

How to display the EU icons?

Check section 2 of the Code of Practice on marking and labelling of AI-generated content for the detailed placement specifications that signatories commit to implement. For further guidance, contact the [AI Act Service Desk](#).

Below you can find a summary, not a complete overview, of the rules to display the icons:

- The icon should be clearly perceivable and distinguishable at the latest at the time of first exposure of a natural person to the deep fake or published text.
- The icon should be placed where no intervening overlay elements exist.
- The icon should be directly embedded into the deep fake or published text (except for creative works), unless equivalent alternatives are available such as a user interface overlay. The icon must be visible when content is reshared or downloaded.

Users of the icon are encouraged to implement accessibility measures:

- The icon should be in a clearly visible size.
- Any accompanying label should use plain language and avoid jargon, confusing wording and abbreviations other than “AI”.
- If possible, the icon should be readable by assistive technologies using alt text or ARIA labels indicating that the content is AI-generated or manipulated.
- If the disclosure appears for a limited time, it should remain visible long enough to be read and understood by users with cognitive or processing difficulties.
- If additional information is provided through a second interactive layer, the icon should clearly indicate that further information is available and the second layer content shall be navigable using assistive technologies.

Licence

These icons are made publicly available for everyone to use freely, without the need for attribution to the Commission or the AI Office. However, signatories of the code of practice should use the icon in accordance with its placement specifications. Usage of these icons by non-signatories of the code should not be construed as signaling of their adherence to the code.