

Aesthetics of AI

Observations on the visual identities
of standout AI brands

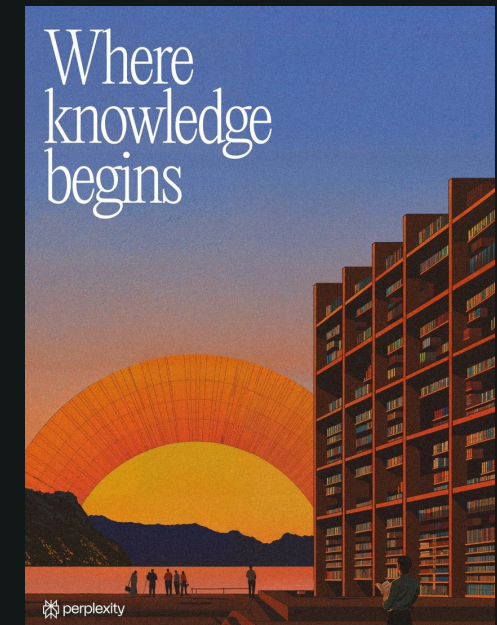
23 brands / 14 trends / 5 archetypes

A new presentation built around the study's source material.
Each image carries its own credit.



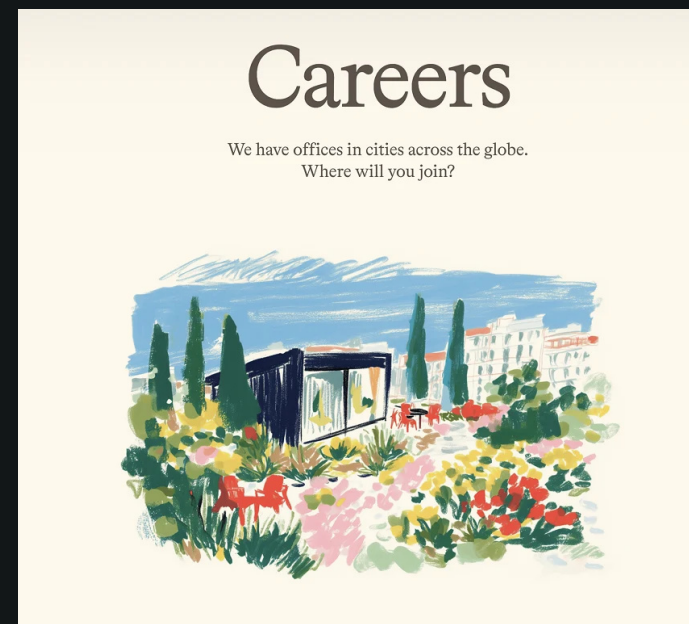
Mistral

Source via A Color Bright · gallery 09



Perplexity

Source via A Color Bright · gallery 11



Microsoft AI

Source via A Color Bright · gallery 06



fal

Source via A Color Bright · gallery 14

Brand as a source of distinction

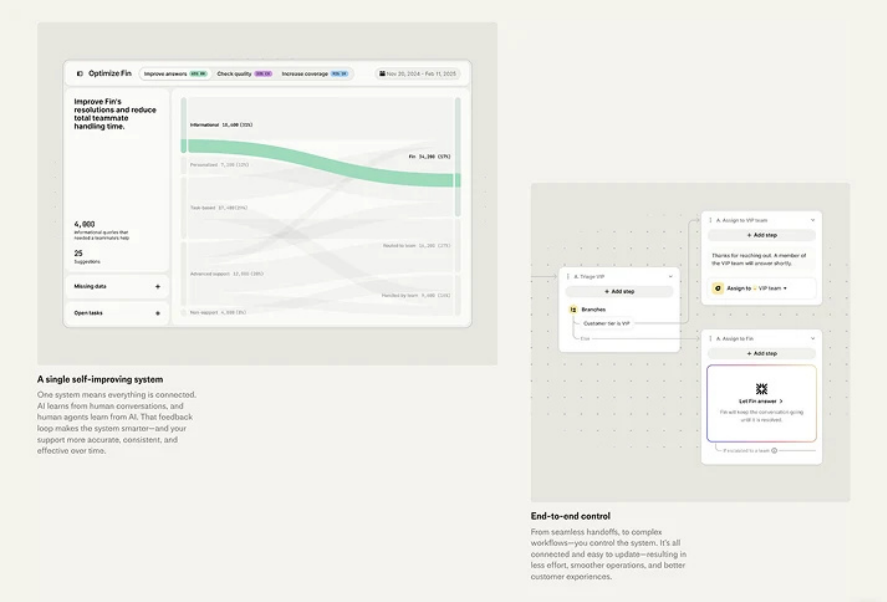
23

selected brands,
large and small

The study reads visual identity as a way to create distinction when product experiences converge.

Attention Authority Capital

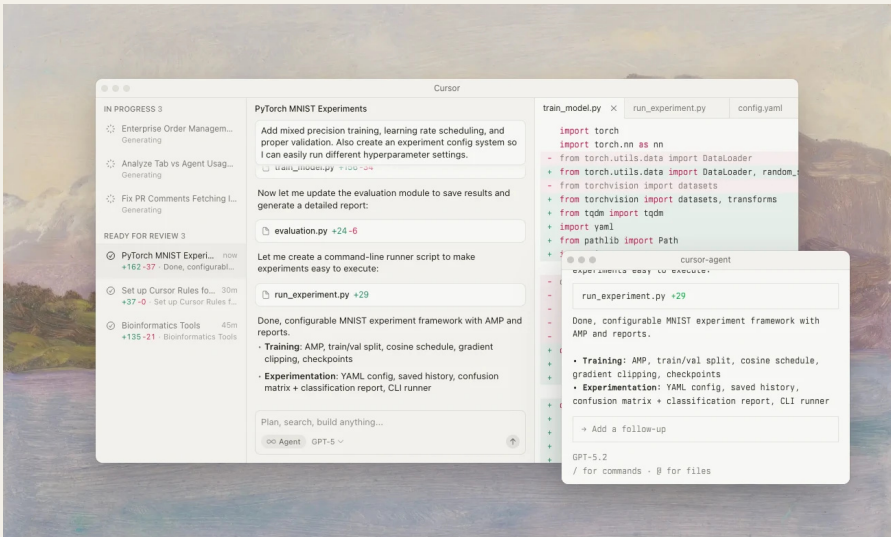
A qualitative interpretation, not a ranking or a representative market sample.



Intercom

An interface presented through a restrained brand surface.

Source image via A Color Bright · gallery 01



Cursor

A product interface set against a painterly background.

Source image via A Color Bright · gallery 03

A field of 23 brands

Different sizes.
Different promises.
One emerging category.

The author’s selected field. Names are normalized from the supplied report.

The examples are source snapshots. This edition does not claim to audit each brand’s current website.

Anthropic	Cohere	Cursor
ElevenLabs	fal	General Intelligence Company of New York
Intercom	Manus	Microsoft AI
Midjourney	Mistral	Modular
Notion	OpenAI	Perplexity
Pi	Retool	Runway
Sakana	Sierra	Thinking Machines Lab
World Labs	xAI	

Organic pleasantness

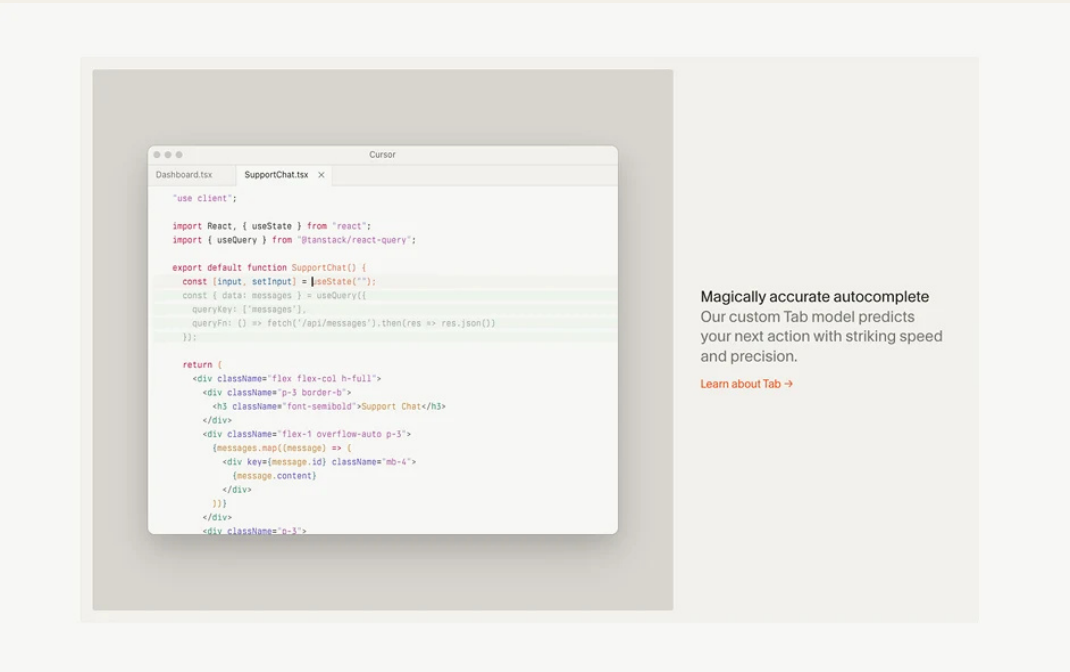
Calm.

Approachable.

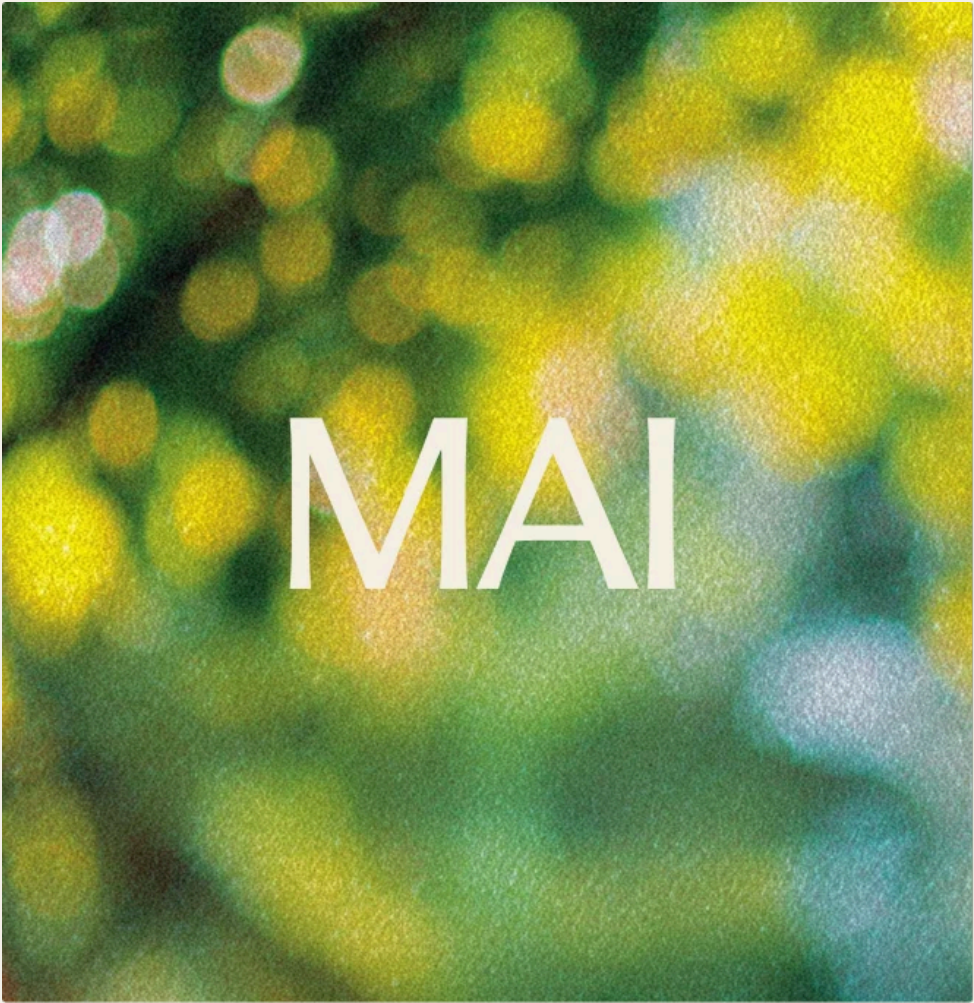
Trustworthy.

The author’s reading of warm foundations and organic visual treatments.

The images show the choices. The words describe an interpretation of their tone.



Cursor
A warm neutral field around the interface.
Source image via A Color Bright · gallery 01



Microsoft AI
Soft focus and texture create an organic surface.
Source image via A Color Bright · gallery 02

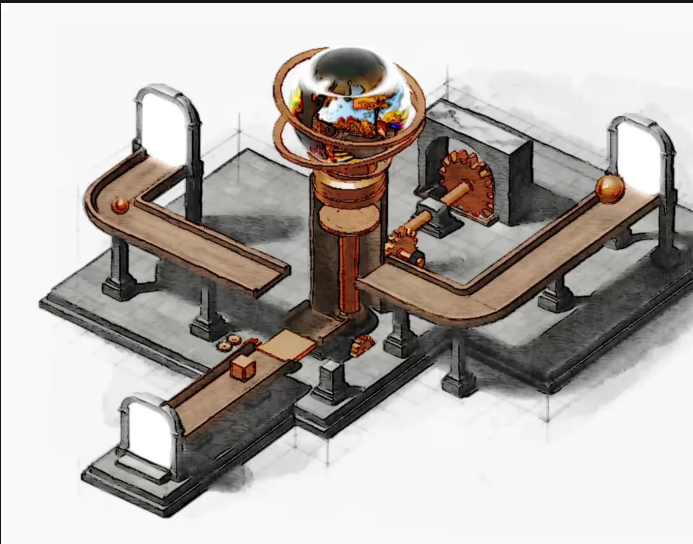
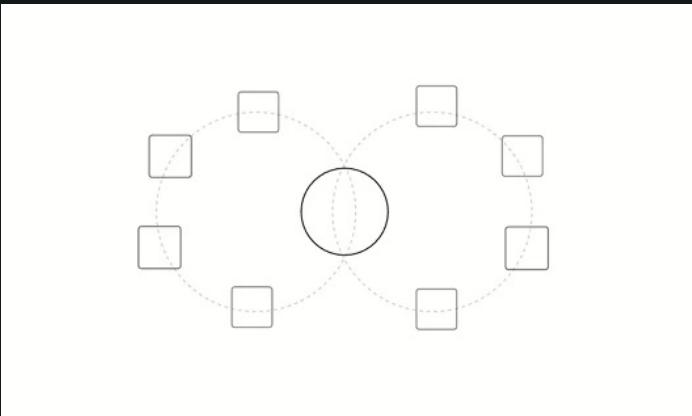
Style and motif are different choices

STYLE

Human / Technical

MOTIF

Familiar / Speculative



Notion

Human: expressive marks

Source via A Color Bright · gallery 06

General Intelligence Company

Technical: diagrammatic structure

Source via A Color Bright · gallery 08

Microsoft AI

Familiar: everyday people

Source via A Color Bright · gallery 04

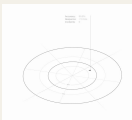
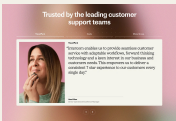
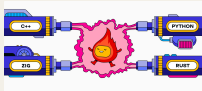
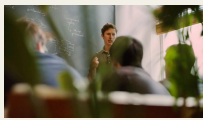
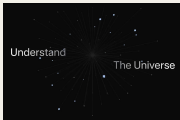
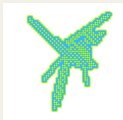
World Labs

Speculative: an imagined machine

Source still via A Color Bright · gallery 11

Illustrative endpoints of the study's dimensions. There are no brand scores or measured coordinates.

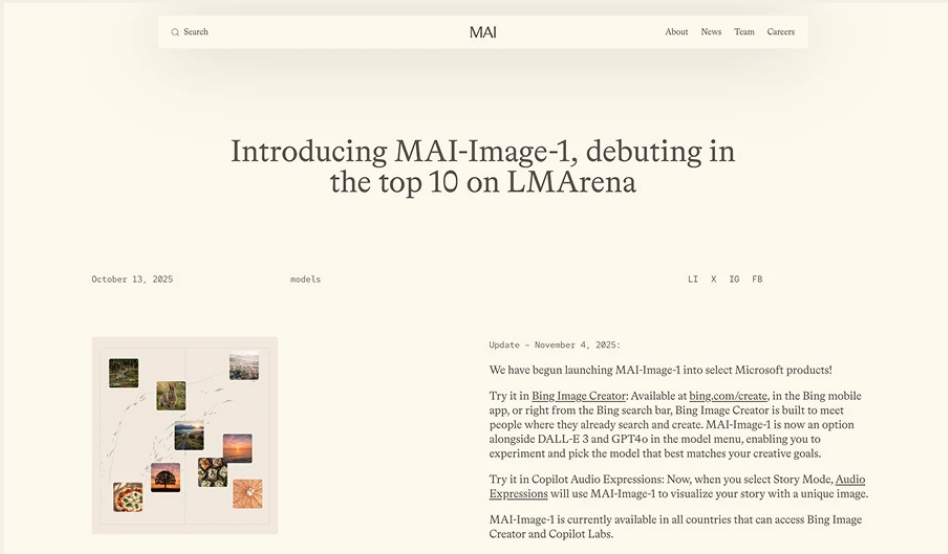
14 visual identity trends

01		Shades of Off-White	↗	08		Technical Illustrations	↗
02		Organic Gradients	↗	09		Quirky Cuteness	↗
03		Digital Impressionism	↗	10		Morphing Objects	↗
04		Lomo Imagery	↗	11		Futuristic Surrealism	↗
05		Contemporary Realism	↗	12		Outer Space	↗
06		Sketch and Scribble	↗	13		ASCII and Pixels	↗
07		Non-Brand Academia	↗	14		Generative Art	↗

Thumbnails preview the sourced examples on the linked slides, where their image credits appear.

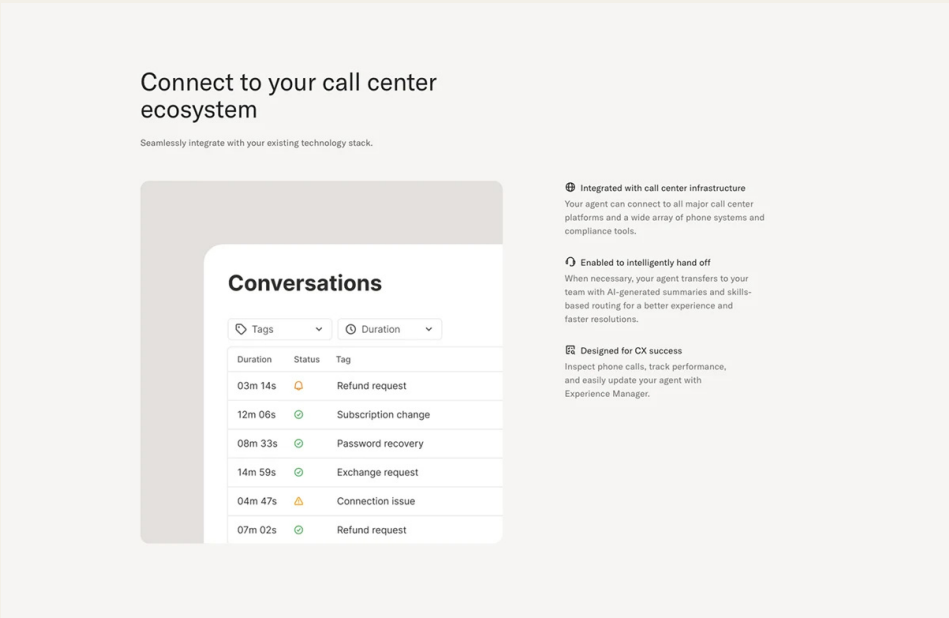
Shades of Off-White

Warm neutrals give the content room to lead. Compare the actual surfaces used for editorial, product and research communication.



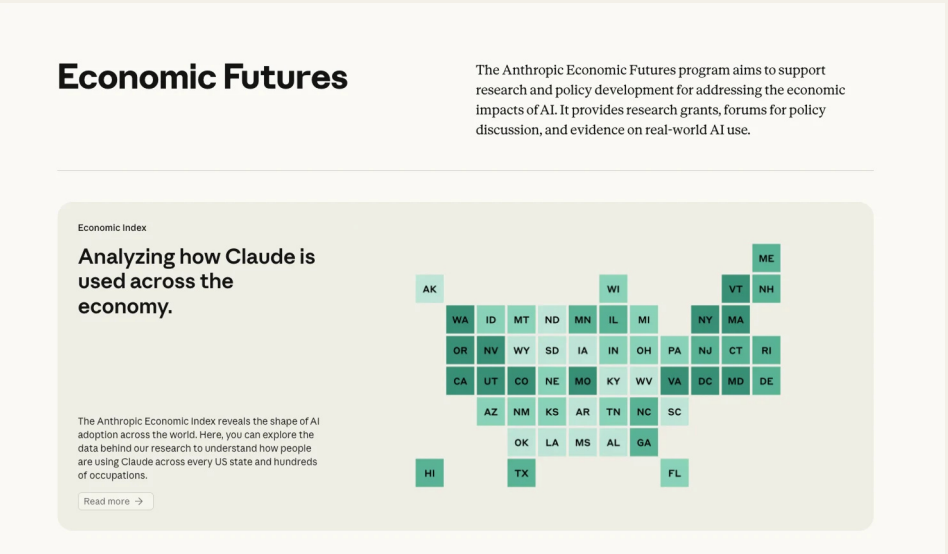
Microsoft AI

Cream surrounds an editorial announcement.
Source image via A Color Bright · gallery 01



Sierra

Warm grey frames the product interface.
Source image via A Color Bright · gallery 01



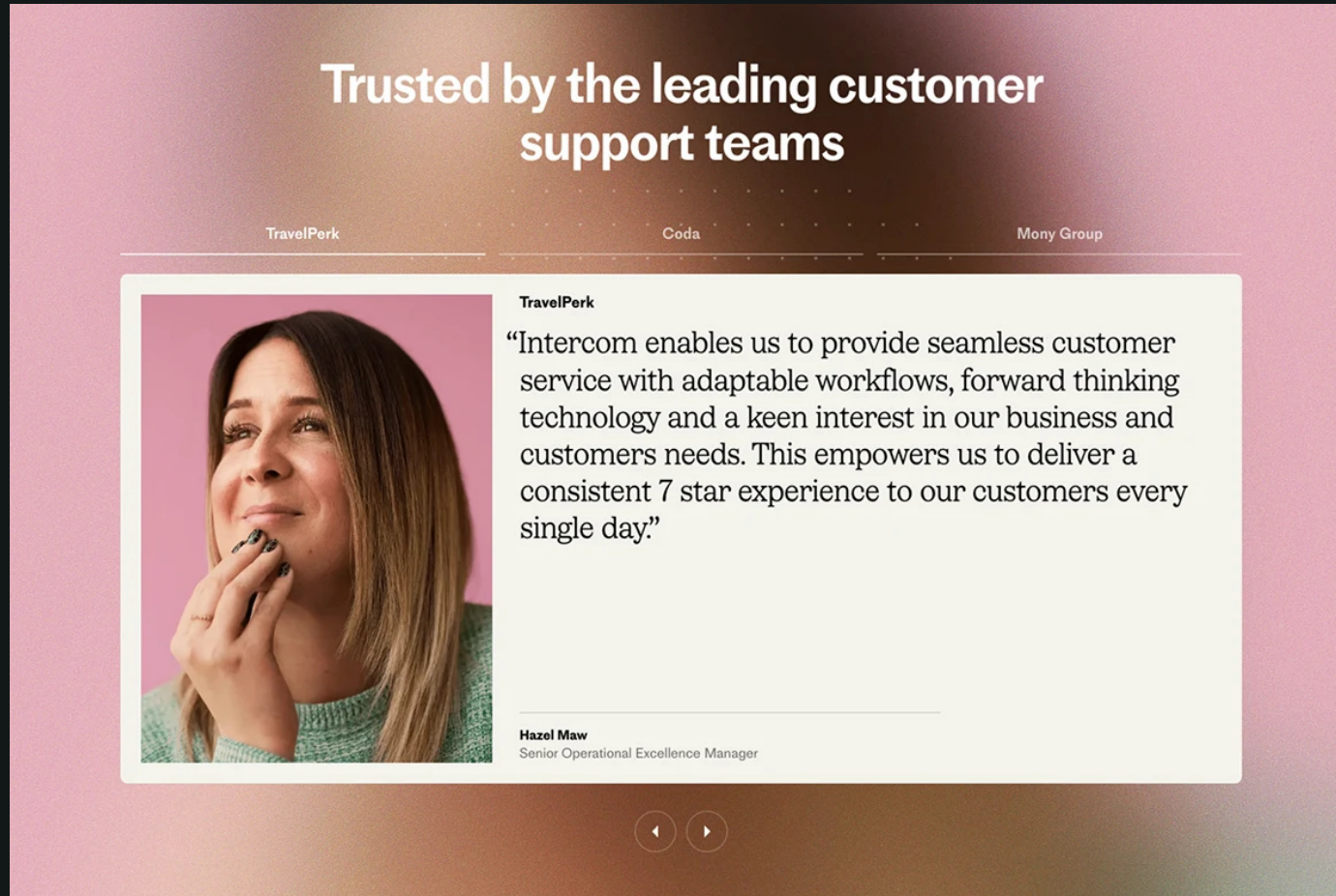
Anthropic

Muted surfaces organize research content.
Source image via A Color Bright · gallery 01

The study reads these choices as restraint and maturity. It does not measure audience trust.

Organic Gradients

A familiar color field becomes more distinctive through grain, uneven transitions and a particular palette.



Intercom

Pink and earthy transitions frame a customer story.

Source image via A Color Bright · gallery 02



ElevenLabs

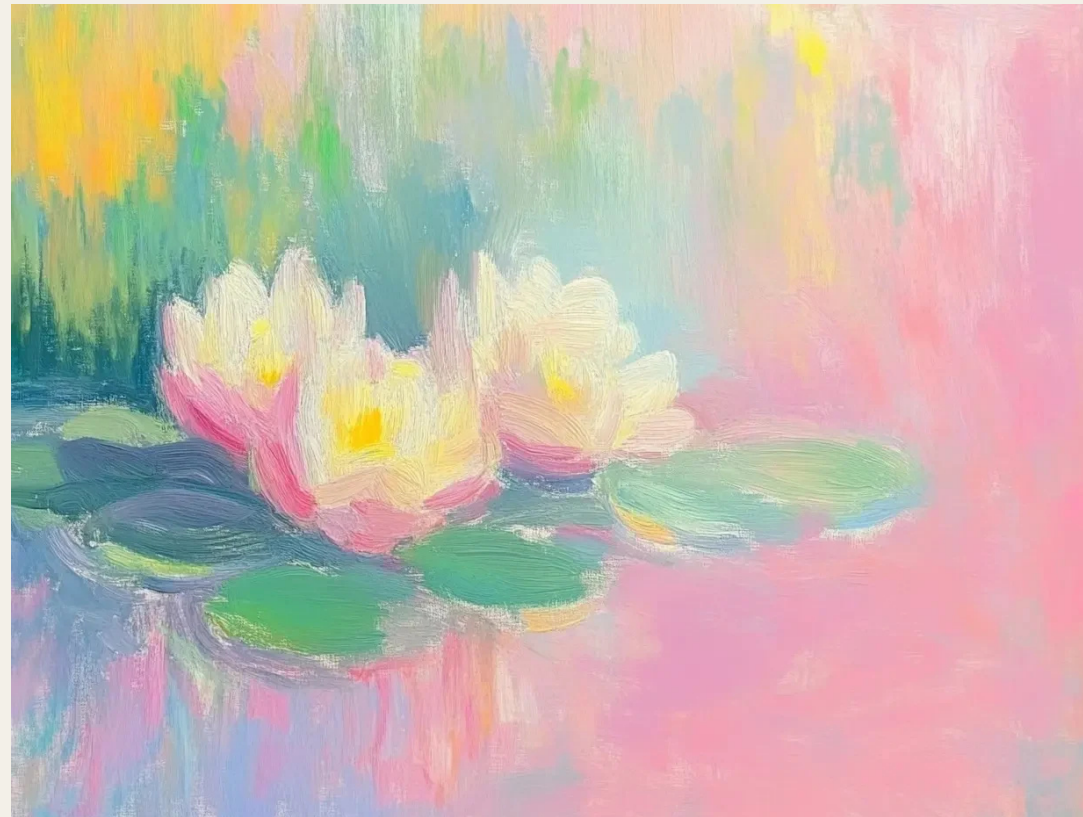
Blue and magenta glow mark an image-and-video launch.

Source image via A Color Bright · gallery 02

Two published examples, shown without added blur or color treatment. This is a comparison of their visual choices, not a controlled experiment.

Digital Impressionism

Loose edges and painterly color leave room for interpretation. The subject stays recognizable while the treatment carries the mood.



General Intelligence Company

Pastel marks soften a recognizable floral subject.

Source image via A Color Bright · gallery 03

The source treats this as a communication strategy, not a description of how an AI model works.



Manus

Human and machine hands appear in loose painted strokes.

Source via A Color Bright · gallery 03



Pi

Clouds and waves merge through a limited tonal range.

Source via A Color Bright · gallery 03

Lomo Imagery

Blur, grain and imperfect framing bring visual identity closer to exploratory photography.



Cursor

A soft foreground makes the meeting feel observed.

Source image via A Color Bright · gallery 04



OpenAI

Motion blur interrupts a crisp, controlled image.

Source image via A Color Bright · gallery 04



Runway

Color bleed and a doubled face create an experimental surface.

Source image via A Color Bright · gallery 04

Brand material reproduced by A Color Bright. The report does not establish how every source image was produced.

Contemporary Realism

Recognizable scenes give abstract technology a tangible world.

The source groups these illustrations under Contemporary Realism. Their rendered detail suggests craft and control, even when the scene is idealized or stylized.

A visual signal of capability is not an independent product benchmark. The label comes from the supplied report.



General Intelligence Company

Detailed city, snow and human figures.

Source via A Color Bright · gallery 05



Retool

Everyday objects in an illustrated workspace.

Source still via A Color Bright · gallery 05



Intercom

A familiar landscape around an imagined structure.

Source via A Color Bright · gallery 05

Sketch and Scribble

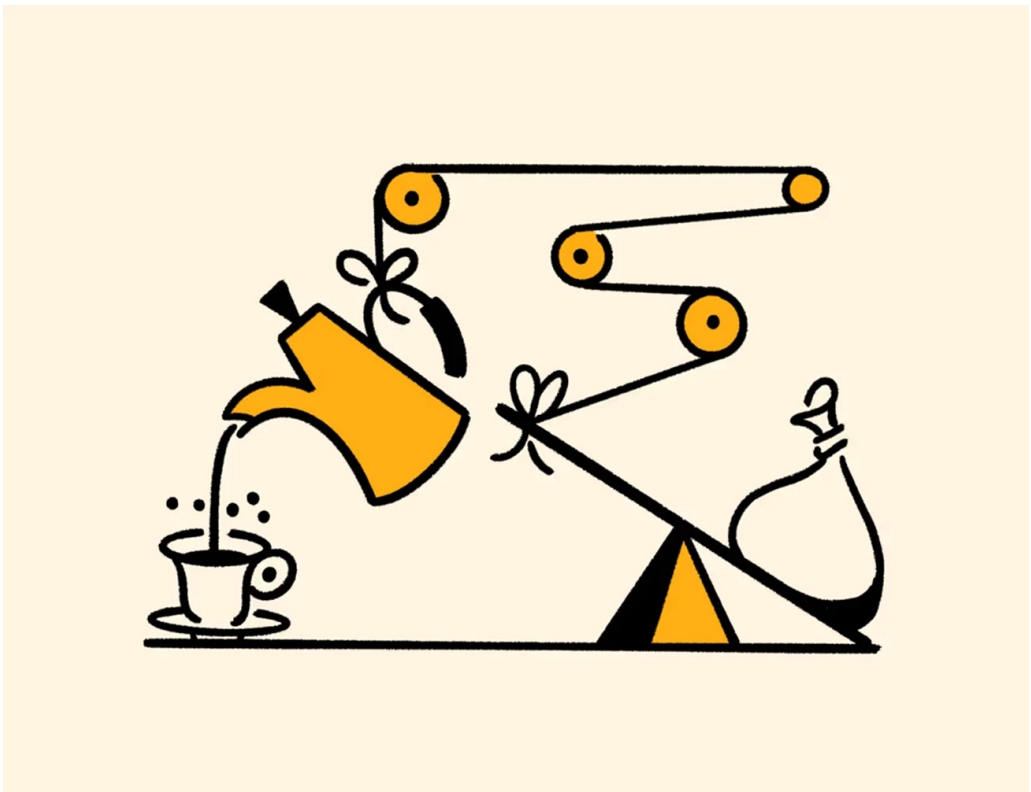
Uneven marks make human intention visible, from a quick underline to playful scenes and abstract forms.



Microsoft AI

A hand-drawn underline interrupts polished typography.

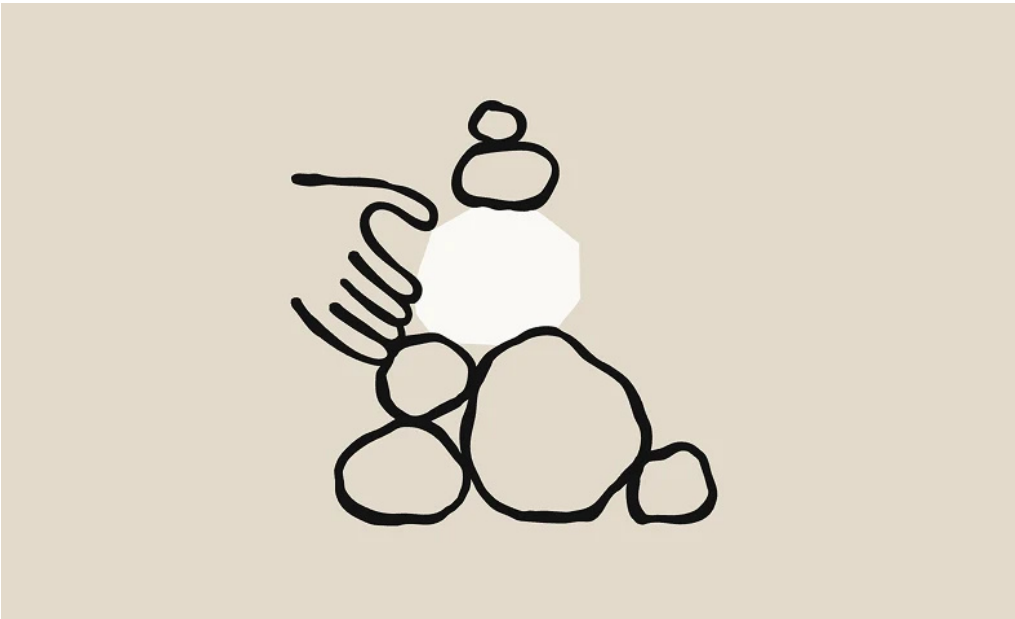
Source image via A Color Bright · gallery 06



Notion

Loose linework turns a mechanism into a playful scene.

Source image via A Color Bright · gallery 06



Anthropic

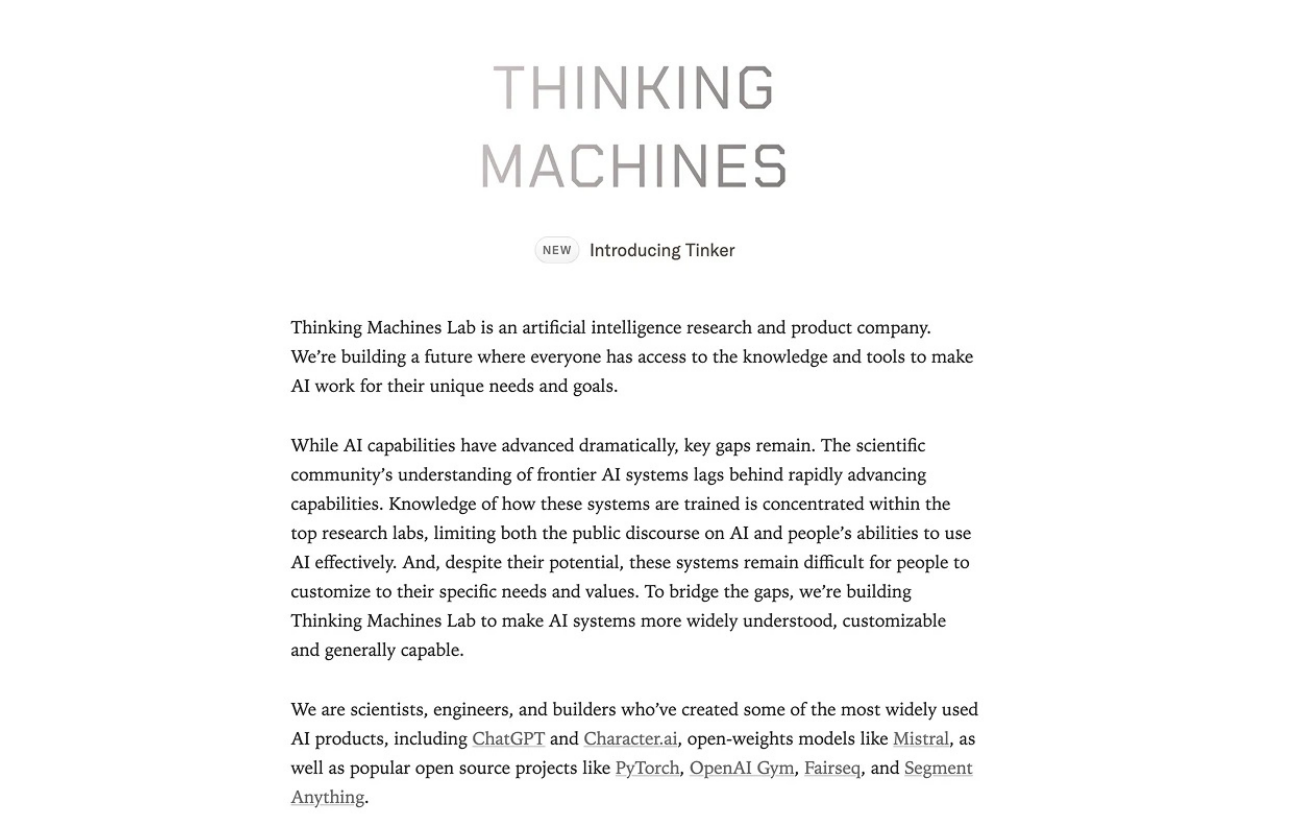
Irregular outlines resist mechanical perfection.

Source image via A Color Bright · gallery 06

These examples show different uses of the same device. They do not imply a shared brand identity.

Non-Brand Academia

Authority comes through the visible work: plain typography, a clear hierarchy and functional publication layouts.



Thinking Machines Lab

Restrained type and prose carry the introduction.

Source image via A Color Bright · gallery 07

Research from Runway

September 24, 2025

Autoregressive-to-Diffusion Vision Language Models

by Marianne Arriola, Naveen Venkat, Jonathan Granskog, Anastasis Germanidis

We develop a state-of-the-art diffusion vision language model, Autoregressive-to-Diffusion (A2D), by adapting an existing autoregressive vision language model for parallel diffusion decoding. Our approach makes it easy to unlock the speed-quality trade-off of diffusion language models without training from scratch, by leveraging existing pretrained autoregressive models...

Read Paper

June 2, 2025

Dual-Process Image Generation

by Grace Luo, Jonathan Granskog, Aleksander Holyński, Trevor Darrell

Prior methods for controlling image generation are limited in their ability to be taught new tasks. In contrast, vision-language models, or VLMs, can learn tasks in-context and produce the correct outputs for a given input. We propose a dual-process distillation scheme that allows feed-forward image generators to learn new tasks from deliberative VLMs. Our scheme uses a VLM to rate the generated images and backpropagates this gradient to update the weights of the image generator. Our general framework enables a wide variety of new control tasks through the same text-and-image based interface. We showcase a handful of applications of this technique for different types of control signals, such as commonsense inferences and visual prompts. With our method, users can implement multimodal controls for properties such as color palette, line weight, horizon position, and relative depth within a...

Read Paper

March 31, 2025

StochasticSplats: Stochastic Rasterization for Sorting-Free 3D Gaussian Splatting

by Shakiba Kheradmand, Delio Vicini, George Kopanas, Dmitry Lagun, Kwang Moo Yi, Mark Matthews, Andrea Tagliasacchi

3D Gaussian splatting (3DGS) is a popular radiance field method, with many application-specific extensions. Most variants rely on the same core algorithm: depth-sorting of Gaussian splats then rasterizing in primitive order. This ensures correct alpha compositing, but can cause rendering artifacts due to built-in approximations. Moreover, for a fixed representation, sorted rendering offers little control over render cost and visual fidelity. For example, and counter-intuitively, rendering a lower-resolution image is not necessarily faster. In this work, we address the above limitations by combining 3D Gaussian splatting with stochastic rasterization. Concretely, we leverage an unbiased Monte Carlo estimator of the volume rendering equation. This removes the need for sorting, and allows for accurate 3D blending of overlapping Gaussians. The number of Monte Carlo samples further imbues 3DG...

Read Paper

Runway

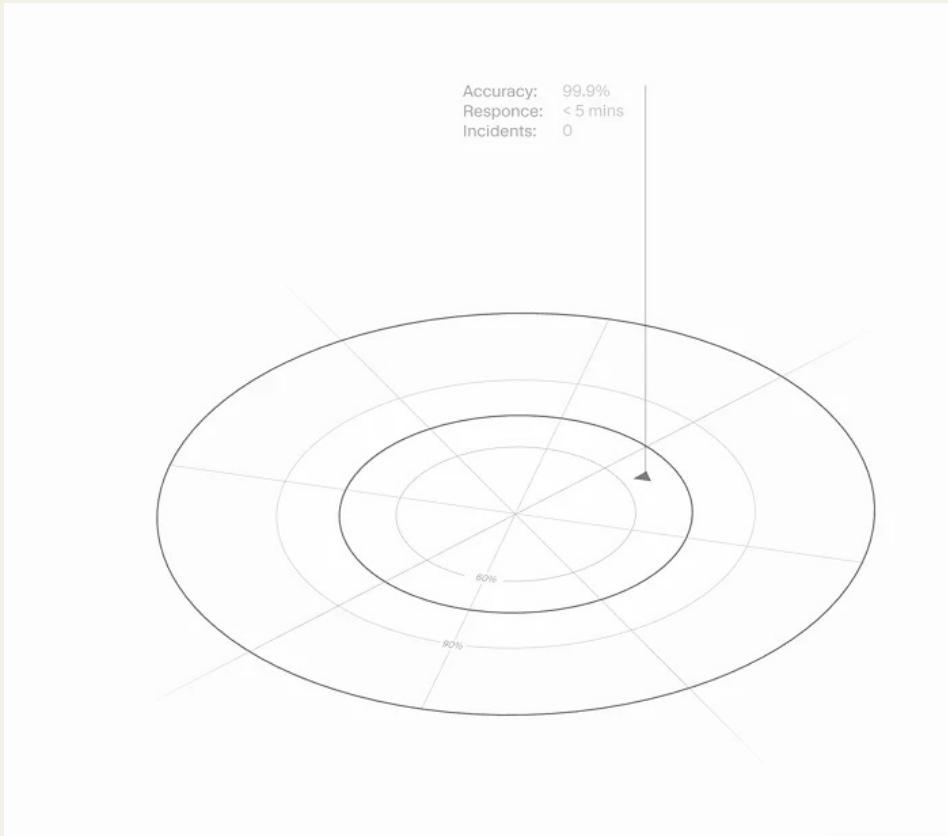
Dates, titles and paper links organize the research index.

Source image via A Color Bright · gallery 07

The evidence is the design of these pages. Minimal branding does not by itself prove better research.

Technical Illustrations

Fine geometry, labeled loops and exploded forms borrow the visual language of engineering and documentation.



ElevenLabs

Measurement-like geometry signals precision.

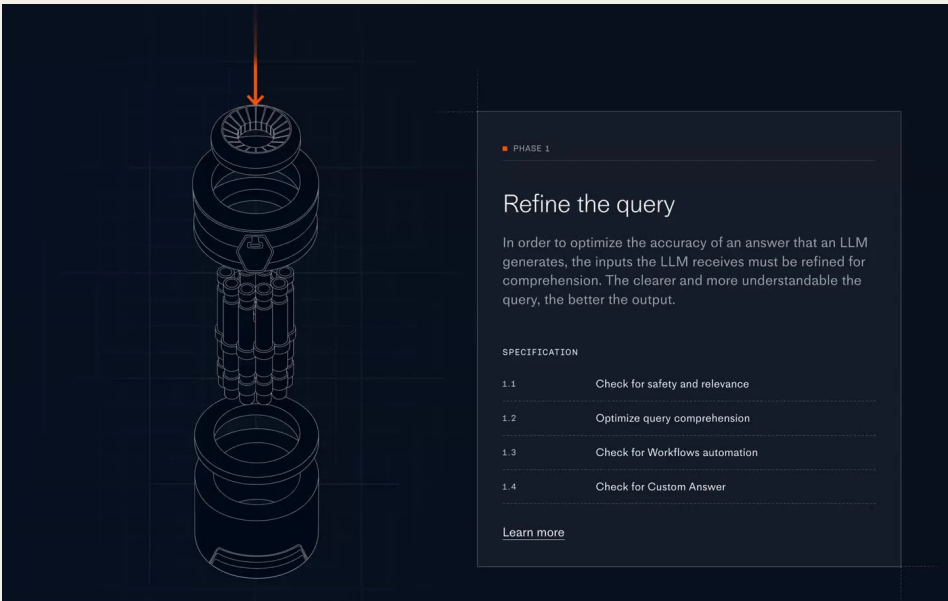
Source image via A Color Bright · gallery 08



OpenAI

Labeled process loops provide a documentary structure.

Source still via A Color Bright · gallery 08



Intercom

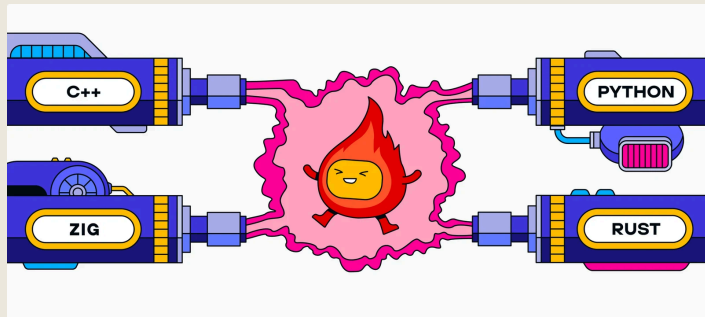
An exploded assembly gives a product explanation technical tone.

Source still via A Color Bright · gallery 08

The study distinguishes technical appearance from literal technical explanation. Embedded numbers and product claims are reproduced source content, not independently verified results.

Quirky Cuteness

Faces and characters make abstract systems approachable. The examples range from engineering humor to gentle, humanized helpers.



Modular

A fire character sits among programming-language references.

Source image via A Color Bright · gallery 09



Sakana

Large eyes humanize the fish characters.

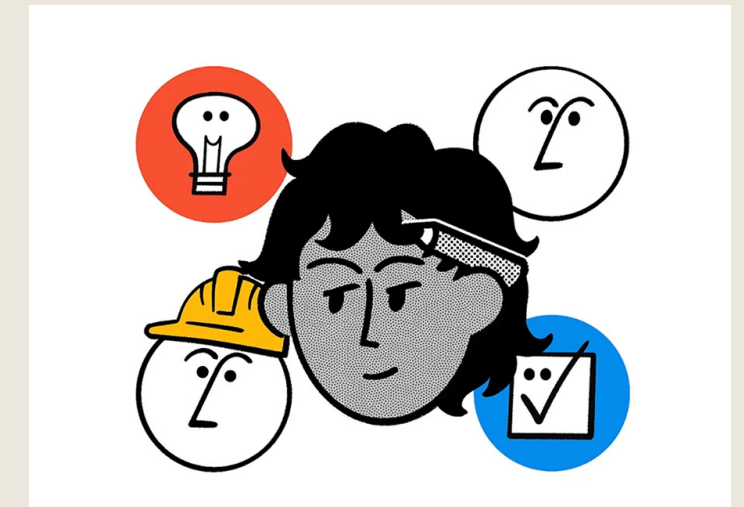
Source image via A Color Bright · gallery 09



OpenAI

A minimal face turns a simple form into a character.

Source image via A Color Bright · gallery 09



Notion

Illustrated helpers connect roles with human expression.

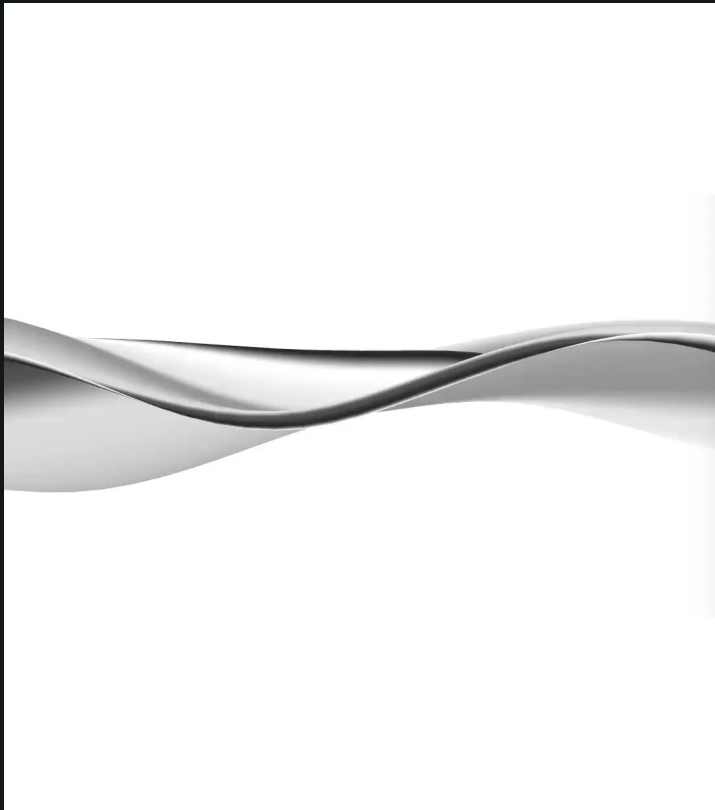
Source image via A Color Bright · gallery 09

Approachability and belonging are interpretations in the study, not measured effects on these brands' audiences.

Morphing Objects

The study reads changing forms as a metaphor for emergence: AI as something continually becoming. Three moments from one clip make the transformation visible in print.

ElevenLabs / one ribbon, three moments



0.00 s



4.42 s



8.83 s

[ElevenLabs motion via A Color Bright](#). Exact frames from the same 13.38-second clip.

These are extracted frames from the publisher-hosted clips. They demonstrate visual motion, not a system learning or adapting.



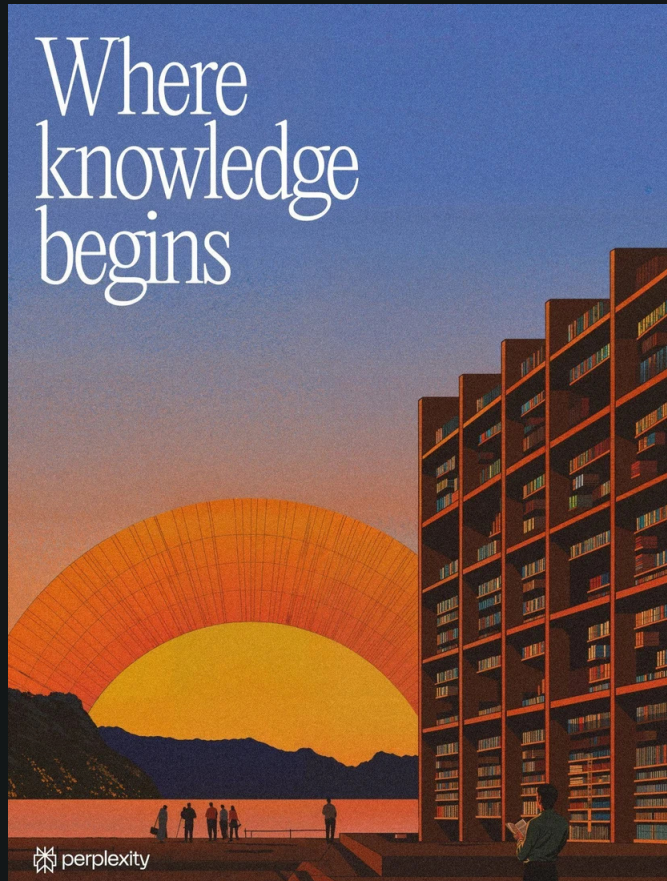
Intercom

Fin 3 uses a changing organic particle form.

Source still via A Color Bright · gallery 10

Futuristic Surrealism

Dreamlike objects and layered worlds place the emphasis on what might become possible.



Perplexity

Retrofuturist architecture expands the promise of knowledge.

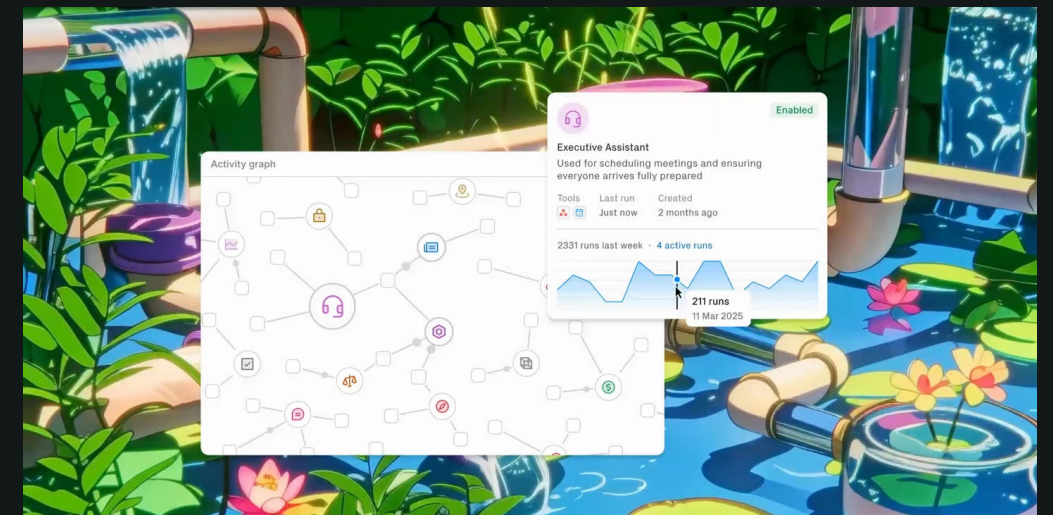
Source image via A Color Bright · gallery 11



World Labs

A mysterious machine inhabits an imagined landscape.

Source image via A Color Bright · gallery 11



Retool

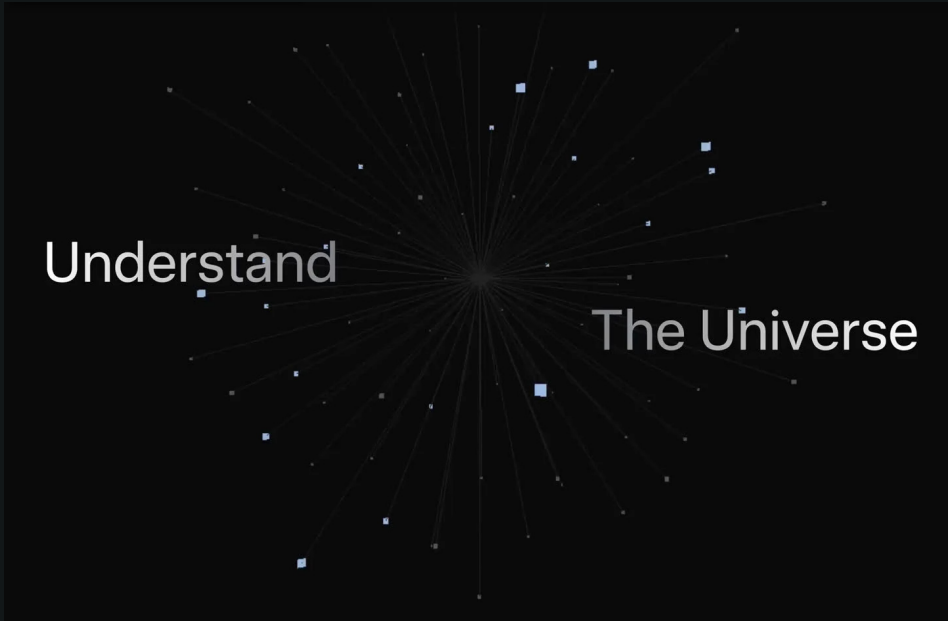
An impossible environment surrounds a product interface.

Source still via A Color Bright · gallery 11

These are imagined brand worlds, not documentary photographs or verified product capabilities.

Outer Space

Cosmic scale turns the unknown into a familiar frontier. The metaphor can express ambition while risking cliché.



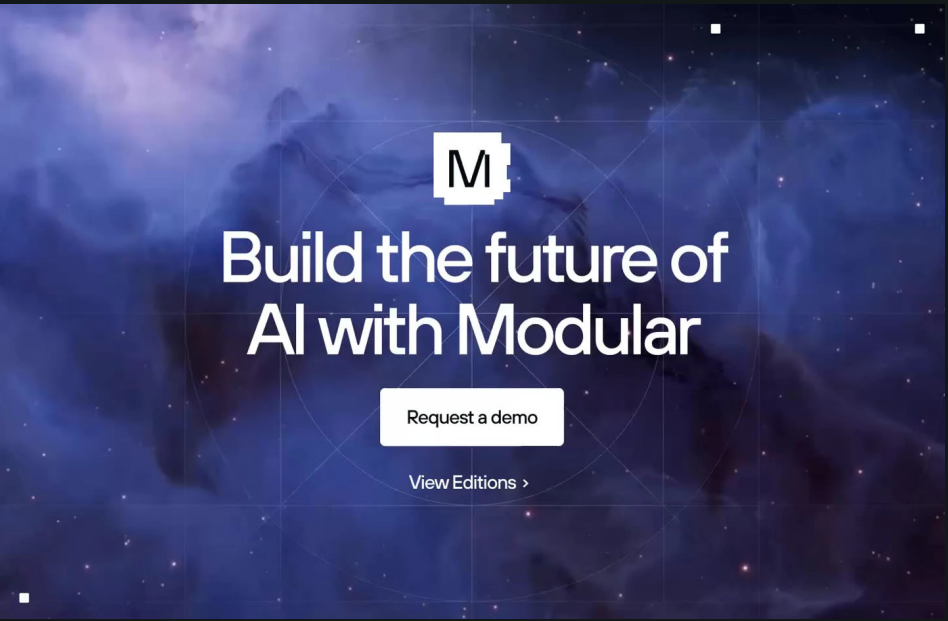
xAI

A universe-scale statement gives the identity its horizon.
Source still via A Color Bright · gallery 12



Perplexity

An orbital view makes possibility feel expansive.
Source image via A Color Bright · gallery 12



Modular

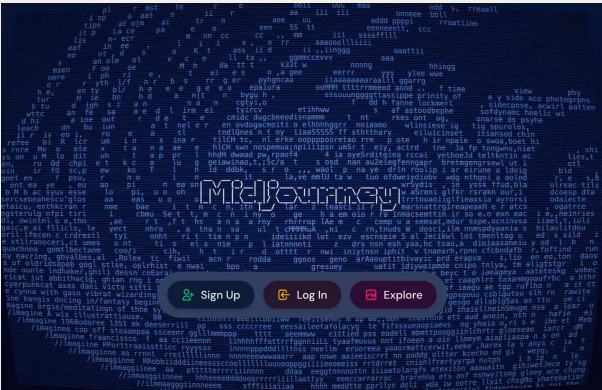
Cosmic imagery surrounds a promise about AI's future.
Source still via A Color Bright · gallery 12

Source captures show branding metaphors. They are not presented as telescope observations or current product claims.

ASCII and Pixels

Two references to early computing use different building blocks: characters and square pixels. The study reads both as familiar, nostalgic and playful.

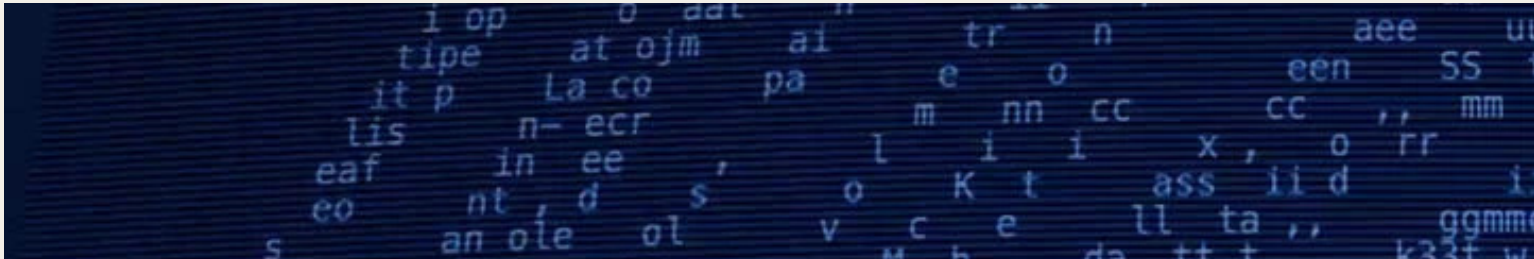
01 / Characters make the image



Midjourney

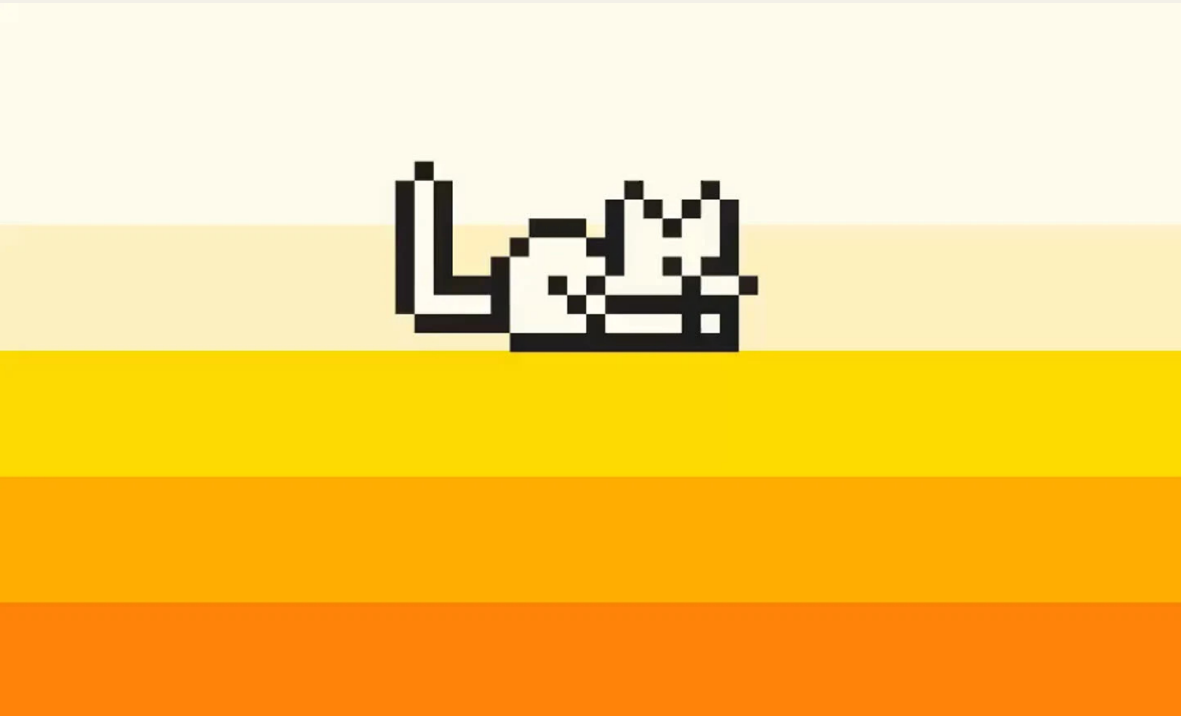
Letters and symbols form an animated character field.

Source still via A Color Bright · gallery 13



Enlarged source detail / same image

02 / Pixels make the image



Mistral

Square pixels create a mascot with a limited palette.

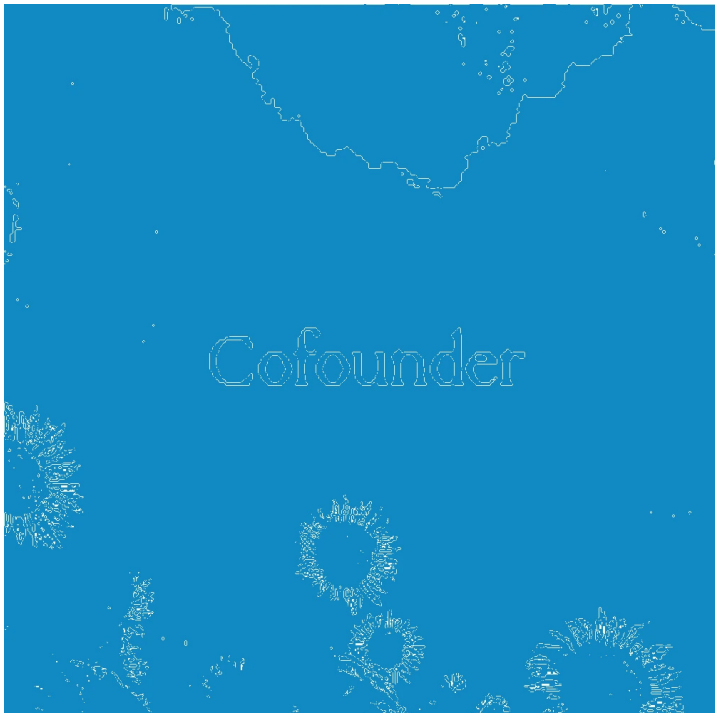
Source still via A Color Bright · gallery 13

The Midjourney detail is an enlarged crop of the same source frame. The Mistral frame shows pixel art, not ASCII.

Generative Art

The study describes identities built from rules and variation. These source examples let us observe changing patterns and recurring motifs.

General Intelligence Company / one animation



Frame 0



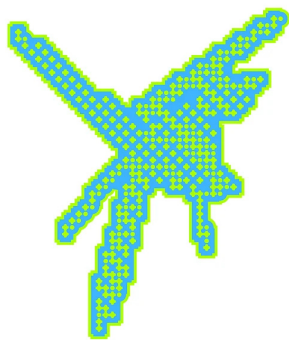
Frame 10



Frame 20

General Intelligence Company of New York motion via A Color Bright. Exact GIF frames 0, 10 and 20.

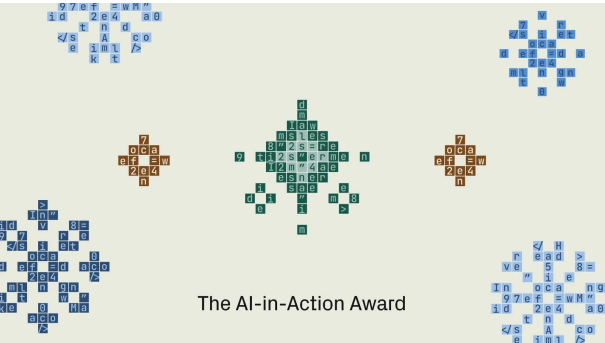
The frames show variation. The underlying algorithms and production code are not documented by these captures.



fal

Repeated cells build a larger organic motif.

Source via A Color Bright · gallery 14



Retool

A repeated character motif appears in several variations.

Source via A Color Bright · gallery 14

Five different visions of AI

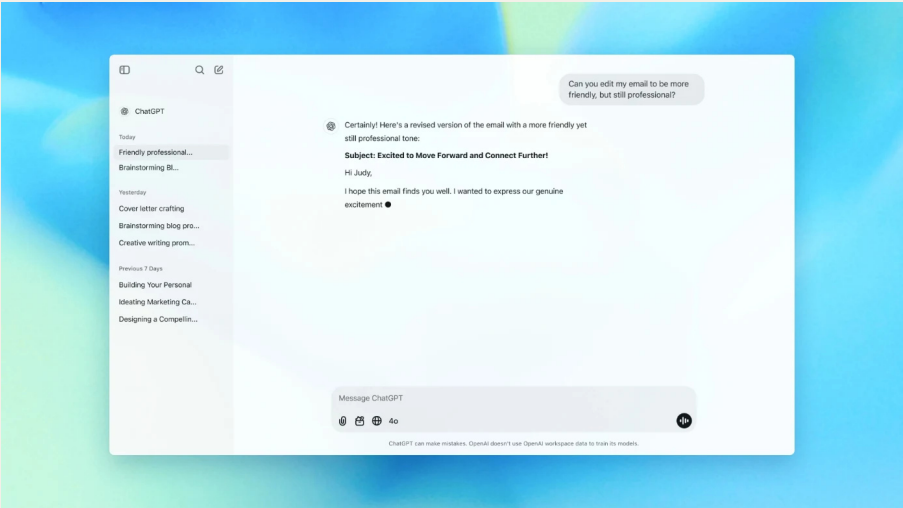
ARCHETYPE	CORE PROMISE	MEMBERS IN THE REPORT’S VISUAL GROUPS
Likeable Leaders	Reassuring authority	OpenAI, Sierra, Cursor, ElevenLabs, Cohere, Runway
Gentle Humanists	Human potential	Microsoft AI, Notion, Anthropic, Pi
Nerdy Idealists	Belonging among builders	Sakana, Midjourney, Mistral, fal, General Intelligence Company of New York, Thinking Machines Lab
Bold Builders	Transformative ambition	xAI, Intercom, Retool, Modular
Utopian Dreamers	New possible worlds	Perplexity, World Labs, Manus

Interpretive clusters proposed by the author. The full visual groups cover all 23 brands; the original prose names selected examples.

Likeable Leaders

Reassuring authority

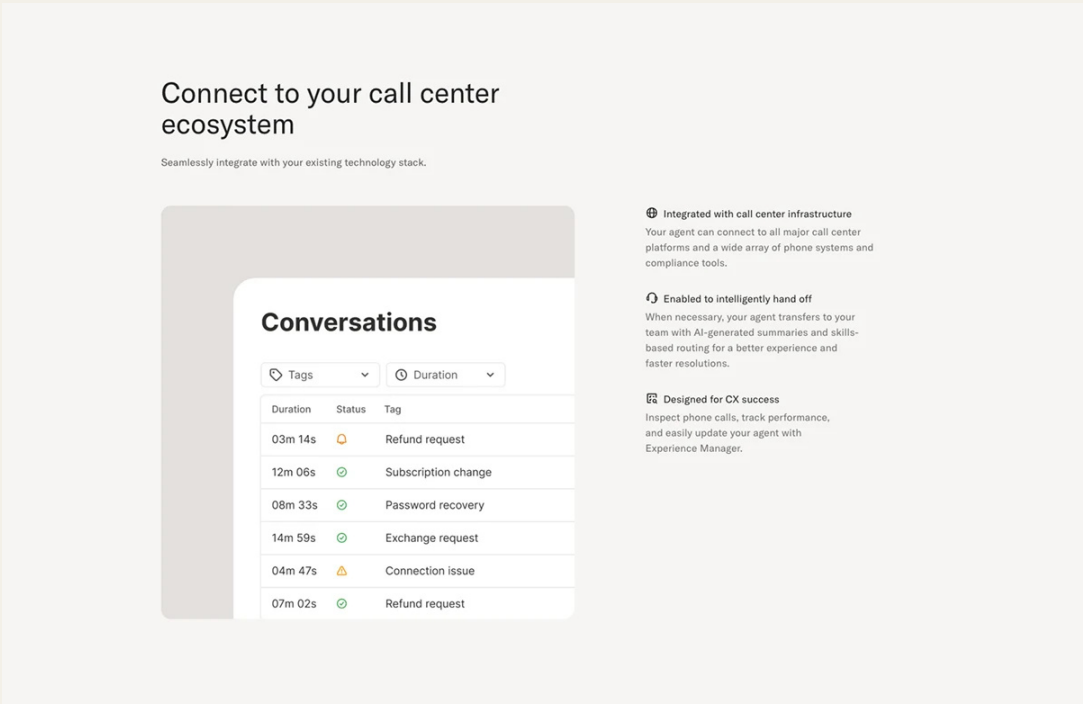
Muted foundations, soft imagery and approachable photography support a broadly reassuring tone.



OpenAI

A soft color field sits behind the product.

Source image via A Color Bright · gallery 02



Sierra

Quiet surfaces keep the interface in focus.

Source image via A Color Bright · gallery 01



Cohere

Human-scale photography carries an approachable tone.

Source image via A Color Bright · gallery 04

Report group: OpenAI / Sierra / Cursor / ElevenLabs / Cohere / Runway. The images above are selected examples.

Gentle Humanists

Human potential

People, everyday life and hand-drawn scenes keep technology in the background.



Microsoft AI

A painted place makes a careers page feel human.

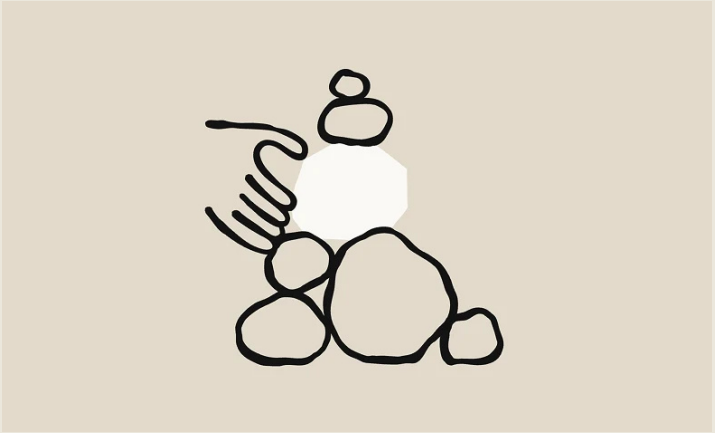
Source image via A Color Bright · gallery 06



Notion

A shared activity becomes the center of the image.

Source image via A Color Bright · gallery 06



Anthropic

Soft irregular marks keep the visual tone tactile.

Source image via A Color Bright · gallery 06

Report group: Microsoft AI / Notion / Anthropic / Pi. The images above are selected examples.

Nerdy Idealists

Belonging among builders



fal

Retro screens and block artifacts refer to computer culture.

Source image via A Color Bright · gallery 13

sakana.ai

Sakana AI Agent Wins AtCoder Heuristic Contest (First AI to Place 1st)

January 05, 2026

Rank	User	Score	Rank	User	Score
1	fishylene Sakana AI (Sponsored)	848,373,282 (9) 219:47	8	Shun_PI 株式会社THIRD	845,287,070 (11) 239:22
2	yosupo Indeed / Recruit	847,674,723 (4) 133:53	9	Rafbill	844,986,384 (7) 219:27
3	asi1024 xxxxxxxxxxxxxxxxxxxx	846,938,871 (18) 239:38	10	nono00 University of Alzu	843,793,082 (17) 232:54
4	takumi152 株式会社 ALGO ARTIS	846,350,877 (15) 204:15	11	semixp Preferred Networks, Inc.	843,780,589 (17) 230:19
5	tishit24 LINEヤフー	845,489,747 (7) 202:29	12	gazelle	842,540,969 (7) 239:30
6	rhoo Institute of Science Tokyo / Tokyo Institute of Technology	845,324,831 (13) 239:34	13	montplusa Kyoto University	842,390,994 (6) 196:56
7	yochan 株式会社 ALGO ARTIS	845,301,068 (4) 196:20	14	nikaj	841,539,388 (4) 239:38

First AI Agent to Win a Competitive Optimization Programming Contest (804 Participants, \$1,300 Compute).

Final Standings: <https://atcoder.jp/contests/ahc058/standings>

[read more](#)

Sakana

A functional research page puts the work in view.

Source image via A Color Bright · gallery 07

Computing references, playful rough edges and visible research signal a culture of building and exploration.

200+

Team members



15

Different nationalities



50%

Female leaders



Mistral

Pixel characters give even a statistics page a playful tone.

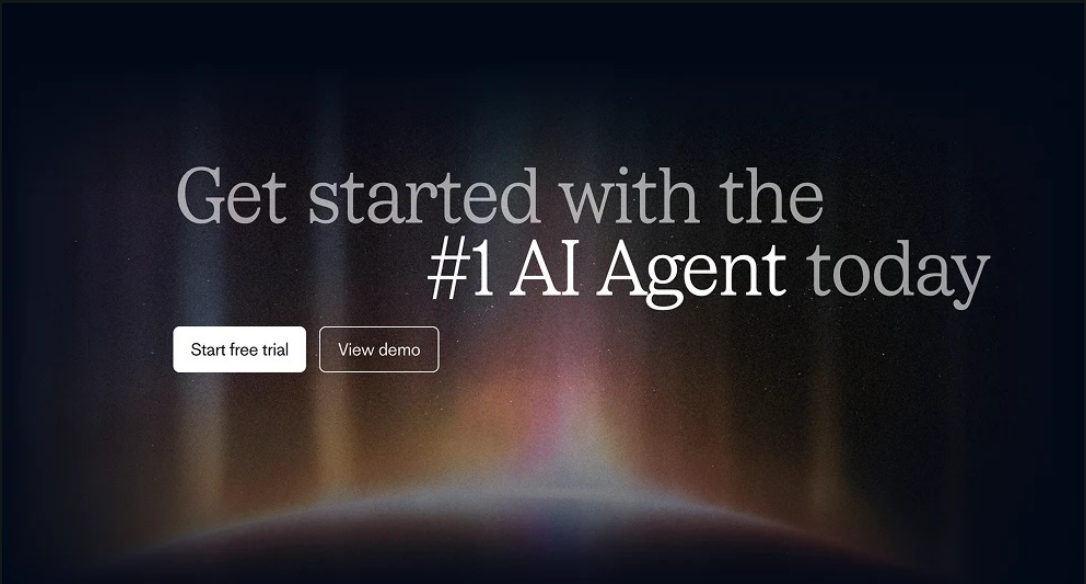
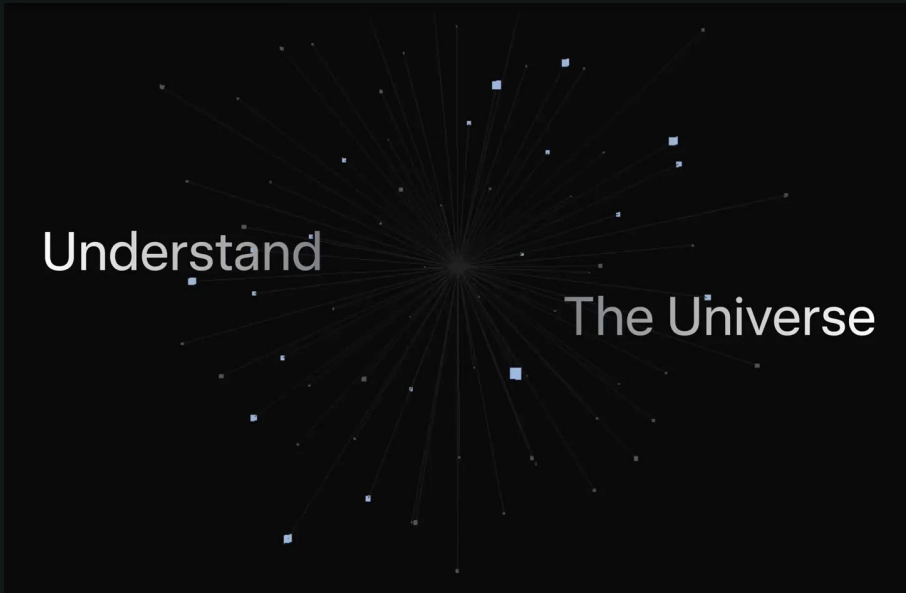
Source image via A Color Bright · gallery 13

Report group: Sakana / Midjourney / Mistral / fal / General Intelligence Company of New York / Thinking Machines Lab. The images above are selected examples.

Bold Builders

Transformative ambition

Darker worlds and frontier imagery give the technology scale, power and ambition.



xAI

The universe provides the scale of the promise.

Source still via A Color Bright · gallery 12

Intercom

Dark, luminous space surrounds a product proposition.

Source image via A Color Bright · gallery 12

Modular

A space character makes the frontier metaphor tangible.

Source image via A Color Bright · gallery 12

Report group: xAI / Intercom / Retool / Modular. The images above are selected examples.

Utopian Dreamers

New possible worlds

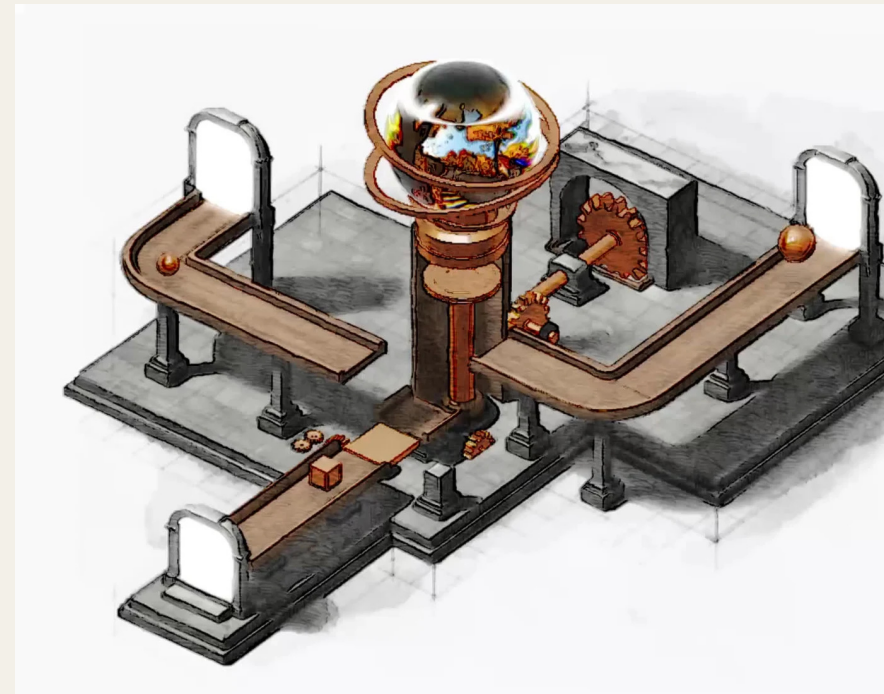
Imagination leads the encounter. Surreal worlds and optimistic futures can fascinate while leaving the mechanism unclear.



Perplexity

An unfamiliar object turns a forest into an imagined world.

Source image via A Color Bright · gallery 11



World Labs

A dreamlike machine invites interpretation.

Source still via A Color Bright · gallery 11



Manus

A painted human-machine encounter suggests a possible future.

Source image via A Color Bright · gallery 03

Report group: Perplexity / World Labs / Manus. The images above are selected examples.

Conscious choices create distinction

01 **Adopt**

Use a familiar visual language when it fits what the brand needs to communicate.

02 **Ignore**

Leave a trend aside when it adds little to the brand's point of view.

03 **Push further**

Develop the device until its execution becomes more distinctive.

04 **Counter**

Oppose a convention when the difference serves the brand.

A standout brand can provide a meaningful advantage.

Branding alone will not make a winner. It can help a company compete for attention, authority and capital.

The field changes quickly. Use this study as a lens for making choices, with examples that reflect a moment in time.

Sources and interpretation

Content and visual evidence

The supplied text was checked against the [32-page A Color Bright report](#). That report anchors the trend names, example lists and archetypes.

Images and motion were retrieved from the [author’s article galleries](#) on 27 October 2026. Their captions link to the actual publisher-hosted files.

Article: Jan Thede, 23 February 2026. The PDF has no verified revision date.

What the credits mean

“Source image via A Color Bright” identifies material reproduced by the publisher. It does not claim a direct download from the brand website or establish how the source art was produced.

No substitute artwork was generated for this edition. Source colors are preserved. Detail crops and extracted frames are identified.

Source-version differences resolved

Trend	Fixed report baseline	Live article gallery
Digital Impressionism	Microsoft AI included, p. 12	Microsoft AI omitted
Quirky Cuteness	Anthropic included, p. 18	Anthropic omitted
Morphing Objects	Runway included, p. 19	OpenAI included; Runway omitted

The report also resolves an article link labeled Pi that points to GIC, and a Cursor chart mislabeled Runway. Neither incorrect link is used as image provenance here.

Claims about trust, authority and archetypes are qualitative interpretations. Source captures do not establish current brand use or independently verify embedded product claims.

Reading notes follow in this PDF and remain available through Notes in the web edition.

Reading notes / trends 1–7

Shades of Off-White

Warm neutrals are read as restraint and maturity. They give the content room to lead. The source also mentions Pantone’s 2026 color; that analogy does not identify a precise color value in each capture. Report examples: Microsoft AI, Cursor, Intercom, Sierra, Anthropic.

[Report p. 10](#)

Organic Gradients

The report describes organic variation as a response to ubiquitous gradients. This edition compares published examples without synthetic blur or a claim that only texture changes. Report examples: ElevenLabs, Intercom, Perplexity, OpenAI, Microsoft AI.

[Report p. 11](#)

Digital Impressionism

Loose edges and reduced detail shift emphasis toward mood. The imagery does not explain the mechanism of AI or verify the named product’s capabilities. Report examples: General Intelligence Company of New York, OpenAI, Pi, Cursor, Microsoft AI, Manus.

[Report p. 12](#)

Lomo Imagery

Grain, blur and visual imperfections suggest exploration. These are source brand images. The author does not establish their production method or the identity of every depicted person. Report examples: Cohere, OpenAI, Runway, Microsoft AI, Cursor.

[Report p. 13](#)

Contemporary Realism

Recognizable illustrated scenes make an abstract technology tangible. “Contemporary Realism” is the report’s category. It includes idealized imagery and should not be read as documentary photography. Report examples: General Intelligence Company of New York, Pi, Intercom, Retool.

[Report p. 14](#)

Sketch and Scribble

Uneven lines, underlining and loose scenes provide traces of human intention. The page compares actual uses of those marks, rather than a newly generated imitation. Report examples: Microsoft AI, Notion, Anthropic.

[Report p. 15](#)

Non-Brand Academia

The feature is functional presentation of work: restrained typography, prose hierarchy and research indexes. The visual style alone does not prove stronger research. Report examples: Thinking Machines Lab, Sakana, OpenAI, Runway, Cursor.

[Report p. 16](#)

Reading notes / trends 8–14

Technical Illustrations

Technical-looking imagery can signal expertise without documenting how the product works. Source diagrams and embedded numerical claims are reproduced for visual analysis, not independently validated. Report examples: ElevenLabs, Intercom, General Intelligence Company of New York, OpenAI, Thinking Machines Lab.

[Report p. 17](#)

Quirky Cuteness

Faces, characters and insider references can make abstract systems feel approachable. Their effect on trust, recruiting or public perception is the author's interpretation. Report examples: Sakana, Mistral, Anthropic, Notion, OpenAI, Modular.

[Report p. 18](#)

Morphing Objects

The study reads changing forms as a metaphor for emergence: AI as something continually becoming. The sequence uses exact frames from an ElevenLabs clip at 0, 4.42 and 8.83 seconds. The Fin example comes from a separate source clip. Visual transformation is not evidence of machine learning in the depicted object. Report examples: ElevenLabs, Cohere, Runway, Intercom, fal.

[Report p. 19](#)

Futuristic Surrealism

Layered worlds, impossible objects and retrofuturist cues invite people to imagine a different reality. The scenes are brand imagery, not claims that such places or machines exist. Report examples: Perplexity, Retool, World Labs.

[Report p. 20](#)

Outer Space

Cosmic imagery uses scale and the unknown as a metaphor. The source acknowledges that the device can also become clichéd. These captures are not astronomical evidence. Report examples: Modular, xAI, Intercom, Perplexity.

[Report p. 21](#)

ASCII and Pixels

The source connects both styles with nostalgia, familiarity and playful approachability. ASCII constructs forms with characters. Pixel art uses a visible square grid and limited detail. The paired source examples demonstrate the difference; the enlarged ASCII detail is labeled as a crop. Report examples: General Intelligence Company of New York, fal, Midjourney, Mistral.

[Report p. 22](#)

Generative Art

The source connects repeated patterns and evolving forms with generative systems. The displayed animation establishes visible variation. It does not reveal the exact algorithm or the code used to produce it. Report examples: Sakana, fal, General Intelligence Company of New York, Retool.

[Report p. 23](#)

Reading notes / archetypes

Likeable Leaders

OpenAI, Sierra and Cursor favor seriousness, stability and broad appeal. Muted greys and warm beiges reduce visual friction. Soft gradients and impressionistic imagery create an approachable atmosphere. Human photography and a calm tone make leadership feel responsible and familiar. The grouping is the author's interpretation. Images are examples, not an exhaustive definition of a brand.

[Report p. 26](#)

Gentle Humanists

Microsoft AI, Notion and Anthropic put people's lives ahead of the technology. Hand-drawn scenes, nature and everyday interactions give the brands a soft, sometimes romantic character. Technology stays in the background. What matters is how it helps people and how it feels in daily life. The grouping is the author's interpretation. Images are examples, not an exhaustive definition of a brand.

[Report p. 27](#)

Nerdy Idealists

Sakana, Midjourney and Mistral draw on engineering culture and insider references. Quirkiness and deliberate rough edges signal a fascination with the technology itself. The implied audience is peers: builders, researchers and enthusiasts who care about exploration. The grouping is the author's interpretation. Images are examples, not an exhaustive definition of a brand.

[Report p. 28](#)

Bold Builders

xAI, Intercom and Retool make AI feel vast and powerful. Darker palettes and space imagery lean into the scale of the technology rather than softening it. The brand promise centers on a force that changes what is possible. The grouping is the author's interpretation. Images are examples, not an exhaustive definition of a brand.

[Report p. 29](#)

Utopian Dreamers

Perplexity, World Labs and Manus foreground what could become possible. Expansive, surreal and retrofuturistic worlds communicate optimistic visions beyond the present. Imagination takes precedence over immediate clarity. These visions can fascinate while confusing or alienating some audiences. The grouping is the author's interpretation. Images are examples, not an exhaustive definition of a brand.

[Report p. 30](#)