

HAMP Mark

Human and Machine Provenance

A clear way for creators and publishers to describe how work was made. Provenance means where a work came from and how it was made.



Human-created

People develop the creative ideas and expression. Ordinary digital tools, proofreading and technical processing are compatible with this, including AI used for these tasks where it preserves the work's creative content and intended expression.



Human-led creation

People establish the creative direction and substantially shape the result. AI generates or reworks expressive material retained in the finished work.



Shared creative development

Human contributions and AI proposals repeatedly reshape both the concept and its expression.



AI-led, human-shaped

AI establishes most of the creative concept, structure and material. People make substantive selections, edits or adaptations.



AI-generated

AI produces the creative content from a brief, with minimal subsequent human shaping.

Human-created can involve several people, including editors, colourists and producers. Routine proofreading and technical processing can preserve that category, including AI used for these tasks. No inventory of routine tools is required. Retained generated or reworked creative expression calls for reassessment.

Five descriptions with equal standing. They describe contributions and creative decisions, without ranking quality, worth, authenticity or ethical merit. The categories are being tested for clarity and usefulness.

HAMP Mark describes a creator's declared process. It does not independently verify that account or establish copyright ownership, permission to use source material, or legal compliance. It is not a quality score or a guarantee of factual accuracy.

A mark, with a fuller account.

Connected forms is the chosen visual system for this draft. Use a full category label and, optionally, a short origins and production statement.

The four disclosure fields

Sources

What material did the work start from, and where did it come from?

Creative direction and development

Who established and developed its concept, structure and expressive choices?

Production

How was the finished text, imagery, audio or other material produced?

Review and approval

Who checked and approved the result?

Declare components separately where their histories differ. Distinguish supplied source material from unknown model training data. Record source permissions or another basis for use separately.

Read the shapes with their labels

A circle represents human contributions; a square represents AI contributions. A diagonal's starting form indicates creative leadership. Short joins show directed workflows; a slight overlap shows repeated shared development. These unfamiliar glyphs need a legend. Fixed geometry does not measure contribution shares.



HAMP Mark: Human-led creation

Human art direction · generated and edited illustration

Hypothetical image credit. Put the four-field account alongside the work or in linked credits.

Start at 32 pixels for digital use with the full label. At 16 pixels, joins and overlap can be difficult to distinguish. Test smaller uses and physical print proofs at their actual size. Final artwork, colours and reuse terms remain to be agreed.

Shared does not mean 50/50. A human brief can lead to AI-generated work. Approval alone is not creative leadership. Time, prompt count and tool brand do not decide the category. Explain uncertain boundaries.