

# Visual Identity System

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**Version:** 2.0 — ONE

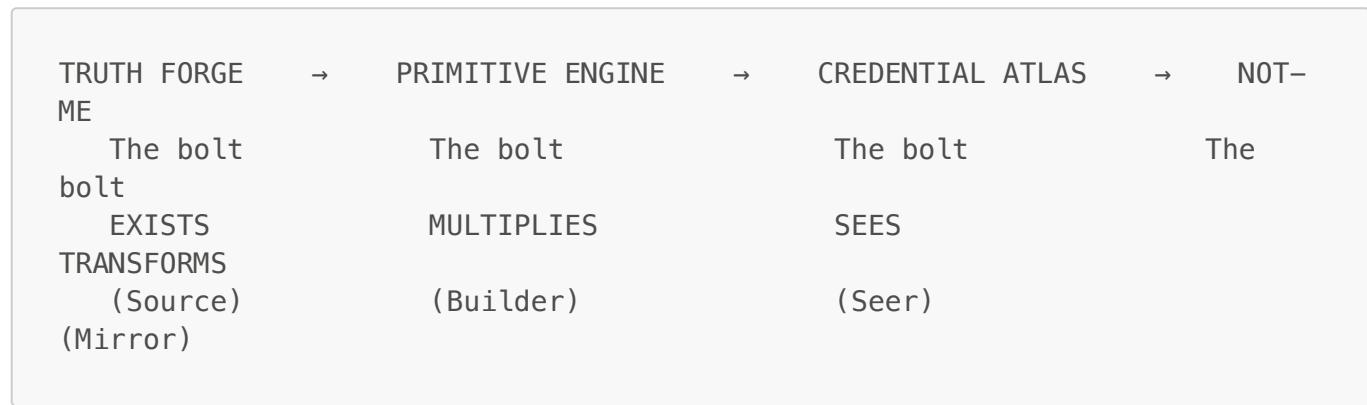
**Updated:** January 25, 2026

**Status:** Canonical

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## The Four As One

Four brands. One story. One visual language.



## The Shared DNA

### The Circle

Present in all four. Container. Framework. Behaves differently:

- Truth Forge: Broken by bolt piercing through (transcendence)
- Primitive Engine: Cracked, weathered (forge-worn)
- Credential Atlas: Double ring, complete (institutional)
- NOT-ME: Broken organically (alive, breathing)

### The Bolt

Family signature. Energy. Transformation. EVOLVES:

1. **Truth Forge:** EXISTS — single, vertical, pure
2. **Primitive Engine:** MULTIPLIES — double, crossed, building
3. **Credential Atlas:** SEES — diagonal needle, navigation tool
4. **NOT-ME:** TRANSFORMS — becomes unified winged form

### The Texture

Industrial. Grunge. Stamped metal.

- Truth Forge: Medium (30%)
- Primitive Engine: Heavy (60%)

- Credential Atlas: Light (15%)
- NOT-ME: Light-Medium (20%)

## The Monochrome

Black marks. Gray/white textured backgrounds. No color in marks.

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## The Four Marks

Truth Forge — EXISTS



### Element    Description

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Circle	Broken at top/bottom — bolt pierces through
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Element	Description
Bolt	Single, vertical — the origin strike
Texture	Medium (30%)
Accent	Warm White #F5F0E6

**The bolt in purest form. Everything derives from this.**

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Primitive Engine — MULTIPLIES



Element	Description
Circle	Cracked, weathered — the forge has been used

Element	Description
Bolts	Double, crossed — interlocking, building
Texture	Heavy (60%) — workshop floor
Accent	Forge Gold #D4A853

**The bolt combined. Raw materials become structure.**

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Credential Atlas — SEES



Element	Description
Circle	Double ring — layers of verification

Element	Description
Eye	Central — the focus
Bolt	Diagonal needle — piercing through
Points	Compass rays — navigation
Texture	Light (15%) — precision
Accent	Steel Blue #4A6FA5

**The bolt as tool. Perception activated.**

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NOT-ME — TRANSFORMS



Element	Description
Circle	Broken organically — alive, breathing
Form	Wings up (reaching), point down (grounding)
Bolt	TRANSFORMED — energy became form
Texture	Light-Medium (20%) — warm, approachable
Accent	Amber #F59E0B

**The bolt becomes the bird. Me and Not-Me as ONE.**

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## File Status

Brand	PNG	EPS	Status
Truth Forge	✓	✓	Complete
Primitive Engine	✓	In Progress	Ivan
Credential Atlas	✓	In Progress	Ivan
The NOT-ME	✓	In Progress	Ivan (mark only)

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## Summary

Brand	Bolt Stage	Circle	Texture	Accent
Truth Forge	EXISTS	Broken by bolt	Medium	Warm White
Primitive Engine	MULTIPLIES	Cracked	Heavy	Forge Gold
Credential Atlas	SEES	Double ring	Light	Steel Blue
The NOT-ME	TRANSFORMS	Broken organic	Light-Medium	Amber

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*The bolt becomes the bird. The energy becomes the form. The source becomes the self.*