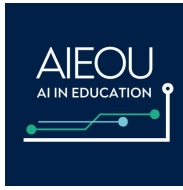


# Artificial Intelligence in Education at Oxford University (AIEOU) Collaborator Branding Guidelines

December 2024 (updated January 2025)





## Introduction

A new hub has launched, based at the Department of Education at the University of Oxford, which will promote a research-informed and ethical approach to Artificial Intelligence (AI) in Education.

Led by Dr Sara Ratner, Professor Elizabeth Wonnacott and Professor Rebecca Williams, the AI in Education at Oxford University (AIEOU) hub will look to support the diverse needs of the global educational landscape through collaboration and knowledge exchange.

AIEOU has launched thanks to an award from the [Social Sciences Division](#) at the University of Oxford.

The hub officially launched on 1<sup>st</sup> December 2024 and initial funding runs until June 2026.

## Context and aims

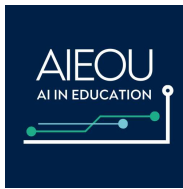
AIEOU is an interdisciplinary hub which works across the four pillars of design, regulation, implementation and impact. Researchers at the University of Oxford will collaborate and convene (online and in person) with expert partners and key stakeholders from all regions of the world to establish a shared research agenda and co-create a use case for artificial intelligence in education (AIED).

The objectives of the hub are:

- To catalyse the establishment of an interdisciplinary community invested in the ethical and responsible use of AI in Education.
- To further interdisciplinary research to understand the potential impacts of AI in Education on teachers and learners.
- To create and collaborate with stakeholders on the production of research-informed outputs for a variety of audiences, including educators and the public.
- To provide for meaningful knowledge exchange between stakeholders to facilitate interdisciplinary and international collaboration resulting in AIED research projects that support best practice in teaching and learning.

The hub has established an initial network of collaborators including academics from across the University alongside academic peers, educators, learners, foundations, governments and industry stakeholders from around the world who are all committed to safely and responsibly leveraging the potential of AIED.

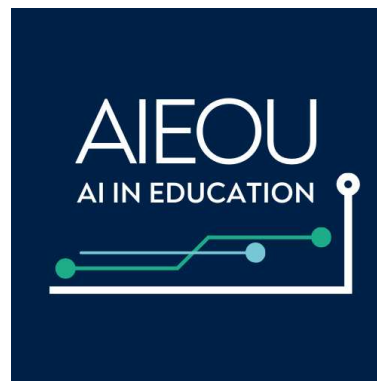
These guidelines aim to set out how branding can be used for the hub by official collaborators of the project.



## The logo

A brand new logo has been designed to represent the AIEOU Hub as a collaborative entity. The logo should be used on its own and not directly next to any collaborator, or other, logo.

Logos are available in PNG and JPG format. There is a square and a circle version and also a version with a white background.



## Branding and ways of working

The following needs to be adhered to by all collaborators on the project:

- Collaborators can use branding assets distributed by the project leads but these must not be adapted or changed.
- Collaborators must not use branding assets to infer they are working for the Department of Education or the University of Oxford.
- Any additional use of the AIEOU logo, other than that which is sent out by the project leads, is subject to written approval from the Department of Education. Permission must be requested before anything is published.
- The AIEOU hub must never be used to promote or directly sell products.
- It is important that there is always segregation between any commercial element of a collaborator business and the research itself.
- Communications cannot be used on pages, posts, videos or audio tracks which directly sell products.
- The AIEOU logo should only be used when talking about the research and work which is taking place as part of the hub.
- Collaborators will be given designs, such as for social media and copy for communications, where possible which can be used when referencing the collaboration.



- Collaborators can reference the research and hub being based at the Department of Education at the University of Oxford as long as it is clear this relates specifically to AIEOU and it isn't inferred that there are further collaborations with the Department.
- When referencing the Department, the AIEOU hub must always be explicitly referenced in the same piece of communications.
- When posting on social media, collaborators should tag the Department in and, where possible the PI and Co-Is. Please see tags below.
- Collaborators must not add the hub to LinkedIn as a new position.
- All communications must state that they are a collaborator.
- Guidelines must be adhered to on internal communications as well as external communications.
- You must not use the Department of Education or University of Oxford logos to advertise the AIEOU hub.
- The AIEOU logo must be placed away from any additional logos.
- If collaborators want to apply for awards on behalf of the project, and using our branding, this needs prior agreement by the Department of Education beforehand.
- The tone of voice for the project should be friendly, welcoming and informative.
- The colour palette for the project can be shared on request and can only be used in accordance with this document.
- The AIEOU branding should only be used by collaborators while the hub is active.
- Calls to action for more information, should be directed to the project website: <https://aieou.web.ox.ac.uk/>
- Any potential media work must be discussed and planned with the communications team – collaborators must not approach the media regarding the AIEOU hub or its work. The hub should not be added to collaborator's email signatures.

### Social Media tags:

#### LinkedIn

[Department of Education | LinkedIn](#)

[Rebecca Williams | LinkedIn](#)

[Sara Ratner | LinkedIn](#)

#### X

Department of Education - [@OxfordDeptofEd](#)

Professor Elizabeth Wonnacott - [@lizwonna](#)

Dr Sara Ratner - [@saratner](#)

#### Instagram

Department of Education - <https://www.instagram.com/oxforddeptofed/>

Dr Sara Ratner - [https://www.instagram.com/sara\\_r\\_ox2](https://www.instagram.com/sara_r_ox2)

#### Bluesky

Dr Sara Ratner - [@saratner.bsky.social](#)

For more information on branding, or to request anything from the above, please contact [communications@education.ox.ac.uk](mailto:communications@education.ox.ac.uk).