



GLOBAL AI CINEMA

Defining Cinema in the Age of AI

BRAND BOOK

— PRESS & MEDIA EDITION · 2026 —

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For the Press.

This is the official brand book of Global AI Cinema, prepared for journalists, editors, and partners. The logos, colors, typefaces, and boilerplate text in this book may be used directly in news coverage and collaborative communications, following the guidelines herein. For high-resolution logo files or interview requests, please contact founder@globalaicinema.org.

A brush creates art.

AI AND HUMAN CO-CREATE THE FUTURE OF CINEMA.

The Global AI Cinema brand begins with a simple image: a brush touches the canvas, and art is born. In the age of AI, that brush is held by human and machine together — technology keeps extending the boundaries of expression, while imagination, purpose, and meaning remain profoundly human.

We believe the cinema of the future will not be “films made by AI,” but larger, braver stories told by humans with AI. Technology amplifies creativity; humanity defines what is great. This is why Global AI Cinema exists — in an era of infinite generation, to discover and recognize the works that truly deserve to be seen by the world.

Where Art Meets Intelligence

THE MEANING BEHIND THE GLOBAL AI CINEMA LOGO



The Letter A

The heart of the brand, carrying the Six A's of Global AI Cinema — Art, Aesthetics, Aspiration, Academy, Achievement, and Award. It rises like a tower of light before the screen.

The Film Strip

Woven into the brushstroke, the film perforations honor a century of cinematic language — a reminder that however technology evolves, the craft and tradition of cinema endure.

The Brushstroke

Sweeping through the letter, the brushstroke represents art, creatives, and human thinking in motion. It is the human signature — every great film begins with a human touch.

The Light

At the center of the mark, a beam of light emerges. It symbolizes human wisdom and love: AI can generate infinite possibilities, but humanity gives them direction, purpose, and meaning.

The Six A's of Global AI Cinema

THE PILLARS OF THE BRAND

Art

Creativity that moves humanity.



Aesthetics

The pursuit of cinematic beauty.



Aspiration

The courage to imagine the future.



Academy

Research, education, and shared knowledge.



Achievement

Excellence in innovation and storytelling.



Award

Global recognition of meaningful AI cinema.





At the center of the logo,
a beam of light emerges.

The light symbolizes human wisdom and love.

AI generates content.
Humanity defines value.

While AI can generate infinite possibilities, humanity gives them direction, purpose, and
meaning.

Through storytelling, we preserve the values, emotions, cultures,
and shared experiences that define our humanity.

Logo Versions

VERSIONS & RULES OF USE



PRIMARY • STACKED

Gold on dark. For covers, posters, and hero visuals on screen.



GOLD ON LIGHT

Gold on ivory. For print and light layouts.



HORIZONTAL

Landscape lockup. For headers, website navigation, and narrow formats.



CLEAR SPACE

Keep clear space around the logo of at least half the height of the letter A.

MINIMUM SIZE

No smaller than 30 mm wide in print, or 120 px on screen, so the film-strip perforations remain clearly visible.

BACKGROUNDS

Place the logo on solid black, ivory, or quiet dark imagery. Avoid busy patterns, saturated color blocks, and low-contrast backgrounds.

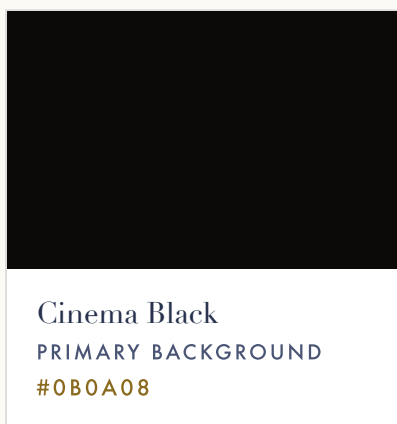
- ✗ Do not recolor the logo or alter its gold
- ✗ Do not stretch, squeeze, or skew the logo
- ✗ Do not rotate the logo or extract its elements
- ✗ Do not add drop shadows, outlines, or glow effects

- ✗ Do not place the logo on cluttered or saturated backgrounds
- ✗ Do not rearrange or retype the wordmark
- ✗ Do not use screenshots or low-resolution copies
- ✗ Do not lock up the logo with other marks without permission

Gold on Black, Ink on Ivory

THE BRAND PALETTE

The brand lives between two moments: the black of a cinema as the lights go down, and the gold of the screen as it comes alive. The dark system is for ceremony — covers, awards, the big screen. The light system is for reading — press releases, white papers, and everyday documents.



GOLD GRADIENT · #F0D48A → #B8932E → #8A6A1F

Classic Serif, Modern Voice

TYPEFACES & HIERARCHY

Didot

AaBbCc 0123456789

DISPLAY · HEADLINES

For headlines and chapter titles. A high-contrast modern serif that echoes the elegance of classic film posters.

Baskerville — What defines great cinema in the age of AI?

BODY · TEXT & QUOTES

For body copy and quotations. Warm, readable, and trustworthy.

FUTURA · LABELS PRESS & MEDIA EDITION

LABELS · CAPTIONS & DETAILS

For running heads, numbering, captions, and supporting details — set in all caps with generous letter-spacing.

Companion CJK typefaces

Songti SC (serif) · Hiragino Sans GB (sans)

INTERNATIONAL · CHINESE MATERIALS

For Chinese-language materials, Songti SC pairs with Didot and Baskerville; Hiragino Sans GB pairs with Futura. Chinese text is always set upright — never italicized.

How We Speak

KEY MESSAGES & STANDARD COPY

What defines great cinema in the age of AI?

THE DEFINING QUESTION

AI generates content. Humanity defines value.

THE CORE BELIEF

Defining Cinema in the Age of AI

THE TAGLINE

BOILERPLATE • READY TO QUOTE

Global AI Cinema (GAC) is an independent global initiative dedicated to discovering, evaluating, and recognizing the most meaningful AI-native films. Through its Evaluation Framework, Official Selection, White Paper, creator community, and future Annual Awards, GAC explores one defining question: what defines great cinema in the age of AI? Learn more at www.GlobalAICinema.org.

TONE OF VOICE

Convinced, but restrained. We speak about people and values, not technical spectacle. We honor the tradition of cinema while imagining its future. We ask big questions and let the films answer them.

For Accurate Reporting

NAMING, POSITIONING & ATTRIBUTION

- 1 Name.** Use the full name **Global AI Cinema** on first mention; **GAC** may be used thereafter. Please do not use other abbreviations or translated names.
- 2 Positioning.** Describe GAC as an **independent global initiative** focused on discovering, evaluating, and recognizing AI-native films. GAC is not a subsidiary of any festival organizer, nor a technology company.
- 3 Logo.** Use only the official logo files provided with this book, following the rules on page 07. Please do not use screenshots, outdated versions, or modified marks.
- 4 Launch.** Global AI Cinema launches globally on July 18, 2026 at the Palace of Fine Arts, San Francisco, held alongside AGI Summit 2026.

IMPORTANT • REFERRING TO AGI SUMMIT

AGI Summit is Global AI Cinema's Founding Technology & Innovation Partner.

OpenAI, Anthropic, Google DeepMind, Microsoft, AWS, Coinbase, BlackRock, as well as a16z, Bessemer Venture Partners, IVP, and Fusion Fund, are **attendees of AGI Summit 2026** — they are not partners, sponsors, or endorsers of Global AI Cinema, and should not be described as such. Attendance figures (15,000+ attendees, 200+ speakers, etc.) are estimates by the AGI Summit 2026 organizers and should be attributed accordingly.



Defining Cinema in the Age of AI

MEDIA & PARTNERSHIP

founder@globalaicinema.org

WWW.GLOBALAICINEMA.ORG