AI COMMUNITY DAYS

Organizer Handbook

Everything you need to run an AI Community Day in your city under the AICD name — how to use the brand, the conduct standard you are responsible for upholding, and what sponsors are owed once they have paid.

Three parts For confirmed city organizers Questions: info@aicommunitydays.ai

1 Brand kit 2 Code of Conduct 3 Sponsor guidelines

1 Brand kit

Run every poster, slide and social card past this section. The point is that an attendee in Cebu and an attendee in Tunis recognise the same event.

The gradient is the brand

Blue → purple → pink. It runs through the whole site and it is the one asset already recognisable as AICD. Treat it as the identity, not as decoration: it belongs on the logo, on a rule, on one accent — not washed across a whole poster.



`linear-gradient(90deg, #2563eb 0%, #9333ea 50%, #db2777 100%)`

Signal blue
`#2563eb · blue-600`
5.17:1 on white

Core purple
`#9333ea · purple-600`
5.38:1 on white

Community pink
`#db2777 · pink-600`
4.60:1 on white — weakest

TWO COLOUR RULES THAT GET BROKEN MOST

Pink clears the accessibility floor for body text by a hair. Never set it on a tinted background, and never below 14px.

On dark grounds, step the gradient up two weights — `blue-400 → purple-400 → pink-400`. The 600 stops go muddy against near-black. This page does exactly that in dark mode.

The logo

The **wordmark is the primary logo** — it is what the site header shows and the default choice wherever the name appears. The mark, a letter **A** drawn as a three-node graph, is reserved for square contexts where there is no room for the word: the favicon, an app icon, a social avatar.

Do not set the mark beside the wordmark in ordinary use. It spells the letter the word already begins with, and the two together read as a stutter at small sizes.



The mark — square contexts only



Lockup — documents and print



One-colour, for print and photos

Which file to use

WHEN YOU NEED IT FOR	USE
Default — web header, slide corner, email signature	`aicd-wordmark.svg`
App icon, favicon, social avatar	`aicd-icon-tile.svg`
Square crops — badges, stickers, profile images	`aicd-mark.svg`
Documents and print, where the mark appears nowhere else	`aicd-logo-horizontal.svg`
First contact — sponsor letters, press, visa letters	`aicd-logo-full.svg`

Every file ships in gradient, white and ink. Prefer SVG wherever it is accepted; reach for PNG when SVG is refused, and JPG only when the destination also rejects transparency. Printers almost always want the SVG — send it and let them handle conversion.

Space and size

- **Clear space** — keep a margin equal to half the mark's height on every side. Nothing crosses it: no type, no rules, no photo edges, no sponsor logos.
- **Minimum sizes** — mark alone never below 16px; horizontal lockup 96px wide; full-name lockup 180px. Under the floor the crossbar closes up and the mark reads as a solid triangle.
- **Over photography** — use the one-colour lockup. White on anything darker than mid-grey, ink on anything lighter. The gradient needs a flat, quiet ground.

Never

- ✕ Recolour outside the three stops — no city palette, no sponsor's colours.
- ✕ Rotate, tilt, or add a shadow, outline, or bevel.

- ✕ Stretch it. Scale both axes together, always.
- ✕ Put the gradient wordmark on a mid-tone photo.
- ✕ Rebuild the wordmark by typing "AICD" in a font picker. Use the file.
- ✕ Set the mark next to the wordmark in ordinary use — the site header carries the wordmark alone.
- ✕ Lock the AICD mark to your own city logo as one combined graphic. Place them side by side with clear space between.

Typography

Inter, one family. The wordmark is 800 weight at -0.03em tracking — that is a specification, not a suggestion. For everything else: tighten tracking as size grows, -0.02em from 24px and -0.035em above 44px. Inter loosens optically at display sizes if you leave it alone.

Never set the gradient below 20px. Thin strokes through three hues turn to mud; small type takes a single solid stop instead.

2 Code of Conduct

AICD events are free, open and run by volunteers. That only works if everyone can count on being treated well. As organizer you are not just bound by this — you are responsible for enforcing it at your event.

Where it applies

Every AICD event and every space attached to one: the venue and its common areas, talks, workshops, and hallway track; social events before and after; sponsor booths; and all online spaces — chat channels, event pages, and social accounts carrying the AICD name.

It binds everyone equally: attendees, speakers, sponsors, volunteers, venue staff, and organizers. Being on the programme or paying for a booth earns no exemption.

What we expect

- Treat everyone as a colleague, whatever their experience level. Someone attending their first AI event is exactly who these days exist for.
- Assume competence. Beginner questions are not an invitation to condescend.
- Disagree about ideas, not people. Technical argument is welcome; personal attack is not.
- Accept correction gracefully, including in public.
- Respect the word "no", and the physical space around people.
- Ask before photographing someone, and stop if asked.

What is not acceptable

- Harassment or demeaning comments related to gender, gender identity or expression, sexual orientation, disability, physical appearance, body size, race, ethnicity, nationality, immigration status, religion, or age.
- Sexual language or imagery in talks, slides, booths, or swag.
- Unwelcome sexual attention, or continued one-on-one contact after a request to stop.
- Deliberate intimidation, stalking, or following.
- Sustained disruption of a talk or session.
- Photography or recording of someone who has declined.
- Publishing someone's private information, or a report made under this code, without their explicit permission.

- Advocating for or encouraging any of the above.

Being intoxicated, joking, or "just testing the model" excuses none of it.

Reporting

> THE REPORTING ROUTE
>
> Reports go to **info@aicommunitydays.ai**, and the same code is published at aicommunitydays.ai/code-of-conduct for you to link from your event page.
>
> In your own city, name at least two people who read reports — one of whom is not the lead organizer, so there is a route that does not run through the person a report might be about.

Anyone can report: the person affected, or a bystander. Reports can be made in person to any organizer, or in writing. You do not need to be certain a rule was broken to raise it — that judgement is not the reporter's job.

At your event, make the reporting route findable without asking: on the event page, on a slide before the first talk, and on the badge or a poster near registration. A code nobody can act on is decoration.

What happens after a report

1. **Safety first.** If someone is in immediate danger, contact local emergency services before anything else.
2. **Acknowledge quickly** — same day at an event, within 48 hours otherwise.
3. **Listen without cross-examining.** Take an account; do not ask the reporter to prove it or to confront the other person.
4. **Decide and act** using the ladder below. Two organizers should agree where possible; anyone named in a report steps out of the decision entirely.
5. **Tell the reporter what was done.** Not the internal deliberation — the outcome.
6. **Record it** briefly and privately, and tell the AICD core team if the outcome was a removal or a ban.

Keep reports confidential. Share them only with the people deciding the response, and never publish a reporter's identity.

Enforcement

RESPONSE	WHEN
Private word	A first, likely unintended lapse. Name the behaviour and what to do instead.
Formal warning	Repeat behaviour, or a first incident serious enough to have made someone uncomfortable. Conditions are stated explicitly.
Removal from a session or space	Behaviour continues after a warning, or is disrupting a session now.
Removal from the event, no refund	Harassment, intimidation, or refusal to comply. Applies to speakers and sponsors too — a paid booth is not protection.
Ban from future AICD events	Severe or repeated violations. Decided with the AICD core team, not by one city alone.

You may skip steps. A serious first incident goes straight to removal — the ladder is a guide to proportionality, not a sequence anyone is entitled to walk through.

What you must do as organizer

- **Before** — publish this code on your event page and link it from every ticket confirmation. Brief your volunteers on the reporting route. Send speakers and sponsors the code with their confirmation.
- **During** — state the code and the reporting route from the stage before the first talk. Keep at least one named contact reachable all day.
- **After** — report any incident that reached a warning or beyond to the AICD core team, so a pattern across cities is visible to someone.

3 Sponsor guidelines

Sponsors fund the venue, the coffee and the streaming. Everything below is what they have bought — deliver it exactly, and nothing beyond it without asking.

Tiers

BENEFIT	BRONZE	SILVER	GOLD
Price per event	**$600**	**$1,200**	**$1,800**
Promoted on website, social media and pre-event mail	Yes	Yes	Yes
Logo on speaker slide decks	Yes	Yes	Yes
Sponsored giveaway to a random attendee	Yes	Yes	Yes
Booth at the event	—	Yes	Yes
Speaking opportunity — brand or case study	—	—	Yes
Sponsor video on AICD social channels	—	—	Yes

These are the defaults. Prices are set per event and can be adjusted for your city's market — agree any change with the core team before quoting it, so two cities never quote wildly different numbers to the same company.

> WORTH KNOWING WHEN YOU PITCH
>
> Bronze and Silver differ by exactly one thing — the booth — for a $600 step. If a prospect balks at Silver, the honest pitch is "this buys you a table and staff in the room", not a longer feature list. Gold is where the ladder actually widens.

What you owe a sponsor

- **Logo up within 5 working days** of payment clearing — event page first, then the social announcement.
- **Correct tier placement.** Gold above Silver above Bronze, sized in that order. Never show a lower tier larger because you have a nicer file for it.

- **The speaker deck slide** circulated to every speaker at least a week before the event, with the sponsor logos already placed.
- **A booth that works** — table, chairs, power, and reachable wifi. Confirm these with the venue before you sell a Silver.
- **A short wrap-up after the event**: attendance, a few photos showing their branding in place, and the giveaway winner. This is what gets them to renew.

What sponsors may not do

- ✗ Collect or keep attendee contact details without the attendee handing them over knowingly. No badge scanning without consent, and no attendee list — ever, at any tier.
- ✗ Use the AICD logo to imply AICD endorses their product. They sponsor the event; the event does not endorse them.
- ✗ Present a sales pitch in a speaking slot booked as a case study. Gold buys a talk, not an advert.
- ✗ Approach attendees away from their booth, or block a walkway to intercept people.
- ✗ Bring swag or booth graphics carrying sexualised imagery, or staff a booth with hired models rather than people who work there.
- ✗ Opt out of the Code of Conduct. It applies at booths in full.

If a sponsor breaks these, treat it as a conduct matter: raise it with them at the event, and tell the core team. A sponsor can be removed from an event, and a refund is not automatic.

Handling sponsor logos

- Ask for **SVG or EPS**. A logo pulled off a website will look broken beside vector artwork on a projector.
- Get the one-colour version too — you will need it for a dark slide or a printed banner.
- Never recolour, crop, or place a sponsor's logo on a busy photo. Extend them the same care this handbook asks for the AICD mark.
- Ask which legal entity name to use in writing. "Acme" and "Acme Technologies Inc." are not interchangeable on an invoice or a visa letter.

Money

Sponsorship is invoiced through AICD, not into a personal account. Send the sponsor's billing details and agreed tier to the core team and let the invoice come from there. This protects you: it keeps event money out of your name, and gives the sponsor the paperwork their finance team needs.

Deliver nothing before payment clears. A logo on the site is very hard to take back down once a company has screenshotted it.

Questions, or something here that does not match reality in your city — info@aicommunitydays.ai. This handbook is meant to be corrected as cities find its gaps.