Title: Recraft

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Recraft is a generative artificial intelligence program and service developed by the London-based startup Recraft, Inc. Like models such as Midjourney and DALL-E , it generates digital images from natural language prompts, but is specifically tailored for professional design workflows, with features that emphasize brand consistency, text fidelity, and layout control. [1]

History and background

Recraft, Inc. was founded in 2022 by machine learning scientist Anna Veronika Dorogush, best known for co-creating the CatBoost machine learning library at Yandex. [2] [3]

The company emerged from stealth on May 31, 2023, with a public release of its vector graphics generation capability on Product Hunt . On January 17, 2024, TechCrunch profiled Recraft’s foundational model for graphic design, noting its emphasis on addressing copyright and ethical concerns associated with AI-generated imagery. [1]

On October 28, 2024, TechCrunch reported that Recraft's third major model, V3, had topped a crowdsourced benchmark, surpassing Midjourney and OpenAI's DALL-E in overall image quality. [4]

On May 5, 2025, Recraft announced a $30 million Series B funding round led by Accel, reporting more than four million registered users at the time of the announcement. [5]

Technology

Recraft has not publicly disclosed the detailed technical architecture of its model. However, third-party reviews and benchmarks have noted that its performance resembles diffusion-based systems such as Stable Diffusion and Midjourney . [6] [7]

The model is designed for creative workflows requiring visual consistency and flexible output formats. Reviewers have noted its ability to generate legible multi-line text, [7] produce high-resolution imagery at various canvas sizes, [8] and to maintain alignment with user-defined brand palettes and design themes. [5]

Though not open-source, Recraft offers its functionalities through a web interface and commercial API. Advanced features such as style settings and positioning control differentiate it from general-purpose text-to-image tools. [5]

References

External links

Official website

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Autoencoder

Deep learning
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Generative adversarial network
Generative pre-trained transformer
Large language model
Model Context Protocol
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Prompt engineering
Reinforcement learning from human feedback
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Attention
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Batchnorm

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Rectifier

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Q-learning

SARSA

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In-context learning

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Large language model

NMT

Reasoning language model

Model Context Protocol

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Artificial human companion

Humanity's Last Exam

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15.ai

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Whisper

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Text-to-image models Aurora DALL-E Firefly Flux Ideogram Imagen Midjourney Recraft Stable Diffusion

Aurora

DALL-E

Firefly

Flux

Ideogram

Imagen

Midjourney

Recraft

Stable Diffusion

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Dream Machine

Runway Gen

Hailuo AI

Kling

Sora

Veo

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Gemini (language model)

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Oriol Vinyals

Quoc V. Le

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Demis Hassabis

David Silver

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Ashish Vaswani

Noam Shazeer

Aidan Gomez

John Schulman

Mustafa Suleyman

Jan Leike

Daniel Kokotajlo

François Chollet

Neural Turing machine

Differentiable neural computer

Transformer Vision transformer (ViT)

Vision transformer (ViT)

Recurrent neural network (RNN)

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Gated recurrent unit (GRU)

Echo state network

Multilayer perceptron (MLP)

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Residual neural network (RNN)

Highway network

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Graph neural network (GNN)

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