



Brand Guidelines

The visual and verbal language of the Disclosure Foundation. The reference for every site, document, program, and partner surface.

The Ethos

Disclosure is not about secrets. It is about discovery.
And discovery belongs in daylight.

We call this idea the Daylight Observatory. We pursue a question of enormous scale the way serious institutions do: methodically, in public, with the work shown. The tone is curiosity, never conspiracy.

ONE BRAND • THREE ALTITUDES

01 **The Ground** WHERE WE STAND

The civic institution. Where the Foundation speaks in its own name: the main site, publications, letters, official communications. Always the default voice.

02 **The Sky** WHAT WE RECORD

The record. Charts, footage, and documents presented as exhibits: annotated, sourced, and traceable to the original. Data products and DisclosureOS run here natively.

03 **The Cosmos** THE SCALE OF THE QUESTION

Discovery. Reserved for the rare moments when the work shows its scale: campaigns, the Forum, annual milestones. Never the default voice.

WHY AN OBSERVATORY

An observatory stands on open ground, keeps a faithful record of the sky, and points at something far larger than itself. The Disclosure Foundation works the same way. Every surface in this guide belongs to one of the three altitudes.

The Logo

A segmented observatory mirror beside a two-line wordmark. One segment stands open: the piece of the record still missing. The mark is the mission, an instrument of discovery not yet complete.



PRIMARY LOCKUP · POSITIVE · LIGHT SURFACES

REVERSED · DARK SURFACES



THE MIRROR · AVATARS, FAVICONS, SMALL SPACES

The "Wordmark" logo element consists of the word "Disclosure" in a large, bold, serif font, with the word "FOUNDATION" in a smaller, all-caps, sans-serif font positioned directly below it.

WORDMARK · DOCUMENT HEADERS, FOOTERS, TEXT SETTINGS

Using the Logo



CLEARSPACE – ONE HEXAGON HEIGHT ON ALL SIDES, MINIMUM



MINIMUM – 140PX LOCKUP · 32PX MIRROR

NEVER



Stretch or compress



Set positive art on dark fills



Rotate or tilt

Also never: recolor the mark, add effects or shadows, place over busy photography without a scrim, or separate the hexagons from one another. The open segment is part of the mark. Never fill it.

GETTING THE FILES

All logo artwork is served from assets.disclosure.org: SVG for web, PNG in positive and reversed variants for documents and email. Do not redraw, trace, or export the mark from screenshots. Questions and requests: contact@disclosure.org.

Color

A small palette with strict roles: federal blue for the institution, amber for data and signal, deep field for moments of scale. Most surfaces are simply paper and ink.



RULES

Light is the base

Paper is the default ground. Dark surfaces are reserved for sky exhibits and cosmos moments; the institution itself always stands in daylight.

Amber is earned

Signal amber marks data, measurements, and live status. If it isn't pointing at the record, it isn't amber. Deep field surfaces use white type instead.

Blue carries weight

Federal blue is for institutional actions and emphasis: buttons, rules, links, seals. One blue moment per surface is usually enough.

Typography

Three voices with fixed roles: a serif for editorial authority, a sans for the working interface, a mono for annotation and source lines.

SOURCE SERIF 4 • THE CIVIC VOICE

DISPLAY 500 • BODY 400

Discovery belongs in daylight.

Headlines, titles, editorial body. Understated authority that reads like a journal of record.

INTER • THE WORKING VOICE

400 / 500

Browse the record by agency, date, or observable.

Interface, captions, forms, and footnotes. Quiet, legible, and never decorative.

IBM PLEX MONO • THE EVIDENCE VOICE

400 / 600 • TRACKED CAPS

REC 059-UAP-00011 • SRC: WAR.GOV/UFO • 2026-05-22

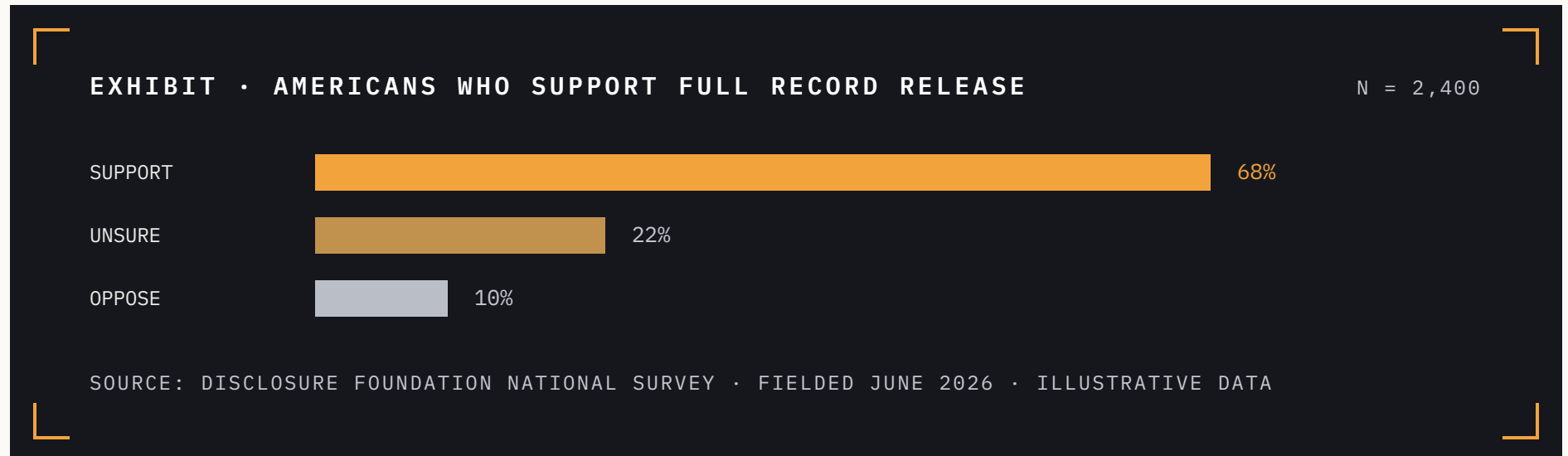
Record IDs, dates, source lines, chart annotations. Present on every surface, always traceable.

SCALE — WEB REFERENCE

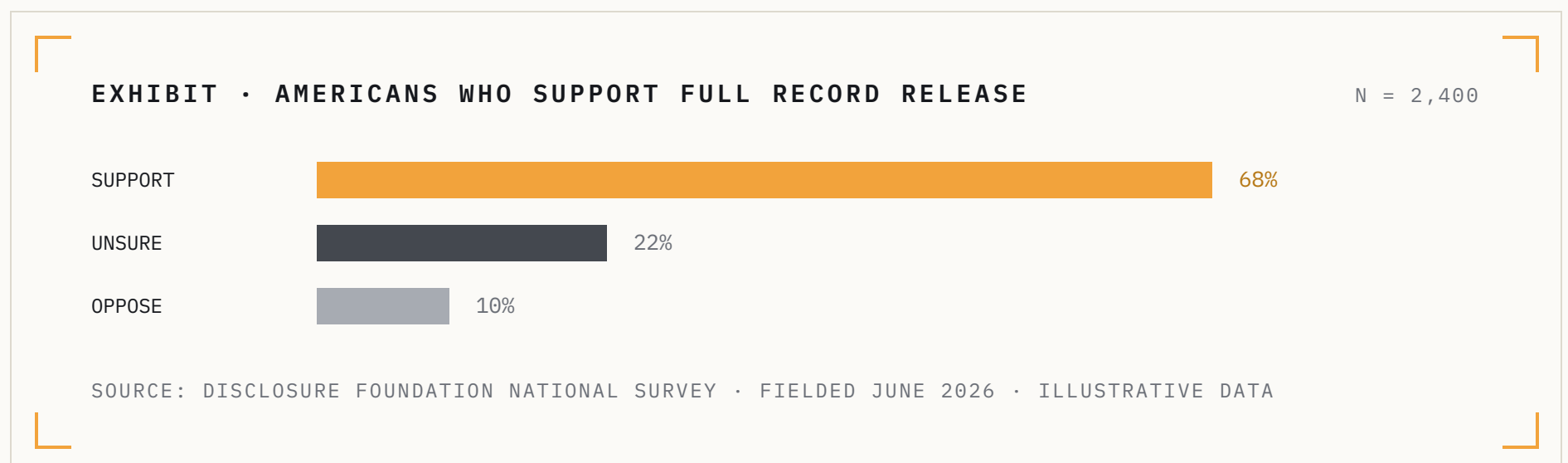
Display	64–92 / 1.12 / 500	Body (serif)	18–21 / 1.65 / 400
Title	36–48 / 1.18 / 500	UI / caption (Inter)	14–16 / 1.5 / 400
Section	24–28 / 1.3 / 600	Annotation (mono caps)	12–14 / 1.4 / +6% TRACKING

Presenting Data

How we present charts, findings, and published data. Dark panels with amber registration corners, mono annotations, and a source line. This applies to all published data, including polling and survey results.



THE EXHIBIT PANEL – REGISTRATION CORNERS, ONE AMBER LEAD VALUE, MONO SOURCE LINE. ALWAYS.



ON LIGHT SURFACES – PAPER GROUND, INK BARS, ONE AMBER LEAD VALUE. THE DEFAULT FOR PRINT AND PUBLICATIONS.

DATA RULES

One amber value

The lead finding gets amber; everything else is dim amber or graphite. Charts argue with hierarchy, not rainbow palettes.

Always a source line

Mono caps: source, sample, field dates. No chart is published without one.

Claims stay qualified

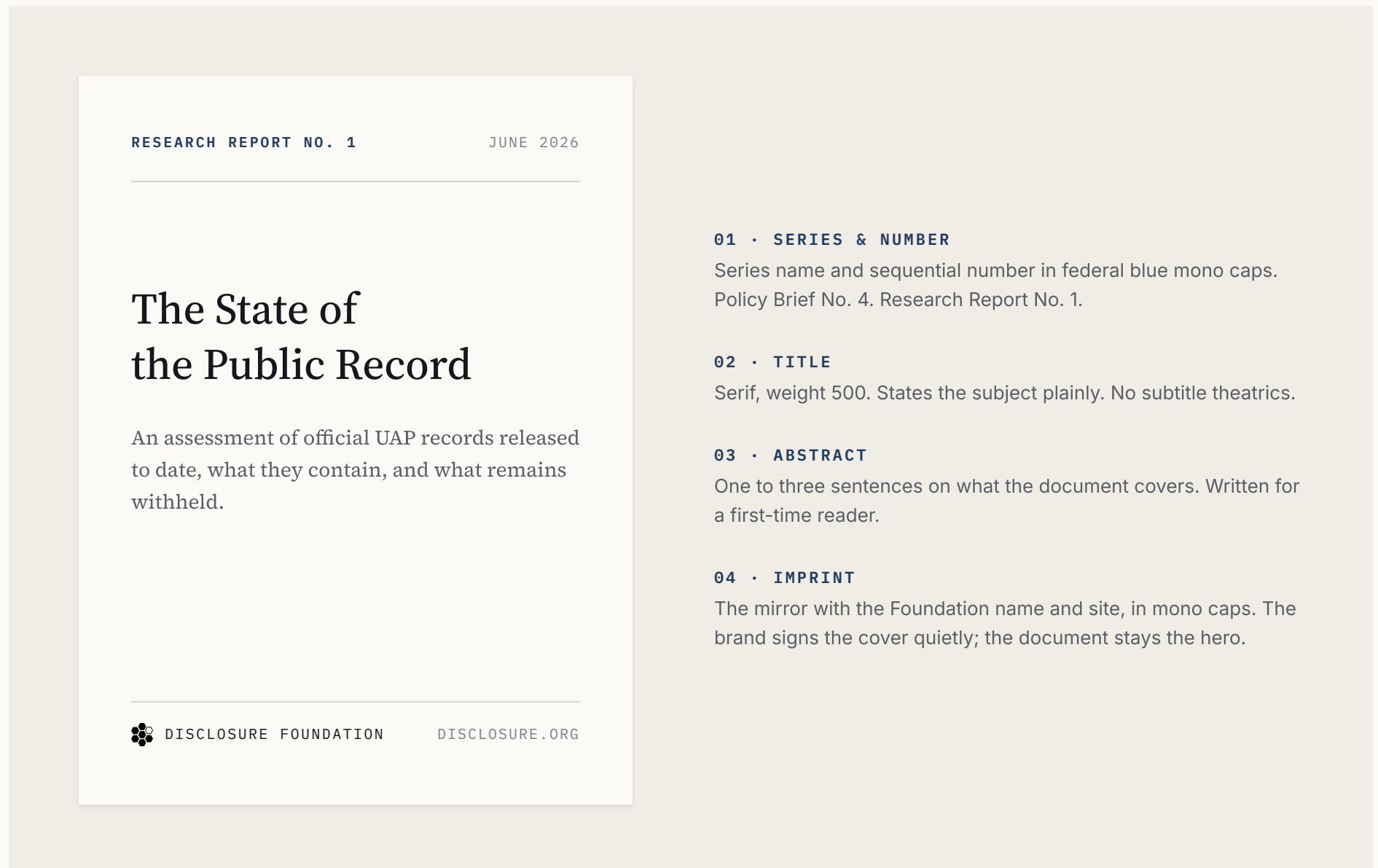
Reported vs. confirmed is always distinguished. Alleged capabilities are labeled alleged. Defensible language only.

CHOOSING A SURFACE

Dark panels are for digital surfaces and moments of emphasis. Light exhibits are the default for print and publications. Registration corners and the source line apply to both.

Publications

How we format research reports and policy briefs. Documents run on paper ground with the serif carrying the body, mono carrying the apparatus, and a numbered cover that states what the document is.



THE COVER – SERIES AND NUMBER, PLAIN TITLE, ABSTRACT, IMPRINT. EVERY PUBLICATION.

DOCUMENT RULES

The serif carries the body

Source Serif 4 for body text and headings. Inter for captions and tables. Mono for footnotes, citations, and series numbers.

Number and date everything

Every publication carries its series name, a sequential number within that series, and a publication date. Citations point to original records wherever they exist.

Charts run light

Exhibits inside publications use the light treatment: paper ground, ink bars, one amber lead value, and a source line.

ON PROGRAM PUBLICATIONS

Publications released by a program carry the attribution line "A program of the Disclosure Foundation" on the cover. Publications released by the Foundation itself carry the imprint alone.

Programs

How the Foundation structures the work it runs. The model is NASA and its missions: a steady institution, with named programs that do the public work. Programs may be more expressive than the institution itself, but every program carries the Foundation's name.

Policy & Legal Action

DISCLOSURE.ORG

Policy briefs, FOIA requests, mandatory declassification reviews, and litigation. The core work of the Foundation.

GROUND

Disclosure Forum

FORUM.DISCLOSURE.ORG

The annual convening in Washington. The most expressive surface in the system: Capitol prestige and monumental type for the big moments.

GROUND + COSMOS

DisclosureOS

OS.DISCLOSURE.ORG

The open standard for UAP research data, built for researchers and institutions. Precise, documented, and engineering-led.

SKY

Disclosure Index

INDEX.DISCLOSURE.ORG

The public record, organized for exploration. Case files presented with dark data panels, mono annotations, and original government sources.

SKY

THE ATTRIBUTION LINE



Every program surface carries the line "A program of the Disclosure Foundation", set in mono caps or with the mirror icon. However expressive a program becomes, the attribution stays.

Voice

How the Foundation writes, in public and in print. Curious, precise, and falsifiable. We describe what the record shows and qualify what is alleged.

THE LEXICON

WE SAY	NOT
the public record	"the evidence" (presupposes conclusions)
lacked sustained institutional attention	"stigma" (grievance language)
policy leadership	"policy advocacy" (implies lobbying)
alleged transmedium movement	validated capability claims
official records / the released record	"every record" (absolute quantifiers)
unidentified anomalous phenomena (UAP)	"aerial phenomena" (outdated expansion)

PRINCIPLES

Discovery, not mystery

Mystery hoards the unknown; discovery works it down. We are always opening, measuring, publishing.

The Burchett test

A non-specialist member of Congress should understand it on first read. Spell out abbreviations; define terms in plain English.

Alleged means alleged

Reported and confirmed are different words. Claimed capabilities stay qualified until the record supports them.



Discovery belongs in daylight.