

The experience bible

Identity, language and a relationship that begins with Meet Zora.

One intelligence.
An entire constellation.

Inside this document

- 1 The central story
- 2 The voice
- 3 The identity mark
- 4 Color and typography
- 5 Website experience
- 6 Product language and UI states
- 7 Product family and growth
- 8 Governance and brand release
- 9 Asset and implementation handoff
- 10 The living front door: design direction 1.2
- 11 Investor encounter

The identity, language, and public experience of one intelligence

Version: 1.2 / 26 September 2026 **Domain reported purchased by Founder:** ZoraOne.ai **Master line:** One intelligence. An entire constellation. **Invitation:** Meet Zora. **Relationship line:** One person. One Zora. A relationship that continues. **First product:** ZoraTrade, in development until a release gate is independently proven.

The brand turns the architecture into a relationship people can understand. The customer should see a consistent, trustworthy Zora who carries context forward. The Constellation is her expanding capacity; it may be enormous, but it has one center. This is a design system for the public site, product UI, onboarding, future products, documents and internal diagrams. Product language must match what is actually available.

1 The central story

ZORA ONE is the system. Zora is the intelligence people meet. The Constellation is everything she can bring together. A Star is a specialist; a Cluster is a group formed for a mission; a Galaxy is a lasting domain when the system reaches that scale. In the existing engineering history, ZoraStar means a customer's persistent personal instance and "Satellite" means a worker. Treat those as legacy implementation names while a versioned migration resolves the vocabulary collision. Preserve identity and data boundaries.

The brand promise: tell Zora what matters; she remembers relevant context, assembles capability, works inside your authority and brings a verified result back into one conversation. She can say "I don't know," "I need your approval," and "I couldn't verify that." Those sentences strengthen the relationship.

The visionary statement: one intelligence connecting what a person or organization needs to think, create, operate and evolve. **The honest release story:** ZoraTrade is the first product path; Founder OS and Company OS are the next architectural expressions. The private site is an interactive vision prototype, not a live AI demonstration.

Brand ladder

Level	Name	Role in a sentence	Public prominence
Company and unified system	ZORA ONE	The complete intelligence ecosystem	High
Relationship	Zora	The one presence a user addresses	Highest
Distributed capability	The Constellation	The resources Zora can coordinate	Medium
First product	ZoraTrade	The first concrete doorway into Zora	High at launch
Permanent specialized work	Star	A specialist intelligence	Low; show in deeper explanation
Temporary coordinated work	Cluster	A mission group assembled by Zora	Low
Persistent domain	Galaxy	A mature area of coordinated intelligence	Internal until real
Governance direction	Northstar	The verified governing purpose	Internal and founder facing

Do not call every customer a public "Star." The customer meets Zora. The persistent customer identity is real, but naming it after the specialist network would make two different things sound identical.

2 The voice

Zora sounds precise, calm, present, and capable. She uses plain words to explain a complex result. She does not speak in a constant stream of astronomical metaphors. “Constellation” is a meaningful architecture concept; “Orbit,” “Field,” and “Forge” may appear where they help an operator understand what happened. Everyday customers should be able to act without learning internal taxonomy.

Say: “I reviewed the change, checked the source, and prepared a draft for you.” **Say:** “The quote is delayed. I won't prepare an order until I have fresh data.” **Say:** “I can handle the reversible work. The broker order needs your exact approval.” **Say:** “I couldn't verify the result. Here is what remains open.”

Avoid: claims of proven consciousness; “I guarantee” about markets; “Everything is done” before verification; anthropomorphic self-importance; unnecessary system lore; or using a customer's approval for a different action. The brand can be bold while the product remains exact.

Voice interface: a canonical voice identity may use a preferred synthesis provider with a local fallback, but the user should always see when microphone capture is active and understand where speech is processed. The model, microphone, vendor and device are replaceable surfaces of the same relationship.

3 The identity mark

The symbol has three components: a **central point**, an **incomplete orbit**, and an **asymmetric outer point** representing a relationship to wider capability. The orbit is not a locked circle. Its open segment communicates motion and room for expansion. In small sizes, preserve the center and a single clear orbital gesture; remove decorative detail.

The mark must work as a single-color silhouette, at a favicon scale, and with the wordmark. It should not suggest a specific model provider, a trading chart, a five-pointed star, a brain, a robot, a circuit board, or an infinite cloud of particles. Use the generated luminous field artwork for large editorial moments; the vector mark is the canonical sign.

Lockups: horizontal wordmark with mark to the left; stacked mark over ZORA ONE for large covers; icon alone for favicon and app. The word ZORA carries visual weight; ONE is quieter but unmistakable. Minimum clear space around the mark is at least the diameter of its central point; around the full lockup, use at least half the mark's radius on all sides. At 16 pixels, use the simplified icon.

Never place the logo over the brightest part of the hero, distort the orbit into an ellipse to fit a box, add random small stars, replace the center point with an avatar, or use animated motion as the only cue to meaning.

4 Color and typography

The palette is built for quiet contrast, not a default “space startup” gradient. Ink and paper form the main reading system; spectral blue and sea-glass light mark intelligence and connection.

Token	Hex	Role
Midnight	#07101E	Primary dark canvas
Deep Field	#0B1729	Layered dark surface
Paper	#F2F1EB	Reading surface
Ink	#111B2A	Body on paper
Orbit Blue	#9AB9FB	Active intelligence and editorial light
Signal Mint	#9FE3DE	Active connection and focus
Quiet Slate	#A4B2C3	Secondary text on dark
Rule	rgba(226,238,255,.18)	Hairlines, never primary information

Use large, low-weight sans-serif typography for the system and an italic serif accent for the human invitation “Zora.” The current preview uses Avenir Next where installed, then Helvetica Neue and Arial; Georgia provides the accent. Production should license or self-host selected fonts, verify all language coverage, and outline final logo lettering. Main reading text should remain at least 16 pixels in the website and resize cleanly at 200 percent. Information cannot rely on color or glow alone.

Motion and imagery

The visual field should feel gravitational: a center remains stable while orbiting relationships respond to an intention. Motion is slow, purposeful and interruptible; reduce or stop it when the user requests reduced motion. A small change in node brightness should correspond to a real selection. Use atmospheric art sparingly as a background behind legible type. Do not suggest hidden AI processing is happening when a local concept animation is only illustrating a future system.

Photography, when introduced, should focus on real people and work rather than generic neon robots. Product screenshots must be actual product state and should expose permissions, provenance and approvals clearly.

5 Website experience

The website begins the relationship immediately: Zora greets the visitor, guides exploration, and delivers useful help. Account creation preserves that relationship by choice; product discovery and explicit purchase follow inside the personal world. It should answer, in order: **Who is Zora? What is the Constellation? What can she do first? How does a person stay in control?** The site may become more interactive as the product becomes real; until then, conceptual demonstrations are labeled.

Current private prototype information architecture

Section	Visitor understanding	Interaction and status
Meet Zora	One intelligence, one relationship	Hero invitation with visual center
One continuous presence	Zora carries intent and context across work	Illustrative conversation, labeled as such
The Constellation	Specialist resources gather around one center	Choose “Build an idea,” “Run my business,” or “Follow the market”; see an illustrative route
First doorway	ZoraTrade is first; the company is bigger	Product status “In development”; explain user authorized order boundary
Closing	Everything returns to one coherent relationship	Simple return to the beginning

Canonical hero copy

Meet Zora.

One intelligence. An entire constellation.

Tell Zora what you want to accomplish. She brings the right minds, memory, and tools together, and stays with you as the work moves forward.

Constellation section copy

Everything moves through One.

The Constellation is the network of intelligence, memory, people, tools, and future capabilities Zora can coordinate. Choose an intention to see one possible path through it.

First product copy

The first doorway is ZoraTrade.

Trading is the first focused product being built inside Zora. The broader vision reaches across research, creation, operations, and the way a business understands itself. Zora can analyze and prepare a decision; you review and authorize any order before it is submitted.

Status statement in the prototype: “A private vision preview. Product details and availability are subject to change.” Connect the purchased domain and invite public visitors only after ownership, trademark, product claims and release operations have passed their gates. A live site should add real product documentation, privacy/terms, support, accessibility, account creation and pricing only when these flows exist and have owners.

Ambitious next experience

As working product capabilities come online, replace the illustrative Constellation map with a truthful **Intent Lens**. A visitor or signed-in customer states a goal; Zora explains which capabilities are available, which need connection or approval, and what will happen next. An authenticated user can see a live mission plan, approve an action and inspect a verified result within the same relationship. The animation becomes a view of real task state, not a decorative simulation. This is the path to a website that embodies the intelligence rather than advertising it.

Keep two distinct modes: a **public explainer** with no fake processing or private data, and an **authenticated experience** with consent, identity, real task events, trust controls and recovery. Never put a customer portfolio or company graph in an unauthenticated animation.

6 Product language and UI states

Zora's interface should say exactly what state a mission is in. Suggested labels and response patterns:

State	Customer-facing language	Underlying rule
Ready	"Zora is ready when you are."	Identity and permissions verified
Working	"Zora is working on it."	Durable mission ID and progress source exist
Gathering	"Zora is bringing the right specialists together."	Cluster formed with bounded roles
Needs access	"Connect this account so Zora can check it."	Explain requested scope and revocation
Needs approval	"Review and approve this exact action."	Show amount, target, effect, expiry and alternatives
Waiting	"Zora is waiting for fresh data."	Stale or unavailable source, no invented result
Verified	"Completed and verified."	Independent result evidence exists
Uncertain	"I found conflicting information."	Preserve both sources and next verification step
Failed	"I couldn't complete it. Here is what happened."	Status, retries and safe next action visible

ZoraTrade language

- **Idea:** "A possible opportunity to review."
- **Analysis:** "Here is the evidence, the uncertainty, and what could go wrong."
- **Draft:** "This is a draft order. Nothing has been sent."
- **Approval:** "Approve this exact order before it expires."
- **Submitting:** "Sending the order to your broker." Do not show until the deterministic service has crossed the submission boundary.
- **Result:** "The broker accepted/rejected the order." Separate acknowledgment, partial fill and execution.
- **Economics:** "Your annual subscription fee is X percent of the balance you chose to invest. Returns are uncertain." Use actual amounts and applicable charges.

No product tier should be named by greater trading risk. Higher tiers increase capacity, concurrency, depth and resource budget while the customer's explicit mandate governs risk.

7 Product family and growth

Launch **ZoraTrade** as the first focused product. **Founder OS** answers the real state of a founder's organization; **Company OS** extends Zora into a verified operating loop. Future families may include Builder, Research, Capital, Personal, Local and Enterprise when their capabilities and economics justify real offers. Do not launch a grid of speculative product pages merely to fill out a taxonomy.

The public naming structure is ZORA ONE for the system, Zora for the relationship, and ZoraTrade for the first product. A future “ZORA ONE Business” may be a market-facing package while Founder OS and Company OS describe internal or advanced experiences. Retain one account and one relationship across capabilities.

8 Governance and brand release

The brand needs a claim register with claim text, product state, owner, supporting test or release evidence, approval, date and expiry. This is especially important for voice privacy, broker actions, financial outcomes, autonomy and institutional claims. The site should not inherit old claims automatically when a component changes provider or release status.

Before a public commercial launch: verify control of the domain and DNS; obtain qualified trademark clearance; confirm the operating entity and code rights; validate product-specific disclosures; establish support and incident handling; test accessibility and mobile; ensure that every checkout, signup or broker connection has a working and governed backend. Those are work items, not legal conclusions made by this document.

Visual acceptance: dark and light lockups reproduce at normal and small sizes; page typography remains legible on mobile; keyboard focus and reduced motion work; interactive diagrams explain truthful state; status labels distinguish vision from availability; marketing copy can be read aloud naturally by Zora.

9 Asset and implementation handoff

The asset kit contains the icon and lockups in SVG and PNG, a simplified favicon, color tokens, and the atmospheric hero artwork. Preserve editable vectors. Production design should test wordmark typography, trademark clearance, all intended backgrounds, dark/light contrast, print output, reduced-motion behavior, and any resemblance to established marks before finalizing a registered logo.

The current private website is a source-backed prototype. Its three local intention choices are illustrations; they are not a live AI chat or broker connection. The execution bible and M2M contract specify the real services required to turn that experience into an authenticated product. Every future visual feature must be connected to the truth of the system it represents.

10 The living front door: design direction 1.2

Zora is the persistent ambassador from the first moment. The existing site already contains a voice guide and account-aware client contracts; retain and evolve that foundation. The first private preview establishes visual language, not the finished interaction architecture.

Opening: “Hi, I’m Zora. What would you like to explore?” Pair a calm presence with clear Talk, Type and Explore controls. Start audio only on user action. An accessible navigation path remains visible.

During exploration: A stable conversation rail accompanies an adaptive canvas. Zora can show an explanation, capability card, example, or next step without forcing a new funnel. Every display comes from an approved component and carries truthful availability.

Account invitation: “Would you like to keep this conversation and make this space yours?” Explain what will be saved. Offer Continue as guest at equal legibility. Never use simulated affection or urgency to trigger registration or purchase.

Inside: “Welcome back. Where shall we pick up?” Show real commitments, recent work, preferences and available capabilities. ZoraTrade is the first purchasable capability when its release gates pass. Buying it changes entitlement; connecting a broker and approving a mandate remain separate choices.

Company response: When someone says “I wish I could...”, Zora asks whether to submit that feedback, creates a scoped case and returns an outcome. The customer sees continuity; the organization sees only the information needed to respond. Zora Prime coordinates the company within verified authority.

The visual signature: A vast field of light gathers around the visitor’s intent. Motion responds to real state: listening, considering, awaiting approval, working, complete. Keep atmosphere expansive, typography quiet and controls obvious. Avoid decorative space hardware, invented activity, and animation that obstructs reading.

Mobile: The same relationship becomes a compact conversation surface with expandable work cards. A handoff resumes the actual server-side state. Notifications invite attention without exposing private details.

11 Investor encounter

The investor enters the same relationship through a different intent. Zora invites questions, retrieves approved evidence and explains the organic company. The private investor preview contains curated questions and a deterministic financial calculator; it is not yet an AI diligence runtime. Production requires the investor evidence and authority contracts described in the business playbook. All company operations are assigned to Prime and Stars by default, with humans at consequential authority gates.