

Ship & operate · Engineering handbook

Brand & domains

🕒 5 min read · Updated 18 October 2026 · Verified against [f25ab97](#) on 2026-09-25

Product identity: company, app and website names, the gurbanisoul.com domain, visual identity rules and the identifiers that never change.

<https://docs.gurbanisoul.com/engineering/brand/>

Product identity. Read before touching names, URLs, or visual identity.

Endorsed-brand architecture, set 2026-09-17 ahead of the first public TestFlight/App Store release:

- **Company: Algorythmos Pty Ltd** — the Australian legal entity that owns the IP, the Apple/Google developer accounts, and the infrastructure. Credited as an *endorsed brand* (“Built by Algorythmos”). Its strongest trademark asset is the coined word “**Algorythmos**” itself.
- **Consumer app (iOS): Gurbani Soul** — the product users download. This is the App Store **Name**, the iOS on-device label (CFBundleDisplayName/CFBundleName = Gurbani Soul), the widget-group name, and the About-screen title. Positioning leads with **trust** (“verbatim, cited by Ang, never AI-invented”), not “AI”.
- **Website / Knowledge Base (this repo):** stays “**Sri Guru Granth Sahib Ji — Knowledge Base**” — a *distinct, scholarly property* from the consumer app. Its page titles/header use the full scripture name. Do **not** rename the KB site to “Gurbani Soul”.
- **Scripture citations, everywhere (web + app):** always the full “**Sri Guru Granth Sahib Ji · Ang N**”. “Gurbani Soul” names the *app*, never the *text*. Keep this separation.
- **Product domain: gurbanisoul.com** — registered 2026-09-17 at **Hostinger** (registrar), **2-year term, auto-renew on, WHOIS privacy on**. DNS is delegated to **Cloudflare** (account label “*Company-Domains*”), nameservers `jamie.ns.cloudflare.com / luke.ns.cloudflare.com`. The Cloudflare **Zone ID / Account ID live in the Cloudflare dashboard, not in this repo** — never paste them (or any API token) into tracked files.
 - **LIVE as of 1.3.3.** The site is one Astro build served on the apex: / is the **Gurbani Soul** landing (marketing), and the **Knowledge Base** keeps its own name/theme under /search, /reader, ... Support/Privacy are **paths** on the apex (/support, /privacy), so one domain satisfies Apple’s URL fields. `docs.gurbanisoul.com` serves this wiki (live since 1.3.10); there is no `api.` subdomain — the API is same-origin under /api. Full topology + DNS + email routing: `docs/website/README.md`.

- **Canonical rule:** the **bare apex gurbanisoul.com is canonical** (200, no redirect); `www` and the legacy Vercel alias `308` → `apex`. `<link rel="canonical">`, `og:url` and the sitemap all use the bare apex. Public contact is **support@gurbanisoul.com** (a Zoho Mail alias → owner; DNS in `docs/website/README.md`). Never re-introduce the legacy Vercel production alias as a URL in app code, listing, monitors or docs (the `DocsHygiene + test_app_links_use_the_canonical_host` gates enforce this; the literal host is named only in `docs/process/environments.md` and `docs/website/README.md`, which record the domain topology).
 - `.app` / `.ai` are optional **defensive** buys for later, not on the launch path.
- **Availability caveats that were verified (Sep 2026, non-authoritative — re-check before spend):** no App Store/Play app named “Gurbani Soul” and no matching company/trademark found. Trademark note: “Gurbani AI” would be descriptive → generic and weak; **India has a religious-susceptibilities bar (TM Act s.9(2)(b))** on Sikh/scriptural terms plus active Akal Takht scrutiny of AI-Gurbani tools — file logos/composites, prioritise protecting “Algorythmos”, and get professional clearance in AU/US/India before filing.
- **Visual identity (iOS app) — governed by docs/brand/gurbani-soul-brand-book.md** (set 2026-09-18). `docs/brand/tokens.json` is the palette source of truth; `python3 scripts/brand/contrast_report.py` must exit 0 after any colour change. Default accent is **Soul Gold** (`AccentPalette.brandDefault`). The literal brand gold `#FFBC0D` is **accentFill only** (prominent fills, always with an accent border) — it is 1.69:1 on white, so never use it for text, icons, tint or links; use `accent / accentText`. Brand red `#DA291C` is fill-only (badges), never text and never beside Gurmukhi; on the website its only use is the Contribute heart’s fill (—contribute-heart, owner exception 2026-10-18). Headings use **Source Serif 4** via `Brand.heading` (navigation titles + hero lines only); Gurmukhi is always ink-coloured Sant Lipi. Dark mode is warm ink everywhere — new List screens use `inkGroupedList()/inkPlainList()/inkRow()`. **Never** make a gold mark on a red square (another company’s trade dress). Brand gates G3 (sensitivity: a Granthi or scholar) and G4 (legal) were closed on 2026-09-26 for the first App Store submission (brand book §12). The marketing pages follow these tokens; the Knowledge Base has its own theme set (next point).
- **Visual identity (Knowledge Base) — thirteen colour themes**, generated from `docs/brand/web-themes.json` by `scripts/brand/gen_web_themes.py` into `frontend/src/styles/kb/themes.css` (never edit that file by hand). The five app accents are copied exactly from the iOS palettes; the Italia and South of France themes are web-only and marked review until the scholar review (they ship in 1.4.0 so labelled: the owner waived that review, and the five-person task check, for the release on 2026-10-13; both run after it). Default is **Soul Gold** on warm paper. The generator solves each theme’s tint strength and fails on any text pair under 4.5:1 (3:1 for the accent as a control edge), in light and dark; `python3 scripts/brand/gen_web_themes.py --check` runs in the required python check. It proves every text colour on every surface, the neutral inks on a chip (—chip) over each surface, and the cloth’s text and the accent edge on the motif; —accent-ui is the accent itself, deepened only where a tint needs it (Saffron and Gold by day). Not proved, so never styled: accent text on a chip (use —accent-

wash) and the negative red on a chip over the cloth. The pages are measured too: `frontend/e2e/kb-contrast.spec.ts` checks every visible text node on every state in all thirteen themes. A theme is chosen in the display sheet (“Aa” in the top bar). Rules that hold in every theme: Gurmukhi is ink (the reverence walker, `frontend/e2e/reverence.spec.ts`); `--accent` is the accent’s *text* colour, a filled control uses `--accent-fill` with `--on-accent` text; a companion colour (`--co`) is decorative and never text; no red theme.

- **Internal identifiers are unchanged and must stay so:** `bundle ids org.sggs.*`, App Group `group.org.sggs`, URL scheme `sggs://`, Xcode targets, npm `sggs-frontend`, the DB filename, and the SKU `sggs-ios`. The brand is a display layer; none of these track it.