D28 - Communications toolkit

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PLÁN OBNOVY
ÚRAD PODPREDSEDU VLÁDY SLOVENSKEJ REPUBLIKY PRE PLÁN OBNOVY A ZNALOSTNÚ EKONOMIKU
VAIA VÝSKUMNÁ A INOVAČNÁ AKTIVITA
VÝSKUMNÁ AGENTÚRA

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INTRODUCTION

The project "*Automation of Legal Text Analysis based on Machine* Learning" (hereinafter referred to as "ALTAML") is a key initiative aimed at integrating innovative approaches in the field of data processing and subsequent analysis, specifically in the legal field, which also includes information and communication technology law. The aim of this project is to develop and verify effective methods for the automated analysis of legal texts using machine learning techniques, which specifically includes, for example, the development of tools that assist in the processing and analysis of large amounts of data in the form of various legal documents, or in the extraction of relevant information (attributes) from such documents, including the identification of key terms, references to various other legal regulations, or other attributes. The ALTAML project therefore aims to contribute to a more efficient approach to legal information and to speed up legal processes, thereby ensuring a higher degree of legal certainty and accessibility for professionals and the general public to legal texts, the results of their analysis and, last but not least, relevant legal information.

Effective communication is an integral part of the success of any research or development project, and the ALTAML project is no exception. Clear and direct communication with the public serves to ensure that the knowledge gained within this project reaches the relevant target groups, thereby maximising the usefulness of the project and its benefits for professionals and the general public. Effective communication not only ensures the dissemination of information about the results achieved and the benefits of the project itself, but also raises awareness of its importance and obtains feedback from experts and the public. External communication within the project is therefore an important tool for ensuring the sustainability of the project itself and for transforming the knowledge gained into real applications that will have added value for society as a whole.

The purpose of this document, which contains a set of tools for disseminating research results (hereinafter referred to as the "toolkit"), is to serve as a key operational tool for the effective and consistent dissemination of information about the ALTAML project. Primarily, this toolkit serves as a practical manual for all members of the project team and collaborating entities (UPJŠ, UNIBA, Wolters Kluwer SR s.r.o.), ensuring a consistent visual style and tone of communication to all target groups – from the academic community and legal professionals to the general public and the media. Its main objective is to simplify, accelerate and standardise the work of communicating key messages, ensure maximum visibility of the EU-funded Next GenerationEU/Slovak Recovery and Resilience Plan project, and maximise the reach, impact and successful use of the project results in practice.

The following text of the toolkit presents the visual identity of the ALTAML project and provides basic communication tools and templates to ensure consistency on the part of all partners.

1. VISUAL IDENTITY

The main visual identity of the ALTAML project uses the basic elements of its visual identity, such as the logo, preferred font, colour palette and brochure template. The focus is primarily on the uniformity and consistency of the project's visual identity, thereby preventing fragmentation of the project brand and potential confusion with other existing projects.

Specifically, the project name "*Automation of Legal Text Analysis Based on Machine* Learning" or the abbreviated project name "ALTAML" will be the central element that will always be clearly and sufficiently communicated to the external structure of the company so that the target groups are aware of its existence and progress. The logo distinguishes the project from other initiatives, reflecting the areas of law, artificial intelligence and innovation, and is created from the initial letters of the English translation of the project name: *"Automation of Legal Text Analysis based on Machine Learning*". The project logo is designed to be modern and easily scalable for different types of platforms, while being easy to pronounce and memorable for target groups. The colour palette used on the project website and social networks is based on shades of blue and white, with this choice of colours ensuring clarity in the visualisation. At the same time, the project uses a uniform visual style for graphic elements, with a preference for clear and informative visuals that are relevant to the topics of artificial intelligence, data and law.

The purpose of maintaining consistency in the project vision is to create a sense of unity across all communication channels and relevant materials, including social media posts, templates, blogs and other documents produced by participating entities. All project members ensure the consistency and quality of project communication in accordance with the mission and objectives of the project, and all materials must ensure the appropriate display or visibility of the project's symbol/logo.

The specific use of the brand identity and the consistency of such use is ensured in particular by a graphic manual, which contains rules for the use of the project logo, colours, fonts, layout, and the use of images or photographs. A range of templates is also available for use in presentations, documents, websites, social networks, printed materials and other documents. All interested project members involved in the creation of communication outputs will have access to this manual and will be familiarised with the rules for using the ALTAML project identity and the importance of its visual consistency, including through training and information provided to the entire team involved in communication outputs.

PROJECT LOGO

The ALTAML project logo serves as an immediate visual representation of our work, connecting the worlds of law and artificial intelligence. When using it, it is necessary to strictly adhere to the established rules, which ensure its legibility and uniform visual representation in all communication channels (e.g. website, print, presentations or social networks). Only approved versions of the logo (e.g. colour, black and white, vertical, horizontal) should be used, and care should be taken to maintain the minimum size and protective zone around the logo so that it is not covered by other graphic elements or text. At the same time, it is essential to always ensure that the ALTAML project logo is visually linked to the logos and references to funding from the EU Next GenerationEU/Slovak Republic Recovery and Resilience Plan, in accordance with the approved visibility templates.

Below are **all approved versions** of **the ALTAML project logo** that can be used in all official communication and dissemination materials. These versions include full-colour,

black-and-white and inverted variants. Only these high-resolution files, which are stored in a shared location for the entire project team, are used:

Colour variant



Black variant



White variant



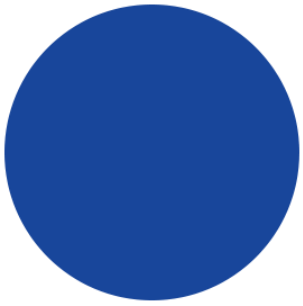
COLOUR SCHEME

The ALTAML project colour palette is designed to visually reflect the combination of trustworthiness and professionalism (blue, black and white colour combination) with innovation and modern technologies (accent colour). Consistent use of defined colour

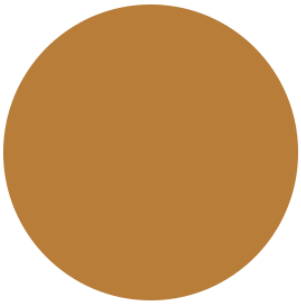
codes in all materials is absolutely essential for building a unified and strong visual identity for the project, which is in line with the visual identity requirements for projects under the Slovak Republic's Recovery and Resilience Plan.

The basic palette consists primarily of colours associated with the field of law and technology. The primary blue colour evokes authority, trust and reliability, which are associated with the legal environment. Neutral white and black serve as the dominant background for text and content, ensuring maximum readability and clarity. In contrast, accent colours (e.g. a more distinctive shade of blue) are used sparingly to highlight key data, calls to action and important graphic elements, visually separating innovation and technical progress from the traditional environment.

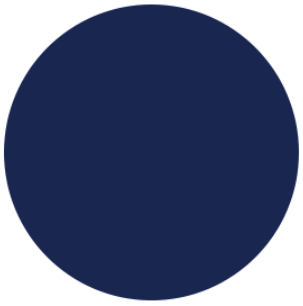
Each team member must use the exact digital colour codes listed below to avoid any discrepancies in colour rendering across different media. This step ensures a professional impression and strengthens the ALTAML brand as a trusted partner in legal technology.



RGB: 32, 68, 129



RGB: 184, 125, 57



RGB: 24, 38, 80

FONTS USED

Consistent typography is just as important as the colour scheme, as it directly affects the readability, clarity and professional impression of all ALTAML project dissemination materials. To ensure uniformity across different platforms (print materials vs. digital environment), we establish a font hierarchy.

The main font of the project is the professional and highly legible **Myriad Pro** package. This font was chosen for its modern sans serif design and wide range of weights (light, regular, bold), which allow for effective and consistent use in all types of materials – from the official website to publications and marketing brochures. To ensure readability and a clear content hierarchy, Myriad Pro Bold/Semi-Bold is used for all headings, titles and key highlights (Call-to-Action), while Myriad Pro Regular is used for the main text content.

In cases where it is not possible to use the licensed Myriad Pro font – for example, when working quickly in non-standard systems or when generating text in third-party systems – the sans serif fonts Arial or Calibri are used as substitutes. These fonts are widely available, ensuring that even in the event of a technical failure, the content remains visually clear and easily legible, thus preventing any disruption to the professional impression.For a

Myriad Pro

Myriad Pro Cond

Myriad Pro Cond Italic

clear understanding of the visual processing of content and optimal use of this font, specific examples of text are provided below, demonstrating different weights (thicknesses) and the use of the Myriad Pro font package in practice. These examples serve as a binding visual standard for anyone preparing any outputs within the ALTAML project:

Myriad Pro Cond Bold
Myriad Pro Cond Bold Italic
Myriad Pro Cond Semibold
Myriad Pro Cond Semibold Italic

2. TEXTS AND MATERIALS PRESENTING THE PROJECT

This section defines **what we say** and **how we say it**, ensuring that every team member presents the ALTAML project in a consistent manner, regardless of the communication channel, while reflecting the main objectives of the dissemination and communication plan.

Presentation texts are the basis of every communication output, whether it is a press release, project website content, presentation or quick interview. To ensure rapid adaptation of content for different target groups – from the academic community and legal professionals to the general public – we define three basic text templates according to the required length.

- The first level is the so-called ***Elevator Pitch***, which is a single concise sentence that should not take longer than 15 seconds to say. This version serves as a quick but effective introduction to the project in an informal setting or as an introductory, catchy sentence for the media, focusing on the essence: **what** ALTAML does and **why** it is a revolutionary project. An example is: "**The ALTAML project is revolutionising the processing and analysis of large legal texts in Slovakia by using machine learning and artificial intelligence to increase efficiency and transparency in the judiciary and advocacy**."
- The second level, ***Short Summary***, is a more extensive version with a length of approximately two to three paragraphs, which takes about 2-3 minutes to read or recite. It is ideal for web descriptions, posts on professional social networks (such as LinkedIn) and introductory slides for presentations. This summary should cover the problem, the solution (AI models) and the specific benefits of the project for Slovakia and its partners. It should always emphasise that the solution developed in collaboration between UPJŠ, UNIBA and Wolters Kluwer SR can automatically analyse, categorise and summarise legal texts, leading to a significant increase in efficiency and improved access to legal information for the public.
- The third level, ***Detailed Description***, is used for official press releases, comprehensive documentation and specialised materials. In this version, it is essential to always fully list all partners and provide the exact wording regarding the financing of the project: "**The ALTAML project is funded by the European Union Next GenerationEU through the Recovery and Resilience Plan of the Slovak Republic under project no. 09I05-03-V02-00049**." Subsequently, the

methodological procedure, specific objectives and detailed plan for achieving results in cooperation with all parties involved should be described in detail.

BROCHURES, POSTERS AND LEAFLETS

Brochures, posters and leaflets are a key tool for the visual and tangible dissemination of information about the project, and despite the current digital age, such tools remain relevant, especially when contacting target groups at events, conferences or within partner organisations. The role of these communication tools is primarily to communicate the key messages and benefits of the project to the public in a concise, visually appealing and effective manner, allowing them to gain insight into the project's activities in this form. Such tools in material form can be distributed physically locally, at member universities, among staff, students, local institutions and other relevant entities, as well as during online events and activities organised on the internet. All elements of the project's communication toolkit will be distributed to all project members so that they are available when needed.

All of the above-mentioned printed materials will be designed in accordance with the visual identity of the project brand to ensure maximum consistency and recognisability of the ALTAML project from other entities. Brochures, posters and leaflets will be updated as necessary during the project to reflect its current results and milestones achieved by the project partners to date.

The content of the brochures will mainly focus on presenting the project, including its name and logo, one or two key messages or project objectives, the project website address along with basic contact information, and a QR code for quick access to online information published on the website.

Below are graphic previews and templates for brochures, posters and leaflets, which must be used as a basis for the creation of all printed outputs:

PPT PRESENTATIONS

PPT presentations are one of the most frequently used tools for disseminating the results and communicating the progress of the ALTAML project, whether at academic conferences, meetings with legal partners or in internal reports. It is essential that all presentations are not only accurate in terms of content, but also visually consistent and professional. Therefore, a binding template has been created to ensure visual consistency in line with the defined identity of the toolkit.

The template contains predefined layouts for title, content, graphic and closing slides, applying the primary colour palette (blue and accent colours) and the Myriad Pro font for all text elements. This minimises the time spent on graphic design and ensures correct formatting. Each presentation must begin with a title slide featuring the ALTAML logo, the joint logos of the partners and the mandatory statement on funding from the EU's Next Generation EU/Slovak Republic Recovery and Resilience Plan. Emphasis is placed on clarity, using a minimum amount of text per slide and visualising data instead of long paragraphs, thereby increasing the level of understanding among the audience.

To ensure the correct interpretation of the visual and content rules, the gallery below provides key examples of slides from the official PPT template for the ALTAML project presentation, which serve as a binding model:

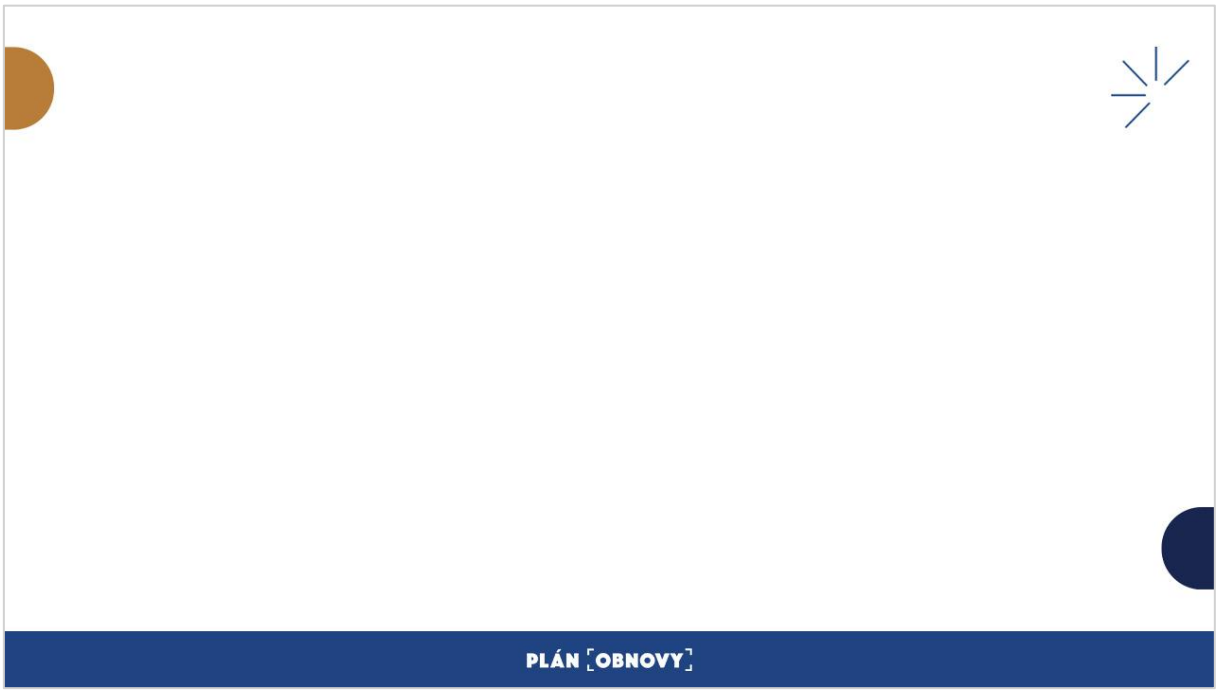
Slide template no. 1:



Slide template no. 2:



Slide template no. 3:



SOCIAL MEDIA POSTS

Communication on the LinkedIn social network and through the official project website is an important pillar of dissemination for ALTAML towards the professional, academic and business spheres. Contributions on social networks must therefore not only be dynamic, but above all valuable in terms of content and visually consistent. Specific post templates have been created to ensure a consistent and professional image for the team.

The primary goal is for each post to serve as a bridge between our scientific results and practical application, while strictly adhering to a professional and factual tone of communication. The contribution should always be accompanied by a visual template (graphic) prepared in accordance with the colour scheme and chosen font style, which immediately attracts attention. The content must be formulated in active language and must always reflect one of the key messages of the project (e.g. artificial intelligence increases transparency, we shorten analysis time, we connect law and data).

When creating the text, it is necessary to pay attention to the structure:

- **an engaging introduction** (the beginning of the post must be the most important part),
- **details of the result/event** (what we did and why it is important),
- **call to action** with a link to the project website/registration form, and
- **use of consistent hashtags** (e.g. #ALTAML, #AIaPravo, #PlánObnovy), which increases reach within the target group on LinkedIn. When publishing on the website, the text of the post can be transformed into a more formal "News" format, while the graphics and main points must remain identical to the LinkedIn version, ensuring multi-channel consistency of information.

To ensure the correct implementation of visual and content rules, specific examples and templates for social media posts are provided below, which serve as a binding model for teams and must be applied in conjunction with graphic templates:

Social media post template no. 1:



Social media post template no. 2:



Social media post template no. 3:



Social media post template no. 4:



Social media post template no. 5:



3. PROJECT TEMPLATES

The creation and implementation of uniform project templates is an important step in ensuring maximum efficiency, consistency and compliance with the visual identity of the ALTAML project in all official written outputs. These templates go beyond promotional materials and touch on the day-to-day management of the project and its formal documentation. Their aim is to standardise the format, reduce the administrative burden on the team and eliminate errors in compliance with the visual identity and mandatory funding information.

Each template is pre-formatted in accordance with the toolkit guidelines, which includes the correct settings for, for example, the Myriad Pro font, the project colour scheme and the exact placement of the ALTAML logo, partner logos and mandatory text on EU funding from Next GenerationEU/the Slovak Republic's Recovery and Resilience Plan. Team members can thus focus their attention primarily on the content of the document, while being confident that the formal aspects meet all defined standards.

The subchapters below define the primary documents and templates available for the ALTAML project. These documents become the binding format for communication, whether it is a formal document, a report for the steering committee, or outputs for partners and the public.

LETTERHEAD

The official letterhead template is the primary format for all formal written communication of the ALTAML project. It is a tool that ensures that all official letters, minutes, formal notifications to partners, authorities or public institutions meet professional and visual standards and, above all, properly meet visibility requirements. The use of this template is mandatory for all documents leaving the project team and intended for external entities.

This template is preset in the primary font package Myriad Pro and strictly applies the defined colour scheme of the project. It ensures the correct placement of all mandatory elements:

- **the ALTAML logo** must be placed in the header, together with the logos of all project partners (UPJŠ, UNIBA, Wolters Kluwer SR s.r.o.),
- the header must also include a mandatory statement about **funding from the EU Next Generation EU/Slovak Republic Recovery and Resilience Plan**,
- important contact information (**address** and **website of the project: https://altaml.upjs.sk/**) is fixed in the footer of the document, ensuring that the recipient has immediate access to key contact details.

COVER LETTER

The cover letter is a template designed for proactive external communication with new potential partners, the media, key stakeholders and academic institutions. Its main purpose is to present the ALTAML project, its mission, key partners and brief contribution in a clear and formal written form. This template is designed to maximise the effect of the first impression and immediately communicate the professionalism and innovativeness of the project. Using this template ensures that even if the letter is written by different team members, the key messages of the ALTAML project remain consistent, thus building uniform and credible external communication.

The template is designed to include all mandatory visual elements (logos, funding) at the top, in line with the letterhead. However, in terms of content, it standardises three key elements that must be retained but adapted to the specific recipient:

- **a** clear and concise **presentation of the project**,
- **identification of the benefits** for the specific recipient (e.g. for an academic: potential for research collaboration; for the media: a topic with potential for the public; for a law firm: increased work efficiency), and
- **a** specific **call to action**, such as an invitation to a meeting, workshop or website visit.

OUTPUT DOCUMENT

The template for project outputs defines the binding format for final documents that are officially submitted to the managing authority, partners and the scientific community. The purpose of this template is to ensure that every official output – whether it is a technical report, methodology, expert study or final report on results – is visually and formally 100% consistent and complies with the rules on visibility and transparency of funding.

This comprehensive template is not just about the header, but about the entire document layout. It contains preset styles for headings, subheadings, citations and lists, ensuring that even extensive technical texts are clear and easy to read. The use of this template is strictly mandatory for all official outputs of the ALTAML project, minimising the risk of formal errors in the final reporting and maximising the professional impression of the team's work results.

A key part of the template is **the cover page**, which must include **the full title of the output**, **the date of submission**, **the names of the authors**, and a mandatory section **on project and funding identification with the exact text on support from the EU's Next Generation EU/Slovak Republic Recovery and Resilience Plan, as well as the logos of all partners**.

POLICY REPORT

The template for the policy report is a specialised dissemination tool designed to translate the complex scientific and technical results of the ALTAML project into a clear and directly applicable format for key policy makers, government officials and high-level stakeholders in the Slovak judiciary and legislature. While regular reports provide information, the policy brief aims to directly influence decision-making and accelerate the implementation of project findings into real practice. Therefore, this document must be action-oriented and relevant.

Using this template ensures that communication with the highest levels of decision-making is effective, credible and formally correct, while always ensuring the correct identification of the project and funding from the EU's Next Generation EU/Recovery and Resilience Plan for the Slovak Republic. The policy brief is thus a tool for achieving ALTAML's strategic ambitions in the area of political dialogue and lasting influence on the digital transformation of the legal environment.

This type of template is designed for brevity and high visual clarity, usually not exceeding four pages. The policy brief must visually use the defined colour scheme and Myriad Pro font, with an emphasis on graphs, tables and highlighted data that support the proposed recommendations.

The format strictly requires sections such as:

- **an executive summary** that immediately communicates the main message,
- a section **defining the problem**,
- a section **describing the key findings** of the ALTAML project, and
- **a recommendations** section.

PRESS RELEASE

A press release template is an essential tool for professional and controlled communication with the media and the public. A press release is primarily intended to announce key milestones of the ALTAML project, significant results, important events (e.g. launch of testing, conferences) or the conclusion of important partnerships. The aim of a press release is to ensure that the media receive information that is accurate, factual and consistent with our key messages.

Using this template ensures that communications are not only visually consistent but also formally standardised, which greatly simplifies the work of journalists and increases the effectiveness of media dissemination.

This template is structured to meet journalistic standards and maximise the likelihood of publication. It must always include:

- **a distinctive and eye-catching headline** that immediately grabs attention and captures the main message,
- **the location and date**,
- **an introductory paragraph** that covers the essence of the story (who, what, where, when, why),
- **the body of the news story**, which elaborates on the details and provides context,
- **quotes** from a key person (partner representative or project manager) who adds credibility and a human dimension to the news item,
- a **concluding information block** consisting of a brief text about the ALTAML project and a mandatory block about the financing of the ALTAML project, and

- **media contacts**, such as the name, telephone number and email address of the person responsible for press relations or a link to the main project website.

VIRTUAL BACKGROUND

At a time when much of the communication is moving online – whether it be formal meetings with partners or webinars for the public – the virtual background is a tool for ensuring a consistent visual presentation of the ALTAML project. The virtual background serves as an instant and undemanding business card for the team. It not only ensures a professional and uniform appearance during online meetings, but also fulfils the obligation of visibility and dissemination.

A virtual background template has been created that is optimised for the most commonly used platforms (such as Zoom, Google Meet, MS Teams). The background is designed with an emphasis on minimalism and readability, using the primary blue colour of the project and the Myriad Pro font. The ALTAML logo or slogan is discreetly placed in the background, and it is mandatory to include simplified information about EU funding from Next Generation EU/the Slovak Republic's Recovery and Resilience Plan.

The use of the official virtual background is strongly recommended for all team members in any external communication (webinars, presentations or interviews) and is mandatory for official meetings and events that are part of the dissemination plan. This step strengthens the ALTAML brand and ensures that the project is presented as a professional and unified whole, regardless of the physical location of the spokesperson.

REGISTRATION FORM

The registration form template is a tool for the effective management and organisation of all dissemination events organised by the ALTAML project, whether workshops, webinars, seminars for lawyers or academic conferences. A properly designed registration form ensures that we obtain not only the number of participants, but also relevant demographic and contact information about the target groups, which is essential for subsequent impact evaluation and targeted communication (e.g., sending follow-up materials, building a contact database, etc.).

Using this standardised template ensures that data collected from different events is comparable and usable for reporting, thereby increasing the transparency and measurability of the project's dissemination activities.

This template must be optimised for digital platforms (such as Google Forms, SurveyMonkey, online tools on the main project website) and must be designed to be as user-friendly as possible and in compliance with the GDPR. In terms of content, each form must include:

- **mandatory visual elements** such as the ALTAML logo and a clear reference to the project's funding,
- **key information about the event**, namely the name, date, location/link (with a definition of the target group),
- **basic information about the participant**, namely their first name, surname, e-mail (primary contact),
- **targeted questions** (for statistics), such as organisation/institution, job position/focus (e.g. lawyer, academic, student), which will enable the measurement of dissemination within defined target groups, and
- **consent to the processing of personal data,** as the registration form must include a link to the privacy policy and a space where participants confirm

their consent to the processing of their personal data for the purposes of the project and its reporting.

ATTENDANCE LIST

The attendance list is an essential administrative and auditing tool for all physical and virtual events organised by the ALTAML project (e.g. workshops, meetings or seminars). Its main purpose is to formally verify and document the participation of stakeholders and target groups, which is beneficial for the process of monitoring, evaluating and ultimately reporting dissemination activities to the managing authority. The attendance list is direct evidence of the implementation of the dissemination plan.

The use of a standardised attendance sheet ensures that all collected participation data is uniform, verifiable and meets audit and reporting requirements, thereby reducing administrative risk and streamlining the project impact assessment process.

This template must be designed with an emphasis on simplicity, readability and ease of archiving. In terms of content, the attendance list must meet the following criteria:

- **event header**, clearly stating the name of the event, date and location (or platform, in the case of a virtual event)
- **mandatory visual elements**, specifically ensuring the correct placement of the ALTAML logo and the funding logo (EU Next Generation EU/Slovak Republic Recovery and Resilience Plan),
- **collection of key data**, which must include columns for first and last name, name of institution/organisation, email contact (for follow-up communication) and signature collection (or digital confirmation in the case of virtual documents),
- **consent to the processing of personal data**, as the attendance list must include a reference to the privacy policy and a space where participants confirm their consent to the processing of their personal data for the purposes of the project and its reporting.