

REWIRING MINDS

Brand Guidelines

Version 1.0 · rewiringminds.org

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

Mission

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

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

- 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

- 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

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

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

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

The Triple A Check

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.