

WHAT IS THE "HANDMADE" BADGE?

The "Handmade" logo on a website ensures the client that no AI is used in the creation or manipulation of music.

WHY IS IT NECESSARY TO DISCLOSE THE FACT THAT NO AI IS USED IN THE MUSIC PRODUCTION PROCESS?

It works similarly to the "Organic" label on food. It is necessary for those people who are interested in knowing if the food they are buying is organic; it makes no difference for those who are not interested in the matter. I have been asked repeatedly by clients, in the past few months (time of writing – 2026), if I was employing AI at any stage of my music production process, including mixing and mastering. That is why I have looked for a way to clearly show on my website that no AI is used to create or manipulate sound at London Mastering Studio. I was not happy with the graphic solutions I found already available on the internet, so I decided to ask a designer to create my own.

If people using AI are proud of their work, why are many of them hiding the fact that they use it? I am not anti-AI but I want to make it clear that I do not use it in my music production process, and the "Handmade" badge says exactly that. It is available for free download. Creators who do not employ AI in their creative process and believe it is important for their clients to know it can use it on their websites.

WHY NOT USE THE ANTI-AI LOGO ALREADY AVAILABLE ON THE INTERNET?

I do not want to focus on the negative message of the anti-AI movement but, instead, on the positive message of creativity in the hands of humans. A "Made by human" logo is already available on the net, but that did not adequately represent my idea either. I wanted a logo that said: "Made by humans without the help of AI", hence the choice of the "Handmade" word. As explained above, the "Handmade" logo is for me the closest thing to the "Organic" label. It is of interest to people who care about this aspect of music production, without going into the intricacies, legality, and morality of the use of AI and without getting into the debate on the growing hate (time of writing – 2026) for the technology amongst some creatives.

IS THE "HANDMADE" LOGO AVAILABLE FOR FREE DOWNLOAD?

Yes, it is. You can find the free download on my website London Mastering Studio at www.londonmasteringstudio.co.uk. Speaking to other music producers I realised that the AI discussion has a tendency to turn into an endless argument. When I proposed my idea, they liked it. The freely available download can be used on your website and is not related only to music. I do not intend this statement to serve as a tool to be used by any anti-AI movement. Using this logo is not the same as making an anti-AI statement. Use this logo if you simply want your clients, or audience, to know that you prefer to create, for whatever reasons, without the use of AI.

LOGO CREATED BY
London Editorial Design

LONDON MASTERING STUDIO

London Mastering Studio is run by award winning mixing and mastering engineer and author of the book "Mixing Without Numbers" Francis Gorini. The London studio is equipped to produce a sound that ranges from vintage analogue to clean digital. Clients vary from independent artists and record labels to publishing companies, charities and film makers.

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