

# umanitek media kit

Strike through harm. Make internet safety the standard.

This media kit is designed to support journalists, partners, and collaborators working with umanitek.

Inside, you'll find:

- Approved logo variations
- Brand colors and typography
- Cofounders information
- Advisors information
- Stakeholders information
- Social links

Use these assets to represent umanitek accurately.

# Introduction



We want to make internet safety the standard in the age of AI.

## Mission

Umanitek's mission is to fight against harmful content and the risks of artificial intelligence (AI) by developing and deploying technology that serves the greater good of humanity. We develop human-centric AI solutions that promote trust, protect privacy, and make internet safety the standard in the age of AI.

## Vision

At umanitek, we aim to solve the inherent challenges of AI to ensure individuals and organizations can retain control over their data, technology, and resources without compromising security, privacy, or intellectual property.

# Mission Statement & Vision



*Making internet safety the standard in the age of AI.*



Umanitek AG is a Swiss-based AI company combating harmful content and the risks of artificial intelligence (AI). We develop human-centric AI solutions that promote trust, protect privacy, and make internet safety the standard in the age of AI.



Our founders bring deep expertise in building reliable, trusted AI systems and are connected to global networks working to reduce Internet harm, and are committed to raising awareness about the importance of education and digital responsibility in the age of AI.



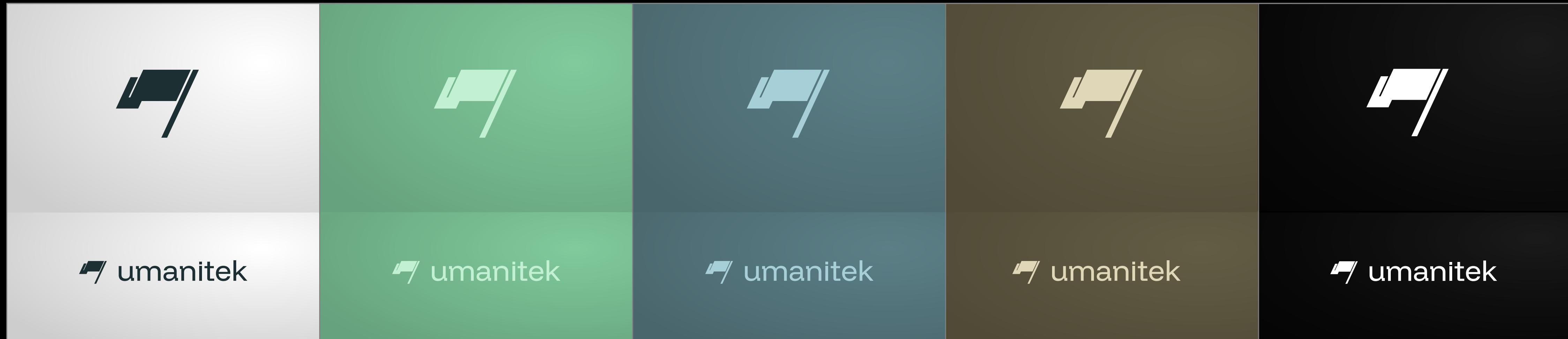
Umanitek's AI infrastructure is safe by design, open by principle, and trustworthy by default. With a focus on ethical innovation, umanitek is setting the standards for transparency, accountability, and harm reduction in artificial intelligence.

**About umanitek**

 umanitek

Use the official logos provided here when referencing umanitek in press, partnerships, or public materials.

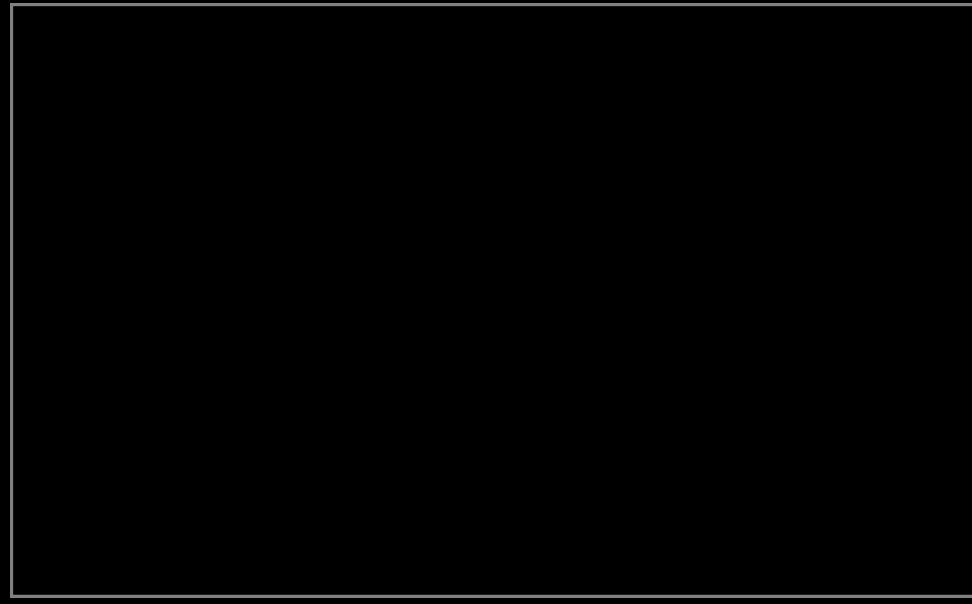
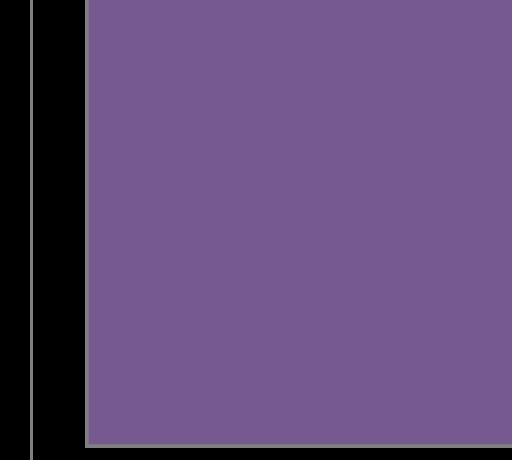
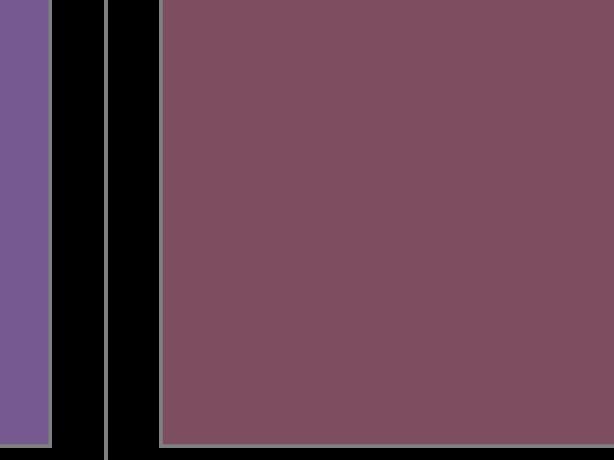
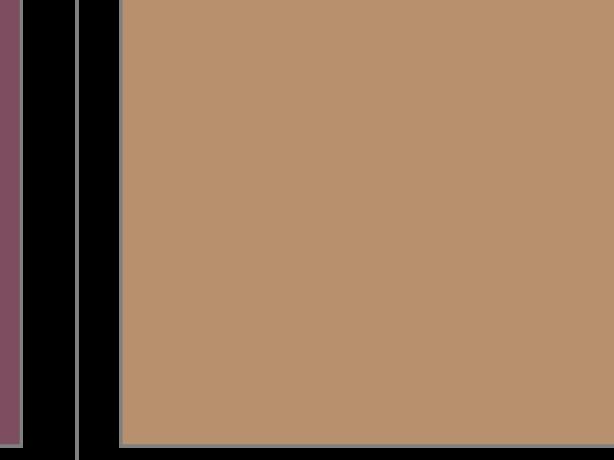
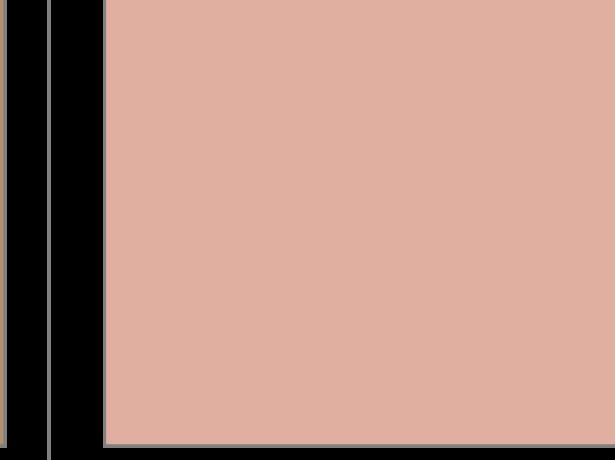
Do not alter, stretch, or recolor the logo. Use the variations as provided.



[Download assets here](#)

# Logos



						
HEX #000000 R 0 G 0 B 0	HEX #FFFFFF R 255 G 255 B 255	HEX #80CA9C R 128 G 202 B 156	HEX #5C7F87 R 92 G 127 B 135			
						
HEX #41459D R 65 G 69 B 157	HEX #76598E R 118 G 89 B 142	HEX #7C4E5F R 124 G 78 B 95	HEX #B7906D R 183 G 140 B 109	HEX #E0AFA0 R 224 G 175 B 160	HEX #8A817C R 138 G 129 B 124	HEX #8C684F R 140 G 104 B 79

# Colors

 umanitek

# Typography

umanitek's type system is bold, precise, and editorial – built to command attention and deliver clarity. It balances expression and structure across products, messaging, and campaigns.

Primary Typeface

## Funnel Display

headlines

large statements

campaign moments

Do not overuse. Its weight carries intent.

Secondary Typeface

## Manrope

body copy

UI labels

metadata

long-form text

Simple, human, legible – the voice of product.





**Chris Rynning**

[Linkedin](#) [X](#)



**Aza Raskin**

[Linkedin](#) [X](#)



**Tomaz Levak**

[Linkedin](#) [X](#)



**Ziga Drev**

[Linkedin](#) [X](#)



**Branimir Rakic**

[Linkedin](#) [X](#)

Umanitek was founded by a multi-disciplinary team combining deep tech, policy, and public safety expertise. Together, they are building AI infrastructure that protects human dignity by design.

# Cofounders



# Chris Rynning



[Download media image](#)

Chris Rynning is Managing Partner of AMYP Ventures, a Piëch/Porsche Family Office and Chairman of umanitek, an AI company combating harmful content and the risks of artificial intelligence. Chris has led investments in a wide range of funds, including Footprint Coalition, Extantia, G-Squared and Sangha Capital, plus direct investments in Gorillas (acquired by Getir), Normative.io, Chunk Foods, Tipalti and Turo, while overseeing a digital asset/blockchain portfolio.

Chris is a China and crypto/AI specialist, having published several books and invested widely in the sector. Chris has previously worked in Japan, China and the US in the finance industry. Chris has seen both successes and failures, including founding a discontinued China-based company that he successfully IPO'd on the London Stock Exchange. Chris is a graduate of the Royal Norwegian Air Force Academy and holds both a M.Sc. in Economics from ESSEC, Paris, and an MBA in Finance from the University of Chicago, USA.

## Cofounders





[Download media image](#)

# Aza Raskin

Aza is the co-founder of umanitek, and the Center for Humane Technology, where he was an architect and subject of the award winning documentary “The Social Dilemma”.

Aza is the co-host of the popular podcast “Your Undivided Attention”, and a National Geographic Explorer and co-founder of Earth Species Project, a nonprofit dedicated to translating animal communication.

Trained as a mathematician and dark matter physicist, at University of Chicago, he has taken three companies from founding to acquisition, has been a co-chairing member of the World Economic Forum’s Global Future Council on the Future of AI, briefs heads of state, and helped found Mozilla Labs, in addition to being named FastCompany’s Master of Design, and listed on Forbes and Inc Magazines 30-under-30.

## Cofounders



# Tomaz Levak



Tomaz Levak co-founded Trace Labs in 2013, the core development company behind the OriginTrail Decentralized Knowledge Graph (DKG). As a co-inventor of the DKG, he has steered strategic product development and spearheaded its adoption across some of the world's most impactful sectors including supply chains, transportation, life sciences and healthcare, and construction.

He achieved that by collaborating with some of the world's biggest brands, national rail operators, international standards bodies, and multiple government-funded projects.

As a symbolic-AI technology, the DKG tackles three pressing challenges of the AI era: information trust, data ownership, and censorship-resistant connectivity. A regular speaker at Web3 and AI conferences, Tomaz demonstrates how OriginTrail enables a trustworthy, human-centric AI future.

[Download media image](#)

## Cofounders



# Ziga Drev

Ziga Drev has over a decade of experience in building custom solutions to help global organizations solve complex problems when it comes to the equitable and effective sharing of information and trusted knowledge.

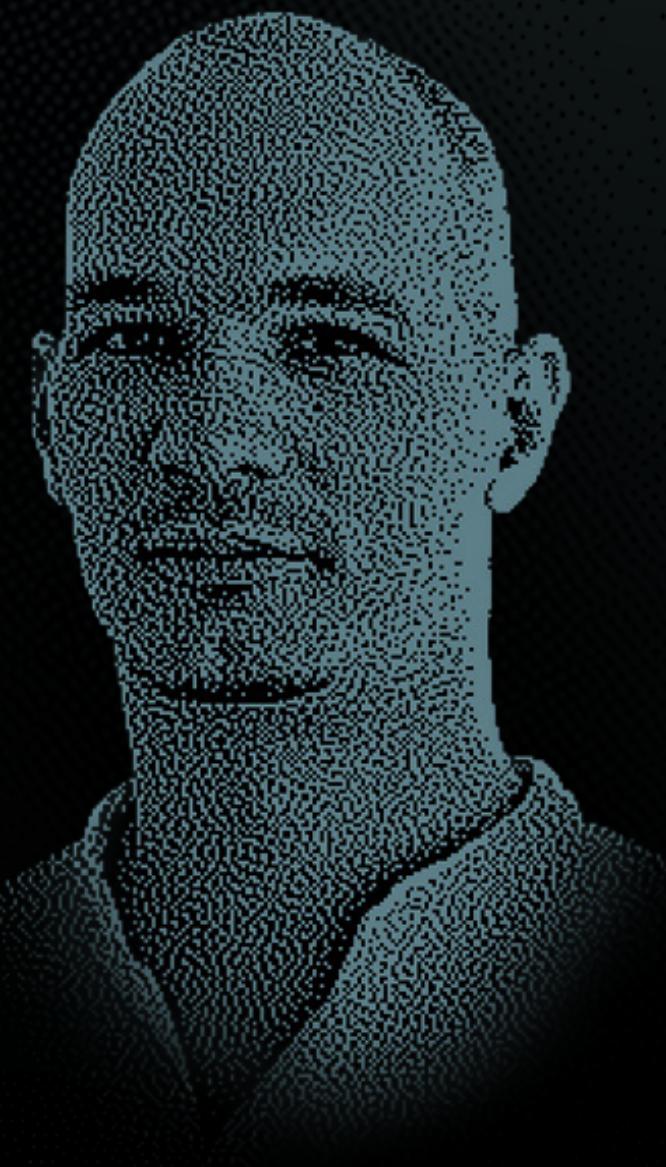
Ziga is a founder of Trace Labs, who are OriginTrail core developers, and responsible for fostering the growth of the OriginTrail Decentralized Knowledge Graph (DKG) on a global scale and everything that entails. Some notable achievements include: being awarded the Walmart Innovation Spark Award in 2017, successfully completing the OriginTrail ICO in 2018, building out multi-chain support for OriginTrail with Ethereum, Polygon, xDai, and Polkadot capability, fostering enterprise adoption with global leaders such as the British Standards Institution, SCAN association, Oracle, Swiss Federal Railways, and many more.

Ziga has also been instrumental in fostering partnerships with leading cryptocurrency organizations such as Parity, with his passion being to use the OriginTrail DKG to be the fabric that connects AI-ready Knowledge Assets across traditional and emerging industries.

[Download media image](#)

## Cofounders

 umanitek



# Branimir Rakic

As the founder and CTO of Trace Labs (core developers of OriginTrail), Branimir Rakic has been the architect and creator of the OriginTrail Decentralized Knowledge Graph (DKG), designed for making AI-ready Knowledge Assets discoverable and verifiable across the web. OriginTrail has been adopted by leading global organizations, such as the British Standards Institution, Swiss Federal Railways, US retailers such as Walmart, Target, Home Depot and others.

He has been focused on networking problems throughout his career, spanning decentralized networks (apart from DKG he also has vast experience in Ethereum and Polkadot ecosystems), semantic networks and even mobile networks. This has further led Branimir and Trace Labs team to be mentored by their advisor, Dr. Bob Metcalfe, renowned for his law of network effects.

[Download media image](#)

## Cofounders

 umanitek