Launch identity for GenAI Berlin

GenAI Berlin opened with a complete identity, from a chrome Fernsehturm key visual to the trophies, sweatshirts and lanyards, with freestanding signs shaped by Humboldt Carré's arches.



CLIENT

GenAI Berlin

INDUSTRY

Technology Conferences

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SERVICES

Brand identity · Key visuals and object library · Social media and speaker kits · Venue design and signage · Award and trophy design · Textile design · Badges and lanyards

Client

GenAI Berlin is a conference on applied generative AI. Its first edition took place on 16 October 2026 at Humboldt Carré, a historic building in Berlin, with a main stage and the GenAI Berlin Award.

Challenge

A first edition has to look established on day one. This one had to carry a main stage and an award, leave room for formats still to come, and work inside a historic hall of arches, where every sign has to stand free of the walls.

Our approach

We started from the city's most recognisable silhouette: the Fernsehturm, in chrome, floating among pale clouds. It set the tone for everything else – light, cool and unmistakably Berlin. The wordmark sits in a slanted spotlight frame, which even gave the award its line: "A new spotlight is rising".



The wordmark in its spotlight frame, 2026.



The Fernsehturm key visual, 2026.

Objects, not illustrations

Every key visual became a 3D object in shining chrome: a microphone, a unicorn, the award trophy. Together they form a library, so a new format can borrow from the same set instead of starting from a new illustration. Attendees got “Meet me at GenAI Berlin” cards, each pairing an object with an empty slot for their own photo.



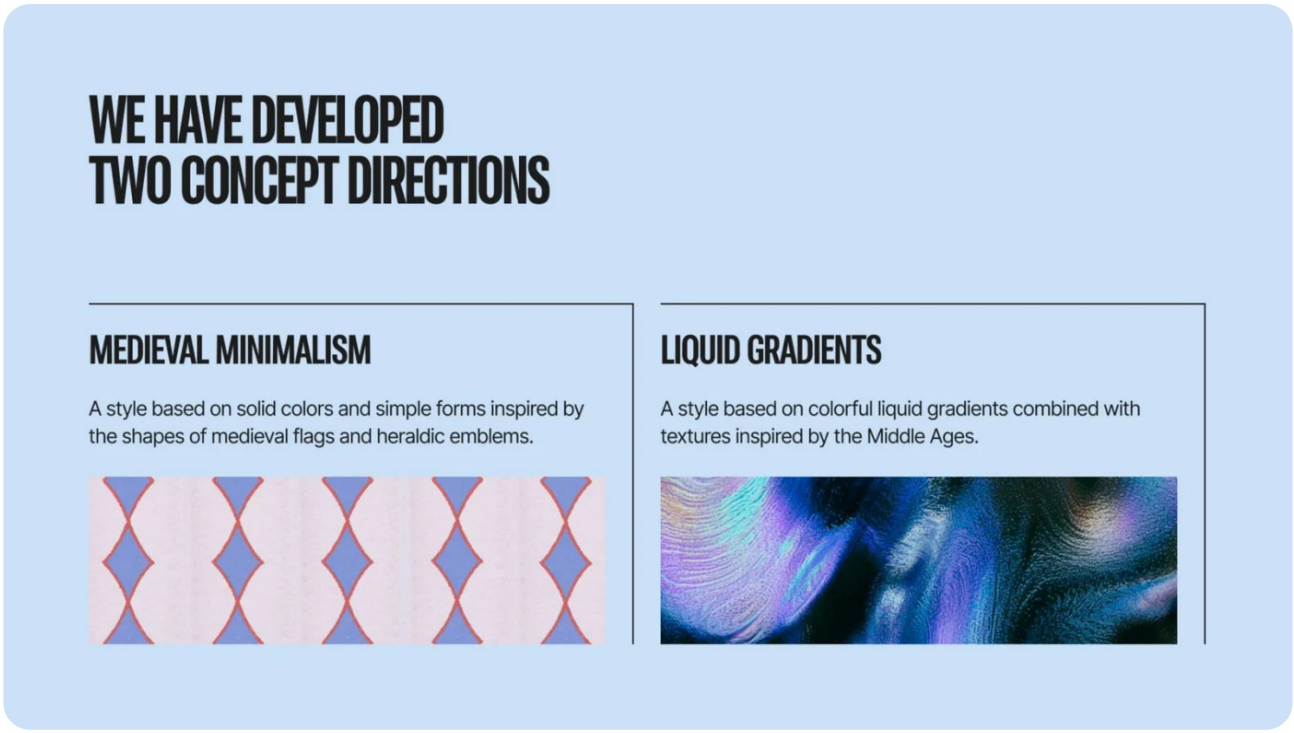
Social advert, 2026.



Attendee share cards, 2026.

The building had a say

We showed two directions, each mocked up in photographs of Humboldt Carré itself: Medieval Minimalism, after the solid colours and simple forms of heraldic flags, and Liquid Gradients, with colourful gradients and textures inspired by the Middle Ages. Room signs became freestanding boards with shaped tops, so nothing had to touch the walls.



Two directions for the venue, 2026.



Room signage concept, 2026.

On the day, the shapes answered the architecture: the city boards in the corridor took round arches like the windows, and the award zone took pointed arches in black and violet gradients.



Main stage, Humboldt Carré, October 2026.



City boards in the corridor, October 2026.

Everything the event needed

Our team designed every asset the event put in front of people: speaker media kits and social posts, stage screens and walk-on videos, signs across the venue, badges and lanyards, and the award, from the trophies to the screens for the ceremony. Even the textiles had something to say: the volunteer T-shirts read “Not artificial, just intelligent”, and Berlin bears climb down the sleeves of the sweatshirts.



The branded lectern on the main stage, October 2026.



The GenAI Berlin Award trophy, October 2026.





Volunteer T-shirt, front and back: “Not artificial, just intelligent”.



Sweatshirt with Berlin bears down the sleeve.



The sweatshirt on stage, October 2026.



Lanyard and partner badge, October 2026.

What transfers

One team for every asset. When the same team designs everything from the key visual to the lanyards, nothing drifts off-brand when deadlines tighten.

Let the building shape the brand. In a historic hall where nothing touches the walls, freestanding signs that echo its arches look as if they had always belonged there.

Decide on the real rooms. Two directions mocked up in photographs of the venue turned a choice of style into a decision about the actual entrance, stairs and halls.

Launching a first edition? We design an identity that arrives complete, from the first announcement to the award and the venue signs. See Design & Experience, or Start a conversation.



Denis Samuylov

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Founder-led, team-delivered – Denis leads the engagement and stays on it after the pitch.

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