Launch identity for GenAI London

GenAI London's identity put its logo in a spotlight and let the rest change: from the QEII Centre in Westminster to a Soho cinema.



CLIENT

GenAI London

INDUSTRY

Technology Conferences

PUBLISHED

September 2025

READ ONLINE

samuylov.ai · Launch identity for GenAI London

SERVICES

Brand identity · Key visuals · Social media and speaker kits · Screen and motion design · Event print and merchandise

Client

GenAI London is a conference on applied generative AI. It launched on 24 October 2025 across several stages at the QEII Centre in Westminster, and in June 2026 a warm-up brought it to the Curzon Soho cinema, ahead of the 2026 edition on 20 November.

Challenge

A conference with no past needs a face on day one. It had to stop the scroll, say "London" and hold together across stages, screens and a print run.

Our approach

Every conference has the same defining moment: a speaker steps into the light. So we gave the brand that moment. The GEN AI LONDON wordmark stands where the speaker stands, inside a spotlight of thin converging lines.



The logo in its spotlight.



Key visual for the first edition, 2025.

The first edition

Then we moved the light around. It found Tower Bridge in the very first visual, a microphone on the main stage, abstract forms in the lounges. Fifteen print categories, more than fifty speakers, one spotlight.



Main stage, October 2025: the spotlight lines run along the wall behind the speaker.



Keynote stage, October 2025.



Panel session under the branded stage screen, October 2025.



Call for speakers, 2025.



Room screen for the main stage, October 2025.



Lounge zone boards, October 2025.



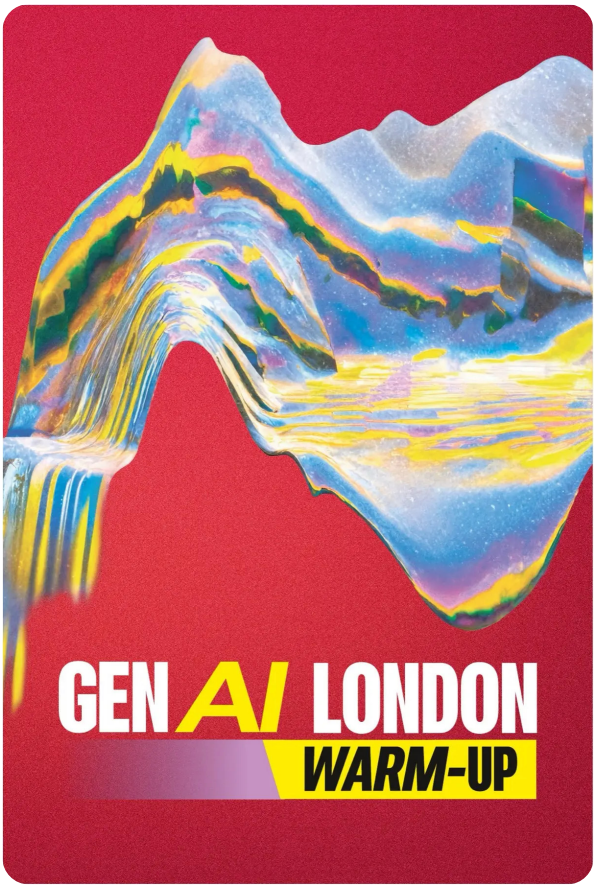
Main stage at the QEII Centre, October 2025.



Welcome screen at the entrance, October 2025.

The warm-up at a cinema

When the conference moved into a cinema, the light simply turned red. Popcorn boxes, 3D glasses, film puns on the directors' chairs: the brand played along without becoming something else.



Entrance poster for the warm-up, June 2026.



Curzon Soho marquee, June 2026.



Popcorn boxes for the warm-up, June 2026.

What transfers

The strongest identities don’t come with a rulebook. They come with one idea that everyone, from the printer to the video editor, can follow.

Launching an event, or taking one into a very different room? We design an identity built on one clear idea, from the first speaker call to the popcorn boxes. See Design & Experience, or Start a conversation.



Denis Samuylov

– Founder & CEO

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

contact@samuylov.ai +41 79 136 38 26 Book an intro call →