Menu:

How It Works

Pricing

Gallery

Resources

Log in

Join Us

Header content:

**Your AI-free Content Deserves a Badge**

Artificial Intelligence (AI) is trained using human-created content. If humans stop producing new content and rely solely on AI, online content across the world may become repetitive and stagnant.

If your content is not AI-generated, add the badge to your work.

**Download the Artist badges**

Good for artwork, including digital and traditional art, paintings, illustrations, comics, and more.

**Download the Writer badges**

Good for blog posts, essays, books, research, code, and other text-based content.

**Download the Producer badges**

Good for audio, video, photography, overall creative approach/philosophy, and more.

Callout:

You are in good company. The Not By AI badges are featured on 277K+ pages.

Side menu:

Mission

Who Can Use the Badge

Benefits

Gallery

Resources

Support Us

Download Badges

Not By AI for Business

Body copy:

**Mission**

The Not By AI badges are created to encourage more humans to produce original content and help audiences identify human-generated content. The Ultimate goal is to make sure humanity continues to advance.

An expert estimates that 90 percent of online content could be generated by AI sometime in 2025.1 With the surge in AI-generated content, it is important to note that AI is trained on human-generated content. If humans rely solely on AI to generate content moving forward, any new content generated by AI may just be recycled content from the past. This could pose a major obstacle to human advancement.2 Only by limiting our reliance on AI and continuing to create original content can we propel ourselves forward as a species.

*The chart represents a scenario in which humans stop generating new content and AI reuses pre-existing content to produce content that lacks originality.*

It is worth mentioning that AI technologies mark a major milestone in the history of technology and the Not By AI badge is not designed to discourage the use of AI. Instead, it is to make sure that, while we celebrate the achievement, we work with AI instead of being replaced by AI.

**Who Can Use the Badge**

The Not By AI 90% Rule

Understanding that there is a blurred line between what is considered AI-generated vs human-generated, if you estimate that at least 90% of your content is created by humans, you are eligible to add the badges into your website, blog, art, film, essay, books, podcast, or whatever your project is for non-commercial use, and, with a subscription, commercial use. The 90% can include using AI for inspiration purposes, supporting legal documents such as privacy policies (assuming that legal is not the main focus of your content or service), non-user facing content such as SEO meta tags or code, and looking for grammatical errors and typos, and to translate content.

Please note that Not By AI is not an AI detection tool; our mission is tailored for users who voluntarily want to advocate for human-centric approaches, rather than for those seeking evidence of human-produced content. This means you should be the one held accountable for following the Not By AI 90% Rule.

**Benefits**

- As a business

In addition to providing you with our iconic Not By AI badges (once approved), as a Not By AI member, we will help you set up a project page that documents your creative process and approach. This allows your audience to learn how you in fact created your content without or with very little help from AI.

A project page can be linked from your badges. It is a crucial page for your clients, prospects, and users to recognize that your human effort is more than just inserting a badge. This is especially important when the business problem they look to solve is complex and requires a tailored solution from trained humans. With Not By AI, you can:

✓ Highlight your human-centric solutions

✓ Prove that your content is safe from AI hallucinations

✓ Set yourself apart from the competition

✓ Show that your content is free from AI copyright infringement

✓ Build trust & credibility for your brand

Some websites, like WIRED, publish announcements to achieve similar goals. However, these announcements may no longer be visible shortly after their release. With the Not By AI badges, you can ensure that this messaging receives constant exposure.

- As an individual

Without trained professionals or AI detectors, it is nearly impossible to distinguish your human content from AI-generated content. Using the Not By AI badges helps your audience recognize your human-first approach so they understand that your content is truly from you and not copied and pasted from a generative AI, such as ChatGPT, Claude, or Gemini.

More importantly, this fosters awareness and encourages more individuals to produce original content. This process makes sure we, as a species, continue to contribute to human content collectively and prevent content from being replaced by recycled content produced by AI.

We offer the badges for 100% free for non-commercial projects. It is our mission to spread the Not By AI movement as widely as possible. If you want to support us, please consider our paid subscriptions or contribute through a donation.

**Gallery**

Add to a website

Add to an artwork

Add to an app

Add to an essay

Add to a book

Add to an album cover

Add to a blog article

Add to a painting

[Show More Inspirations→]

**Support Us**

The whole Not By AI movement is created by real humans. Your support will make a difference. Donate today to empower the content creators and ensure that humanity continues to advance. Your donation will be used in various places to grow Not By AI. Thank you.

[Donate Today→]

Download popup:

**Download the Not By AI Badges**

I want to

1. Download the badges & describe my human-centric approach to my users

Starting at $5/mo  
Commercial & Personal Use

2. Download the badges only

Pay as you wish

Personal Use Only

Email

☑︎I want to receive news such as updates, tips, resources, and discounts.

[Send Me the Badge]

By clicking on the button above, you agree to our Terms and Conditions.

Footer:

**Join the Not By AI Movement Today**

With a badge, we empower humans to create authentic content.

**Badges**

How It Works

Pricing

Not By AI for Individuals

Not By AI for Business

Gallery

**Resources**

Help Center

The Not By AI 90% Rule

How to Insert the Badges

Usage Guidelines

Help Us Translate

**Company**

About Us

Feedback

Media Assets

Newsroom

Meet Our Translators

Contact Us