

SOUZA HUB

Parent ecosystem and family identity | Souza Hub family identity

Brand Identity			
Official name	Souza Hub	Promise	Connected services working from one coordinated base.
Mascot	Octopus	Rationale	Central body coordinating multiple specialized service branches (tentacles) extending out to handle different technological tasks.

Visual Language	
Pattern	Coordinated tentacles, radial node lines, and parent-system connection diagrams.
Service cue	Show coordination, oversight, shared infrastructure, and calm central control.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Crimson	#C82127	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Charcoal	#232323	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Blush	#FFF5F5	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Burgundy	#991B1B	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		Warm grey	#F4F1EA	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	MuseoModerno Black	Weight 900	Brand personality word in the split wordmark and selective brand-led headlines.
Practical	Red Hat Display Bold	Weight 700	Service/category word, clear labels, CTA text, and practical headings.
Body	Source Sans 3	Regular / Semibold	Paragraphs, proposals, emails, web UI, and longer guidance copy.
Technical	IBM Plex Mono	Regular / Semibold	Asset labels, file names, specs, status tags, and technical annotations.

Usage Guidance

Website	Use as the parent ecosystem header. Make the family of services obvious and route people to branches quickly.
Documents	Use restrained crimson dividers, parent footer, and octopus only as a credibility/coordination signal.
Flyers / social	Use when promoting the full family or cross-service packages, not a single branch offer.
Email	Use compact Souza Hub lockup and a simple family footer. Keep routine email mostly text.
Favicon / icon	Use the octopus mark crop or future refined parent mark only.

Restrictions	
Rule	Do not use old generated logo mockups or active placeholder logo files.
Rule	Do not use Inter or Inter Tight for production wordmarks.
Rule	Do not use cartoon mascots, mascot jokes, gradients, scenery, shadows, or O'Reilly-like cover layouts.
Rule	Do not make the octopus feel chaotic or aggressive.
Rule	Do not use branch endorsements on parent-only assets.
Rule	Show the octopus in a stable, structured posture conveying calm strength.
Rule	Avoid aggressive or menacing poses; keep it professional.
Rule	Draw with deep charcoal linework, sepia field-guide body treatment, and Crimson covering about one third of the visible mascot on transparent background.