



HUMAN MADETM

BRAND GUIDELINES
2026

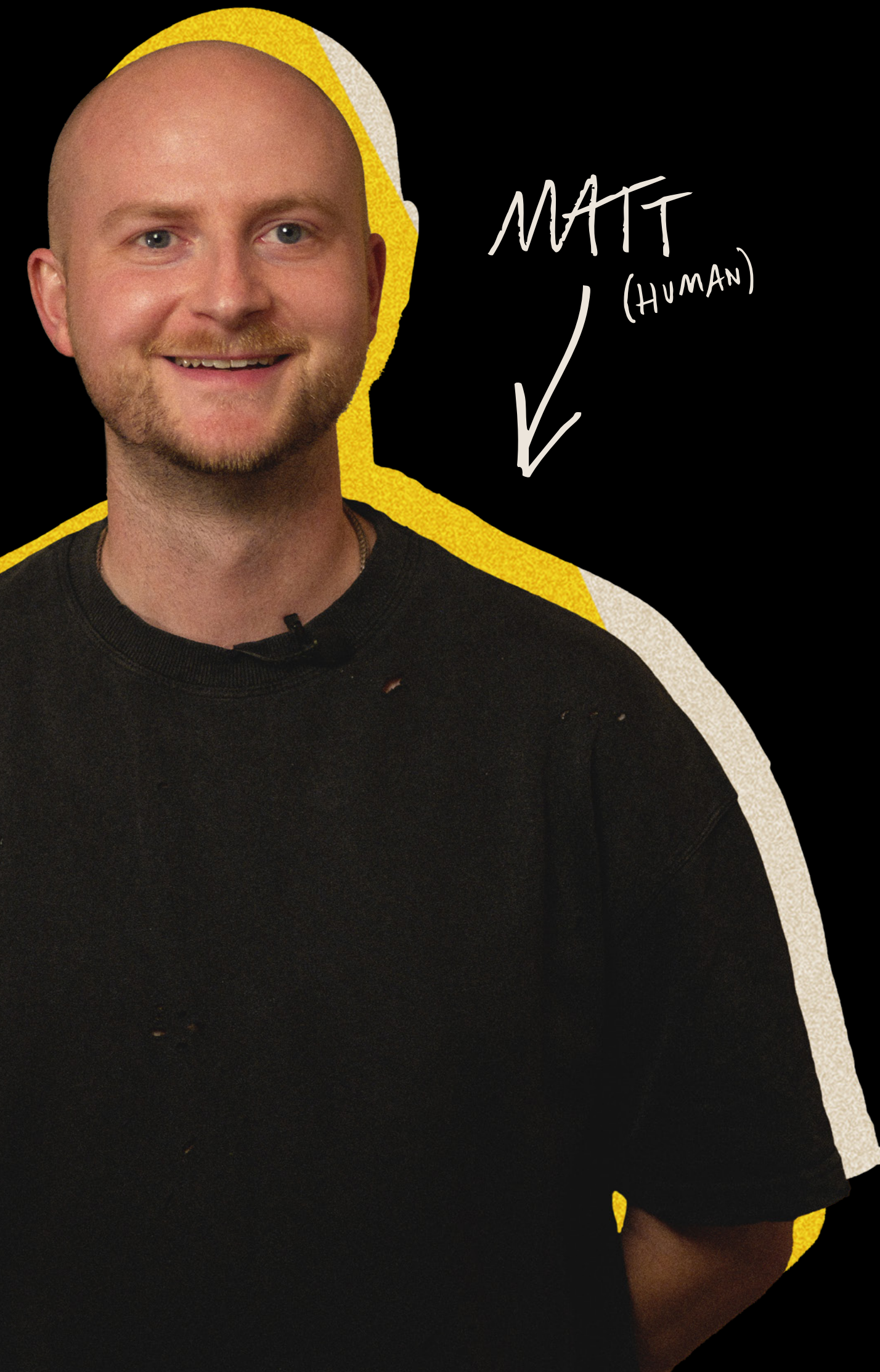
MAKE YOUR MARK

Our audience, as far as we know, is **human...**

They're living, breathing,
Craving authenticity.
It only takes a second to lose their trust.
And then they're gone forever.
Against the tidal wave of generative AI,
Deep and real
Triumphs over
Deep fakes.
Employing artists in front of the camera
And behind it, instead of algorithms,
Signals something deeper...
That you put people first.
Connection first.
You are building a bridge that creates trust.
A brand they see themselves in.
You are suddenly elevated above the slop
And the thirst for authenticity is quenched.
That's why the greatest opportunity in the AI era,
Might not be AI,
But by standing out by being human.

With the **Human Made Mark**, let's celebrate the fact your commercial has human artists behind the camera and in front of it.





INTRODUCTION

Whatever commercial you are creating, our Guidelines document will introduce the design basics of the Human Made Mark and explain how to apply it to your commercial. Occasionally, we will refer to the Human Made Mark as 'the Trust Mark' as an abbreviated term.

The Human Made Mark guidelines were created by lovely human designers at **Monday Nights**.



WHAT ARE YOU MAKING TODAY?

Using the Trust Mark

TV Commercial
Cinema Commercial
YouTube & VOD
Social Media
OOH/DOOH

SECTION 1P07

SECTION 2P18

SECTION 3P26

SECTION 4P29

SECTION 5P32

SECTION 6P39

SECTION 1

USING THE TRUST MARK

PRIMARY TRUST MARK

Inspired by cave paintings, arguably the first marks ever made by humans, The Human Made Mark is a simplified fingerprint, featuring an abstract upperbody of a figure in it’s centre. A beacon to the creative human spirit, The Human Made Mark isn’t a middle-finger up to AI, but a thumbs up to hands on creativity.

The Primary Trust Mark is the core mark that the world should identify our brand by.



SAFE SPACE

Humans need to breathe and so does our Trust Mark. Use the rule of 40% the Trust Mark width to ensure that our brand has plenty of space to be loud and proud.



TRUST MARK COLOURS

Our Trust Mark comes in just two colours, White and Black. The Human Made Mark should never be used in any other colours. We can also use 80% opacity of the Black or White Trust Marks to create a Watermark, only to be used when overlaying footage.

WHITE TRUST MARK: Use on dark backgrounds



BLACK TRUST MARK: Use on light backgrounds



80% WATERMARK: For overlaying footage



80% WATERMARK

The 80% Watermark is our Trust Mark in White or black, set to 80% opacity. Use it when overlaying content with minimal distraction.



BRAND PARTNERSHIPS

Pairing the Human Made Mark alongside your logo will create affiliation with a respected and trusted symbol of human creativity. Use the below as a guide to ensure that balance is always achieved.



BRAND PARTNERSHIPS: WIDE

Wider logos will naturally appear larger than the Human Made Mark. Scale your logo down to achieve a more balanced composition, or scale your logo up to create a less balanced weighting.

YOUR
BRANDLOGO



BALANCED

YOUR
BRANDLOGO



BRAND FOCUS

TRUST MARK **DO NOTS**

Below are some examples of what NOT to do with the Trust Mark. Never edit the mark. Only use it how it in the ways it is provided to you.

DO NOT ROTATE



DO NOT USE AN UNPERMITTED COLOUR



DO NOT OUTLINE



DO NOT EDIT THE TRUST MARK



DO NOT CHANGE SCALING



DO NOT ADD EFFECTS



10% RULE

The Trust Mark must appear for a minimum of 3 seconds for a 30 second spot, 6 seconds for a 60 second spot. For shorter spots, like 20” or 15”, we recommend a 2.5 seconds minimum appearance. As you will see in the following page, you will have three best practice options for time length for the Trust Mark to appear.



10% OF COMMERCIAL

START OF COMMERCIAL

END OF COMMERCIAL

TIME LENGTH OPTIONS FOR TRUST MARK DISPLAY

There are three recommended best-practice options for how long to display the Trust Mark in a commercial, one of which is the 10% rule itself.

10% RULE: Fade in after 2 seconds of commercial



Recommended for Cinema Commercials and Social Media

BALANCED: Throughout commercial, fades out for end frame



Recommended for TV Commercials and Social Media

ALWAYS ON: Whole commercial



Most successful for YouTube and VOD



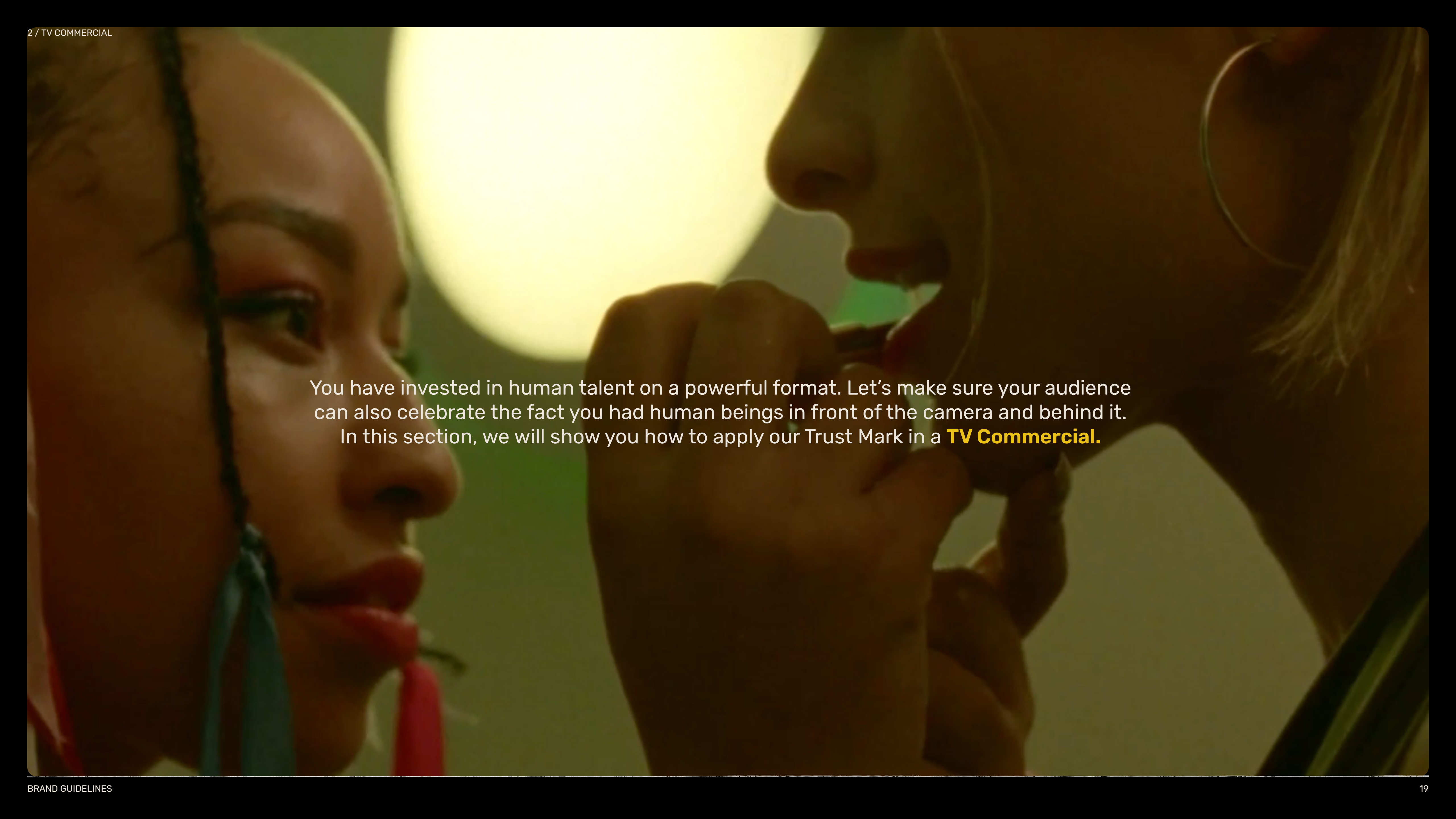
UNIQUE TRACKING NUMBER

Just like a fingerprint, every Human Made Mark is unique. Your verified human commercial will have its own unique number that lives just underneath the Mark. This will come as a ready made asset, so there is no need to worry about how and where to place the number.



SECTION 2

TV COMMERCIAL



You have invested in human talent on a powerful format. Let's make sure your audience can also celebrate the fact you had human beings in front of the camera and behind it. In this section, we will show you how to apply our Trust Mark in a **TV Commercial**.

TV COMMERCIAL: OPTION A

We believe it's vital that your audience knows from the beginning that your brand film is Human Made, as it can increase engagement in what they are watching.

In our Option A approach, The Human Made Mark appears in the top right corner of the frame for the first 6 seconds of a 30 or 60 second commercial (example below).

For a 15/20 second spot, the Trust Mark should appear for a minimum of 3 seconds. The Trust Mark then reappears in the end-frame too.



START OF COMMERCIAL

0-6 SECONDS

54-60 SECONDS

END OF COMMERCIAL



TV COMMERCIAL: OPTION B

In our Option B approach, the 80% watermark is applied to picture throughout, disappearing only for the end frame.



START OF COMMERCIAL



END OF COMMERCIAL

TV COMMERCIAL: OPTION C

Where possible, we recommend having The Human Made Mark in view across the whole advert, including the end frame.

This works particularly well, when the advert has a pack shot/branded endframe.



START OF COMMERCIAL

END OF COMMERCIAL



TV COMMERCIAL TRUST MARK POSITIONING

Always use the Human Made Mark in top corners where possible. If there is a TV channel watermark already in the top of right or left corner, the Trust Mark should be applied to the opposite top corner.



LETTERBOX COMMERCIALS

The Human Made Mark should be placed to feel part of the commercial. If you are creating a letterbox commercial, be sure to keep our Trust Mark overlaid on the content it's representing.

(X) MESSY & DISCONNECTED



SLICK, CONNECTED & IMPACTFUL

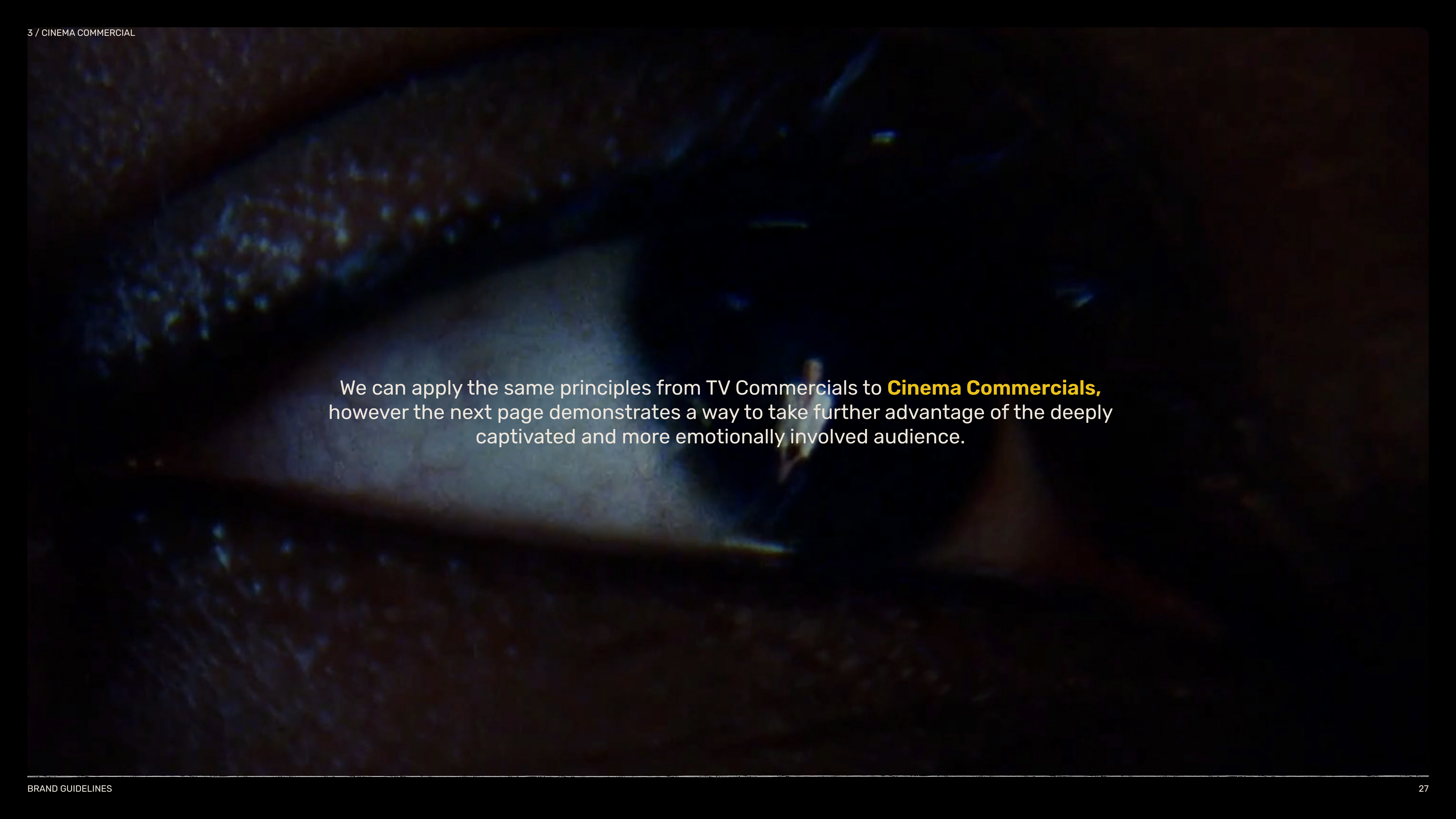


Against a tidal wave of AI slop, human craft is the **new brand premium.**



SECTION 3

CINEMA COMMERCIAL



We can apply the same principles from TV Commercials to **Cinema Commercials**, however the next page demonstrates a way to take further advantage of the deeply captivated and more emotionally involved audience.

CINEMA COMMERCIAL

In the same way that logos for studios and production companies appear at the beginning of a film, we can introduce commercials with the Trust Mark Opener. This will build anticipation for the commercial spot and draw attention to it's production quality.



CLEAN FRAME FOR ADVERT NARRATIVE/YOUR LOGO TO APPEAR



FADE OVER COMMERCIAL 2 SECONDS IN

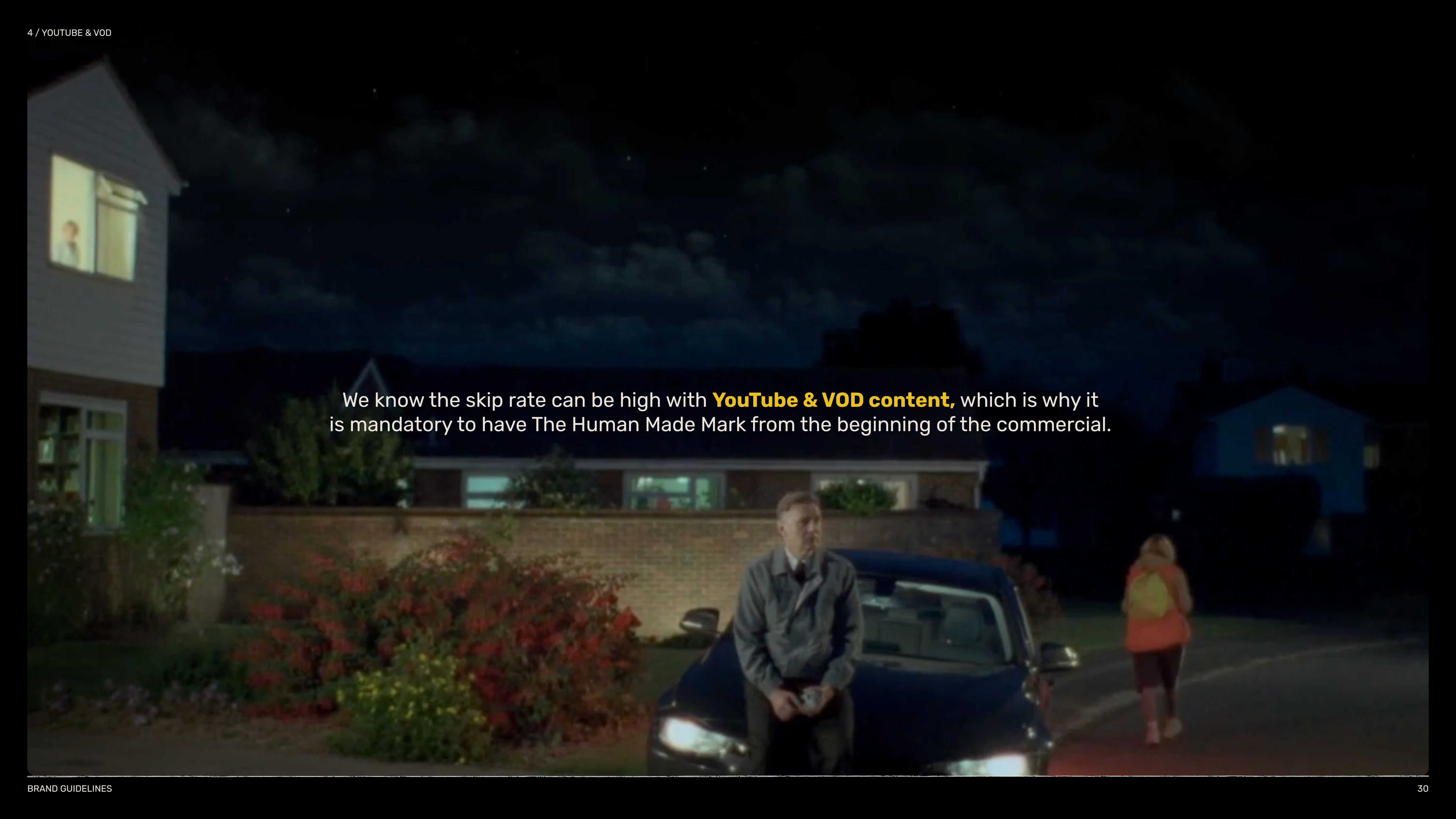


START OF COMMERCIAL

COMMERCIAL CONTINUES >

SECTION 4

YOUTUBE & VOD



We know the skip rate can be high with **YouTube & VOD content**, which is why it is mandatory to have The Human Made Mark from the beginning of the commercial.

YOUTUBE: 16:9 PRE-ROLLS

Always apply the Trust Mark in the top right corner. If there is a logo already in the top of right or left corner, the Trust Mark should be applied to the opposite top corner. This will avoid being overlapped by 'Skip' buttons and links.



SECTION 5

SOCIAL MEDIA



Humans scroll pretty quick, and most of us spend around 108 minutes a day doing it. That's why it's essential that our Human Made Mark remains prominent across a range of **social media** platforms.

SOCIAL: STORIES (1080x1920)

Most users decide whether to continue watching an Instagram Story within the first few seconds, therefore The Human Made Mark is best placed at the very start or throughout the whole commercial.

Knowing your social ad is human made amongst the tidal wave of gen AI content out there improves engagement.



SOCIAL: STORIES POSITIONING

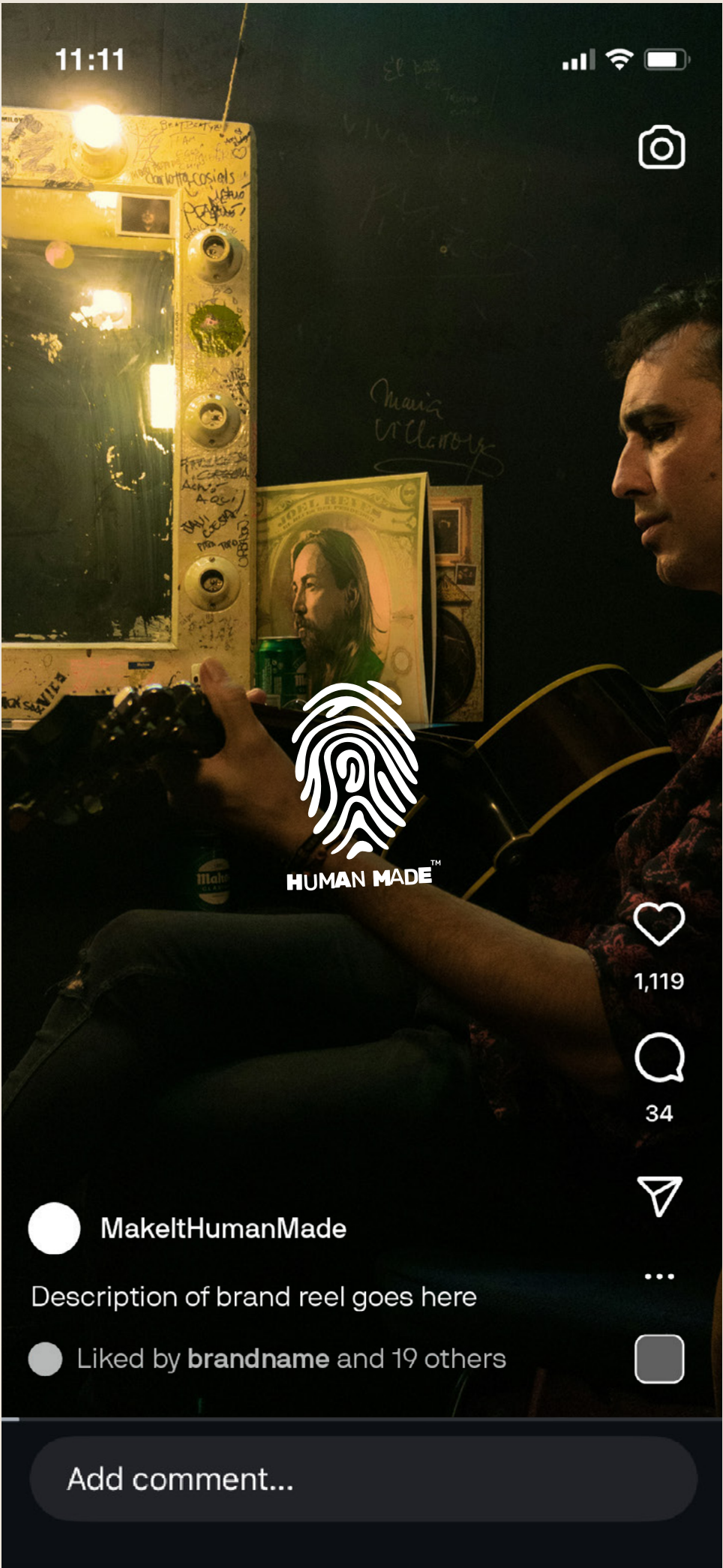
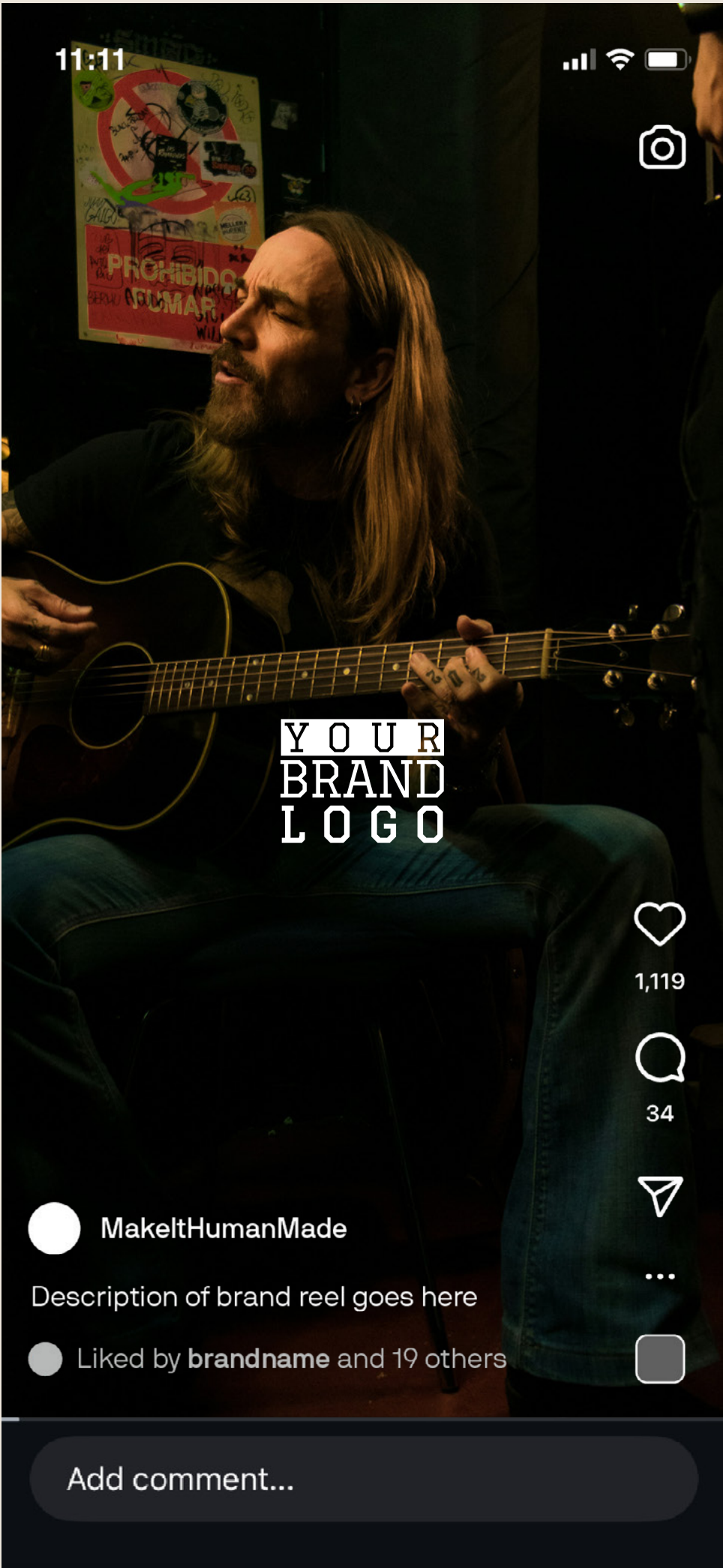
When applying the Trust Mark to stories, ensure the Trust Mark is 1/12 the height of the commercial, with 100% Trust Mark size spacing from the top to allow for buttons, and a 40% Trust Mark spacing to its side to line up with UI safe space.



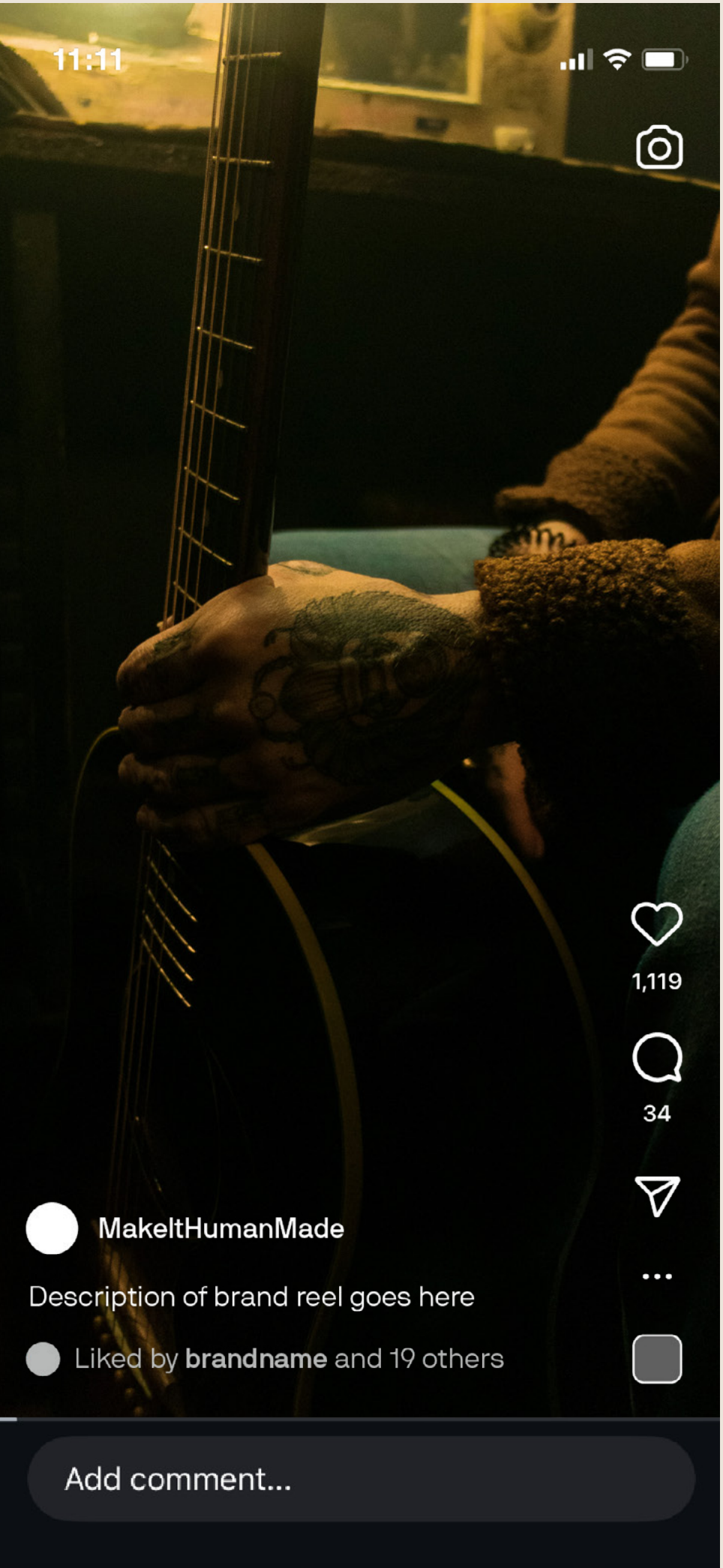
SOCIAL: COMMERCIAL REELS - APPROACH A

The most fail-proof position for the Human Made Mark to appear on social posts and reels is centre frame. With UI elements appearing at the top edge and base of the commercial, dependant on if clicked onto or not, the middle area is the only place you are truly able to show off the Mark.

Where possible, introduce the Trust Mark directly before or after your brand logo. We advise the size of the Trust Mark is always at least 1/12 of the height of the commercial.



1 SECOND HOLD AFTER BRAND LOGO

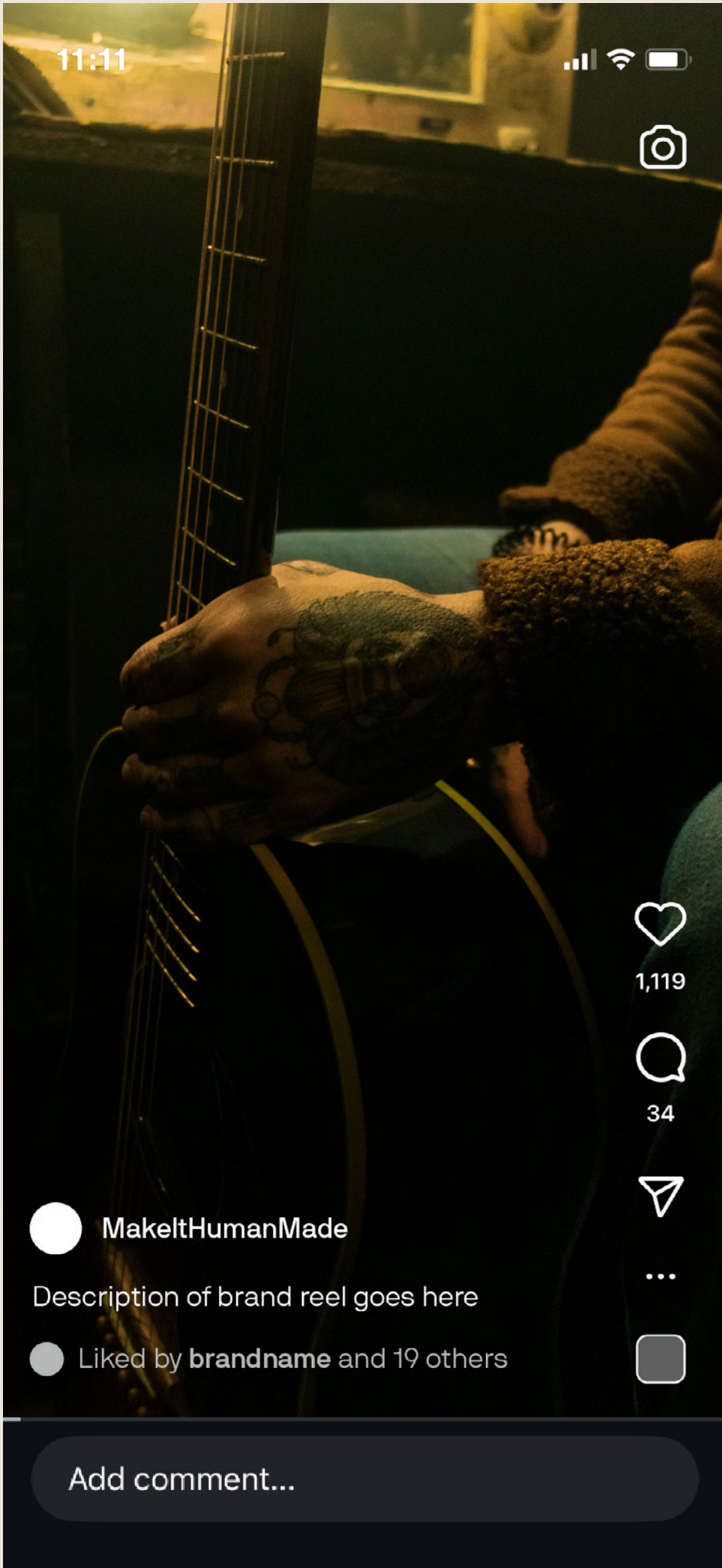
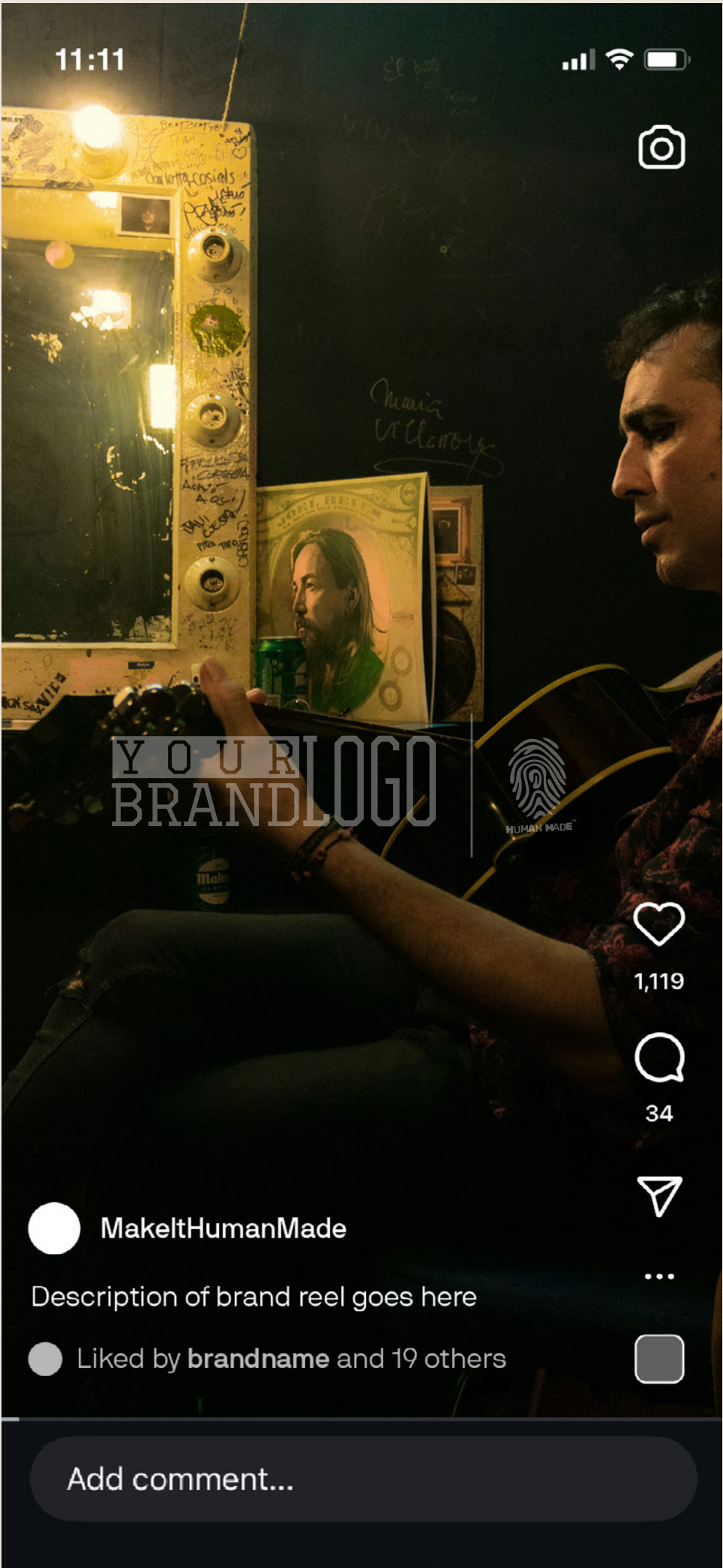
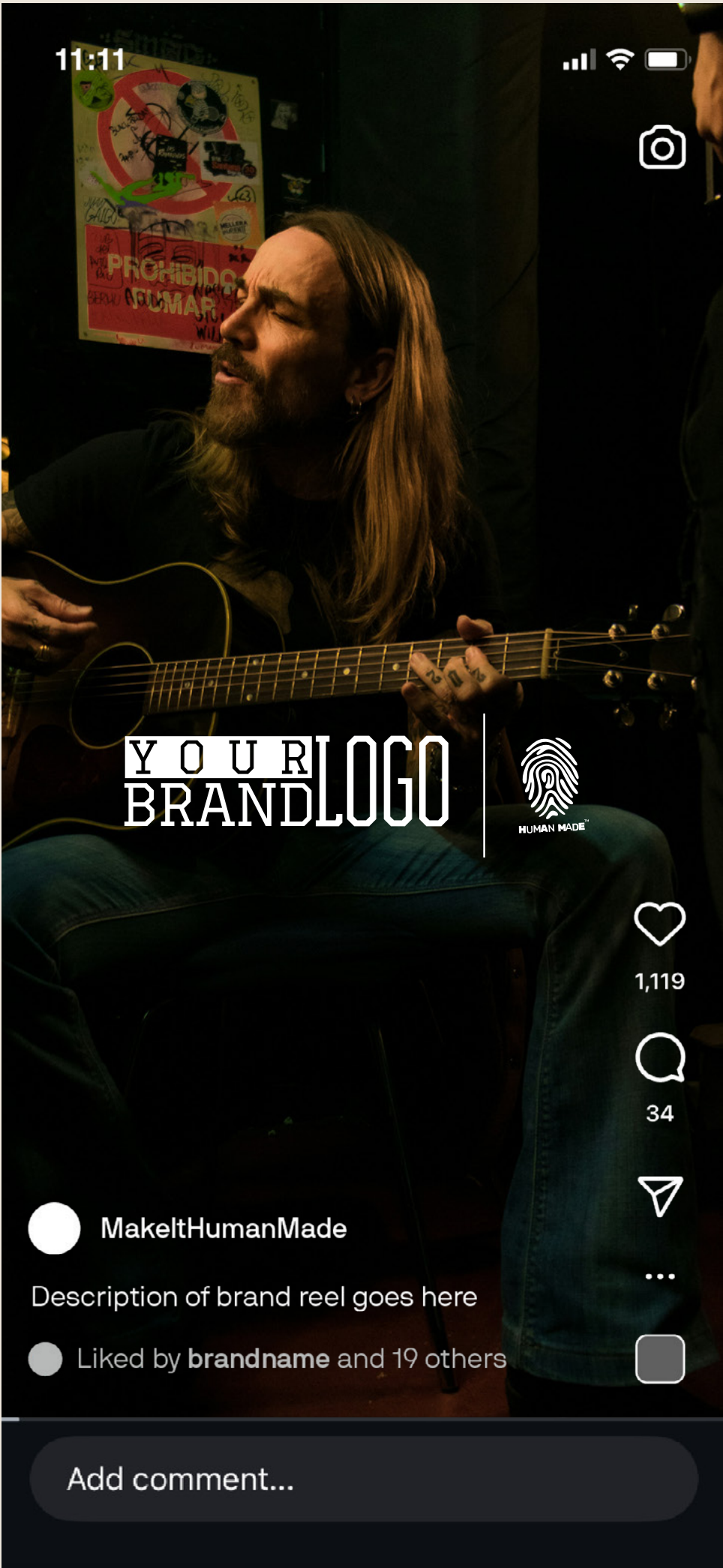


START OF COMMERCIAL

COMMERCIAL CONTINUES >

SOCIAL: COMMERCIAL REELS - APPROACH B

Alternatively, you can use the Trust Mark partnership format on page 13 to introduce your brand and the fact your commercial is human made at the same time.



2 SECOND HOLD AND 1 SECOND FADE

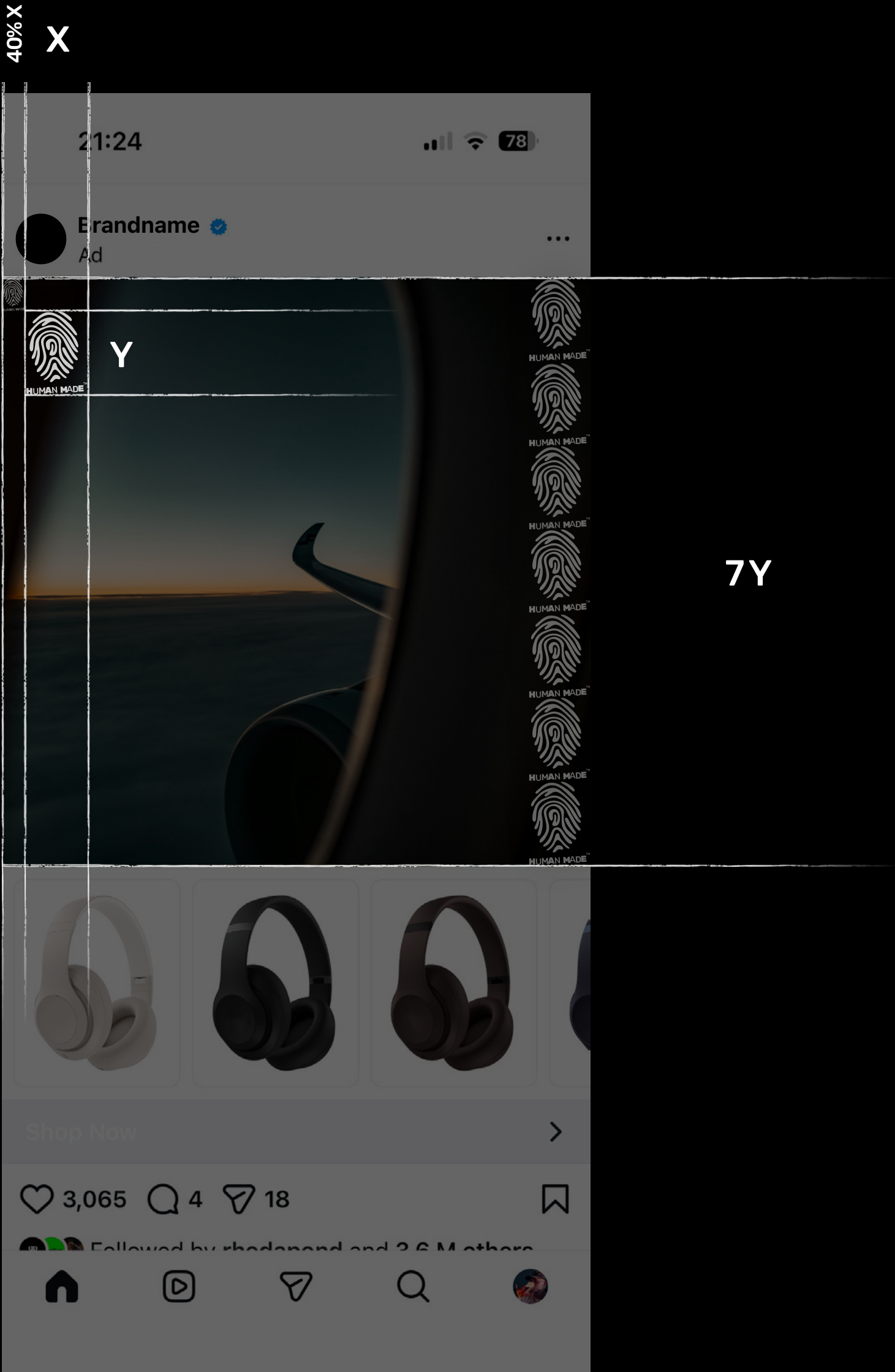
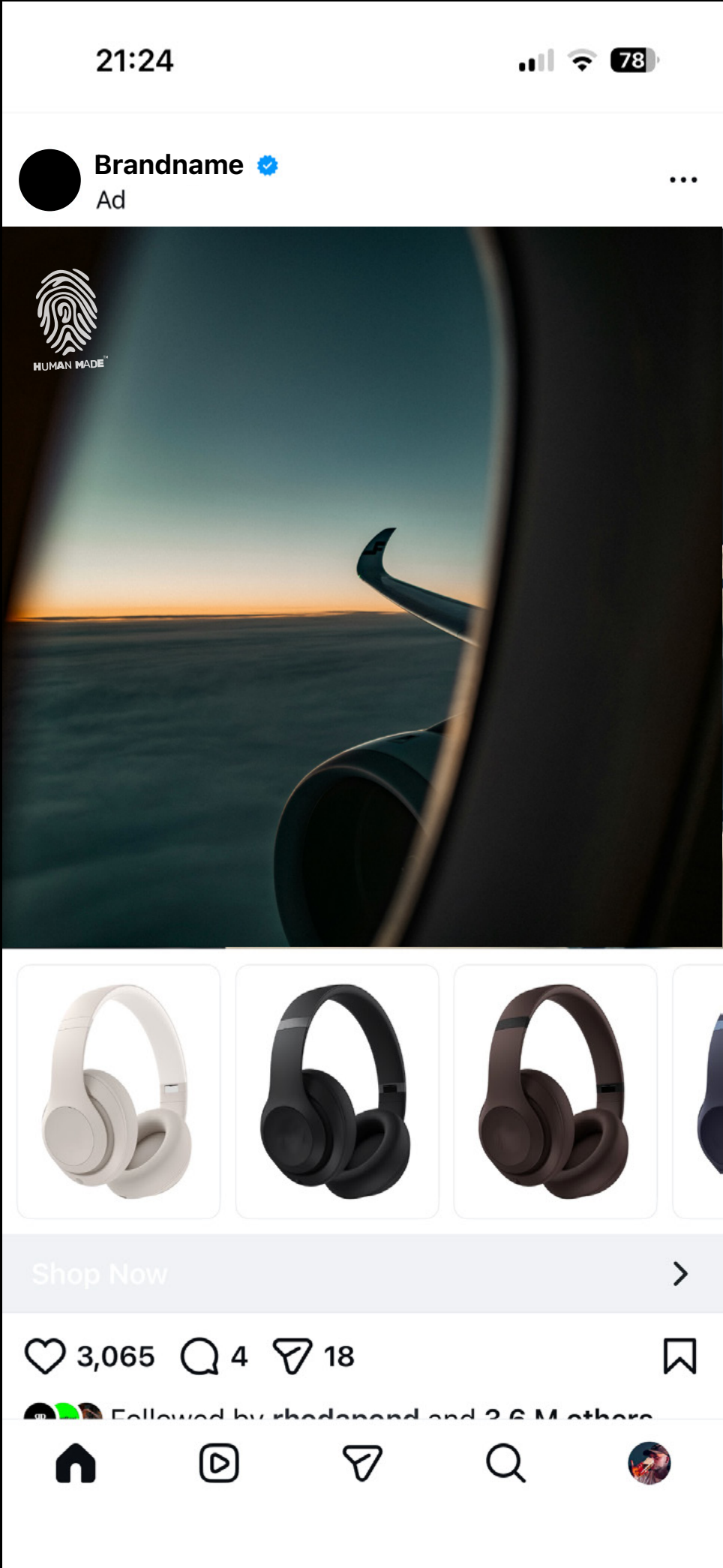
START OF COMMERCIAL

COMMERCIAL CONTINUES >

SOCIAL: COMMERCIAL POSTS

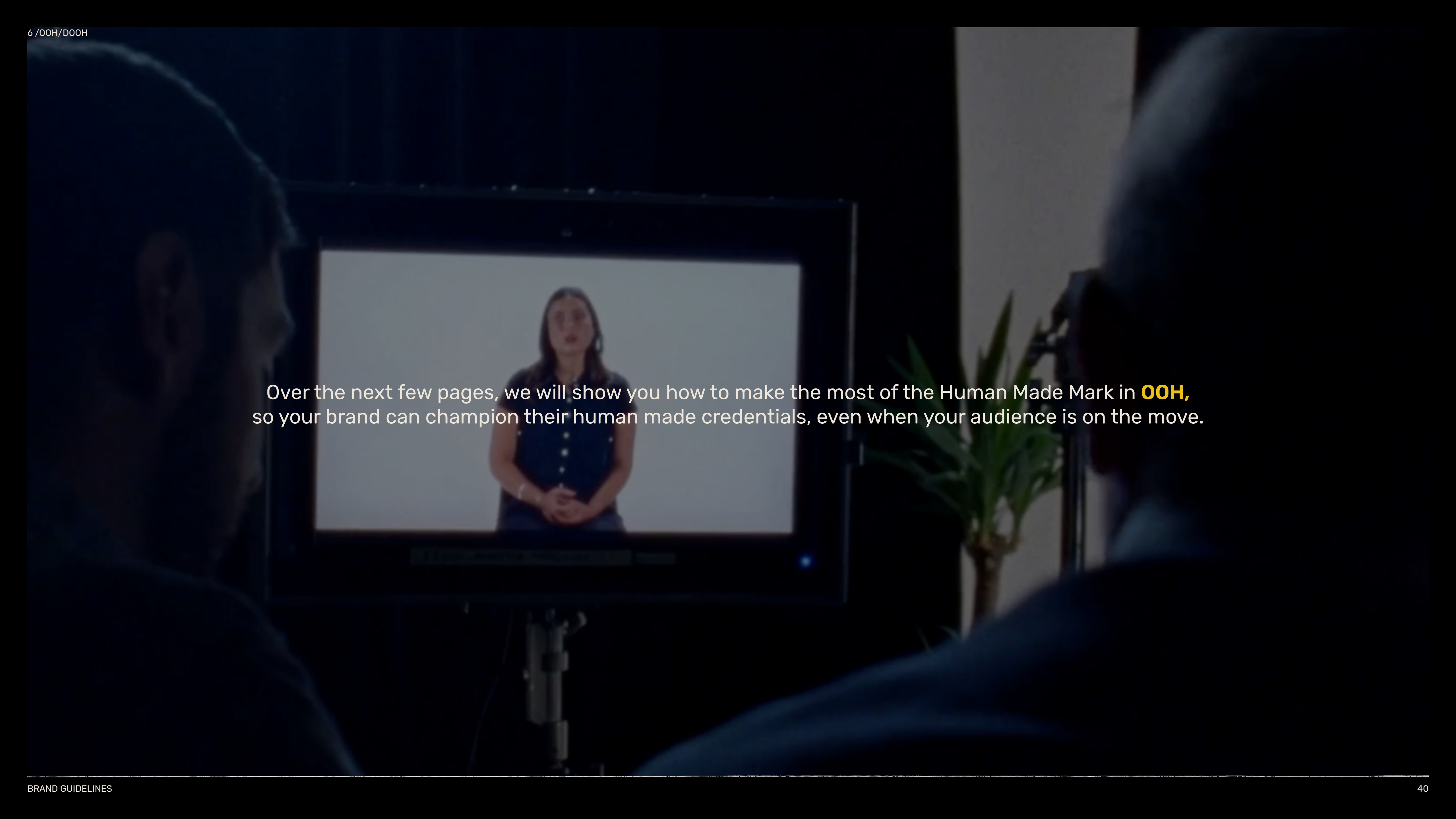
Apply the Human Made Mark to the top left of all posts, static and motion to stop any overlap with UI elements.

Aim to keep the Trust Mark 1/7th of the height of the overall post.



SECTION 6

OOH/DOOH

A photograph of a woman with long dark hair, wearing a dark blue button-down shirt, standing on a screen. The screen is mounted on a stand. In the foreground, the backs of two people's heads are visible as they look at the screen. The room is dimly lit, with a potted plant visible to the right of the screen.

Over the next few pages, we will show you how to make the most of the Human Made Mark in **OOH**, so your brand can champion their human made credentials, even when your audience is on the move.

**OOH/DOOH: LANDSCAPE EXAMPLE -
APPROACH A**

For landscape examples, we encourage you to place the Human Made Mark like an artist, at the bottom left or right of all static commercials.



OOH/DOOH: LANDSCAPE EXAMPLE -
APPROACH A

We suggest a minimum Trust Mark size of
1/12 the height of the landscape commercial.

40% X

X

Y


HUMAN MADE



THE FLOW STARTS HERE

YOUR
BRAND
LOGO

12 Y

**OOH/DOOH: LANDSCAPE EXAMPLE -
APPROACH B**

Ensure that the Human Made Mark is always over the imagery, rather than branded sections or solid graphic elements. The same spacing rules apply as in Approach A.



**OOH/DOOH: LANDSCAPE EXAMPLE -
APPROACH C**

'The Trust Mark can also sit alongside a headline, making sure there is at least 40% of logo size spacing away from the copy'



**OOH/DOOH: LANDSCAPE EXAMPLE -
APPROACH D**

For centred designs, place the Human Made Mark at the top centre of commercials. Use the 80% watermark version of the Trust Mark to make the design more integrated.



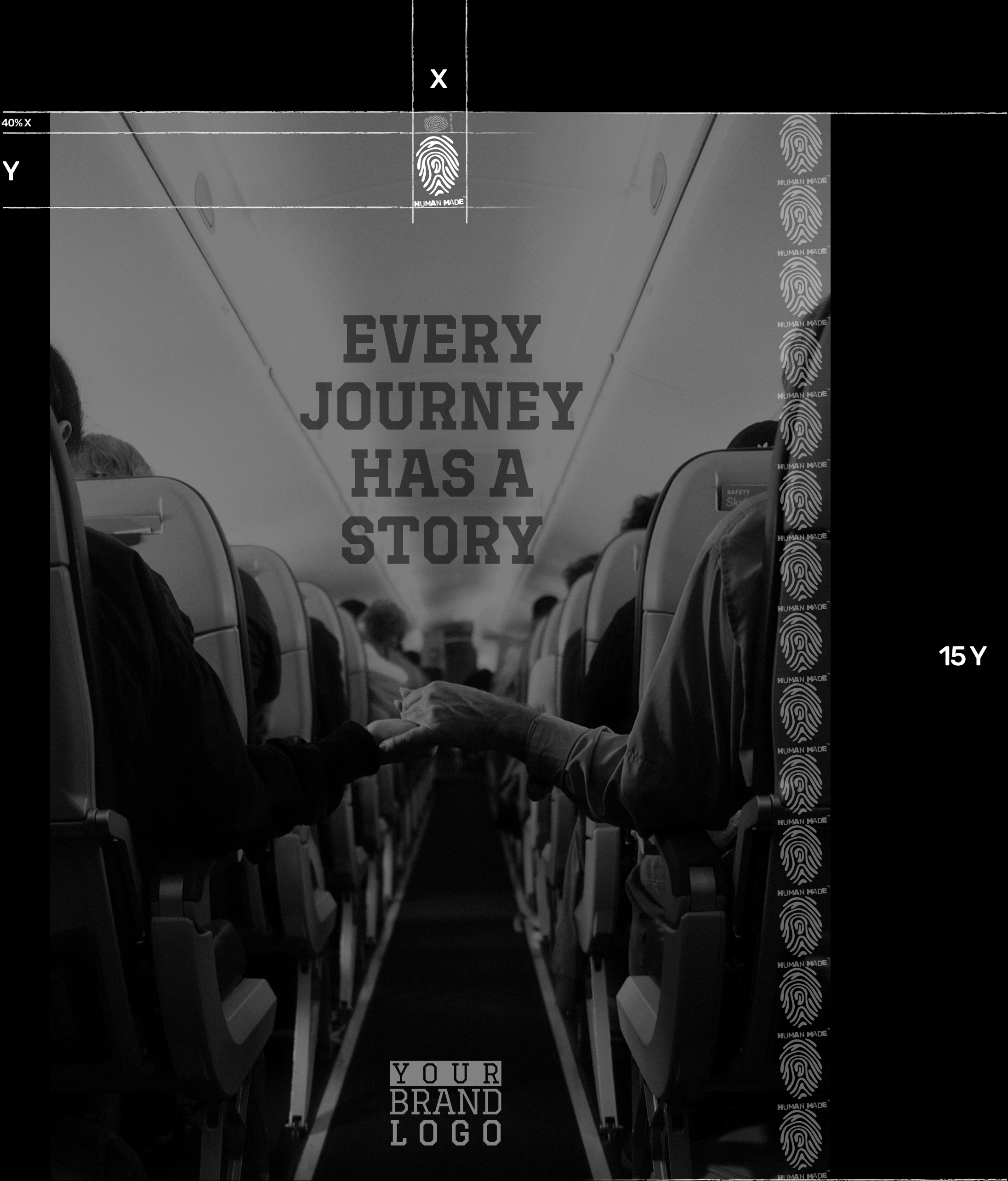
**OOH/DOOH: PORTRAIT EXAMPLE -
APPROACH A**

For portrait examples, we encourage you to place the Human Made Mark at the top of the design wherever possible. If the design is centred, position the Trust Mark centred too.



**OOH/DOOH: PORTRAIT EXAMPLE -
APPROACH A**

We suggest a minimum Trust Mark size of
1/15 the height of the portrait commercial.



15Y

**OOH/DOOH: PORTRAIT EXAMPLE -
APPROACH B**

If the commercial is not centred, position the Trust Mark in the top right, using our standard 40% height spacing rules.



When authenticity is harder than ever to achieve, **earn your audience's trust.**



THANKS

ANY QUESTIONS?

Contact:
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