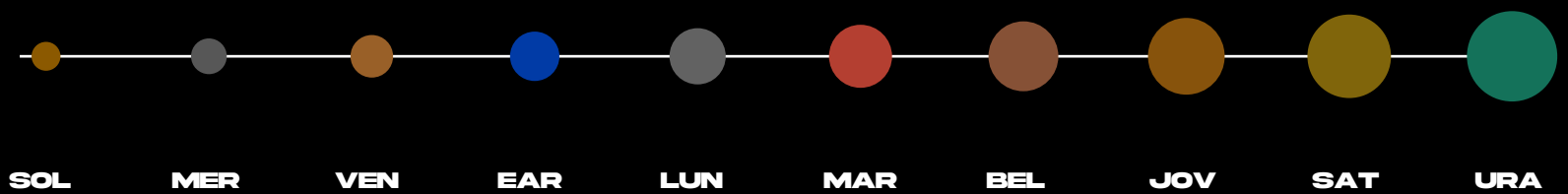


IDENTITY & BRAND MANUAL

A complete identity system for humanity across worlds, moons, habitats and the spaces between them.



**A COMMON FUTURE.
A LOCAL HOME.**

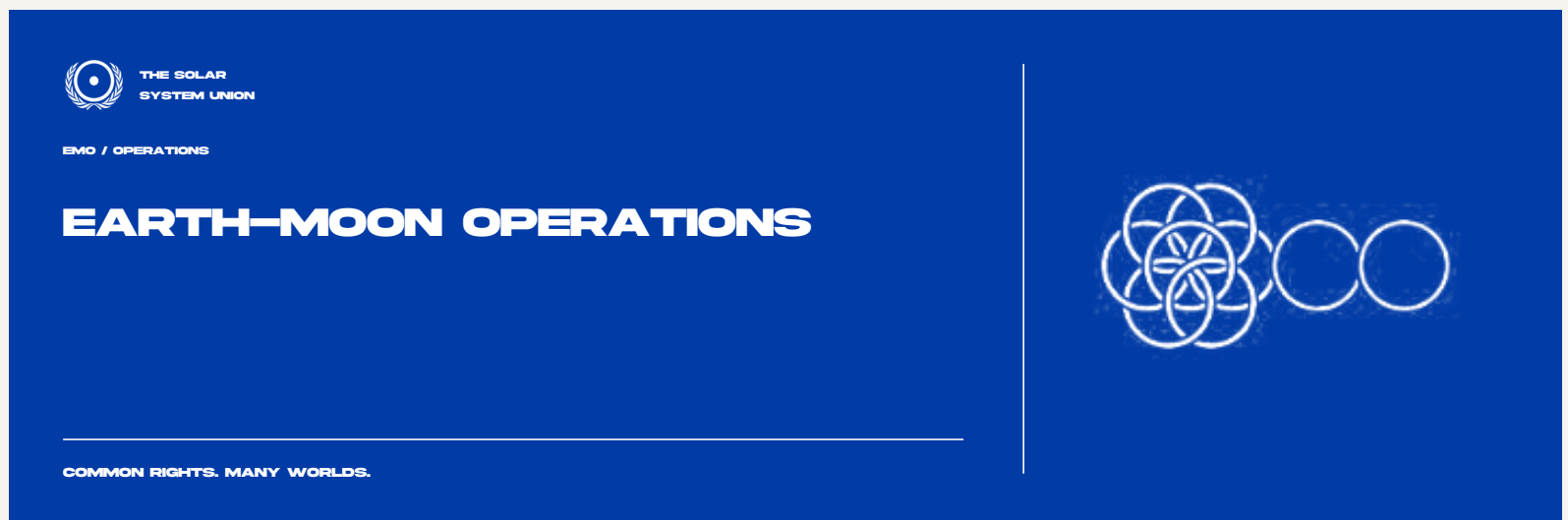
FROM THREE ACCOUNTS TO A CIVILIZATION

THE BRIEF

Black remains the identity of the general Union. Blue remains Earth. The Earth Orbit Command and Earth-Moon Operations remain recognizable members of a wider family. New regions and functions receive their own coherent colors and symbols.

THE SYSTEM

1,432 institutions. 40 specialist portfolios. 18 geographic administrations. One shared identity grammar, varied regional motifs and distinct specialist pictograms.



WHERE CIVILIZATION EMERGED

ONE CITIZENSHIP, MANY HOMES

Rights travel with people, including those born in a vessel, a rotating habitat or an asteroid settlement.

LOCAL POWER, SHARED GUARANTEES

Union institutions handle matters that cross regions; local communities retain ordinary civic control.

LIFE SUPPORT IS A CIVIC RIGHT

Access to air, water, basic power and emergency aid cannot be withdrawn as debt enforcement.

SCIENCE BEFORE IRREVERSIBILITY

Potential life and unique scientific records take priority over irreversible industrial or environmental intervention.

ACCOUNTABLE AUTHORITY

Courts, elections, audit and rights regulators have independent reporting lines.

A COMMONS, NOT A CONQUEST

Use licenses cover activities; the charter does not grant ownership of planets or living populations.

YOUR ORIGINAL INSTITUTIONAL MARKS



SUPPLIED UNION SEAL

The white ring, central point and laurel are retained from the source image. Black remains the Union master color.



SUPPLIED EARTH COMMAND

The E, orbital rosette, C and curved horizon remain the Earth Orbit Command identity. Earth-Moon Operations also retains its supplied rosette and paired circles.

Source marks are screenshot-derived raster artwork. Their SVG lockups embed those original shapes; new symbols are native vectors. High-resolution originals can replace the extracts later.

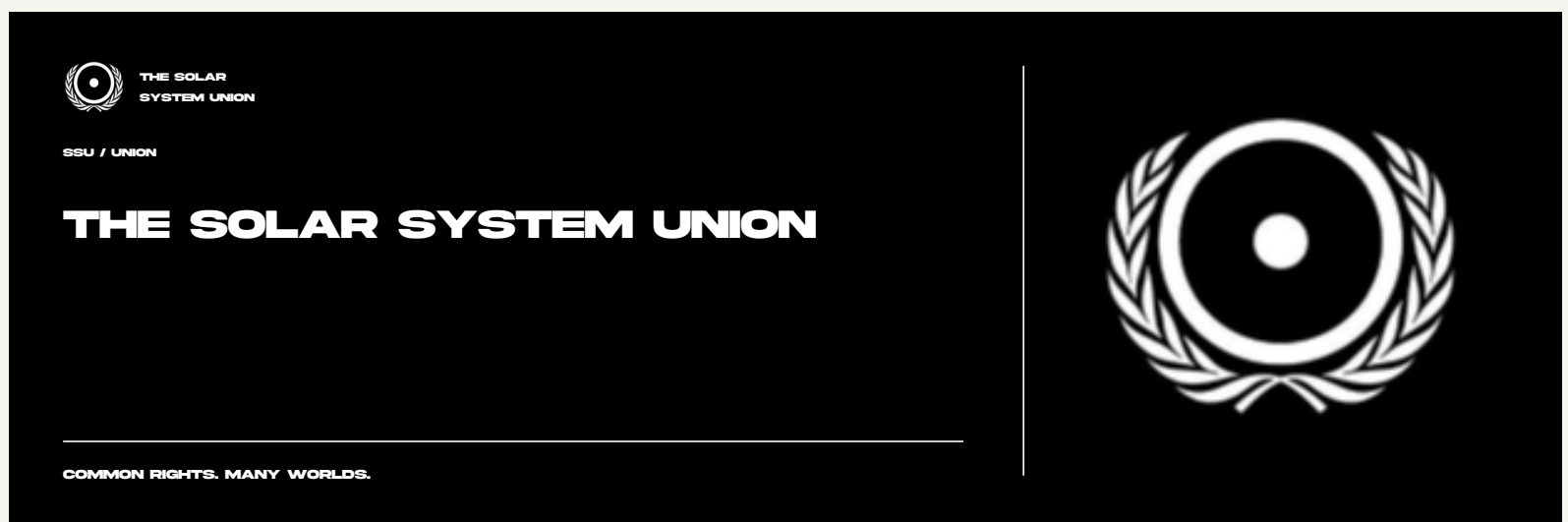
THE IDENTITY IDEA

THE IDENTITY IDEA

The supplied Union ring, center point and laurel establish the institutional seal. Thin orbital linework establishes the regional family. Orbital paths connect communities without imposing a single geographic center. Flat fields, identifiers and orbital lines keep the system minimal.

ORIGINALITY AND INHERITANCE

The references establish black Union identity, blue Earth identity and orbital symbolism. This kit retains the three supplied marks, extends their thin-line orbital motifs into new regional and specialist symbols, matches their bold sans-serif typography, and uses flat geometric layouts. Source marks are screenshot-derived raster assets; no generated replacement Union logo is used.



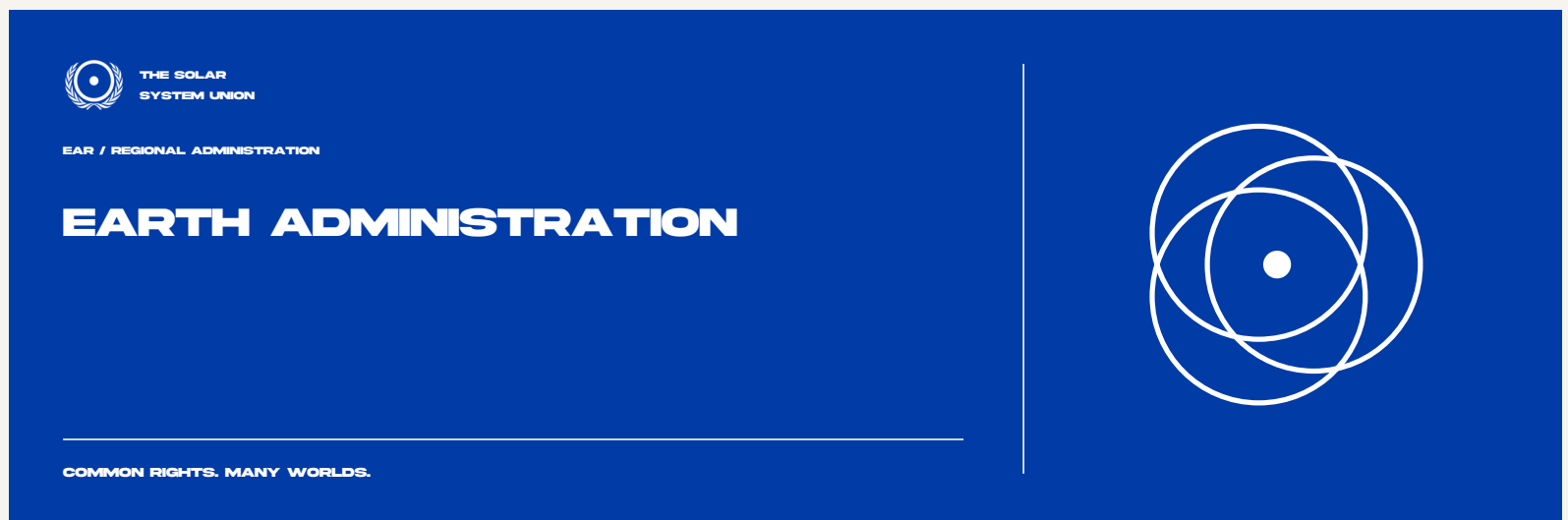
THREE IDENTITY LEVELS

THREE IDENTITY LEVELS

Union and charter bodies use Union Black. Blue is reserved exclusively for Earth-related identities and services; the general UI is black, white and neutral gray. Geographic administrations use their regional color and motif. Specialist commissions use a functional color and pictogram. Local offices inherit a region; specialist branches inherit a portfolio. Every office has an explicit identifier instead of inventing another unrelated logo.

EARTH AND MOON

Earth Orbit Command and Earth-Moon Operations remain Earth Blue. Autonomous Lunar Administration uses Lunar Slate. Joint lunar civic material may pair slate with a narrow Earth Blue endorsement band; it must not imply that the Moon is an Earth municipality.



PRIMARY AND CEREMONIAL MARKS

PRIMARY AND CEREMONIAL MARKS

Use the supplied Union seal for formal Union material. EOC and EMO retain their supplied white shapes. New agencies use the related native vector symbols. Keep image-generated artwork in campaign backgrounds, separate from official marks.

CLEAR SPACE AND MINIMUM SIZE

Let U equal one tenth of the mark diameter. Keep at least 2U clear on all sides and 3U from partner logos. Use mark-only from 24 px, full lockup from 240 px wide and 45 mm in print. At tiny sizes omit peripheral dots; never shrink detailed ceremonial art into an app icon.



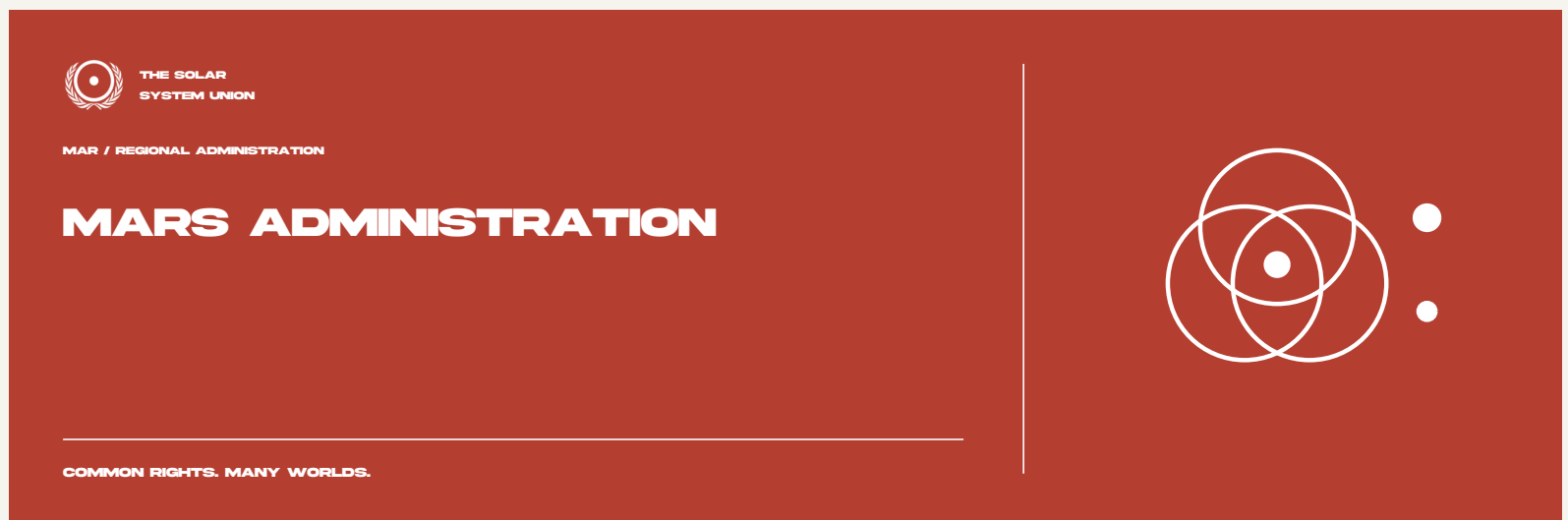
TYPOGRAPHY

TYPOGRAPHY

Akira Expanded Demo provides a close bold sans-serif match to the supplied display lettering; Arial provides body text. The exact source font cannot be verified from screenshots. New SVG logo and banner typography is converted to paths for portable rendering. Editable notice templates keep live text. The creator's personal-use demo and terms are included; obtain the appropriate license for commercial use.

TYPE HIERARCHY

Use sentence case for prose and all caps for short display titles. Print body: 10-11 pt; digital body: 16-18 px. Avoid setting paragraphs in caps. Headlines use tight line lengths, without artificial horizontal stretching. Allow long agency names to occupy three or four lines.



COLOR ACCESSIBILITY

COLOR ACCESSIBILITY

All dark primary colors are intended for white lettering. Region and agency identifiers accompany colors, so meaning does not depend on hue alone. Pale accent tints are decoration, not small text. The machine-readable palette includes measured white-text contrast ratios.

COLOR PRODUCTION

HEX and RGB are digital masters. Approximate CMYK values in the guide are starting points only; obtain printer-specific proofs and profiles for physical production. A formal metallic version of the supplied seal would need a printer-specific foil or ink specification.



BANNER CONSTRUCTION

BANNER CONSTRUCTION

Standard agency banners are 1500 x 500 px. Keep critical titles in the middle, away from the bottom-left avatar overlap. The left margin names the Union; the right carries the large orbital motif. Test platform crops and overlays before publication.

MINIMAL GRAPHIC LANGUAGE

Use flat color fields, thin orbital geometry, institutional identifiers and bold display text. Planetary diagrams are symbolic and not to scale. The supplied identities remain official; generated scenes and generated replacement logos are excluded.



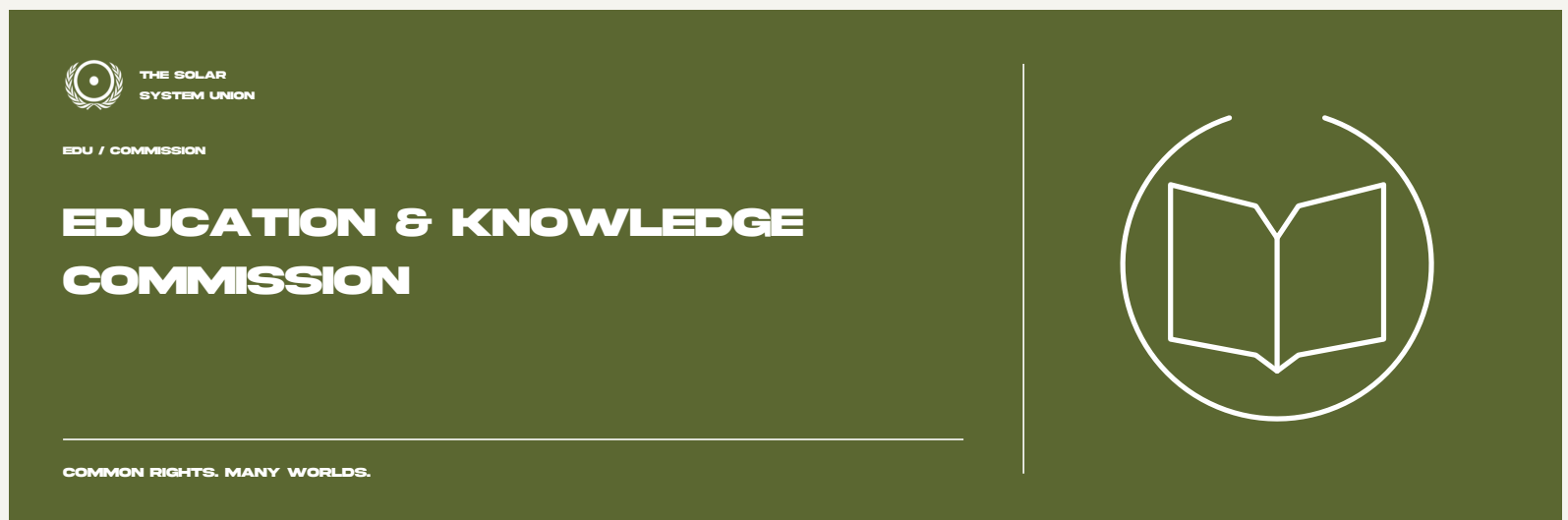
CO-BRANDING

CO-BRANDING

Lead with the accountable institution. Add the second institution as an equal-sized endorsement when powers are shared. For a regional specialist service, use regional primary color, specialist pictogram and both names; do not invent a hybrid jurisdiction.

FORMAL LANGUAGE

Speak as a public service: clear, calm, specific and accountable. Name the service, who it helps, the next action and the responsible office. Avoid militarized or conquest language for civic institutions. Commands are reserved for operational coordination, not planetary sovereignty.



NAMING AND IDENTIFIERS

NAMING AND IDENTIFIERS

Use Commission for executive policy portfolios, Authority for independently chartered regulation, Agency for delivery bodies, Administration for regions, Directorate for internal functions, and Office or Unit for local delivery. Registry codes are unique; fictional social handles are suggestions, not availability checks.

SOCIAL ACCOUNT POLICY

Reserve public accounts for Union, regional administrations and institutions with sustained public communication needs. Small offices use parent channels and service pages. A registry of 1,432 institutions is not a recommendation to create 1,432 social accounts.



EMERGENCY NOTICES

EMERGENCY NOTICES

Use plain-language action first, severity word second, then location, issue time, valid-until time and source. Color is secondary: name the hazard in text. Emergency Rescue red is an institutional color, not a complete alert severity system.

DOCUMENTS AND SIGNAGE

Use generous white margins, a color rule, a short institutional identifier and a clear title. Mark official decisions with version and issue date. Signs put destination and region code before ornamental seals. Keep a monochrome option for low-resource printers and offline terminals.



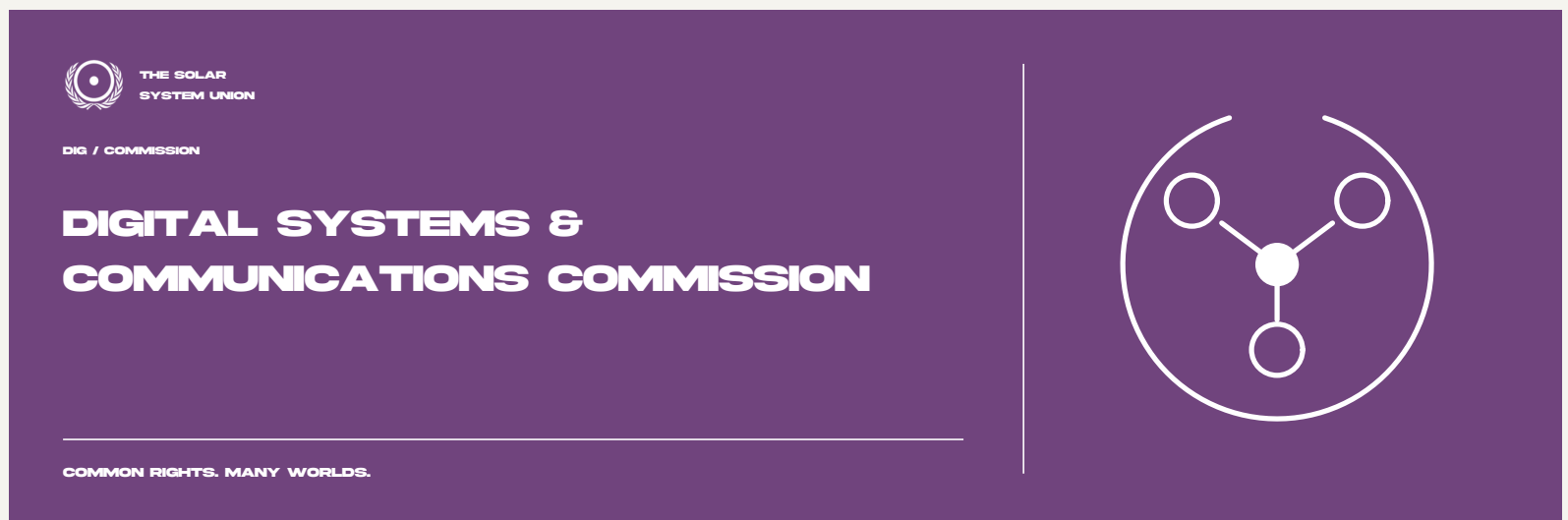
GROWTH RULES

GROWTH RULES

A new institution needs a charter purpose, parent, powers boundary, public outputs, review route and budget owner. Reuse the closest region or portfolio palette. New geography may receive a new motif only after an identity review; small offices never add arbitrary new colors.

ASSET DELIVERY

Every entity has mark.svg, logo.svg, logo-reversed.svg, avatar.svg and banner.svg. Major identities also include avatar.png and banner.png. SVG is the scalable master for new symbols; the three retained marks remain limited by screenshot source resolution. Registry files drive the offline explorer and can support later design-tool imports.



WORLDS, HABITATS & CORRIDORS



SOL / SOLAR GOLD

Solar Energy & Inner Heliosphere

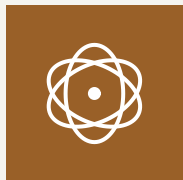
#8B5900 / RGB 139, 89, 0 / WHITE 6.0:1



MER / MERCURY GRAPHITE

Mercury Administration

#575757 / RGB 87, 87, 87 / WHITE 7.2:1



VEN / VENUS OCHRE

Venus Administration

#996028 / RGB 153, 96, 40 / WHITE 5.2:1



EAR / EARTH BLUE

Earth Administration

#013BA6 / RGB 1, 59, 166 / WHITE 9.6:1



LUN / LUNAR SLATE

Lunar Administration

#626262 / RGB 98, 98, 98 / WHITE 6.1:1



MAR / MARS RUST

Mars Administration

#B43F31 / RGB 180, 63, 49 / WHITE 5.7:1

WORLDS, HABITATS & CORRIDORS



BEL / BELT COPPER

Main Belt Commonwealth

#865136 / RGB 134, 81, 54 / WHITE 6.5:1



JOV / JOVIAN AMBER

Jovian System Administration

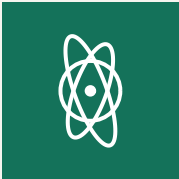
#87530C / RGB 135, 83, 12 / WHITE 6.4:1



SAT / SATURN BRONZE

Saturnian System Administration

#80650B / RGB 128, 101, 11 / WHITE 5.5:1



URA / URANUS JADE

Uranian System Administration

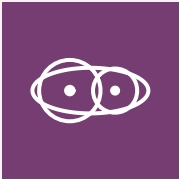
#14725A / RGB 20, 114, 90 / WHITE 5.9:1



NEP / NEPTUNE AMETHYST

Neptunian System Administration

#7D4793 / RGB 125, 71, 147 / WHITE 6.6:1



PLU / PLUTO PLUM

Pluto-Charon Administration

#753D72 / RGB 117, 61, 114 / WHITE 7.9:1

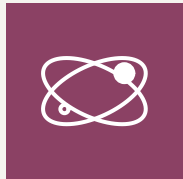
WORLDS, HABITATS & CORRIDORS



KUI / KUIPER VIOLET

Kuiper Belt Administration

#784A7C / RGB 120, 74, 124 / WHITE 6.8:1



ERI / ERIS MAUVE

Scattered Disk Administration

#8B4164 / RGB 139, 65, 100 / WHITE 6.9:1



CMT / COMET EVERGREEN

Cometary & Oort Missions Authority

#24654B / RGB 36, 101, 75 / WHITE 6.9:1



LAG / HABITAT GREEN

Lagrange Habitats Administration

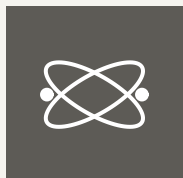
#386144 / RGB 56, 97, 68 / WHITE 7.1:1



TRO / TROJAN OLIVE

Trojan Communities Administration

#586422 / RGB 88, 100, 34 / WHITE 6.4:1



COR / CORRIDOR GRAPHITE

Interplanetary Corridors Authority

#5D5B56 / RGB 93, 91, 86 / WHITE 6.8:1

PUBLIC SERVICES, DISTINCT SIGNATURES



CIV / CITIZENSHIP & MOBILITY COMMISSION

#62506A / WHITE 7.3:1 / APPROX. CMYK 8,25,0,58



GOV / DEMOCRATIC GOVERNANCE COMMISSION

#67456D / WHITE 7.9:1 / APPROX. CMYK 6,37,0,57



TER / TERRITORIAL AFFAIRS COMMISSION

#565656 / WHITE 7.3:1 / APPROX. CMYK 0,0,0,66



TRA / TRADE & SINGLE MARKET COMMISSION

#126854 / WHITE 6.7:1 / APPROX. CMYK 83,0,19,59



CUS / CUSTOMS & BORDER SERVICES AGENCY

#3F6053 / WHITE 7.0:1 / APPROX. CMYK 34,0,14,62



FIN / TREASURY & PUBLIC FINANCE COMMISSION

#355845 / WHITE 8.0:1 / APPROX. CMYK 40,0,22,65



MON / MONETARY & PAYMENTS AUTHORITY

#525236 / WHITE 8.0:1 / APPROX. CMYK 0,0,34,68



ECO / ECONOMIC DEVELOPMENT COMMISSION

#49634B / WHITE 6.6:1 / APPROX. CMYK 26,0,24,61



COM / COMPETITION & CONSUMER AUTHORITY

#765539 / WHITE 6.7:1 / APPROX. CMYK 0,28,52,54



LAB / LABOR & LIVELIHOODS COMMISSION

#9B423E / WHITE 6.5:1 / APPROX. CMYK 0,57,60,39

PUBLIC SERVICES, DISTINCT SIGNATURES



SOC / SOCIAL PROTECTION COMMISSION

#85526E / WHITE 6.1:1 / APPROX. CMYK 0,38,17,48



HLT / HEALTH & BIOMEDICAL COMMISSION

#006B61 / WHITE 6.4:1 / APPROX. CMYK 100,0,9,58



HAB / HOUSING & HABITAT COMMISSION

#596946 / WHITE 5.9:1 / APPROX. CMYK 15,0,33,59



INF / INFRASTRUCTURE & PUBLIC WORKS COMMISSION

#995B20 / WHITE 5.4:1 / APPROX. CMYK 0,41,79,40



MOB / TRANSPORT & NAVIGATION COMMISSION

#935030 / WHITE 6.1:1 / APPROX. CMYK 0,46,67,42



ENE / ENERGY & SOLAR RESOURCES COMMISSION

#95600B / WHITE 5.3:1 / APPROX. CMYK 0,36,93,42



WAT / WATER & VOLATILES COMMISSION

#17644F / WHITE 7.1:1 / APPROX. CMYK 77,0,21,61



AGR / FOOD & AGRICULTURE COMMISSION

#4D682B / WHITE 6.3:1 / APPROX. CMYK 26,0,59,59



RES / RESOURCES & CIRCULAR INDUSTRY COMMISSION

#785646 / WHITE 6.5:1 / APPROX. CMYK 0,28,42,53



SCI / SCIENCE & DISCOVERY COMMISSION

#79488A / WHITE 6.8:1 / APPROX. CMYK 12,48,0,46

PUBLIC SERVICES, DISTINCT SIGNATURES



EDU / EDUCATION & KNOWLEDGE COMMISSION

#5B6731 / WHITE 6.1:1 / APPROX. CMYK 12,0,52,60



TERF / PLANETARY ENGINEERING & TERRAFORMING COMMISSION

#6C6330 / WHITE 6.1:1 / APPROX. CMYK 0,8,56,58



ENV / ENVIRONMENT & COMMONS COMMISSION

#2D6342 / WHITE 7.1:1 / APPROX. CMYK 55,0,33,61



BIO / PLANETARY PROTECTION AUTHORITY

#456947 / WHITE 6.2:1 / APPROX. CMYK 34,0,32,59



DIG / DIGITAL SYSTEMS & COMMUNICATIONS COMMISSION

#70447D / WHITE 7.5:1 / APPROX. CMYK 10,46,0,51



AIR / AI & AUTONOMOUS SYSTEMS AUTHORITY

#6B506A / WHITE 7.0:1 / APPROX. CMYK 0,25,1,58



JUS / JUSTICE & LEGAL COOPERATION COMMISSION

#734765 / WHITE 7.5:1 / APPROX. CMYK 0,38,12,55



SAF / CIVIL SAFETY & INVESTIGATIONS AGENCY

#7C3E40 / WHITE 8.0:1 / APPROX. CMYK 0,50,48,51



RSC / EMERGENCY RESCUE & CONTINUITY AGENCY

#A43732 / WHITE 6.6:1 / APPROX. CMYK 0,66,70,36



SEC / PEACE & COLLECTIVE SECURITY COMMISSION

#454545 / WHITE 9.6:1 / APPROX. CMYK 0,0,0,73

PUBLIC SERVICES, DISTINCT SIGNATURES



DIP / EXTERNAL RELATIONS & DIPLOMACY COMMISSION

#665F58 / WHITE 6.3:1 / APPROX. CMYK 0,7,14,60



CUL / CULTURE & HERITAGE COMMISSION

#8A3F6A / WHITE 7.0:1 / APPROX. CMYK 0,54,23,46



MED / PUBLIC MEDIA & CIVIC INFORMATION COMMISSION

#715178 / WHITE 6.7:1 / APPROX. CMYK 6,32,0,53



SPT / SPORT & RECREATION COMMISSION

#6D5D22 / WHITE 6.5:1 / APPROX. CMYK 0,15,69,57



ARC / ARCHIVES, LIBRARIES & MEMORY COMMISSION

#705540 / WHITE 6.9:1 / APPROX. CMYK 0,24,43,56



STA / STANDARDS, TIME & MEASUREMENT AUTHORITY

#545454 / WHITE 7.6:1 / APPROX. CMYK 0,0,0,67



PROC / PUBLIC PROCUREMENT & SUPPLY AGENCY

#5A6854 / WHITE 5.9:1 / APPROX. CMYK 13,0,19,59



INS / INSURANCE & RISK SUPERVISION AUTHORITY

#596357 / WHITE 6.3:1 / APPROX. CMYK 10,0,12,61



ETH / BIOETHICS & FUTURE GENERATIONS COUNCIL

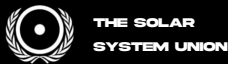
#6F536C / WHITE 6.7:1 / APPROX. CMYK 0,25,3,56



EQ / EQUALITY & ACCESSIBILITY COMMISSION

#7A4969 / WHITE 7.0:1 / APPROX. CMYK 0,40,14,52

GEOMETRY CARRIES THE IDENTITY



SSU / UNION

THE SOLAR SYSTEM UNION

COMMON RIGHTS. MANY WORLDS.



UNION BLACK / SUPPLIED SEAL / BOLD INSTITUTIONAL TYPE



MAR / REGIONAL ADMINISTRATION

MARS ADMINISTRATION

COMMON RIGHTS. MANY WORLDS.



A PUBLIC VOICE PEOPLE CAN USE

UNION PROFILE

The Solar System Union. Free movement, shared rights and accountable services across worlds and habitats. Where civilization emerged.

EARTH ORBIT COMMAND PROFILE

Orbital traffic, Earth departure coordination and interplanetary communications. Operations branch of SSU Territorial Affairs.

EARTH-MOON OPERATIONS PROFILE

Keeping the Earth and the Moon together. Shared routes, gateway schedules, rescue handoffs and communications continuity. Part of Earth Orbit Command.

PUBLIC NOTICE

Water reserve maintenance / Ceres district. Use designated refill points during the scheduled outage. Issued by BEL.D01.02; include a verified time, duration and contact before publication.

tone rule

Address people as residents, passengers, learners, workers and community members. Use an institution name only when it clarifies who is accountable.

READY TO USE, READY TO EXPAND

SCALABLE AND RETAINED MASTERS

assets/<institution-code>/ contains five SVG assets for every registry entity. New symbols and typography are vectors. For SSU, EOC and EMO, the supplied raster shapes are embedded without logo regeneration. Branches share the correct parent symbol while their codes and names distinguish their scope.

RASTER MASTERS

Major institutions also have 512 x 512 PNG avatars and 1500 x 500 PNG banners. source-identities/ retains the supplied marks. The final kit uses flat colors, geometric marks and text only; generated artwork and the generated Union logo are excluded.

EDITABLE APPLICATIONS

templates/ contains notice, letterhead, identification, presentation cover, sign and joint-agency formats. Editable templates keep live text and are starting points for a designer to customize.

REGISTRY AND OFFLINE EXPLORER

Open START-HERE.html to browse and filter institutions, inspect parents and children, and open each institution's assets. JSON and CSV contain IDs, mandates, deliverables, colors, reporting paths and review routes.

EDITION AND ASSUMPTIONS

Concept Edition 02, October 2026. A fictional future federation, with no fixed founding year, population, currency rate or technology timeline. Social handles are proposed; accounts have not been created.