



Use of Artificial Intelligence (AI) Generated Visuals and Content in CU Medicine Branding, Marketing and Communications

Overview

These guidelines have been developed to guide the ethical, effective and brand-aligned use of generative AI tools in marketing and communications at CU Medicine. All AI-generated content – whether text, images or visuals – must follow all established CU Medicine policies as well as CU Medicine brand standards.

Given the evolving legal landscape around AI, including copyright and intellectual property concerns and the lack of judicial guidance or regulation on these topics, users are advised to carefully consider their use of AI technologies.

These guidelines will be periodically updated to reflect new thinking and changes in AI offerings.

Core Principles

- All materials generated using AI tools must be carefully reviewed, approved, edited and overseen by a human.
- All AI results must be fact checked and confirmed.
- AI-generated images, music, audio and video—even if used to add objects to assets CU Medicine owns—are prohibited in all final communications and can only be used for brainstorming.
- Monitor for and mitigate bias in AI outputs. Avoid using AI in ways that could misrepresent or harm others.
- Never input PII, PHI, confidential data or proprietary assets into AI platforms.

Appropriate Uses of AI for Marketing and Communications

- Ideation and drafting of marketing copy, headlines or social media posts (with human review and final editing)
- Brainstorming creative concepts or campaign ideas
- Editing of original images (e.g., color, composition, exposure, etc.) and the removal—not addition—of objects in an image for which we own the intellectual property (e.g., original photos that CU Medicine produced)
- Summarizing large documents or reports (while ensuring that the source materials do not contain PII, PHI or confidential information)
- Analyzing social media or marketing trends, competitive analysis
- Suggesting edits to improve writing quality or optimizing for SEO

Unacceptable Uses of AI for Marketing and Communications

- Creating or using images generated entirely by AI
- Creating fictional representations of people, places or events
- Generating content without human review
- Submitting AI-generated work as original human output
- Sharing CU Medicine logos, trademarks or proprietary data with public AI tools
- Inputting sensitive or regulated data (e.g., PHI, PII, confidential data)