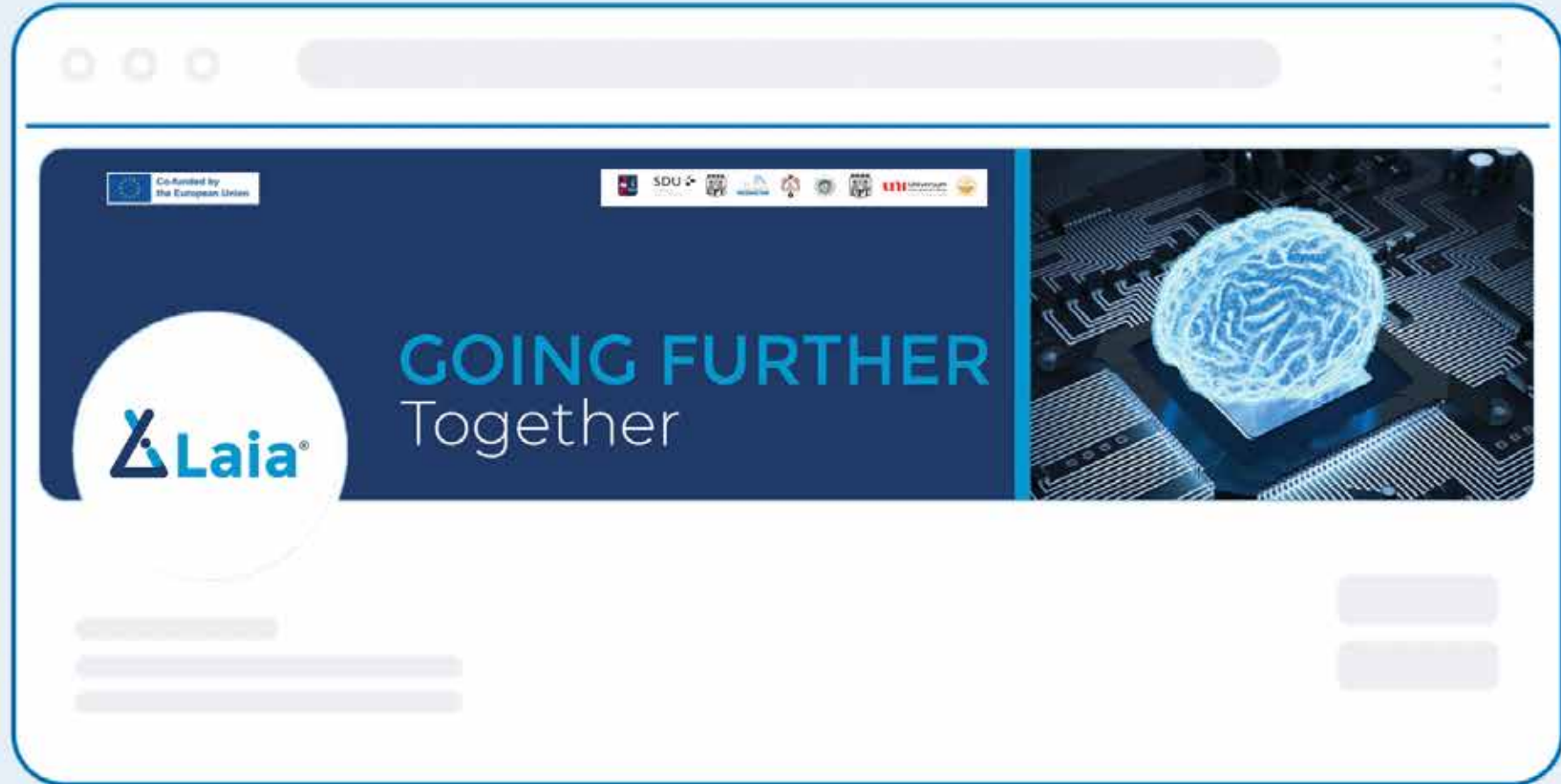
SDU

Laia®

## Laia

87K likes · 93K followers

Posts About Photos Videos





# Instagram



# GOING FURTHER Together



Navigation icons

### Heading style mod tincilaor et dolore and magna quam.



Service 1



Service 2



Service 3



Service 4

#### Heading style mod

To this direction, the project's visual identity will be developed to contribute to the overall perception of the project and its uniform impression. It will include elements that will represent the project in a distinct and consistent way, such as the project's logo, fonts, templates, etc. Below, the key elements and principles of the project's visual identity are being described.

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Apply now



### Heading style mod and magna quam.

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# GOING FURTHER Together



Navigation icons

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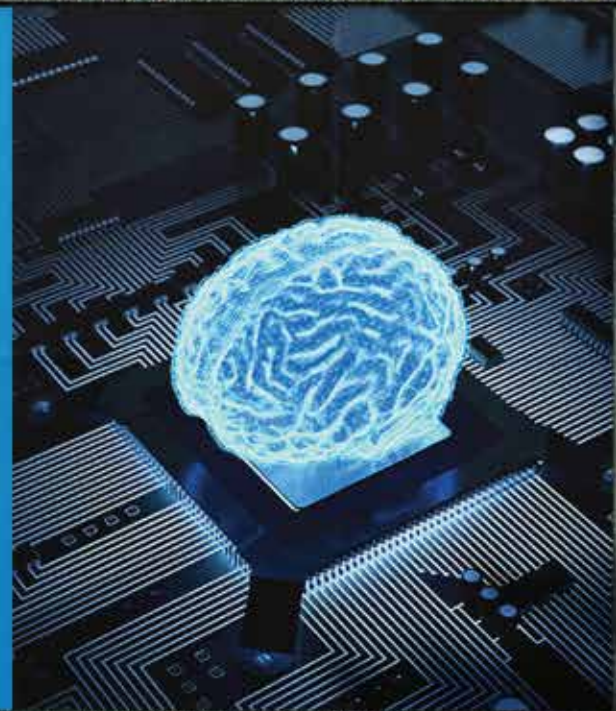
# 07 Mockups





Laboratory on Artificial Intelligence  
in Albania and Kosovo

**GOING FURTHER**  
Together



































Thank You