

REWIRING MINDS

# Brand Guidelines

Version 1.0 · [rewiringminds.org](http://rewiringminds.org)

Voice, identity, do/don't, clear-space, and usage.

# Mission

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Rewiring Minds is an open educational framework that uses technology metaphors — the Human Operating System, Mind OS, Mental Framework — to teach self-awareness, decision-making, emotional intelligence, critical thinking, and communication in the AI era.

# Voice

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Clear, calm, technical-but-human. We borrow from systems thinking (process, signal, framework) and ground it in lived human experience. Never preachy. Never political. Never religious. We invite the reader to think, not to obey.

# Tone — do

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- Lead with structure. Make the idea legible.
- Use metaphors from computing only when they earn their place.
- Prefer plain verbs over jargon.
- Acknowledge complexity; give the reader a handle on it.

# Tone — don't

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- Do not promise transformation, healing, or productivity gains.
- Do not present opinion as research.
- Do not stack metaphors. One per paragraph maximum.
- Avoid corporate self-help vocabulary.

# Logo & clear-space

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Always leave clear space equal to the height of the monogram tile on all four sides. Never place the logo on noisy imagery without a darkening overlay. Minimum size: 24px monogram, 96px lockup. Use the light-tone version on light backgrounds only.

# Color usage

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Primary blue (#6cb6ff) anchors interactive elements. The cyan !' blue !' violet gradient is reserved for emphasis (one per view). Triple A colors (awareness violet, acceptance sky, action emerald) only appear inside the Triple A framework. Backgrounds default to #0b0f1a.

# Typography pairing

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Space Grotesk (display) + Inter (body) + JetBrains Mono (system eyebrows). Never substitute. If web fonts fail, fall back to system-ui.



# The Triple A Check

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When in doubt, ask: Awareness, Acceptance, or Action? This is the framework's mental filter and should never be diluted, rebranded, or reordered in brand surfaces.