

HIVEMIND

AI SYSTEMS

AI agents, workflows, and automation systems | Powered by Souza Hub

Brand Identity			
Official name	HiveMind AI Systems	Promise	Autonomous AI agents working in coordinated cell networks.
Mascot	Honeybee	Rationale	Individual AI agent units working autonomously yet linked together in modular hive networks.

Visual Language	
Pattern	Hex grids, cellular hives, workflow maps, agent nodes, approvals, and monitoring paths.
Service cue	Show coordinated agents, workflows, integrations, tools, approvals, and human control points.

Mascot Assets	
	
Approved mascot	Favicon / icon candidate

Color Palette				
Primary		Honey yellow	#F2B705	Main identity: expressive word, key CTAs, dividers, mascot color, and recognition accents.
Dark		Deep ink	#15121F	Primary text, outlines, navigation, footer text, diagrams, and high-contrast single-color use.
Light		Wax	#FFF8E6	Quiet backgrounds, covers, email sections, and cards where contrast remains strong.
Accent		Warm gold	#D98E04	Sparing emphasis: badges, alerts, icons, highlights, pattern details, and callouts.
Neutral		System grey	#F5F5F7	Support surfaces, secondary panels, table backgrounds, separators, and low-emphasis UI.

Typography			
Expressive	Space Grotesk Bold	Weight 700	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	Lead with concrete workflow automation and agent orchestration, not vague AI claims.

Documents	Use honey yellow sparingly with deep ink for diagrams, architecture, workflow maps, and governance notes.
Flyers / social	Explain specific automations, integrations, and review points. Avoid hype slogans.
Email	Use precise implementation language: agents, workflows, approvals, tools, logs, and monitoring.
Favicon / icon	Use the bee mark crop or later Hive Grid mark depending on product context.

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 imply fully autonomous outcomes unless the system really delivers them.
Rule	Do not confuse Honeybee/Hive Grid with the Souza Hub parent mark.
Rule	Illustrate the Honeybee in a detailed scientific naturalist style.
Rule	Show transparent wing overlapping details and segmented body.
Rule	The software logo mark remains the geometric Bauhaus Hive Grid.