

AI Guidelines

Why We Are Creating These Guidelines

Headlines over the past two years have been dominated by AI. Many companies are integrating it into their services and offerings, and more people are using it in their work and day-to-day lives. As this emerging technology becomes more embedded in our work, CEC seeks to set out guidelines for AI use to ensure high-quality results that reflect CEC's brand and prestige.

Accuracy

Generative AI, like ChatGPT, Claude, and Gemini, has been known to “hallucinate,” or create false or misleading information. Even when all the necessary elements are presented, there is always a possibility that this information will be ignored and replaced. Ensure that all your generated items contain accurate and correct information.

Brand

AI can create very close approximations of brand elements, like logos and fonts. However, there is a high likelihood that these elements will be altered or obscured. When creating something that uses CEC branding, ensure you include the logo and add instructions not to alter it. Alternatively, you can instruct AI to leave a space to put the logo in yourself, ensuring that it is correct and unaltered.

Images and Graphics

AI is becoming increasingly sophisticated when generating images and graphics. However, a common error that many have seen is that it does not necessarily know what things should and should not look like. For example, you will see people with extra fingers or limbs, hands appearing out of nowhere, floating buildings, and so on. Ensure that any images and graphics generated are realistic, have the proper items in the proper places, and don't defy the laws of physics.

Accessibility

As an organization that serves individuals with disabilities and/or gifts and talents, we must prioritize accessibility in all our content. When using AI, make sure the end products are accessible to a wide range of audiences. This means ensuring that the color contrast does not create barriers for those with visual impairments, that any text is clear and easily readable, and that alternative text is provided when uploading the image or graphic.

Copyright

When using AI, there are a few considerations to keep in mind in regard to copyright. AI is trained on massive amounts of information, including copyrighted assets, meaning that it may generate products that infringe on others' copyright. It is important to keep in mind that AI-generated materials cannot be copyrighted, as the U.S. Copyright Office requires that copyrights be granted only to human-authored works. When using generative AI, ensure that you are not stealing or misusing others' work and that you are not creating items you hope to copyright.

Privacy

When entering information into any AI platform, consider that this information may not be secure or anonymized, unless it is a platform built specifically with those protections. Be extremely cautious when entering any sensitive information, including but not limited to pictures, resumes, medical information, personal information, or information belonging to others. When in doubt, keep it away from AI platforms.

Quality

As AI becomes more ubiquitous, it is becoming easier to see patterns and hallmarks of AI use in text, images, and graphics. When using AI, ensure that you create high-quality, error-free products that are not overly generic or derivative of other concepts.

Checklist

- ☐ Is all the information accurate and correct?
- ☐ Does the CEC logo appear correctly?
- ☐ Is it reflective of CEC's brand?
- ☐ Are the images/graphics generated realistic?
- ☐ Is it accessible?
- ☐ Does it infringe on any copyrighted material?
- ☐ Is it high-quality?