

Brand Discovery Record — Request

A Brand Discovery Record is the human-approved source of truth your organization provides to AI assistants and agents: verified facts, structured data, and citations — linked to your own website as the canonical source. It is what a brand publishes after Mirror measures it.

THIS IS A REQUEST, NOT A RECORD

Nothing is published by submitting this form. Every Brand Discovery Record is reviewed by Daniels AI and approved by the organization it represents before publication. No automated process publishes a brand's machine-readable truth.

THE BRAND

Brand name * *exact public name*

Official website * *your own site — this becomes the canonical source*

One line: what it is and where * *e.g. A semi-private golf club in Stowe, Vermont*

One or two factual sentences * *about 160 characters, no marketing claims*

Type * *e.g. Golf course, Hotel, Restaurant, University, Law firm*

Founded *year*

City & state/region

Phone

Street address

Postal code

Open to the public? *yes / no / members only*

Official profile URL *LinkedIn, etc.*

* required. Every fact must be verifiable and citable. Please do not include figures you cannot point to a source for.

SOURCES · NARRATIVE · WHO IS ASKING

Three sources from three different websites are required. These are what turn statements into facts AI can trust — press coverage, an association listing, an encyclopedia entry, an award. Your own website does not count toward the three.

SOURCES — THREE REQUIRED

1. Publisher * *e.g. Ski Magazine*

Title of the piece

Link

2. Publisher * *e.g. Ski Magazine*

Title of the piece

Link

3. Publisher * *e.g. Ski Magazine*

Title of the piece

Link

IN YOUR WORDS

Overview — what the organization is *plain, factual*

Positioning — and what it is NOT *the single most clarifying fact: category, who it serves, public vs private*

Recognition *awards or coverage — each should match a source above*

WHO IS ASKING

Your name *

Your role / title

Email * *required — we confirm the Record with you*

Your relationship to this brand * *I represent it / third party / other*

Anything else we should know

Where to send it

Save this PDF and submit it at danielsdesignstudio.com/contact — or reply to the person who sent it to you.

Agents and developers can submit the same request directly: the `request_record` tool at mcp.danielsdesignstudio.com

Brand Discovery Record — maintained by Mirror, the Brand Discovery Intelligence system by Daniels AI Design Studio.

The Record summarizes verified, publicly available facts and links to your official website as the canonical source.

It is a reference and discovery asset — never a replacement for your own website. Spec version 1.0