



G.O.D.S

BRAND IDENTITY MANUAL

Complete Visual Identity System · Trademark Register · Usage Guidelines

Version 1.0 | March 2026 | Johannesburg, South Africa

Sashin J. Singh — Founder & Systems Architect | G.O.D.S Holdings (Pty) Ltd

CLASSIFICATION: CONFIDENTIAL — IP TRUST PROTECTED

Contents

01	Cover & Contents
02	Brand Foundation — Philosophy & Architecture
03	Master Mark — G.O.D.S Shield & Compass
04	Division Marks — All Six Logos
05	Colour System — Constitutional Palette
06	Typography System
07	Logo Exclusion Zones & Minimum Sizes
08	Clear Space & Background Rules
09	Wordmark & Lockup Variations
10	Incorrect Usage — What Never To Do
11	Document Classification & Marking System
12	Brand Contacts & IP Protection Statement

Brand Foundation

Philosophy

The G.O.D.S brand is not a marketing device. It is a constitutional declaration. Every visual element — the shield, the compass, the gold, the depth of the sovereign blue — communicates the same institutional commitment: a 250-year system built on human dignity, sovereign governance, and constitutionally constrained power.

The brand does not seek to be likeable. It seeks to be trustworthy. There is a difference. Likeable brands follow trends. Trustworthy brands build marks. G.O.D.S builds a mark.

Three Brand Pillars

PILLAR	PRINCIPLE	VISUAL EXPRESSION
Sovereign Authority	G.O.D.S operates at the level of sovereign institutions. The brand must communicate institutional depth and authority.	Deep navy, constitutional gold, shield form, serif typography. No red.
Human Primacy	Every system G.O.D.S builds exists to serve human dignity. The brand must be approachable and humane.	Warm gold (approx. #C8A22E), humanist typeface, clear sans-serif for UI. S.E.T.H.S. Organizational chart.
Quantum Frontier	G.O.D.S is building infrastructure for the next 250 years. The brand must signal forward-looking vision and innovation.	Cyan signal for core technology divisions. Diamond geometry in UI. G.O.D.S. logo.

The Master Mark



Anatomy of the Shield Mark

ELEMENT	MEANING	COLOUR
Outer ring	Eternal mandate — the 250-year institutional horizon. No beginning, no end.	Constitutional Gold gradient
Shield form	Protection of human dignity. Sovereign authority. Constitutional custody.	Sovereign Deep to Mid Blue gradient
Inner shield accent	Secondary governance layer — the COB, IP Trust, and constitutional constraints.	Gold, 50% opacity
Compass outer ring	The governance field — the boundary within which all G.O.D.S systems operate.	Constitutional Gold
Compass inner circle	The sovereign space — protected, defined, knowable.	Institutional Navy fill, Gold stroke
Central eye / compass core	Human primacy at the centre of every system. The point from which all directions emanate.	Full Constitutional Gold
Cardinal points	The four directions: S.E.T.H.S, T.S, UDOC, M.A.D.I.B.A — the four-divisions of the world.	Constitutional Gold
G.O.D.S lettering bar	The name — always at the base of the shield, always in the same weight, never large, never the mark.	Gold, Deep Navy
TM mark	Trademark claim — present on all printed and digital uses until ® registration.	Constitutional Gold, small

04

Division Marks



S.E.T.H.S.™ Human Capital Division

Skills, Employment, Training & Human Systems

The hexagon references the hive structure — collective human potential organised for mutual benefit. The rising figure is aspirational without being naive. The arc above the head is possibility, not promise. Cyan communicates clarity and forward movement. Nothing in this mark is accidental.



T.S INDUSTRIES™ Infrastructure Division

Transition Systems — Production & Infrastructure

Three elements in deliberate tension: the solar grid (energy sovereignty), the vertical farm tower (food sovereignty), and the house (human settlement). All three rest on the same ground line — infrastructure built from the same workforce, delivering across the same communities.



UDOC™ Digital Governance Division

Unified Digital Oversight & Coordination

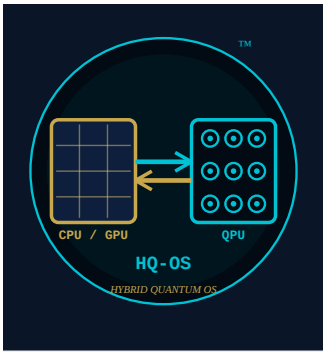
The shield within a circuit ring communicates the central paradox of digital governance: systems powerful enough to matter, protected well enough to be trusted. The lock is not oppression. It is the architecture that makes AI safe enough to deploy at sovereign scale.



M.A.D.I.B.A CAPITAL™ Capital & Sovereign Partnerships

Mobilising African Development & Investment for Broad Access

Africa is not a problem to be solved. It is a geography to be unlocked. The capital flow arrows are outward — from Africa, not into it. The central node is the engine. The continent is the platform. Gold is used here in its fullest richness — sovereign wealth, not decorative trim.

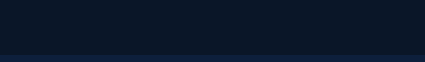


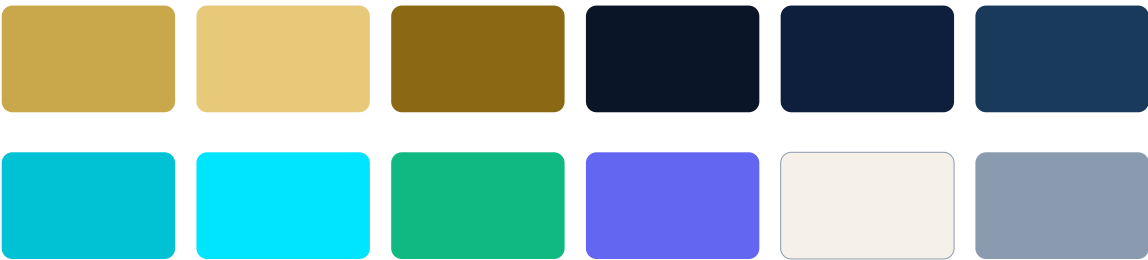
HQ-OS™
UDOC — Quantum Infrastructure Layer
Hybrid Classical + Quantum Operating System

The CPU-QPU architecture is shown in honest technical form — not abstracted into metaphor. The bidirectional link communicates the core HQ-OS insight: classical and quantum are not competitors. They are complements. The quantum glow behind both communicates the field that connects them.

Colour System

Constitutional Palette

	Constitutional Gold	#C9A84C	Primary brand. All marks. Sovereign accent.
	Gold Light	#E8C97A	Display headlines. Gradient highlight.
	Gold Dark	#8B6914	Shadows. Depth. Print emboss reference.
	Sovereign Deep	#0A1628	Primary dark background. All dark contexts.
	Constitutional Navy	#0D1F3C	Card backgrounds. Secondary dark layer.
	Governance Blue	#1A3A5C	Section accents. Mid-dark layer.
	UDOC Cyan	#00C2D4	Technology divisions. Digital contexts.
	Quantum Glow	#00E5FF	HQ-OS highlights. Quantum interface.
	TSG Green	#10B981	Infrastructure division. Growth. Environment.
	UDOC Indigo	#6366F1	Governance SaaS. Platform UI.
	Parchment	#F5F0E8	Document background. Light contexts.
	Diplomatic Grey	#8A9BB0	Body text. Metadata. Secondary labels.



Division Colour Assignments

DIVISION	PRIMARY	SECONDARY	ACCENT	USAGE CONTEXT
G.O.D.S Holdings	#C9A84C	#E8C97A	#0A1628	All institutional, constitutional, and sovereign communications
S.E.T.H.S	#00C2D4	#00E5FF	#0891B2	Programme materials, participant communications, employer portal
T.S Industries	#10B981	#059669	#C9A84C	Infrastructure projects, SPV materials, environmental reporting
UDOC	#6366F1	#00C2D4	#4338CA	SaaS platform, governance reports, client dashboards
M.A.D.I.B.A Capital	#C9A84C	#F59E0B	#8B6914	Investment materials, sovereign partnership communications, DFI reports
HQ-OS	#00C2D4	#00E5FF	#C9A84C	Technical documentation, quantum platform UI, engineering specifications

Typography System

ROLE	TYPEFACE	FALLBACK	USE CASES	SIZES
Display / Institutional	Freight Display / Playfair Display	Georgia, serif	Manifesto covers, document titles, institutional press releases	22-44pt
Constitutional Body	EB Garamond / Garamond Premier	Garamond, Times New Roman, serif	Constitutional doctrine text, policy documents, white papers, primary legal text	10-12pt
Interface / Digital UI	DM Sans / Rethink Sans	system-ui, Helvetica Neue	G.O.D.S. platform UI, website body, digital newsletters	13-16pt
Technical / Quantum	JetBrains Mono	Menlo, Consolas, monospace	AI/ML interface, code documentation, technical specifications	11-13pt
Data / Metadata	IBM Plex Mono	Courier New, monospace	Document references, version numbers, legal citations	9-11pt

Type Hierarchy in Practice

Display / 48pt

G.O.D.S

H1 / 28pt

Brand Identity Manual

H2 / 18pt

Constitutional Colour System

Body / 11pt

The twelve pillars form the constitutional architecture.

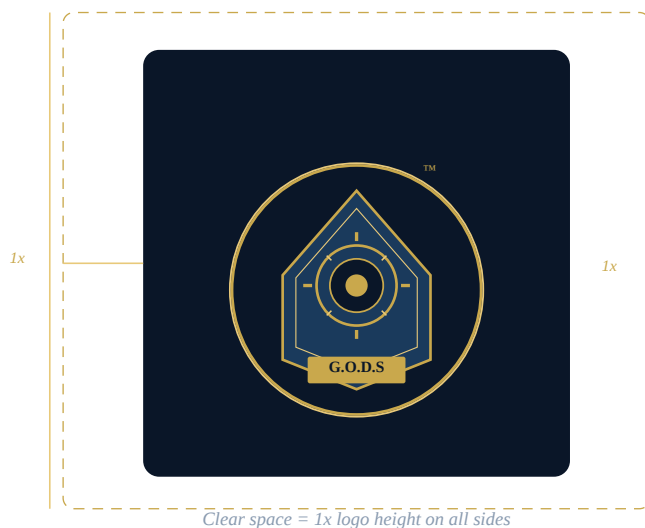
Caption / 8pt

Figure 1 — G.O.D.S Master Mark, dark background variant

Mono / 8pt

REF: GODS-IP-TRUST-2026-001 | CLASS A | §7(b)

Exclusion Zones & Minimum Sizes



The Exclusion Zone Rule

A clear space equal to the full height of the G.O.D.S mark must be maintained on all four sides. No text, graphic element, photographic edge, or other mark may encroach on this space.

This rule applies to all six division marks using the same proportion — 1× the mark height on all sides.

Minimum Sizes

APPLICATION	MINIMUM SIZE
Digital display (screen)	48 × 48 pixels
Favicon / app icon	32 × 32 pixels
Print (full colour)	15mm × 15mm
Print (single colour)	20mm × 20mm
Embossed / embroidered	25mm × 25mm
Below minimum: use wordmark only	—

Background Rules

BACKGROUND	MARK VERSION	STATUS	NOTES
Sovereign Deep (#0A1628)	Full colour — gold + white detail	PRIMARY — preferred	Default use in all institutional contexts
Institutional Navy (#0D1F3C)	Full colour — gold + white detail	APPROVED	Cards, secondary panels, section dividers
White (#FFFFFF)	Dark version — gold + deep navy detail	APPROVED	Print documents, light digital contexts
Parchment (#F5F0E8)	Dark version — gold + deep navy detail	APPROVED	Premium print, letterhead, certificates
Constitutional Gold (#C9A84C)	Reversed — deep navy detail only	APPROVED (limited)	Awards, certificates, special edition print only
Photography	White or gold reversed version	APPROVED with conditions	Sufficient contrast required. Test legibility before use.
Coloured brand gradient	White reversed version	APPROVED	Only on approved G.O.D.S brand gradients
Patterned or busy imagery	Any version	PROHIBITED	Insufficient contrast. Mark must never compete with background
Competitor brand colours	Any version	PROHIBITED	Never place G.O.D.S mark on competitive brand colour fields
Unknown third-party colours	Any version	SEEK APPROVAL	Contact brand@gods.systems before use

Wordmark & Lockup Variations



The wordmark horizontal lockup is the primary layout for document headers, letterhead, and presentation title slides. The stacked lockup is used for square format applications — social media profile images, app icons, and badge formats.

LOCKUP TYPE	APPLICATION	MINIMUM WIDTH
Horizontal — mark + name + tagline	Document headers, letterhead, email signatures, presentation title slides	180px / 60mm
Horizontal — mark + name only	Presentation headers, report covers, partnership materials	120px / 40mm
Stacked — mark above name	Square applications, social media, app icons, badges, embroidery	80px / 25mm
Mark only (no text)	Favicon, sub-16px applications, embossed materials	32px / 10mm
Name only (no mark)	Running text references, body copy mentions, footnotes	No minimum

Incorrect Usage

The following uses of any G.O.D.S mark are prohibited at all times, in all contexts, without exception. Violations of these rules are violations of the G.O.D.S IP Trust deed and may constitute trademark infringement.

VIOLATION	DESCRIPTION	WHY PROHIBITED
Stretching or distorting	Changing the proportions of any mark	Destroys the geometric integrity of the compass and shield
Recolouring	Using any colour other than the approved palette for any document	Replaces the brand's distinctive colour associations
Adding effects	Drop shadows, glows, bevels, emboss, filters applied to the mark	Filters applied to the mark. The mark does not need decorative effects
Rearranging elements	Moving the G.O.D.S label above the shield or changing the order of the elements	Destroys the hierarchy and meaning of the mark's anatomy
Cropping	Cutting off any portion of the mark — including the name	Communicate incomplete commitment
Recreating from memory	Hand-drawing, approximating, or digitally recreating the mark without the master file	Introduces the risk of inaccuracies at scale
Placing on unapproved backgrounds	Any background not listed in Section 08	Legibility and appropriateness cannot be guaranteed
Using division marks interchangeably	Using G.O.D.S mark in UDOC context	Each division mark carries specific meaning. They are not interchangeable
Adding to the mark	Appending words, dates, event names, etc.	Use approved lockup templates for co-branding. The mark must remain intact
Animated distortion	Digital animations that warp, spin, dissolve, etc.	Brady and dissolve the mark must be followed. No unapproved animations

Document Classification

LEVEL	MARKING	ACCESS	DISTRIBUTION RULES
OPEN	No header required	Unrestricted	May be shared freely. Includes manifesto, AI charter
INSTITUTIONAL	Header: INSTITUTIONAL DISTRIBUTION	Internal Partners Government	Not required. Institutional purpose must be stated
CONFIDENTIAL	Header: CONFIDENTIAL — INVESTIGATIVE	Not required	Not required. Not assigned before distribution. CEO sign-off required
RESTRICTED	Header: RESTRICTED — NAME RECIPIENTS ONLY	Not required	Not required. Not assigned before distribution. Client list only. No digital transmission without approval

IP Protection & Brand Contacts

IP TRUST STATEMENT

All G.O.D.S intellectual property is held in the G.O.D.S IP Trust constituted under the Trust Property Control Act 57 of 1988.

The Trust is the legal owner of all IP. G.O.D.S Holdings (Pty) Ltd holds a perpetual, exclusive licence from the Trust. No commercial entity may sell, assign, or permanently transfer IP Trust property without unanimous trustee consent and Master of the High Court approval.

All marks display the TM symbol pending registration confirmation and R upon confirmed registration. All rights reserved globally.

BRAND CONTACTS

Brand enquiries: brand@gods.systems

Trademark and IP licensing: legal@gods.systems

Media and press usage: media@gods.systems

Partnership **co-branding:**
partnerships@gods.systems

Master brand files (SVG, PDF) available at
www.gods.systems/brand

(C) 2026 G.O.D.S Holdings (Pty) Ltd. All rights reserved. IP held in
G.O.D.S IP Trust. Version 1.0 March 2026.



*G.O.D.S HOLDINGS (PTY) LTD
Good Orderly Directional Systems
Johannesburg, South Africa · 2026*