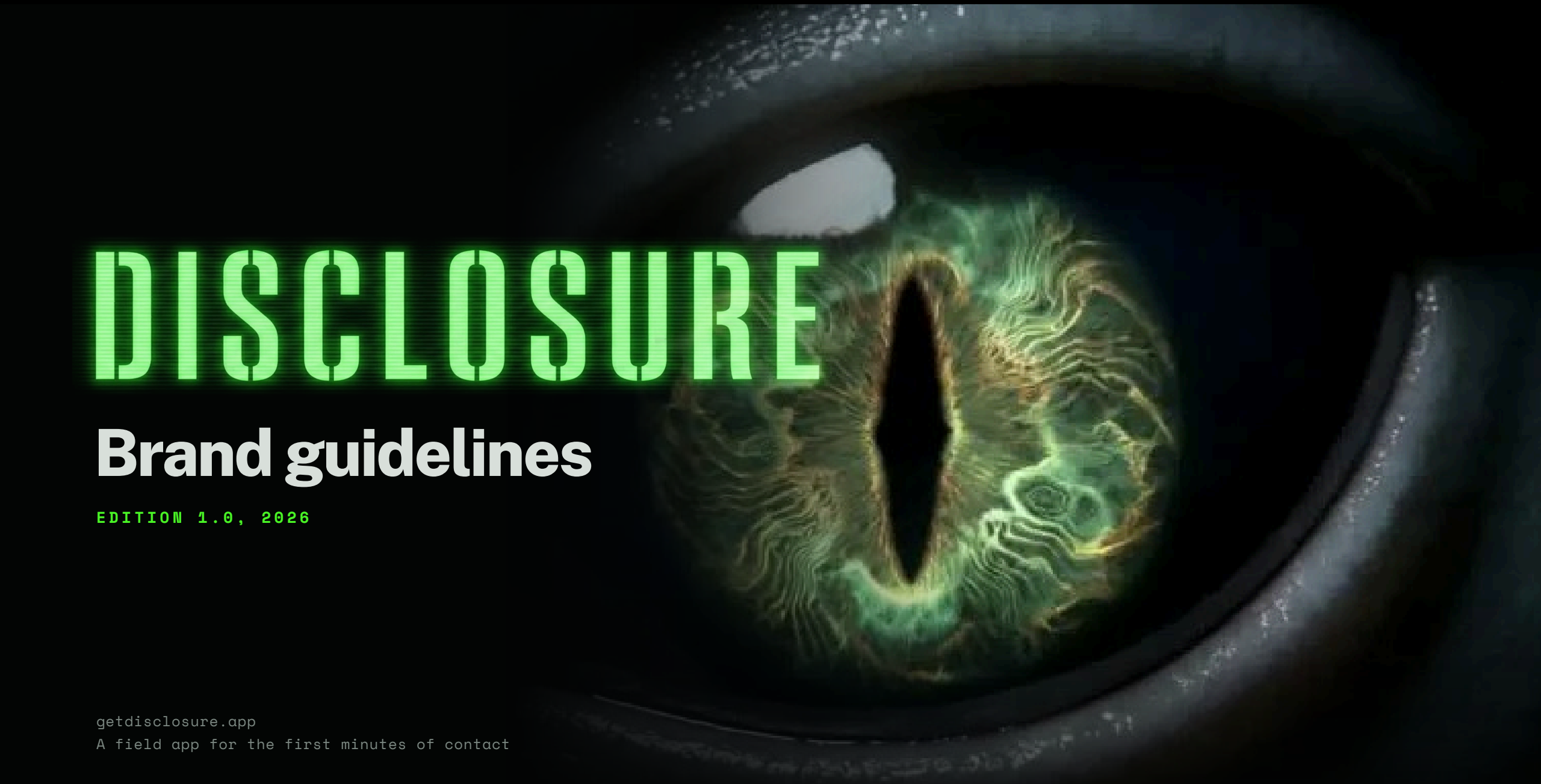


DISCLOSURE

Brand guidelines

EDITION 1.0, 2026

getdisclosure.app
A field app for the first minutes of contact

THE IDEA

A fire drill for something that may never happen.

DISCLOSURE is a phone app that trains ordinary people for the first minutes of contact. It is in development for iOS and Android, and no release date is set, so for now the website carries the whole brand. The site reads as a leaked government file, calm paperwork about an impossible thing. A visitor answers ten questions, gets one of four roles and an iris print nobody else carries, and holds a place for launch with a First Contact Card.

A NAMING NOTE

The name is the word the public record already uses, from the UAP Disclosure Act to the Disclosure Day people search for. In running text it is set in capitals, DISCLOSURE. The address adds a verb, getdisclosure.app.

PERSONALITY — RELEASED IN PART

Calm

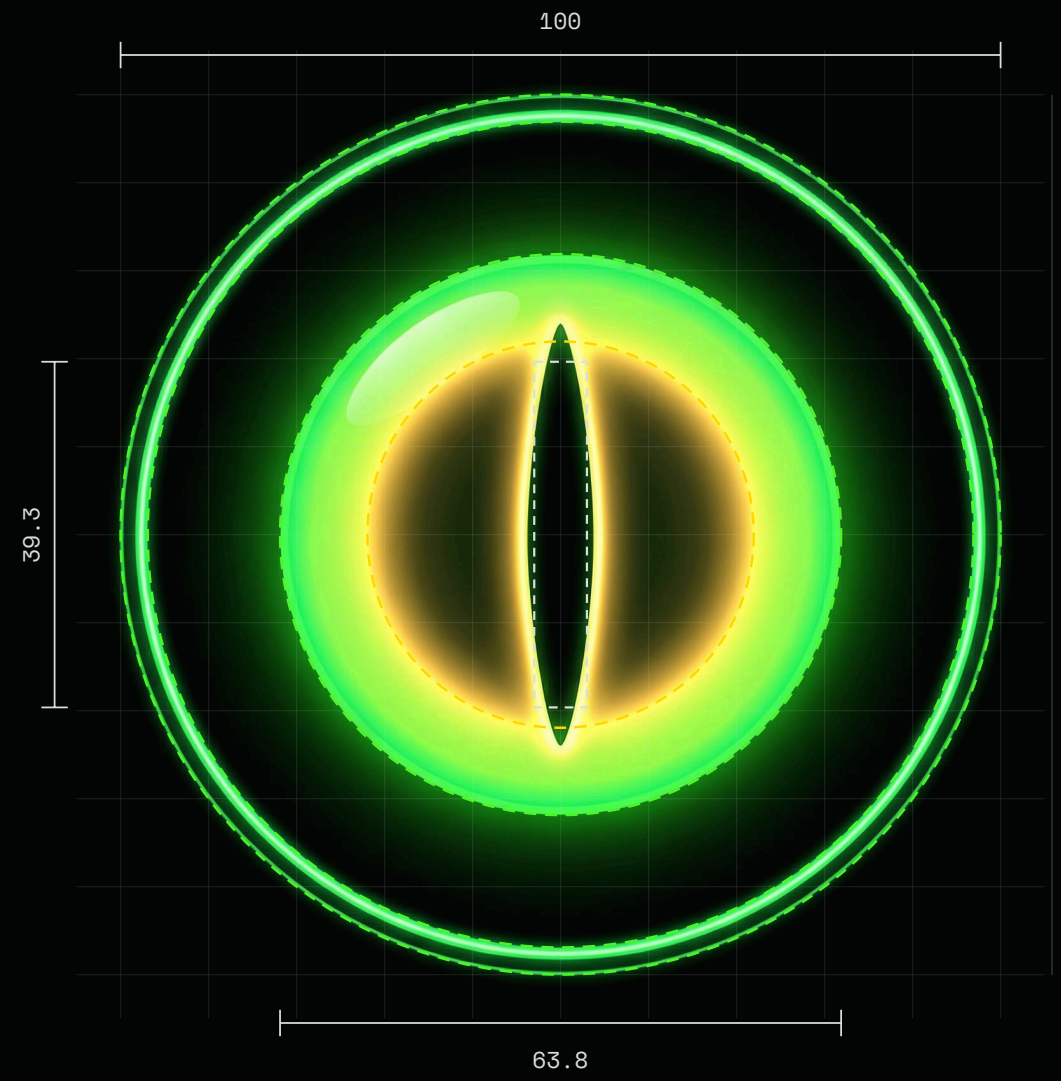
The file never shouts. It treats an impossible subject with the composure of government paperwork, and green appears only where something is live.

Sourced

Every public-record claim is dated and linked to the office that published it. Reports stay reports, and no number is invented.

Watchful

Something reads you back. The eye in the header follows the pointer, blinks now and then, and closes when you leave the tab.



RING
Outer diameter 100: a band 1.4 wide and a hairline 0.4 wide, 1.3 apart. A wide black gap of 15 units sits inside.

IRIS
Diameter 63.8, close to two thirds of the ring.

GOLD RING
Diameter 43.9. It is the one warm colour in the mark.

SLIT
39.3 tall and 6.0 wide, 6.5 to 1, pointed at both ends.

THE MARK

The eye that reads you back

The emblem is a non-human eye: a vertical slit pupil in a green iris, inside a thin double ring with a wide black gap. It is the eye on the home page, and the iris every visitor grows from their own answers.

DISCLOSURE

THE WORDMARK
Ten stencil capitals, condensed, 5.52 times as wide as they are tall. Bridges cut the strokes the way paint is stencilled onto a crate. The master adds CRT scanlines and a green glow, and the flat version keeps only the letters.

Measured on the 2048 px masters, in units where the ring's outer diameter is 100. The flat marks are vector files traced from those masters, and the glow stays a high-resolution PNG. Never redraw by eye.

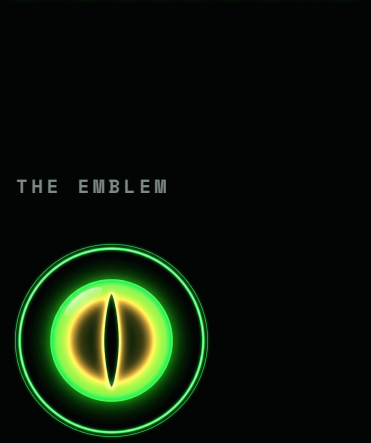
ON VOID
Full colour, the masters

HORIZONTAL



STACKED





THE EMBLEM

ON VOID
One colour in Bone

HORIZONTAL



STACKED





THE EMBLEM

ON PAPER
One colour in Toner

HORIZONTAL



STACKED





THE EMBLEM

ON PHOTOGRAPHY
Full colour on the dark of the frame

HORIZONTAL



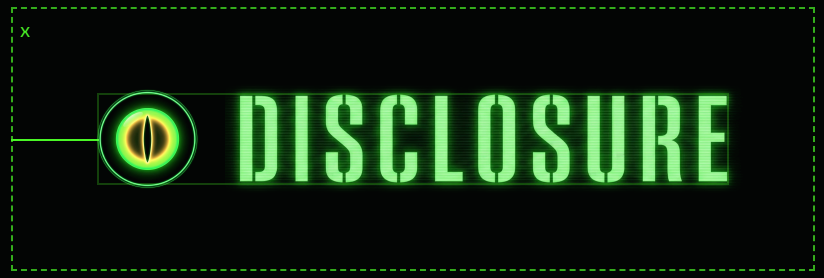
STACKED





THE EMBLEM

CLEAR SPACE



Clear space is x on every side, where x is the height of the wordmark's capitals. In the header lockup the ring is 1.12 x across and sits 0.5 x from the name.

MINIMUM SIZES



The lockup, wordmark image 17 px tall: the site's own smallest, on 340 px screens.



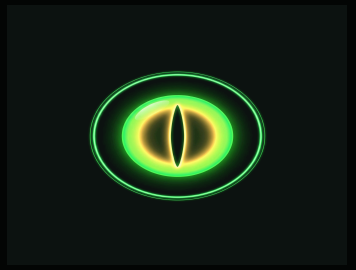
The emblem, 32 px on screen, 8 mm in print.



16 px, the favicon only. Here the slit carries the eye.

In print the wordmark is never under 25 mm wide. Below 25 mm the stencil bridges fill in and the name reads as a bar. A one-colour emblem under 96 px or 25 mm uses the small cut, which closes the ring's double line into one band.

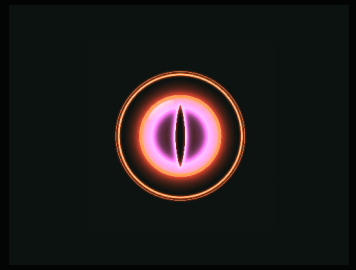
SIX DON'TS



Don't stretch the eye.
Scale it evenly.



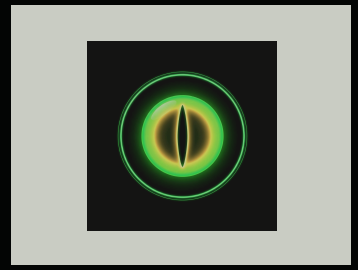
Don't round the pupil.
A round pupil is a human eye.



Don't recolour the iris.
Role colours stay on keylines.



Don't retype the name.
The stencil is drawn, never typed.



Don't print the glow on paper.
On paper the mark goes one colour.



Don't set it on a bright ground.
It needs the dark of the frame.

Void

#030504
RGB 3 5 4
CMYK 40 0 20 98*

The ground. Near-black with a cold green cast, behind every page.

Bone

#D8DFDA
RGB 216 223 218
CMYK 3 0 2 13*

Type and the flat mark on Void.

Signal

#4AF626
RGB 74 246 38
CMYK 70 0 85 4*

Something is live: the banner, the button, the glow. Under a tenth of any screen.

Paper

#C9CCC3
RGB 201 204 195
CMYK 1 0 4 20*

Photocopy grey, for exhibits laid on Void. Never a page background.

Toner

#121412
RGB 18 20 18
CMYK 10 0 10 92*

Ink on Paper, and the redaction bar.

Stamp

#74140F
RGB 116 20 15
CMYK 0 83 87 55*

The release stamp, on Paper only.

THE ROLES

Each role has a colour for its keyline, its card and its iris. Role colours never carry a headline or the mark. Ratios on Void.

Sentinel	Diplomat	Scholar	Survivor	First Contact
#EF4444 · 5.43:1	#22C55E · 8.97:1	#60A5FA · 8.04:1	#F97316 · 7.29:1	#FFD700 · 14.57:1

PROPORTION



A screen is mostly Void. Bone carries the words, Signal stays under a tenth of the frame, and Paper appears only as an exhibit. Stamp and the role colours are accents inside those shares.

* CMYK is computed from RGB and approximate. Signal sits outside the CMYK gamut, so print it as a matched green and proof it on the stock first.

TEXT PAIRS, EVERY ONE AT OR ABOVE THE 4.5:1 OF WCAG 2.2 AA

Aa	15.08:1 Bone on Void	Aa	8.93:1 Bone dim on Void
Aa	5.62:1 Bone faint on Void	Aa	14.12:1 Signal on Void
Aa	13.44:1 Signal ink on Signal	Aa	11.38:1 Toner on Paper
Aa	6.51:1 Toner dim on Paper	Aa	6.98:1 Stamp on Paper

Computed from the hex values. Stamp on Void measures 1.80:1, which is why Stamp lives on Paper.

DISPLAY AND TEXT

Aa

Public Sans

The typeface of US federal websites, because this is the government's own paperwork, leaked. Heavy and tight for poster lines, plain for reading.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789

ExtraBold 800 at -0.02em for headings. Regular 400 for body at 1.6.

THE DOCUMENT VOICE

Aa

Space Mono

The typewriter and document control: banners, file numbers, labels and buttons. It is the app's own mono.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bold 700 in capitals, tracked 0.12 to 0.26 em.

THE HIERARCHY IN USE

Banner · Space Mono 700 · capitals, 0.26 em

UNCLASSIFIED

File line · Space Mono 400

File DSC-000 · Main signal · Released in part

Poster line · Public Sans 800 · 46 px

This file was not meant for you.

Body · Public Sans 400 · 15 px

DISCLOSURE is a field app that trains ordinary people for the first minutes of contact. It starts by finding your role.

Button · Space Mono 700 on Signal

FIND YOUR ROLE →

Both families are free under the SIL Open Font License 1.1, served from Google Fonts.

THE DEVICE

The released file

Every page is a released file: a banner marking at the top, numbered dossier tabs, headings that declassify as they arrive, redaction bars in the copy, and a routing slip for a footer. One redaction on every page never lifts.

UNCLASSIFIED — CIVILIAN COPY

01 THE FILE 02 PROTOCOL 03 ARCHIVE 04 RECORD 05 TOOLS

CIVILIAN CONTACT FILE DSC-000

Status of contact: [redacted]

None of these documents confirm contact.
They confirm the question is now official.

RELEASED IN PART

ROUTING AND TRANSMITTAL SLIP — CIVILIAN DISTRIBUTION

A. The file B. Protocol C. Archive D. DISCLOSURE

ACTION: READ, NOTE, RETURN

PHOTOGRAPHY AND ILLUSTRATION



The eye, home page · The Classification · Exhibit 01, witness sketch · Crew. All from getdisclosure.app.

1 **Night, one light.** A phone screen, a porch light or a street lamp. The rest of the frame falls to black.

2 **Green means live.** It lights a screen, an iris or a glow, never the whole frame.

3 **Reports stay reports.** A witness sketch is captioned as a witness sketch, unverified.

4 **Paper sits on the void.** Photocopy-grey exhibits, a degree off square, on black.

IN THE WORLD

Print

Everything DISCLOSURE prints points at one thing a person can do tonight, which is find their role. Every piece says the app is in development.



THE LAUNCH POSTER

18 by 24 in, matte paper. The home page's eye, wordmark and first line, the address, and the app's status: in development, no release date set.



THE INVITE CARD

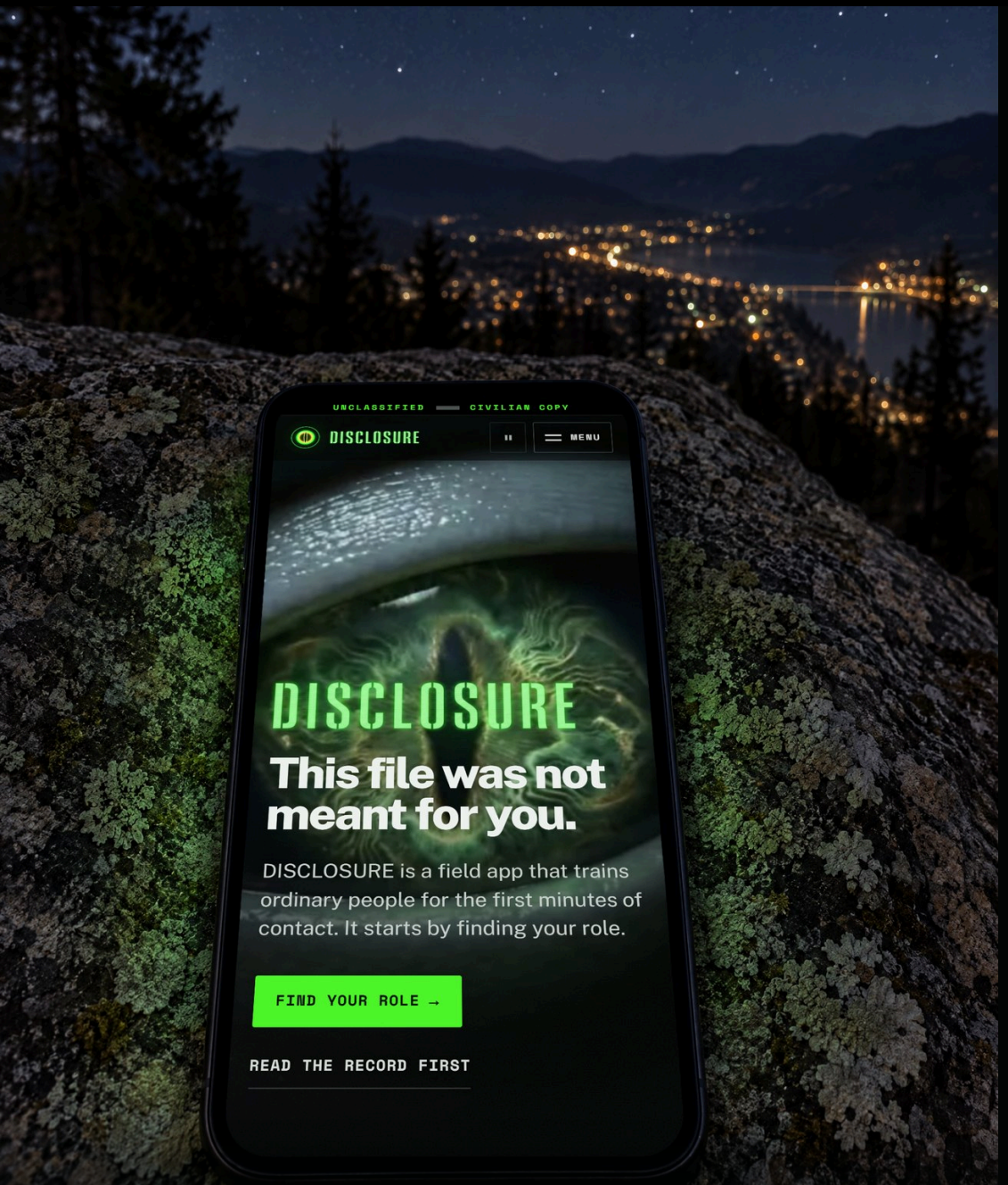
4 by 6 in, heavy matte black card. It hands out the classification and says how a place for launch is held: everyone with a card hears first.



THE STICKER

3 in die-cut vinyl, black, cut 2 mm outside the ring. The emblem alone in full colour, no words. On paper and vinyl the glow is printed ink, so proof the green on the stock.

Scenes generated from the finished artwork, set in Castlegar. The poster's wordmark is placed from the artwork file.



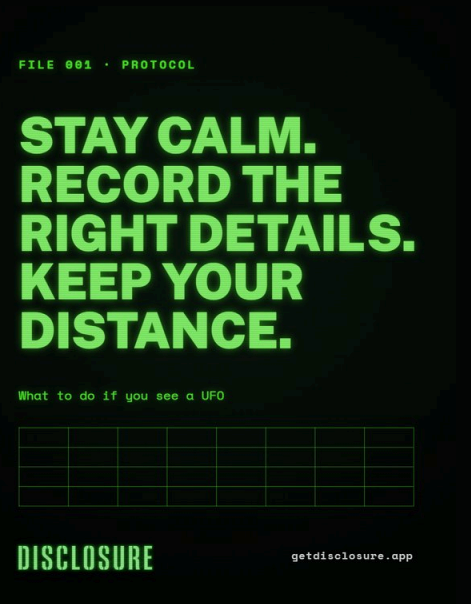
IN THE WORLD

Digital



PROFILE IMAGE

1080 square. The ring spans 76% of the width, so a platform's circle crop never touches it. @disclosure_app on Instagram and X, @getdisclosure on TikTok and YouTube.



POST TEMPLATE

1080 by 1350, in the campaign's terminal look: green type glowing on a dark screen, scanlines and a ledger grid. One file per post. The slots are the file number and category, the rule in three short lines, the file's title, then the wordmark and the address.

The words come from the archive, so every post points at a real page. The rule here is File 001, What to do if you see a UFO.

THE LIVE SITE

getdisclosure.app at 390 px, captured headless on 30 October 2026 and set into the phone.

VOICE

We say, and we don't say

DISCLOSURE speaks as we, in the voice of a file that knows more than it says. It keeps sentences short and facts plain, and lets the subject supply the strangeness.

Calm. We give the reader a job for the first minute.

Sourced. We say what the record says, with a date and a link.

Watchful. We write to the person awake at 2 am, phone in hand.

WE SAY	WE DON'T SAY
This file was not meant for you.	*Welcome to the ultimate alien encounter experience!*
None of these documents confirm contact. They confirm the question is now official.	*The government is hiding the truth, and we have the proof.*
No release date is set. Everyone with a card hears first.	*Coming soon! Download the app today.*
We do not publish how many people hold each role, because nobody has measured it.	*Join thousands of civilians already trained!*
Answer the way you would at 11:47 pm with the power out.	*Take our fun quiz and discover your alien personality!*

The left column is the site's own copy, quoted as published. The right column is the line it replaces.

QUICK REFERENCE

On one page



THE MARK

The eye: slit pupil, green iris, gold inner ring, thin outer ring. Iris 63.8 to the ring's 100. One colour drops the gold and keeps the slit.

Clear space x, the height of the wordmark's capitals. Wordmark image at least 17 px tall on screen, 25 mm wide in print.

TYPE

Public Sans 800 for poster lines, 400 for reading. Space Mono 700 in capitals for banners, labels and buttons.

COLOUR

- Void #030504
- Bone #D8DFDA
- Signal #4AF626
- Paper #C9CCC3
- Toner #121412
- Stamp #74140F

Signal under a tenth of any screen. Every text pair at 4.5:1 or above.

THE LOOK

Night, one light, green only where something is live. Paper sits on the void. One redaction on every page never lifts.

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We. Calm, sourced, watchful. Reports stay reports. The app is in development, and no release date is set.

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team@getdisclosure.app

@disclosure_app · @getdisclosure

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