

Brand Book

Highreach Foundation

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THE HIGHREACH CHARTER

HIGHREACH FOUNDATION
ULTRA NOTUM

FOUNDED MMXXV

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1. Institutional Position

Highreach is a long-horizon research institution devoted to disciplined exploration at the limits of knowledge, measurement, and human capability.

Highreach is not a startup, a lifestyle brand, or a promotional vehicle. It does not optimize for visibility. It optimizes for endurance, coherence, and correctness.

Public identity: HIGHREACH

Legal identity: Highreach Foundation LLC

2. Brand Principles

1. Restraint precedes expression.
2. Meaning precedes ornament.
3. Authority is implicit, never asserted.
4. Symbols are earned, not decorative.
5. Nothing provisional is displayed publicly.

These principles are enforceable constraints. If an element cannot be justified symbolically or operationally, it is excluded.

3. Marks & Hierarchy



Foundation Seal (Constitutional)

The seal is immutable. It is used sparingly on foundational documents, charters, legal instruments, plaques, and formal declarations.

Motto: ULTRA NOTUM

Designation: HIGHREACH · FOUNDATION

Symbols: Lion · Torch · Tree · Horizon

Wordmark (Functional)

The wordmark is the primary functional identifier used in headers, websites, papers, and materials where the seal is not appropriate. It is Roman capitals only, typographic only, and never includes symbols, dates, or mottos.



3.1 Mark Usage Rules

Seal—Allowed

Charter, legal instruments, official declarations, plaques, ceremonial materials.

Seal—Prohibited

Website header, navigation, favicon, repeated decorative use, recolors, simplifications, animation.

Wordmark—Allowed

Website, publications, headers/footers, presentations, operational materials.

Wordmark—Prohibited

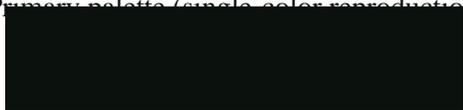
Adding symbols, mottos, dates, shadows, gradients, outlines, distortions.

Crests

No crest is used at this stage. The system is seal + wordmark by design.

4. Color System

Primary palette (single color reproduction supported):



Vellum: #F3EBDD



Color discipline: no gradients, no neon saturation, no bright whites. Gold is rendered as a flat brass tone suitable for engraving and foil stamping.

5. Typography

Primary display (wordmark): Roman inscriptional capitals. Use a Trajan lineage or equivalent inscriptional Roman serif.

Primary text (documents): scholarly serif (Garamond/Caslon lineage) for long-form readability.

Secondary sans (tables/UI only): humanist grotesque for figures, captions, and interfaces.

Rules: Roman capitals are not mixed with sans on the same line. Avoid bold weights; use hierarchy through size and spacing.

6. Voice & Language

Highreach language is declarative, restrained, and precise. It avoids promotional tone.

Preferred verbs: undertakes, maintains, examines, establishes, documents.

Avoid: innovative, disruptive, revolutionary, cutting-edge.

Example: “Highreach undertakes long-horizon research in domains where precision and endurance are prerequisites.”

7. Applications

Charter & Foundational Documents

Seal centered. Wordmark secondary. Motto appears only on the seal and (optionally) once on the title page.

Publications (Monographs/Papers)

Wordmark in header; seal only on title or colophon. Use vellum backgrounds for print; deep green for covers.

Website

Wordmark as primary header. Seal reserved for About/Charter pages. Avoid feeds; emphasize archive.

Physical Artifacts

Seal for plaques/medals; wordmark for labels. Prefer emboss/deboss/foil over color printing.

7.1 Approved Lockups

Approved: HIGHREACH (wordmark alone).

Approved: Foundation Seal alone.

Approved: Seal above Charter title for the Charter cover/title page.

Not used: crest/badge variants at this stage.

Do not add 'LLC' to the wordmark or seal.



8. Legal Attribution

Legal name: Highreach Foundation LLC.

Public-facing identity: Highreach.

Use the legal name in contracts, filings, invoices, and formal notices. For publications and materials, 'Highreach' is the institutional name. A quiet attribution line may be used in colophons or footers when needed:

Example attribution line:

© MMXXV Highreach Foundation LLC. All rights reserved.