Umbodi

um–BOH–dee · Old Norse *umboði*

The one who holds a mandate — authority delegated to act on another's behalf, within its limits.

The definition we attach to it

One sentence, used verbatim everywhere: the site, the schema, the deck, the first line of an introduction. Consistency is what makes a coined name resolve.

CANONICAL

“Umbodi — from the Old Norse *umboði*: the one who holds a mandate to act on your behalf, within limits you set.”

SHORT FORM, FOR A BYLINE OR A FOOTER

“Umbodi acts on your mandate.”

THE ETYMOLOGY, WHEN THERE IS ROOM FOR IT

Old Norse *umboð* — *um* (around, about) + *boð* (a bidding, a command) — is authority handed over: a commission, a proxy, a power of attorney. The holder of one is an *umboði*; the fuller form, *umboðsmaðr*, passed through Swedish into English as **ombudsman**. The word is still current in Icelandic in exactly this sense — a government seeking a mandate is *að óska eftir umboði*.

> The etymology is **true**, which is why it can be used. Do not embellish it — Umbodi is not a Norse god, it does not mean “guardian” or “watcher”, and there is no saga attached. A brand story that overstates is the same failure the product exists to avoid.

The name — why Umbodi

The short version, for anyone who asks where the name came from.

THE PROBLEM

The product's first name was an ordinary English word, and many companies already use it. An answer engine works out *who* a name refers to before it answers, and a shared word never pointed at us — the more the category grew, the more crowded it became. Every ordinary word in this space was taken, so the fix was a new name, not more content.

WHAT WE WERE LOOKING FOR

A coined, distinctive word we could own outright — not a dictionary word, not "<Noun> AI", and nothing tied to one channel such as SEO, because the work is visibility in search *and* in AI answers. Above all, a name that **means what the product does**: an agent that acts on your behalf, within limits you set.

WHY *UMBOÐI* FITS

An *umboði* is the one who holds a mandate: authority handed over, to be used for someone else and only within its terms. It is the root of **ombudsman** — the person whose whole job is accountable action on another's behalf. That is the product's design: you set the mandate, the agent acts inside it, and it shows its working. It refuses to take credit it cannot prove.

HOW TO SAY IT

um-BOH-dee

We chose *Umbodi* over the shorter *Umbod* on purpose. Said aloud in English, "um-bod" starts with a hesitation noise; *Umbodi* avoids that, and it is the more precise word anyway — the agent who holds the mandate, rather than the mandate itself. The cost of a coined name is that it has to be taught once; the definition above is how we teach it.

WHO STANDS BEHIND IT

Umbodi™ is a trademark of **I-Novanet Software Ltd**. The mark is accepted in Mauritius and not yet registered, so we write **™**, never ®.

Taglines

What we are building, said in one line. The primary is the name's own meaning — which is the point of choosing a name that means something.

Acts on your mandate.

Primary. Three words, and it is the definition of the name. Use it wherever there is room for exactly one line.

It finds the work, ships the work, and proves it worked.

The explainer. Already the homepage headline and it should stay — three verbs, in order, and the third is the one nobody else claims.

An agent, not an agency.

Positioning against the alternative. Short enough for a banner, and it names the budget it replaces without naming a competitor.

By audience

Approve the work. Watch it land.

Marketers. The job is reviewing, not doing — say so.

Replace the retainer. Keep the control.

Executives. Cost and governance in one line, and both are the actual pitch.

The engine, not just the app.

Developers. SDK, API, MCP, licensed engine.

On proof — the line we can defend and others cannot

It refuses to take credit it can't prove.

The strongest sentence the product has. A held-back control group is a real mechanism, and almost nothing in this market has one.

Every number, and what it is allowed to claim.

The methodology line. Good for technical buyers and for the page it heads.

Measured, or it doesn't say it.

Compressed version. Pairs with the teal/amber provenance colours.

On bounded autonomy

As much rope as you give it. Never more.

The dial, in the site's own words. Also what the mark draws.

Authority you grant. Work you can check.

The two halves of a mandate. Formal register — decks, contracts, the CXO page.

It will not change your website without asking.

Already on the homepage. Keep it: it answers the objection before it is made.

Never say

A product that refuses to overclaim cannot have marketing that does. This list is the brand.

- **Any outcome promise** — “rank #1”, “double your traffic”, “guaranteed results”. Our own terms say no ranking, traffic, citation or revenue outcome is guaranteed. Marketing may not contradict the contract.
- **“Leading”, “world-class”, “revolutionary”, “10x”.** Unprovable superlatives about ourselves, from a product whose argument is evidence.
- **“AI-powered” as the lead.** The category is saturated and the phrase carries nothing. What it does is the differentiator; what it is made of is not.
- **“Set and forget”, “fully autonomous”, “hands off”.** These describe a product without a dial. Ours has one, and that is the selling point.
- **“Effortless”, “instantly”, “magic”.** The work takes time and the proof takes longer. Saying otherwise sets up the disappointment.

Using the name

Do

- **Umbodi** — one capital, never all-caps in running text.
- Say it `um–BOH–dee`. Stress the middle.
- Treat it as a proper noun: “Umbodi opens the pull request”, never “the Umbodi”.
- Give the definition on first contact, then stop repeating it.

Don't

- **Umbod** — reads as “um… bod” in English. That is why the longer form was chosen.
- **Umbo** — a real English word (the boss of a shield).
- *umboði* with the accent, outside an etymology note. The brand is the anglicised spelling.
- “Umbodi AI”. The suffix carries nothing and the category is saturated.

The mark is the dial

A chevron held inside a bracket. The bracket is the mandate and does not move; the chevron is the agent and does. **How high it sits is how much authority it has** — so the mark is not a picture of the product, it is the product's central control.

			
Cautious	**Balanced**	**Aggressive**	**Autopilot**
Proposes. Ships nothing unasked.	Ships the safe class, asks for the rest.	Ships most of it. Reports everything.	Acts to the edge of the bracket. Never past it.

Rules for the mark

- **Balanced is the logo.** The other three are for product surfaces and documentation, not for the letterhead.
- **The chevron never leaves the bracket.** That is the whole idea, and a decorative variant that breaks it argues against the product.
- Minimum size 16px. At that scale the bracket returns thicken; keep the chevron one weight heavier than the bracket, as drawn.
- Clear space on all sides equal to the bracket's stroke width × 4.
- Monochrome is the default. The accent on the chevron is the only colour it needs.

> **Deliberately not a rune.** ᛏ Týr was the obvious mark — he pledged his hand so Fenrir could be bound within limits, which is the product in one figure. But Norse runes have been appropriated by far-right groups and several are formally tracked as hate symbols. Týr is much less loaded than Othala or Algiz and is used innocently every day; it still invites the association from some viewers. The name can be Norse while the mark is not, and nothing is lost — the bracket says the same thing and says it in a language everyone reads.

Logo files & usage

Generated, never redrawn: `node scripts/build-brand-assets.mjs --kit-only` renders every file from this page's geometry into `media/brand/kit/`, and the whole kit downloads as one zip from umbodi.ai/brand. The wordmark is outlined, so the files look the same on a machine without the font.

SHAPE	USE IT FOR
Horizontal lockup	The default: headers, decks, documents, signatures, partner pages, video title cards.
Stacked lockup	Square and tall spaces: end cards, posters, stands, a square social post.
Mark	Where the name is already said nearby, or there is no room: avatars, badges, watermarks.

Each shape comes in four colourways — **colour on light** (first choice), **colour on dark**, **mono black**, **mono white** — as SVG and as transparent PNG at @1x, @2x and @4x. The accent is the same #1E5BFF on light and dark; it holds 3.6:1 against ink.

Clear space is in the file

Every file's padding is the minimum clear space (the bracket's stroke × 4). Place it as it is and nothing crowds it.

Minimum size

Mark 16 px on screen — below 24 px use the favicon drawing, which is heavier for that. Horizontal lockup 24 px tall on screen, 10 mm in print.

Never



× Stretched or squashed



× Chevron in teal or amber — those mean measured and estimate



× Chevron outside the bracket



× Rotated

Nor a shadow, an outline, a gradient fill, another font beside the mark, or the colour logo over a busy photo — use a mono version there.

Icons

One app icon, drawn heavier for small sizes (`/icon.svg`): ink tile, paper bracket, accent chevron.

- **Favicon** — SVG, ICO (16/32/48) and PNG; the SVG is the site's own `/icon.svg`, copied.
- **App and web-app icons** — apple-touch 180, 192 and 512, maskable 192 and 512 (the mark inside the 80% safe circle), app-store 1024, and a manifest snippet.
- **Avatars** — 400 and 800, full-bleed, the mark inside the circular crop LinkedIn, X and YouTube apply.
- **Product icons** — the family deck's treatment: a white Lucide icon in a circle of the product's colour. Agent #1E5BFF, Company Intelligence #0F8A6A, Visibility Index #7A4DE0, Herald #D9692B. These are *product icons, not logos*: Umbodi has one logo. Separate product marks would be a new design decision.

Video & social

For Herald's videos and anything else that moves. Every card comes at 1920×1080, 1080×1920 and 1080×1080, as an editable SVG and a PNG.

FILE	WHAT IT IS
Title card	Logo, title, one-line subtitle on the ink ground.
Lower third	Name and role over footage, on a transparent layer.
End card	Stacked logo, “Acts on your mandate.”, umbodi.ai and the ™ notice.
Logo sting	Five keyframes: the chevron rises in the bracket — the dial turning up — then the name appears. Tween between them, about 1.2 seconds, ease-out. No audio.
Safe areas	A guide layer, never exported: title-safe 90%, action-safe 93%, and on 9:16 the bands where Reels, Shorts and TikTok draw their own buttons.

- **Colour.** Ink ground or footage, paper text, one accent used sparingly — the chevron is usually enough. The only gradient is ink to accent, as on the banners.
- **Type.** Geist SemiBold for titles, Regular for the rest, Geist Mono for numbers and the domain.

- **Motion.** Calm and short: things rise and settle. Nothing bounces, spins or flashes.
- **Teal and amber are never decoration in a video either.** They mean a measured number and an estimate, and appear only on exactly that, labelled.

Social banners (LinkedIn, X, YouTube) are in the same kit, built by the same script.

Colour

Two of these are not brand colours. They are **product semantics** carried over from the honesty rules, and they must survive any rebrand unchanged.

	Ink	`#0E1116`	Text and the bracket. Near-black with a blue bias, not pure black.
	Paper	`#EEF0F3`	Ground. Cool neutral — the same family as the app.
	Accent	`#1E5BFF`	The chevron, links, primary actions. One accent, used sparingly.
	Measured	`#0B6E66`	**Semantic.** A number observed on Google or an answer engine. Never decorative.
	Estimate	`#8A5F00`	**Semantic.** A projection. Never used for anything measured.

> Measured and Estimate are the visual form of the product's central promise. Reassigning either to a brand purpose would let a projection wear the colour of a measurement — the one thing this product must never do.

Voice

Already established by the product; written down here so a rename does not lose it.

PRINCIPLE	IN PRACTICE
State the limit with the claim	“6 of 21 pages indexed” — not “indexing issues found”. A number without its denominator is a mood.
Refuse rather than estimate	“Not enough data yet” is a finished sentence. It appears wherever a threshold is unmet, and it is not an apology.
Name who decided	“You approved this” / “Umbodi decided this, and you can reverse it.” Provenance is never implied.
Plain verbs	Finds, ships, proves, refuses. Not “leverages”, “empowers”, “unlocks”.
No superlatives about ourselves	The product's argument is evidence. A brand that claims to be leading has stopped showing its working.

Typography

Wordmark & headings

Umbodi

Geist SemiBold, set tight (–0.02em). The same face as the mark filed in Mauritius, the decks and the interface, so the name reads the same on a logo, a slide and a screen. In logo files the word is drawn as outlines, so it needs no font installed.

Interface & body

The agent acts on your mandate, and shows the working.

Geist (SIL Open Font Licence): the website, the app, decks, documents and video. Numbers use `tabular-nums` wherever they align.

Data & provenance

`measured · 3.7 avg position · 21 URLs`

Monospace for anything a person might check: figures, domains, identifiers, provenance labels. If it can be verified, it is set in mono.

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Logo files, icons and the video kit: umbodi.ai/brand.