

Zerocracy

**Brand Book**

## MISSION:

# “Replace Managers by Robots”

Managers can't measure results objectively, so people get paid by the hour. When effort and reward don't align, motivation dies. Management falls back on guilt and politics. The best engineers burn out; the mediocre survive. Projects collapse.

Zerocracy fixes this by giving software teams transparent rules that connect rewards directly to measurable contribution. Effort, location, or résumé don't matter—only results delivered. Zerocracy eliminates managers and automatically distributes rewards among programmers.

Zerocracy frees programmers from meetings and micromanagement, letting them focus on pure contribution. Every programmer owns their task and delivers measurable results. Bots track task flow and predict delivery time and budget. The architect defines and guards the scope.

## VISION:

# “Productive Programmers Earn 10x”

A programmer freely selects the most suitable tasks from thousands available. Without meetings or onboarding calls, they focus solely on writing code. When something is unclear, they submit bug reports instead of asking for explanations. A disciplined programmer makes far more here than in any office, because rates are higher and productivity is rewarded without limits. The more they deliver, the more they earn.

An architect defines the project scope through tickets, without wasting time on training, mentoring, or onboarding. With access to an unlimited pool of programmers, they engage as many contributors as needed. Using a few transparent metrics, they calibrate rewards and monitor progress. By paying strictly for results, an architect can afford to reward top programmers ten times more—and still spend less overall.

## VALUES:

### Pay for Deliverables Only

Money follows results — not hours, effort, or meetings. Every reward is tied to a verified deliverable: code merged, ticket closed, bug report accepted. This eliminates politics and keeps the system fair.

### Discipline Over Management

Zerocracy replaces personal control with objective rules. We don't rely on charisma, persuasion, or authority. Discipline is enforced automatically — by metrics, not managers.

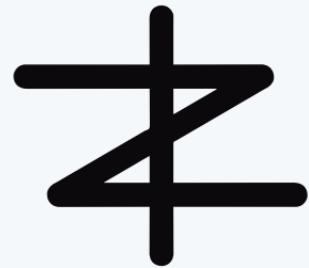
### Transparency by Design

All work, rewards, and metrics are public within the project. Everyone sees how tasks flow, who contributes, and how rewards are earned. Nothing is hidden; trust comes from visibility, not emotion.

### Freedom Through Structure

Programmers choose tasks freely, work asynchronously, and answer only to results. The structure of rules enables autonomy — not chaos. Rules replace bosses; clarity replaces supervision.

LOGO:



## COLORS:



black  
hex



red  
hex



gray  
hex



orange  
hex



yellow  
hex



green  
hex



blue  
hex

## TYPOGRAPHY:

Noto Serif

Noto Sans

**Noto Sans  
Mono**

<https://fonts.google.com/noto/specimen/Noto+Sans>

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