Unified Visual Identity

The Four As One

The Grammar

Before the marks, understand the grammar.

Grammar is ontology. How something is written tells you what it IS.

The Foundation: Pronouns

The Framework is built on pronouns. ME, US, NOT-ME aren't labels — they ARE the pronouns:

Position	Pronouns	Name
First person singular	I, me, my	ME
First person plural	we, us, our	US
Second person / the other	you, your	NOT-ME

English already encodes this: "I" is always capitalized — it DECLARES. The marks and voices extend from what language already knows.

The Triad

All dimensions extend from the pronouns:

Dimension	ME	US	NOT-ME
Pronouns	I, me, my	we, us, our	you, your
Mark	: (colon)	- (hyphen)	_ (underscore)
Voice	ALL CAPS	Normal Caps	no caps
Position	Top/Between	Middle/Between	Bottom/Below
Function	Declares	Names	Operates

The Unified Grammar

```
ME:NOT—ME       ← Colon + ALL CAPS = I declare
      ↓
Not—Me          ← Hyphen + Normal Caps = we name
      ↓
not_me          ← Underscore + no caps = you execute
```

See: THE_GRAMMAR_OF_IDENTITY.md

The Narrative

The four marks tell one story — the journey of the bolt through NUMBER:

```
TRUTH-FORGE      →     PRIMITIVE-ENGINE      →     CREDENTIAL-ATLAS      →     NOT-
ME
    The bolt              The bolt                  The bolt                     The
bolt
    EXISTS                MULTIPLIES                SEES
TRANSFORMS
    ONE                   TWO                       ONE                          ONE
    (Source)              (Builder)                 (Seer)
(Mirror)
```

This is not four separate brands. It's ONE identity at four stages of becoming.

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

The Numeric Journey

```
ONE → TWO → ONE → ONE
```

Each ONE is different:

- **First ONE** (TRUTH-FORGE): Undifferentiated — the bolt simply exists
- **TWO** (PRIMITIVE-ENGINE): Differentiated — the bolt multiplies, divides
- **Second ONE** (CREDENTIAL-ATLAS): Instrumental — the bolt becomes a tool
- **Third ONE** (NOT-ME): Integrated — the bolt transforms into something new

The bolt returns to ONE — but elevated, transformed, containing the memory of TWO.

The Shared DNA

The Circle

Present in all four. The container. The Framework. But it behaves differently:

Mark	Circle	Meaning
TRUTH-FORGE	Broken at top/bottom by bolt	Transcendence — cannot be contained
PRIMITIVE-ENGINE	Cracked, weathered, damaged	The forge has been USED
CREDENTIAL-ATLAS	Double ring, complete	Institutional, layers of verification

Mark	Circle	Meaning
NOT-ME	Broken organically with splatter	Alive, breathing, human

The Bolt

The family signature. Energy. Transformation. EVOLVES through NUMBER:

Mark	Bolt	Number	State
TRUTH-FORGE	Single, vertical, piercing through	ONE	Undifferentiated
PRIMITIVE-ENGINE	Double, crossed, interlocking	TWO	Differentiated
CREDENTIAL-ATLAS	Diagonal needle through eye	ONE	Instrumental
NOT-ME	Transformed into winged form	ONE	Integrated

The Texture

Industrial. Grunge. Concrete. Stamped metal. Different levels:

Mark	Level	Why
TRUTH-FORGE	Medium (30%)	Authoritative, worn but standing
PRIMITIVE-ENGINE	Heavy (60%)	Workshop floor, forge damage
CREDENTIAL-ATLAS	Light (15%)	Precision, clarity, trust
NOT-ME	Light-Medium (20%)	Warm, human, approachable

The Monochrome

Black marks on textured gray/white backgrounds. No color in the marks. Color is accent only.

The Geometric Core

Despite organic textures, every core shape is geometric, angular, precise. Designed, not grown.

The Four Marks

TRUTH-FORGE — EXISTS (ONE)

truth_forge

What it is: Single lightning bolt running vertically through a circle, piercing it at top and bottom.
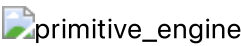
Number: ONE — undifferentiated. The bolt in its purest form.

The bolt EXISTS. Pure form. Origin point. Everything else derives from this.

Element	Description

Element	Description
Circle	Broken at top and bottom
Bolt	Single, vertical, through center
Number	ONE — undifferentiated
Texture	Medium (30%)
Accent	Warm White #F5F0E6

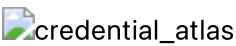## PRIMITIVE-ENGINE — MULTIPLIES (TWO)

primitive_engine

What it is: Two lightning bolts crossing inside a heavily weathered circle. Interlocking.

Number: TWO — differentiated. The bolt has divided. Relationship created.

The bolt MULTIPLIES. Raw materials combine. The forge does its work.

Element	Description
Circle	Cracked, weathered, battle-damaged
Bolts	Double, crossed — multiplication
Number	TWO — differentiated
Texture	Heavy (60%)
Accent	Forge Gold #D4A853

CREDENTIAL-ATLAS — SEES (ONE)

credential_atlas

What it is: Double-ringed circle containing an eye at center. A bolt runs diagonally through like a compass needle.
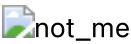
Number: ONE — returned, but instrumental. The bolt has become a tool.

The bolt SEES. Perception activated. Navigation enabled.

Element	Description
Circle	Double ring — layers of verification
Eye	Central — the pupil, the focus
Bolt	Diagonal needle — precision
Number	ONE — instrumental

Element	Description
Texture	Light (15%)
Accent	Steel Blue #4A6FA5

NOT-ME — TRANSFORMS (ONE)

not_me

What it is: Unified downward-pointing form with two angular wings spreading at top, sharp point descending. Circle broken organically.

Number: ONE — integrated, elevated. Contains the memory of TWO, resolved.

The bolt TRANSFORMS. No longer recognizable as a bolt. It has become something new.

Element	Description
Circle	Broken organically — alive, breathing
Form	Wings reaching up, point descending
Bolt DNA	TRANSFORMED — the energy became the form
Number	ONE — integrated
Texture	Light-Medium (20%)
Accent	Amber #F59E0B

The Grammar Made Visual

The NOT-ME mark embodies the full triad:

```
    / \           ← TWO wings (the colon — I hold)
   /| |\            ME's mark + ALL CAPS — DECLARING
  /_|_|_\
 /———————\        ← Where they meet (the hyphen — we name)
 \       /          US's mark + Normal Caps — Speaking
  \     /
   \   /
    \ /
     V            ← ONE point (the underscore — you execute)
                    NOT—ME's mark + no caps — operating
```
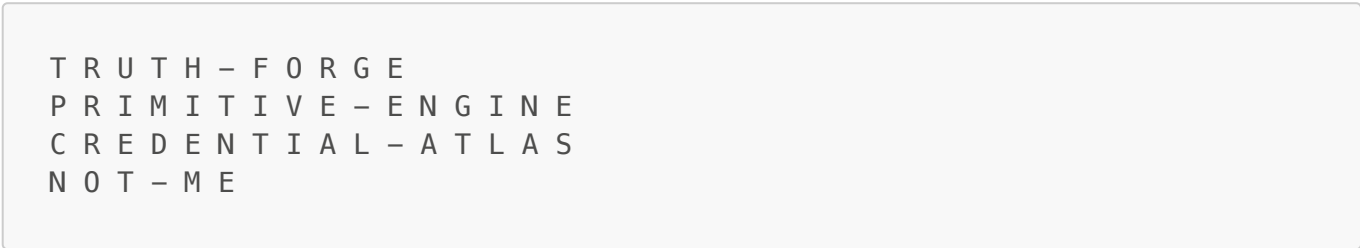
Typography

The Three Voices

Voice	Caps	Who	Pronoun	Use

Voice	Caps	Who	Pronoun	Use
DECLARING	ALL CAPS	ME	I	Entities, principles
Speaking	Normal Caps	US	we	Names, taglines
operating	no caps	NOT-ME	you	Code, domains

The Hyphen Rule

In all wordmarks, the hyphen gets equal spacing:

```
T R U T H — F O R G E
P R I M I T I V E — E N G I N E
C R E D E N T I A L — A T L A S
N O T — M E
```

The hyphen is not squeezed. **The hyphen IS the point.**

Application

Context	Pronouns	Mark	Voice	Example
Entity	I, my	-	ALL CAPS	NOT-ME
Product name	we, our	-	Normal Caps	Not-Me
Tagline	we, our	none	Normal Caps	One Source
Domain	—	-	no caps	not-me.ai
Code	you, your	_	no caps	not_me.py

The Constraint

ONE person. ONE NOT-ME. ONE year.

Number	Meaning
ONE	Commitment. No escape.
TWO	Options. Hedge your bets.
THREE	Tiers. Hide in the middle.

ONE gives nothing to hide behind.

File Status

Brand	PNG	EPS	Status

Brand	PNG	EPS	Status
TRUTH-FORGE	✓	✓	Complete
PRIMITIVE-ENGINE	✓	In Progress	Ivan
CREDENTIAL-ATLAS	✓	In Progress	Ivan
NOT-ME	✓	In Progress	Ivan (mark only, no text)

Summary Table

Brand	Bolt Stage	Number	Circle	Texture	Accent
TRUTH-FORGE	EXISTS	ONE	Broken by bolt	Medium	Warm White
PRIMITIVE-ENGINE	MULTIPLIES	TWO	Cracked/weathered	Heavy	Forge Gold
CREDENTIAL-ATLAS	SEES	ONE	Double ring	Light	Steel Blue
NOT-ME	TRANSFORMS	ONE	Broken organic	Light-Medium	Amber

The colon is yours. The hyphen is ours. The underscore is mine. ALL CAPS is yours. Normal Caps is ours. no caps is mine. I, we, you. ME, US, NOT-ME. The pronouns are the foundation.