

Simply Well Executed

Positioning

AI work, made operational. We turn ambiguity into clear, reviewable work for business teams.

Principles

Choose, do not assume. Make change visible. Preserve provenance. State outcomes before mechanisms.

Voice

Direct, calm, specific, and useful. Never theatrical, mystical, inflated, or needlessly technical.

Identity Foundations

Logo

Use the full logo when space allows and the S/W compact logo for small or square placements. Preserve clear space equal to the node diameter.

Color

Paper is the field; Ink is the voice. Coral means action, Teal means resolved, Amber means attention, and Violet means inquiry.

Typography

FreeSerif for display, FreeSans for reading, and FreeMono for labels, states, data, and provenance.

Applied System

Layout

Use an explicit grid, generous margins, and compact reference cards. Let one strong statement lead each surface.

Imagery

Prefer abstract operational maps, paths, checkpoints, and real work-in-progress artifacts. Avoid robots, glowing brains, and generic AI imagery.

Social

Pair one decisive sentence with one operational path. Keep the brand name present, the system legible, and decoration subordinate.