

IP-01.04

GORE — MONONYM — NAMING RECORD

STATUS: ACTIVE



MARCH 18TH 2026

BRYTON GORE / HOUSE OF GORE STUDIO ARCHIVE

ISSUED BY: BRYTON GORE / HOUSE OF GORE
(ABN 27 183 700 214)

(V.1)

BRYTON, U GORE (REGISTERED BUSINESS ENTITY 2013 - Present) | Sydney, Australia

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NAMING RECORD

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2026

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01 — NAME

Gore

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02 — OWNER

Bryton Gore

(Professionally known as “Gore”)

House of Gore (Studio)

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03 — NAME TYPE

Mononym / Professional Identifier

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04 — DESCRIPTION OF USE

“Gore” is used as a professional mononym associated with the studio and its outputs.

It functions as:

- a public-facing identifier
- a simplified form of the name “Bryton Gore”
- a consistent label used across visual, digital, and cultural contexts
- an extension of the studio identity within audience-facing environments

The mononym is used in connection with authored work, publications, and content produced by the studio.

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05 — FUNCTION

The name “Gore” establishes:

- a recognisable public identity
- continuity between the individual author and the studio
- a simplified point of reference within audience and cultural spaces

It allows the work to be referenced, shared, and recognised without reliance on full naming structures.

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06 — FIRST USE / DEVELOPMENT

The mononym “Gore” emerged through public and audience-based use in reference to Bryton Gore and her work.

Its adoption reflects a recognised shorthand within audience-facing contexts and has been incorporated into the studio’s identity system.

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07 — STATUS

Active use.

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08 — PURPOSE OF RECORD

This document exists to:

- formally record the use of “Gore” as a professional mononym
- establish its association with Bryton Gore and the House of Gore studio
- define its role within the studio’s identity system
- maintain consistency across public and internal naming structures

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09 — DISTINCTIVENESS STATEMENT

The mononym “Gore” functions as a recognised identifier associated with a specific body of work and studio practice.

Its use is tied to:

- authorship
- public recognition
- consistent association with studio outputs

Within this context, it operates as a defined identifier rather than a general or unrelated term.

The mononym is consistently used in connection with the studio and does not function independently of its authorship.

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10 — LINKED SYSTEMS

- Bryton Gore — Trademark
- House of Gore — Naming Record
- Australian Gothic — House of Gore
- Studio Logic System
- Publications & Zines

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CLOSING:

“Gore” represents a recognised public identity associated with the authorship and output of the House of Gore studio.

Its use is continuous, contextual, and directly linked to the work produced within this system.

The mononym functions as a simplified identifier of origin across audience-facing environments.

EFFECTIVE DATE: MARCH 18, 2026



Signature:

Name: Bryton Ursula Gore
Title/Capacity: Individual Owner or
Sole Proprietor
Date: 18/03/2026