thinqOS

Carry understanding forward.



The cognitive layer for people, agents and organizations.

Inspired by how minds learn. Built for people, agents and organizations at work.

START HERE

A complete identity, ready to work.

The standards, editable files and production assets in this release form one system.

A meaningful brain. Six clearly differentiated colour families. A clear account of what the Mind does and who may see what it holds. This system makes thinqOS recognizable and gives people a useful way to understand it.

THE FIVE ESSENTIALS

Use the supplied master.
Use the right motion mode.
Explain with plain verbs.
Label evidence, inference and the agreement it came under.
Build from semantic tokens.

03 **Updates**
Connectors, agents and skills to add.

09 **Updates**
Connectors, agents and skills to add.

13 **Updates**
Connectors, agents and skills to add.

21 **Updates**
Connectors, agents and skills to add.

33 **Updates**
Connectors, agents and skills to add.

49 **Updates**
Connectors, agents and skills to add.

Use this guide for standards, the templates for everyday work, and the asset and token READMEs for implementation. All release files follow Version 5.2.

Knowing what matters is the work.

Remembering everything is not the same as knowing what matters. The brand centres on cognition, with memory in its service.

POSITIONING

thinqOS is the cognitive layer for AI. It gives people, agents and organizations a governed Mind that carries relevant knowledge, commitments and lessons into their work across supported tools and models. The Mind decides what deserves attention now, applies what it has learned, and knows the limits of its knowledge and authority.

Attention

Know what matters now. Relevance, not volume, decides what the Mind brings into the work.

Learning

Apply what has been learned, recognize the limits of knowledge and authority, and learn from the result.

Continuity

Carry knowledge, commitments and lessons into the next piece of work, under the agreement each came with.

The buyer is a business: founders building an AI-native company and owner-operators growing one. A Personal plan sells the same Mind to an individual for their own work. Every public capability claim must match the version being offered. [H1, H2]

One story, three levels.

BRAND LINE

Carry understanding forward.

DESCRIPTOR

The cognitive layer for people, agents and organizations.

EXPLANATION

thinqOS gives people, agents and organizations a governed Mind that carries relevant knowledge, commitments and lessons into their work across supported tools and models. What the Mind holds keeps the agreement it was entrusted under, wherever it travels.

PRODUCT VOICE

Your Mind is you. Agents work for you.

Website headline: "AI needs more than memory." The descriptor names the category and the three kinds of identity; it never reduces the product to agents, persistence or memory. [H1]

Speak clearly. Make the meaning useful.

Confident, thoughtful and specific. Explain the purpose before introducing a technical term.

Principle	Use this	Avoid this
Concrete	Recall what matters.	Unlock limitless cognitive potential.
Evidence-aware	This Belief needs review; it came from the project brief.	The Mind knows this is true.
Human, with precision	While Dreaming, the Mind combines recurring ideas into one Item.	The Mind dreams up new truths overnight.
Outcome-led	Carry the decision into the next conversation.	Activate the persistence layer.
Truthful about state	Saved to your Mind. Use only after persistence succeeds.	Calling a queued request complete.
Respectful of control	Review the proposed change before applying it, when review is required.	Every change is automatic, or every change always needs approval.
Within the agreement	Shared with you by Maya, for her care.	Private and secure.
Sharing is an act	Share these three notes with Dr. Lane.	Set this chat to public.

Use sentence case, active verbs, short paragraphs and actual next steps. Show uncertainty when it affects a decision; do not add ritual disclaimers. Spell colour the British way throughout the brand system.

Keep the vocabulary coherent: identities and work.

Definitions follow the Product Handbook glossary and the product vocabulary rule. Use the product word; never the retired one.

Term	Meaning and writing rule
thinqOS	Exact casing in prose and filenames. Use the supplied outlined wordmark for the logo; do not typeset a replacement.
Mind	The governed knowledge a person, agent or organization carries into its work. Capitalize the product concept; lowercase the human mind.
Identity	A person, agent or organization that can hold a Mind. A word for documents; people are never asked to create one.
Subconscious	The person's own Mind answering directly. Not an agent and not a separate assistant. Never propose a generic Assistant.
Agent, Specialist	A separate identity doing work under an explicit role and authority. A specialist is an agent with a distinct mandate, expertise or boundary.
Charter, Mandate, Boundaries, Base rules	A charter is what an identity is for. Its mandate is what it pursues: purpose, accountabilities and measures. Its boundaries are what it never crosses. Base rules are the platform's boundaries on every identity.
Task	Work with a definition of done that serves one accountability. The one owner-facing noun for agent work a person tracks.
Decision record	Everything an agent did, on whose authority and why. It can only be added to. Never "audit log" or "activity log".
Group chat	Any conversation with more than two identities; a direct chat is exactly two. Never "room".

Never call a Mind or an agent autonomous. "Assistant" never names a thing a person owns. Memory is not the category. [H1, H2]

Keep the vocabulary coherent: places and things.

Connections are held accounts, connectors are catalog definitions, folders are containers and addresses are locations.

Term	Meaning and writing rule
Connector, Connection	A connector is the catalog definition, such as Gmail in the Marketplace. A connection is a live linked account belonging to an identity. Never "integration".
Contacts	The page for the people and agents you are in touch with, and the noun for each. Add contact, contact request, Remove contact. Never "connect" a person.
Folder	The container for every kind of item: agents, documents, connections shared in it and more. It has members and roles and can hold subfolders.
Home folder	The one private folder every identity has. It cannot be renamed or shared. A person's own reads "My home folder".
Address	Where an item lives, such as engineering.dan. Mounted on a computer, the same place reads as a path. Never a domain.
Library	The page where you browse your folders and everything in them. Not a container: what holds items is a folder.
Marketplace	Where connectors, agents and skills are found and added. Its verb is Connect or Add. It never says "integrations".
Wallet, Credits	An identity's balance for AI usage and services, topped up by card. Credits take a capital C and comma-formatted amounts: 1,250 Credits.
Mindset	The configuration an agent runs on: supported steps mapped to providers, models and parameters. Not a brain region or the workflow.

Marketplace, Credits and Mindset have no handbook glossary entry yet; these definitions follow product use; see the open items. [H2, H3]

Keep the vocabulary coherent: what the Mind holds.

The Mind Contents registry supplies the nouns, types and statuses. Introduce "a Mind item" once, then say Item.

Term	Meaning and writing rule
Item	One thing the Mind holds, with its evidence and history. The product lists Items, never memories. Lowercase "item" after the first-use phrase "a Mind item".
Types	Belief, Preference, Task, Goal, Open Thought, Lesson, Procedure (the Contents label for the Skill type), Person, Agent, Organization, Thing, Document.
Statuses	Active, Confirmed, Needs Review, Disputed, Completed, Replaced, Removed, Faded. A Belief the Mind has not had confirmed shows Needs Review.
Sleep	The nightly per-Mind cycle, run inside its quiet window: fade, dream, reseed priorities, wind down. Pair the name with "Reflect and consolidate" on first use.
Sleeping, Waking up	Sleeping means the cycle is running now. Waking up means it finished, or a message interrupted it; it resumes at the next step once the person has been quiet for about 30 minutes.
Dreaming	The consolidate step of the cycle: recurring ideas from recent activity are combined into one Item, as consolidation does while awake.
Quiet window	The four hours the Mind picks to run its cycle, derived from the person's own trailing 14 days of activity; a default window applies until there is enough activity.
Journal	What the Mind dreamt: a feed of what it faded, combined or reseeded while it slept. Defined as vocabulary; the feed is designed, not yet built.

Retired words, never used: working assumption, Transient, Provisional, Reinforced, salience, Top of Mind, Recall strength, Lock, Archive, memories. Use Needs Review, Activation, Times Said, Confirm and Remove. [H2, H3]

Inspired by a learning mind.



Memory. Meaning. Reflection. Continuity.

The brain gives the identity a subject people can recognize, and a way into the explanation. The digital workflow can echo familiar cognitive purposes while remaining explicit about its own mechanics.

The mark is a stylized lateral view. It illustrates broad anatomy and the source of the design inspiration; it is not a clinical diagram or an assertion of consciousness. [N1-N4]

Six regions, six stable colour identities.

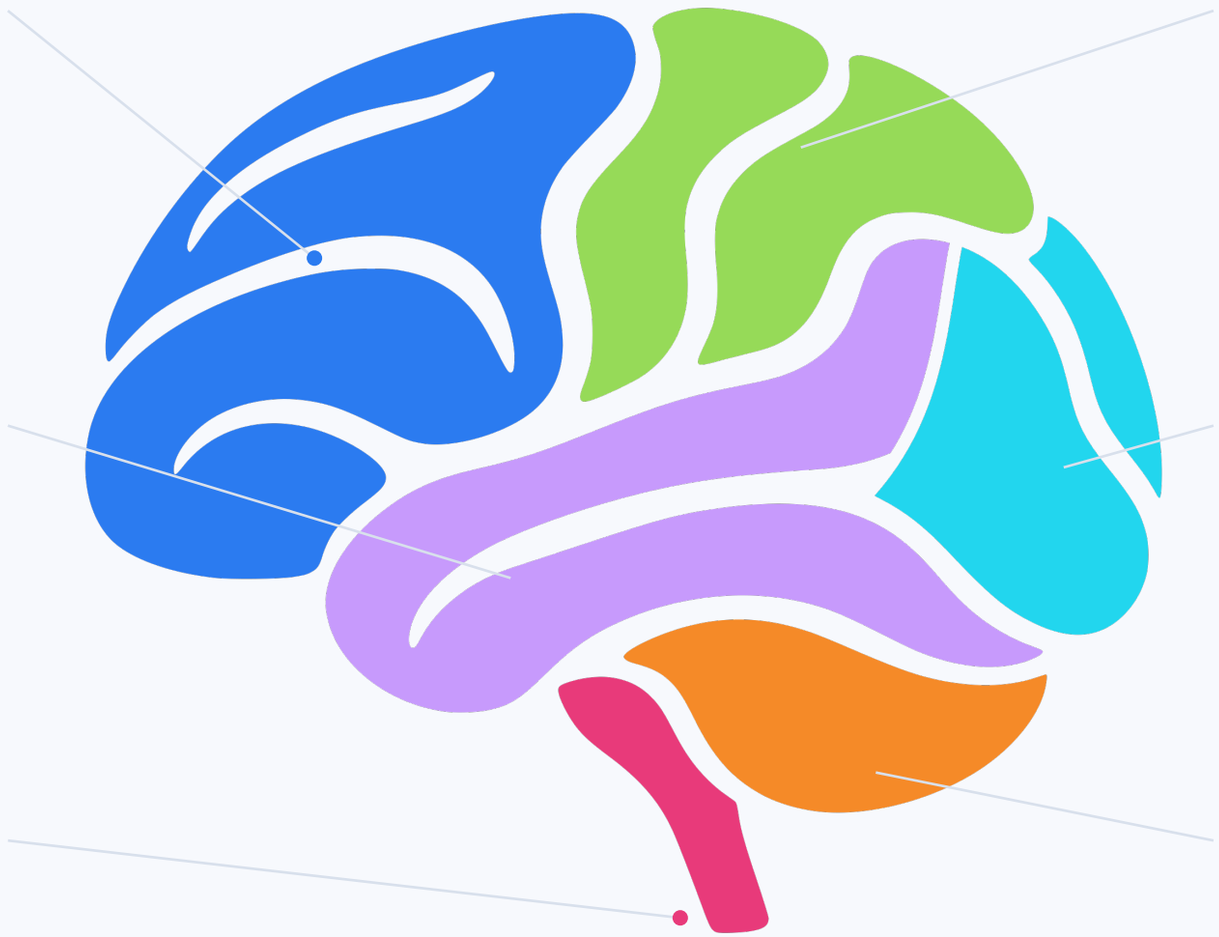
Plain-language labels explain why each region matters. Anatomy is the anchor; the contours are stylized.

Frontal lobe

Plan and choose

Parietal lobe

Connect the details



Temporal lobe

Meaning and memory

Occipital lobe

Learn from what you see

Brainstem

Support alertness and rest

Cerebellum

Refine through practice

Left is the front of the brain in this view. The hippocampus and other deep structures are not visible on the surface; they are explained separately. [N1-N2]

Teach the function without inventing a module.

These are broad, non-exclusive descriptions. Human cognition depends on interacting systems.

Region / home colour	Learning-related explanation	Digital use of the analogy
Frontal / Cobalt	Helps plan, solve problems and choose a response using what has been learned.	Planning, selection and review cues, where the step has that purpose.
Parietal / Leaf	Combines sensory and spatial information, helping us understand relationships and context.	Context and relationships, as part of a distributed explanation.
Occipital / Sky	Processes visual information that other networks help interpret and remember.	Visual input when relevant. Do not activate it for every software event.
Temporal / Violet	Helps interpret sounds and language; deeper nearby structures help form and retrieve memories.	Meaning and recall, with a separate explanation of deep memory networks.
Cerebellum / Orange	Helps fine-tune learned movements through practice, timing and adjustment.	Teach the human function. Do not equate it with generic software error checking.
Brainstem / Rose	Helps regulate alertness, sleep and basic body functions, supporting the conditions for learning.	Teach arousal and rest. A scheduler or queue is not a digital brainstem.

Sources: broad anatomy [N1-N2], distributed retrieval/inference [N3-N4], sleep systems [N5-N6]. This is an editorial explainer, not a neural activation model.

The relationship is many-to-many.

Relabelling helps people understand the work. It does not create a one-stage-to-one-lobe architecture.

Kind of work	Explainer emphasis	What the viewer should understand
Interpret and respond	Frontal + temporal + parietal, as relevant.	Meaning, context and choice involve cooperating systems.
Recall and connect knowledge	Visible network cues + a deep-memory caption.	The purple surface is not the whole memory system.
Revisit experience during Sleep	Selected distributed cues for appropriate stages.	Offline review and memory reorganization are the useful parallels.
Handle a visual input	Occipital cue when an image is actually part of the example.	Sensory contribution depends on the material.
Queue, route, bound or schedule	Keep the brand at rest; explain the software operation.	Useful engineering steps do not require invented anatomy.

The illustration may emphasize several regions together. Region pulses are explanatory cues; they must never be presented as a scan or actual product telemetry. [N1-N6]

Familiar verbs. The same underlying steps.

The names explain the purpose of the existing operations. They do not redesign the workflow.

Respond	Understand, recall and respond Previously: Answering
Learn	Carry useful experience forward Previously: Learning
Sleep	Reflect and consolidate Previously: Sleep
Improve	Review outcomes and consider changes Previously: Getting better
On request	Put your Mind to work Previously: When you ask

32 entries reviewed: 26 public labels revised, 6 retained. Group labels: Respond, Learn, Sleep, Improve and On request. Crosswalk and evidence are included. [P1-P3]

Respond

Understand, recall and respond. Public names describe the purpose; the original names remain in the implementation crosswalk.

Step / public name	Original name	What happens
01 **Receive a message**	A message arrives	A message arrives and the response workflow begins.
02 **Understand the message**	Read the turn	Read the request and its context before responding.
03 **Choose the approach**	Pick the tier	Select the processing tier and relevant skills.
04 **Recall what matters**	Recall from the Mind	Bring relevant knowledge into context when the reader is entitled to it.
05 **Respond**	Answer	Use the available context to compose a reply.
06 **Carry context forward**	After the reply	Refresh titles, condense long chats and start eligible fact extraction.

Existing order, identifiers, permissions, thresholds and schedules stay intact. Source detail and technical IDs: content/workflow-naming.json. [P1-P3]

Learn

Carry useful experience forward. Public names describe the purpose; the original names remain in the implementation crosswalk.

Step / public name	Original name	What happens
01 **Take in new material**	Something to learn from	Begin with saved messages, taught documents or permitted captures.
02 **Prepare to learn**	Queue and worker	Queue eligible material for background processing.
03 **Capture what matters**	Extract items	Turn eligible material into Items and relationships.
04 **Refresh guiding principles**	Profile changes	Distill changes to the identity description or instructions.

Existing order, identifiers, permissions, thresholds and schedules stay intact. Source detail and technical IDs: content/workflow-naming.json. [P1-P3]

Sleep / 01-07

Reflect and consolidate. Public names describe the purpose; the original names remain in the implementation crosswalk.

Step / public name	Original name	What happens
01 **Settling in**	Settle	Record what has arrived and what remains unresolved.
02 **Clearing outdated beliefs**	Reconcile	Retire stale claims using the existing reconciliation rules.
03 **Selecting what to replay**	Pick what to replay	Select a bounded set of material and record why it was chosen.
04 **Fade**	Decay	Reduce retrieval priority with age while preserving the existing protections.
05 **Dreaming**	Consolidate	Combine recurring ideas from recent activity into one Item, as consolidation does while awake.
06 **Winding down**	Dormancy	Lapse eligible inactive material so it no longer counts as a current priority.
07 **Adopting proven inferences**	Promote inferences	Retain repeatedly surfaced inferences that pass the existing safeguards.

Sleeping runs these steps inside the quiet window: fade (04), dream (05), reseed priorities (12), wind down (06). Waking up means the cycle finished; the Journal reports what changed. Order, identifiers, permissions and thresholds stay intact. [P1-P3, H3]

Sleep / 08–14

Reflect and consolidate. Public names describe the purpose; the original names remain in the implementation crosswalk.

Step / public name	Original name	What happens
08 **Keeping recall quick**	Bound the hot tier	Keep the default retrieval set bounded while retaining deeper access.
09 **Reviewing feedback**	Feedback	Review accumulated agent feedback and propose changes where warranted.
10 **Retrospect**	Retrospect	Review eligible turns and propose possible improvements.
11 **Finding connections**	Integrate	Propose possible links between related ideas.
12 **Reseeding priorities**	Seed defaults	Refresh the Mind's priorities from what it dreamt, as revisable inferred defaults.
13 **Validating overnight work**	Validate on waking	Check candidates before confirming eligible links.
14 **Redrawing the map**	Name the themes	Give related topic groups clear names on the Mind map.

Sleeping runs these steps inside the quiet window: fade (04), dream (05), reseed priorities (12), wind down (06). Waking up means the cycle finished; the Journal reports what changed. Order, identifiers, permissions and thresholds stay intact. [P1-P3, H3]

Improve

Review outcomes and consider changes. Public names describe the purpose; the original names remain in the implementation crosswalk.

Step / public name	Original name	What happens
01 **Listen to feedback**	Thumbs down with a reason	Evaluate a reasoned negative vote and consider a proposal.
02 **Reflect on responses**	Nightly review	Review eligible turns for lessons and possible changes.
03 **Choose what to change**	You decide	Apply permitted changes or wait for review, then track the result.

Existing order, identifiers, permissions, thresholds and schedules stay intact. Source detail and technical IDs: content/workflow-naming.json. [P1-P3]

On request

Put your Mind to work. Public names describe the purpose; the original names remain in the implementation crosswalk.

Step / public name	Original name	What happens
01 **Writing**	Writing	Draft a reply for you.
02 **Settings**	Settings	Turn written rules into conditions, draft a Mindset or suggest a voice.
03 **Contacts**	Contacts	Summarize what the Mind knows about someone.
04 **Images**	Images	Generate a chat image, connection icon or agent avatar.
05 **Voice**	Voice	Read replies aloud, transcribe speech or clone a voice with your own key.

Existing order, identifiers, permissions, thresholds and schedules stay intact. Source detail and technical IDs: content/workflow-naming.json. [P1-P3]

Show the story in a concrete example.

"Prepare me for the next project review."

01

Respond

Recall relevant project context and compose a useful response.

02

Learn

Capture eligible new decisions, commitments or preferences.

03

Sleep

Revisit material, reconcile changes and propose connections.

04

Improve

Review feedback and consider permitted changes.

The important connection is continuity: the next interaction can draw on what is relevant and permitted. It is not a promise of perfect recall, automatic truth, unrestricted action or unrestricted sharing.

The brain is the signature.





thinqOS

A recognizable subject with a useful explanation. The multicolour brain anchors the identity; the wordmark keeps the name clear.

Use the exact outlined vector masters. The static wordmark keeps "thinq" neutral. O is solid Sky #22D6EE; S is solid Violet #C79AFC. Each letter uses one flat fill.

Protect proportion and breathing room.

Clear space is measured from the visible artwork. x equals one quarter of the brain height.



Keep the lockup intact

Scale uniformly. Do not change the spacing, redraw the lettering or reassemble the mark.

Give it a quiet field

Keep type, controls, crop edges and unrelated graphics outside the clear-space area.

Use the right arrangement

Horizontal is primary. Stacked serves narrow formats. The standalone brain is for established contexts.

Select the asset for its actual size.

Use these reproduction minimums and inspect each application at actual size.

Asset	Screen / print minimum	Use
Horizontal lockup	160 px wide / 40 mm wide	Primary identity for headers, documents and marketing.
Standalone brain	32 px high / 8 mm high	Compact identity when the brand name is present or already familiar.
Micro icon	16–24 px canvas	Use the supplied micro exports. Do not shrink a detailed lockup into a favicon.
Stacked lockup	112 px wide / 28 mm wide	Narrow compositions with enough vertical room.
One-colour master	Same minimums, then check reproduction	Use for single-ink printing, engraving, embossing and restricted production.



32 px high



48 px high



64 px high



96 px high

Micro exports use one ink and a tighter fit. Anatomy explanations use the full mark at least 96 px high, with labels.

Four dependable reproduction choices.



Full colour on dark

Primary expressive signature



Full colour on light

Clear everyday reproduction



One colour / navy

Single-ink and restrained use



One colour / white

Reversed and constrained use

Light/dark in asset filenames identifies the intended background. Transparent gaps remain transparent. Black masters are also supplied for true one-colour output.

Keep the character consistent.

Use	Do not change	Why
Static and anatomy colours	Keep the six home hues in static artwork and anatomy explainers.	Ambient digital motion may migrate palette colours gently; the silhouette stays fixed.
Master geometry	Do not stretch, rotate, mirror or redraw folds.	A stable silhouette supports recognition and anatomical orientation.
Transparent space	Do not fill the region gaps with a fixed background colour.	The mark must reproduce cleanly on approved surfaces.
Neutral thinq + solid O / S	Use solid Sky O and Violet S in the static logo. No gradients.	In ambient motion, O and S cycle through distinct solid palette colours.
Plain background	Do not place the mark on noisy images without a quiet panel.	Colour and contour need visible separation.
Independent semantic states	Do not recolour the entire logo red for an error.	Brand anatomy is not a replacement for a clear status label.

If a production process cannot hold the six colours or fine gaps, use a one-colour asset and proof the result. Do not improvise a new logo treatment.

Six colours with a clear point of view.

Cobalt

#2B7BF0

Frontal

Primary / home hue

Leaf

#96DA58

Parietal

Primary / home hue

Sky

#22D6EE

Occipital

Primary / home hue

Violet

#C79AFC

Temporal

Primary / home hue

Orange

#F58A28

Cerebellum

Primary / home hue

Rose

#E83A7A

Brainstem

Primary / home hue

Rich midtone colours lead the identity. Leaf is yellow-green and Sky is distinctly cyan-blue; lighter tints provide breathing room and deep inks support reading.

Thirty colours, one connected family.

Six families, each with a primary, a neighbouring secondary, a light tint, a wash and a deep ink.

	PRIMARY	SECONDARY	LIGHT	WASH	INK
Cobalt	#2B7BF0	Indigo #8979F6	#C6CFFE	#EFF1FF	#213D75
Leaf	#96DA58	Fern #4EBE7D	#BEDD9E	#EEF5E6	#264A05
Sky	#22D6EE	Teal #0FB6AC	#94DEEC	#E1F7FB	#004851
Violet	#C79AFC	Orchid #CF74CD	#DDC5F7	#F6EFFC	#493364
Orange	#F58A28	Amber #F4AF3D	#FFC499	#FFEFE4	#633202
Rose	#E83A7A	Coral #F57377	#FFBCCB	#FFECF0	#711939

The 30 expressive colours exclude neutral surfaces and functional state tokens. Secondary hues extend campaigns and illustrations. Static identity and anatomy diagrams retain the six primary home hues.

Choose a role before choosing a swatch.

Role	Preferred use	Rule
Primary	Logo regions, major visual accents and key motifs.	Use a small set deliberately; avoid every colour competing in one screen.
Secondary	Supporting illustration, campaigns, charts and variety.	Use within the related family and keep labels when distinctions matter.
Light	Highlighted cards and gentle illustration fields.	Use navy text on the supplied light backgrounds.
Wash	Large quiet panels in light layouts.	Let the colour support reading; do not use a wash as low-contrast text.
Ink	Text and icons on light surfaces.	Use the matching deep ink instead of placing a bright primary on white.
Neutral	Canvas, reading surfaces, body text and separators.	Neutrals make room for rich colour. They are part of the system, outside the 30.

Starting balance for an information-heavy screen: about 75% neutral surfaces, 20% tinted structure, 5% vivid emphasis. Adjust to the content; this is a composition guide, not a measured requirement.

Vivid colour needs legible combinations.

WCAG contrast thresholds: at least 4.5:1 for normal text and 3:1 for large text. [A1]

Family	Navy / primary	Ink / white	Approved text pairing
Cobalt	4.59:1	10.56:1	Navy on primary / family ink on white
Leaf	11.01:1	10.17:1	Navy on primary / family ink on white
Sky	10.52:1	10.27:1	Navy on primary / family ink on white
Violet	8.35:1	10.82:1	Navy on primary / family ink on white
Orange	7.55:1	10.57:1	Navy on primary / family ink on white
Rose	4.69:1	11.05:1	Navy on primary / family ink on white

Colour is a reinforcement, not the only signal. Pair status with a word or icon, preserve selected-state geometry and label brain regions. Leaf/Orange and Sky/Violet can converge under some colour-vision simulations. [A2]

Contrast figures use sRGB relative luminance. Passing these pairs does not establish whole-product accessibility; check the actual control, focus, zoom and interaction. [A1-A3]

Two themes. One visual logic.

Dark

Canvas	#081327
Reading	#0C172B
Raised	#14233A
Overlay	#192B45

Primary action Secondary action

Body text stays neutral.

Light

Canvas	#F7F9FD
Reading	#FFFFFF
Selection	#EFF1FF
Secondary	#EFF3FA

Primary action Secondary action

Body text stays neutral.

Use semantic text roles: Sky supports dark-theme links; family inks support light-theme accents. Cobalt needs a Navy field for normal text; it is too low-contrast on the raised dark surface.

Instrument Sans. Clear, warm and capable.

One type scale for the brand and the product. Every role below is a shared token; pages never introduce their own sizes.

Aa

Carry understanding forward.

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Role	Size / line height	Weight	Use
Display	48-72 / 1.05-1.12	700	One clear thought; keep line length short. Plain page titles use clamp(32, 3.3vw, 48).
Heading	24-40 / 1.15-1.25	600-700	Sentence case, useful hierarchy. Compact headings 17, major headings 24.
Reading	16 and 15 / 1.45-1.6	400, 600 for names	Documents read at 16. Row names in lists read at 15 semibold.
Interface	14 / 1.4-1.5	400-500	Standard interface text: descriptions, navigation labels, inputs.
Control	13 / 1.35	500-600	Buttons, filters, sort menus and header actions.
Metadata	12 / 1.35	400	Dates, sizes, counts and agreement chips (12 to 14).
Eyebrow	11 / 1.3	600	Group headings in navigation and small uppercase labels.

Hierarchy should do the work.

ANATOMY OF A USEFUL MESSAGE

AI needs more than memory.

Give the next piece of work the knowledge, commitments and lessons that matter, from whoever entrusted them.

Start with a specific benefit. Follow with the explanation needed to judge it. Keep body copy easy to scan, and use colour where it helps the reader find the next step.

Explore the platform

TYPE RULES

Use real weights.
Avoid all-caps paragraphs.
Keep line breaks intentional.
Never stretch type.
Let spacing create hierarchy.

Heading tracking is -0.035em; UI tracking is -0.01em; body tracking stays normal. Emphasis uses weight or a short label, not long runs of bright text. Instrument Sans ships under the SIL Open Font License. [L1]

A quiet structure for a vivid identity.

Use alignment, space and surface contrast before adding more decoration.

System	Specification	Intent
Grid	12 columns on wide layouts; 4 on narrow layouts.	Keep text, controls and imagery on shared alignments.
Spacing	4, 8, 12, 16, 24, 32, 48, 64, 96.	Use consistent intervals. Increase space between different ideas.
Radius	8 for controls, 12 for cards, 20 for panels.	Friendly but composed. Avoid unrelated corner styles.
Density	Compact navigation, comfortable reading areas.	Do not make long-form content inherit sidebar density.
Responsive	Reflow by importance; preserve labels and actions.	At 320 px, stack columns and retain readable text.
Focus	Visible focus ring on every interactive control.	Use a high-contrast ring with separation from adjacent colours.

The tokens define spacing, radius, typography and focus roles. Layout specimens demonstrate the system; components follow the product and accessibility requirements.

The graphic language comes from connection.

Region forms

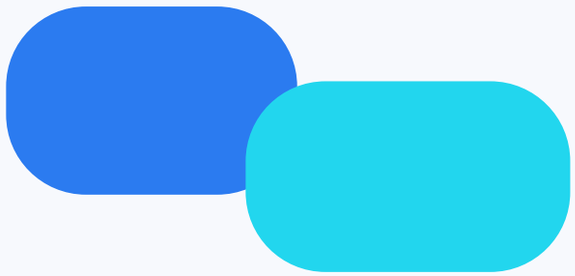
Use a small number of rounded fields derived from the brain contours. Keep them spacious and purposeful.

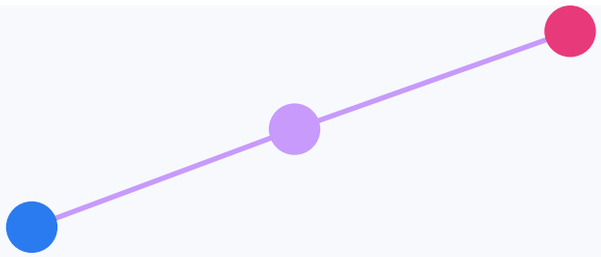
Paths and relationships

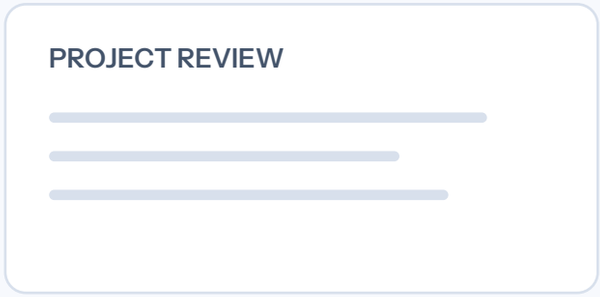
Connect related ideas with a fine path, a dot or a shared field. Label relationships when they carry meaning.

Human material

Use authentic work, real artifacts and specific situations. Avoid generic neon brains and staged robot imagery.







Product icons use a 24 px outline grid and 2 px stroke, scaled consistently at smaller sizes. Colour supports categories, while labels carry meaning. Keep interface icons distinct from the logo.

Colour moves. Task state stays clear.

Brand ambience, product status and anatomy each have their own motion rules.

PRODUCT TASK STATUS



Idle
Quiet and ready

Idle

Quiet monochrome. No motion.



Thinking
Local colour pulses

Thinking

Colour and visible regional pulses.

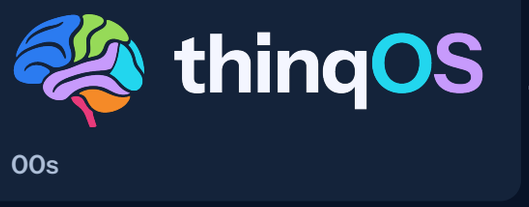


✓ Done
Full colour, settled

Complete

Full colour, still, with Done + check.

AMBIENT BRAND / FOUR SAMPLED MOMENTS



Brand ambience

Gentle regional colour migration. O and S stay distinct, solid and within the six-colour palette. No spinning or bouncing.

Task feedback

Run while processing. Stop on completion, cancellation or error. Use an explicit label; colour alone never signals success.

Anatomy + access

Anatomy retains fixed region hues. Reduced motion uses a still mark and text; continuous brand animation offers pause.

The samples are deliberate motion frames. They illustrate branded behaviour, not neural activity. Static artwork uses the approved home colours.

Let the logo become an explainer.

The full educational version gives people control and a plain-language explanation at every step.



Brain regions

Anatomical name, plain subheading and a short learning-related explanation.

Mind workflow

The same 32 entries, including five on-request capabilities, with public and original names.

Context-sensitive emphasis

Show visual processing only when the example includes an image. Software-only stages can remain at rest.

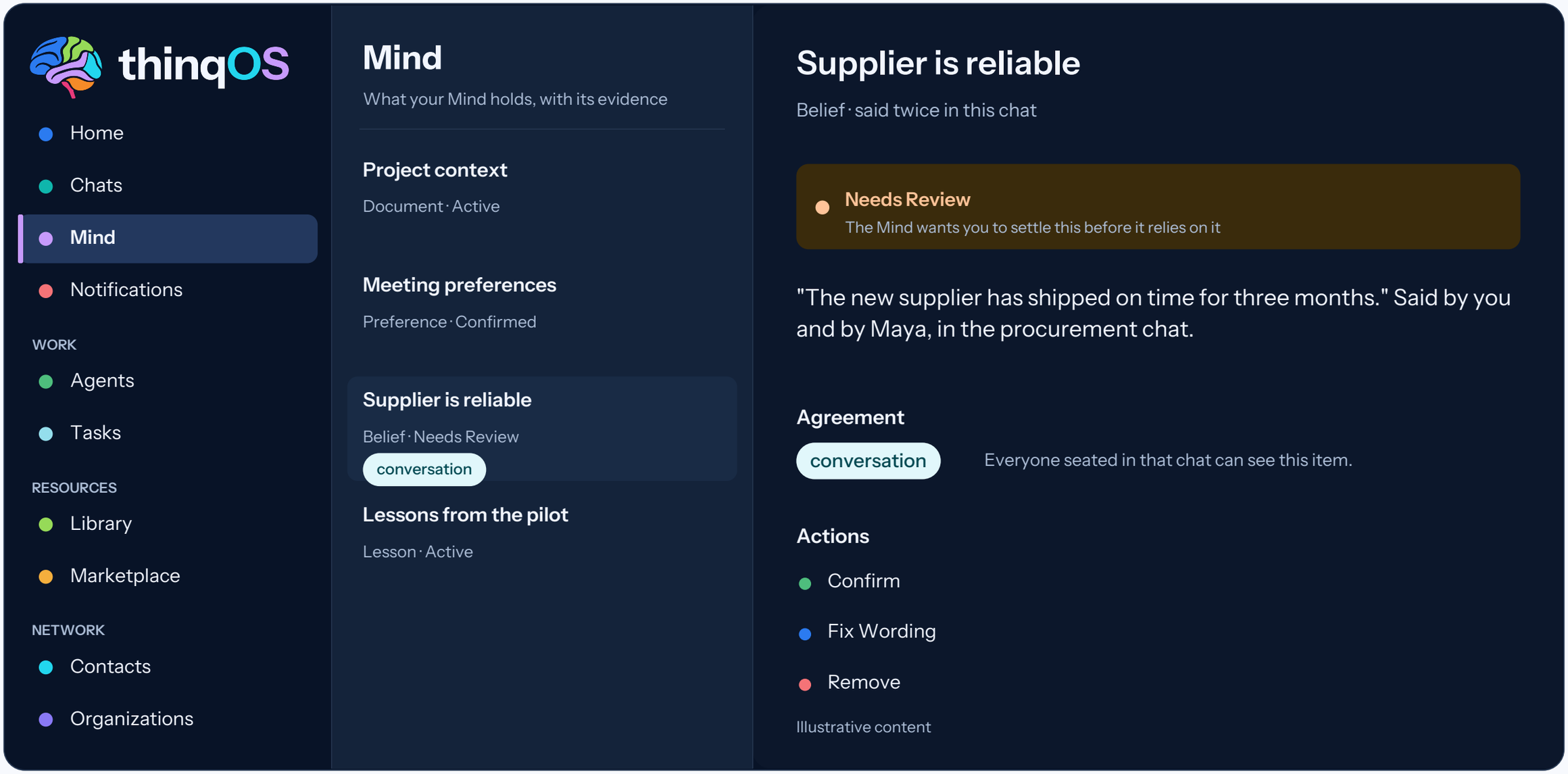
Usable controls

Play from the selected step, move next, pause, and read a clear status. Anatomical region colours remain fixed.

Use the standalone HTML in motion/ for a portable demo. The deeper-memory note stays separate because those structures are not visible in the logo. [N1-N6, P1-P3]

A clear place to think and work.

Dark product specimen. The shipped navigation, a Belief that needs review, and the agreement it came under.



Product application specimen. Destination colours support wayfinding; they do not declare an anatomical location for each product feature. The agreement chip is designed target state. [H3, H4]

The same character in daylight.

Light product specimen. Deep inks carry the same destination and agreement roles without sacrificing readability.

thinqOS

- Home
- Chats
- **Mind**
- Notifications

WORK

- Agents
- Tasks

RESOURCES

- Library
- Marketplace

NETWORK

- Contacts
- Organizations

Mind

What your Mind holds, with its evidence

Project context

Document · Active

Meeting preferences

Preference · Confirmed

Supplier is reliable

Belief · Needs Review

conversation

Lessons from the pilot

Lesson · Active

Supplier is reliable

Belief · said twice in this chat

Needs Review

The Mind wants you to settle this before it relies on it

"The new supplier has shipped on time for three months." Said by you and by Maya, in the procurement chat.

Agreement

conversation — Everyone seated in that chat can see this item.

Actions

- Confirm
- Fix Wording
- Remove

Illustrative content

Use the supplied light-theme roles. A theme change preserves labels, hierarchy, selection and agreement chips; it does not simply invert colours.

Make states clear at the moment of use.

SELECTED	Mind / selected	Add a visible rail, background and weight change.
SUCCESS	Saved	Use a confirmation word and icon after success is observed.
WARNING	Needs Review	A Belief the Mind has not had confirmed. Say what is unclear and what the person can do.
ERROR	Could not save	Keep the input, state the problem and offer a useful recovery.
AGREEMENT	conversation	Who may see the item, on a chip. Independent of status and of the anatomy hues.

Colour is never the sole status signal. "Error" does not mean the Rose brainstem is active; semantic state colours and agreement labels are independent from the anatomy story. [A2]

Nine agreement labels. One chip treatment.

Everything the Mind holds keeps the agreement it was entrusted under, and the system, not the model, enforces it. The label says who may see an item.

conversation

Everyone seated in that chat.

Sky wash #E1F7FB / Sky ink #004851 — 9.2:1 Live

no learning

Kept in history, never a memory.

Sky light #94DEEC / Sky ink #004851 — 6.8:1 Designed

temporary

Deleted on a stated schedule.

Orange light #FFC499 / Orange ink #633202 — 6.8:1 Designed

person

Only you.

Cobalt wash #EFF1FF / Cobalt ink #213D75 — 9.4:1 Live

account

Whoever the connected account's own permissions allow.

Orange wash #FFEFE4 / Orange ink #633202 — 9.4:1 Designed

organization

Its current members.

Violet wash #F6EFFC / Violet ink #493364 — 9.6:1 Designed

published

A wider audience, attributed or anonymous.

Leaf wash #EEF5E6 / Leaf ink #264A05 — 9.1:1 Designed

released

A versioned artifact with a stated scope.

Leaf light #BEDD9E / Leaf ink #264A05 — 6.8:1 Designed

quarantined

Nobody, until repaired.

Rose light #FFBCCB / Rose ink #711939 — 7.0:1 Live

Chip: wash or light tint background, the family's ink text, 12 to 14 px, lowercase label. Live today: conversation, person and quarantined on every write, with the read gate. The rest are designed in the v7.2 amendment, which awaits ratification. [H4]

Plain page headers, data first

An application page opens with a plain header: the page title, one short line saying what the page holds, and the page's own actions. No illustration, card or banner sits behind it. The page's data starts immediately below and is the only thing that scrolls.

Title, one line, actions

Put the title and its one-line description at the left and the page's actions at the right of the same row. Leave out breadcrumbs, eyebrows and counts that repeat what the page already shows. Use the shared page header component rather than a page-specific heading.

No artwork behind the header

Headers carry no illustration, gradient wash, card border or second enlarged icon. The page title and the navigation's destination colour identify the page. Illustration belongs in empty states, onboarding and marketing, never behind working controls.

Data scrolls, the page does not

The header, tabs and filter row stay in place. Only the list, table body or side panel that holds the data scrolls, inside its own frame. Load long lists as the reader approaches the end rather than paging them, and say when more is loading or a load failed, with a way to retry.

One type scale

Use the shared type tokens: the plain heading size for the page title, 14 interface text for the description, 13 for controls, 15 semibold for row names and 12 for metadata. Every size is a role on the typography page; pages never introduce their own font sizes or weights.

Colour shows place and state

Use the destination's navigation colour for its selected navigation item, primary action and selected controls. Keep success, warning and error colours for outcomes, always paired with a label. Normal text meets 4.5:1 contrast and large text 3:1 in both themes.

Phones keep one row

On a phone the title and actions share one row when they fit and wrap only when they do not. Secondary actions keep their icon and accessible name but drop the visible label. Every action target is at least 44px. Side panels move above the data with a bounded height.

Show the real result

Brand guide examples show the approved plain header at real sizes in both appearances, with real page titles and actions. Keep rejected or before studies out of the public guide.

IN THE PRODUCT

Agents and Library ship this header today. The other destinations follow, one coherent screen at a time, in the application refactor.

Destination colour belongs to the product tokens (--color-nav-*). Agents uses Fern and Library uses Leaf, two neighbouring greens that can converge; changing either is a token decision recorded against tokens.css, not a guide edit.

Destination colour comes from the live tokens.

Each destination's navigation colour marks its selected row, its primary action and its selected controls. These are the shipped --color-nav-* tokens.

Destination	Dark theme	Light theme
Home	cobalt #2B7BF0	custom #365BD6
Chats	teal #0FB6AC	custom #00766F
Mind	violet #C79AFC	custom #8143BF
Notifications	coral #F57377	custom #BD384B
Agents	fern #4EBE7D	custom #197747
Tasks	sky-light #94DEEC	custom #20728A
Library	leaf #96DA58	custom #557300
Marketplace	amber #F4AF3D	custom #9B5B00
Contacts	sky #22D6EE	custom #007493
Organizations	indigo #8979F6	custom #6650CE
Wallet	orange-light #FFC499	custom #925B16
Profile	rose #E83A7A	custom #B63475
Settings	neutral-slate-300 #AEBFD8	neutral-slate-600 #566881
Updates	orchid #CF74CD	custom #9D439E

Caution, recorded for a product token decision. Agents uses Fern and Library uses Leaf, two greens from neighbouring families that page 27 warns can converge; in the light theme both resolve to Leaf ink. Changing either is a change to --color-nav-agents or --color-nav-library in tokens.css, not to this guide alone.

Agents: the plain header in both appearances.

Title, one line and the page's actions on one row, then the data. No artwork, card or banner sits behind the header.

ON PAPER

Agents

Your team, its work, and the decisions that need you.

Import | Create agent

- Release Shepherd
- Test Manager
- Research Analyst

ON NAVY

Agents

Your team, its work, and the decisions that need you.

Import | Create agent

- Release Shepherd
- Test Manager
- Research Analyst

Specimen content is illustrative. Header actions match the product: Agents imports and creates agents, Library adds and syncs, Marketplace creates a listing. On a Marketplace item the verb is Connect or Add; it never says integrations.

Library: the plain header in both appearances.

Title, one line and the page's actions on one row, then the data. No artwork, card or banner sits behind the header.

ON PAPER

Library

Folders and everything in them.

Syncs | Add

- Signed questionnaire.pdf
- Release notes.md
- Engineering

ON NAVY

Library

Folders and everything in them.

Syncs | Add

- Signed questionnaire.pdf
- Release notes.md
- Engineering

Specimen content is illustrative. Header actions match the product: Agents imports and creates agents, Library adds and syncs, Marketplace creates a listing. On a Marketplace item the verb is Connect or Add; it never says integrations.

Marketplace: the plain header in both appearances.

Title, one line and the page's actions on one row, then the data. No artwork, card or banner sits behind the header.

ON PAPER

Marketplace

Connectors, agents and skills to add.

Create

Research Analyst
Slack
Google Drive

ON NAVY

Marketplace

Connectors, agents and skills to add.

Create

Research Analyst
Slack
Google Drive

Specimen content is illustrative. Header actions match the product: Agents imports and creates agents, Library adds and syncs, Marketplace creates a listing. On a Marketplace item the verb is Connect or Add; it never says integrations.

Carry the story into marketing.

thinqOS

Platform How it works Request access

AI needs more than memory.



thinqOS gives people, agents and organizations a governed Mind that carries relevant knowledge, commitments and lessons into their work.

Explore the platform

Marketing specimen. Connect calls to action to real destinations. Show actual product evidence below the fold; do not insert invented usage, performance or customer claims. [H1]

Editable templates for the real work.

The presentation contains ten reusable layouts. The proposal and letterhead keep long-form work clear.

01 Cover

02 Problem

03 Proposition

04 Workflow

05 Human inspiration

06 Product view

07 Evidence

08 Pilot plan

09 Decision

10 Close

10-slide presentation

Editable text, shapes, layouts and evidence tables. Replace the example content before sending.

5-page proposal

A structured cover, scope, approach, deliverables and commercial section with clear placeholders.

1-page letterhead

A restrained page for correspondence, with editable body text and contact details.

Preview PDFs accompany the editable files. The guide illustrations show the layout system; open templates/ for the actual production templates.

A recognizable everyday presence.

thinqOS

Carry understanding forward.

SQUARE / 1080 X 1080

The cognitive layer for people, agents and organizations.

LANDSCAPE / 1200 X 630

Inspired by how minds learn.

PORTRAIT / 1080 X 1350

Your name

Role / thinqOS

thinqOS

Email signature

Social assets are supplied as editable SVG and ready-to-use PNG. Email includes HTML and plain text; replace placeholders, host the logo if needed, and test in the target mail client.

Choose the file that fits the job.

Need	Use	What is supplied
Logo in a website or app	assets/svg/	Outlined SVG masters with stable geometry and transparent negative space.
Logo in an office document	assets/png/	Transparent PNG exports at common sizes; use the largest appropriate version.
Print or vendor production	assets/pdf/	Vector PDF masters. Request a proof in the actual material and process.
Browser or app icon	assets/icons/	Dedicated micro/app assets in common sizes and an ICO favicon.
A consistent interface	tokens/ and fonts/	30-colour palette, semantic theme roles, layout tokens, the plain header standard and licensed fonts.
A presentation or proposal	templates/	Editable office files, social artwork, email signature and PDF previews.
The logo as an explanation	motion/ and content/	Portable demos, motion reference and the complete workflow naming crosswalk.

START-HERE.md and the package manifest identify the delivered files. Source scripts are included for reproducible production; intermediate QA files are kept out of the release.

Use semantic roles in implementation.

A colour token says what a value is.
A semantic token says what it does.

Layer	Example role	Purpose
Palette	Cobalt primary / Cobalt ink	The fixed colour family and its related tones.
Theme	Canvas / text / accent / border	Readable roles that adapt to light and dark.
Interaction	Selection / focus / success / error / agreement	Specific states with labels, icons and geometry.
Layout	Space / radius / type size	A repeatable rhythm across components and templates.

Import the supplied CSS or JSON rather than copying values by eye. The filenames and exact token syntax are documented in tokens/README.md.

Production details that preserve the identity.

Channel	Production rule	Check before release
Digital	Use the supplied sRGB colours and appropriate resolution.	Inspect on the real background, at actual size, in both themes.
Print	Use vector PDF; convert using the printer's actual ICC profile.	Approve a physical proof. No universal CMYK or Pantone equivalence is asserted.
Embroidery / engraving	Use one colour and respect the medium's minimum gap.	Have the fabricator test small folds and transparent channels.
Fonts	Bundle or install the supplied OFL font files.	Check the fallback and confirm line breaks in the actual office application.
Email	Use the text-first signature and restrained logo sizing.	Test image blocking, mobile wrapping and dark-mode behaviour.
Motion	Separate brand ambience, task state and fixed-hue anatomy.	Check pause, reduced motion, start, completion, error and keyboard operation.

SVG and PDF are the master formats. Office and social templates remain editable. The package does not imply legal clearance of the name or third-party brand rights.

Keep the system coherent as it grows.

01

Brand ownership

A named brand owner approves changes to the master mark, public language and core palette. Product owners verify feature claims.

02

Version the system

Record changed assets, tokens and terminology together. Keep the old-to-new workflow crosswalk when public labels change.

03

Review real use

Check recognition, comprehension and accessibility in actual contexts. Use evidence from people and the product to guide revisions.

Release discipline: distribute the logo, colour tokens, language and templates as one version. Record changes and retain source provenance so teams can reproduce the same identity across every touchpoint.

This release is a brand and production package. It does not deploy product changes. The underlying workflow and its authority rules remain governed by the implementation.

The sources behind the human inspiration.

The source register separates established human anatomy from the digital analogy.

N1 **Johns Hopkins Medicine**

Anatomy of the Brain

https://www.hopkinsmedicine.org/health/conditions-and-diseases/anatomy-of-the-brain

N2 **Mayo Clinic**

Brain: How it works

https://www.mayoclinic.org/diseases-conditions/epilepsy/in-depth/brain/art-20546821

N3 **Hirose et al., PLOS ONE, 2013**

Dissociable Temporo-Parietal Memory Networks Revealed by Functional Connectivity during Episodic Retrieval

https://doi.org/10.1371/journal.pone.0071210

N4 **Morton, Schlichting & Preston, PNAS, 2020**

Common event structure and efficient inference

https://doi.org/10.1073/pnas.1912338117

N5 **NIMH RDoC**

Sleep-Wakefulness

https://www.nimh.nih.gov/research/research-funded-by-nimh/rdoc/constructs/sleep-wakefulness

N6 **Schreiner et al., Nature Communications, 2021**

Endogenous memory reactivation during sleep in humans

https://doi.org/10.1038/s41467-021-23520-2

The research supports broad human functions and distributed processing. It does not validate a literal regional correspondence to thinqOS, or establish digital consciousness or dreaming.

Product sources, standards and licenses.

Ref	Source	Scope
H1	thinqOS Product Handbook, Strategy	"Positioning and Messaging" and the glossary. Repo mirror docs/product/1-strategy.md. Category, headline, explanation, voice line, buyer and claims register.
H2	Product vocabulary rule	.claude/rules/product-vocabulary.md in AI4Outcomes/thinqos. Hard rules on user-facing words, including the retired words.
H3	The product as shipped	Navigation labels, the in-product glossary, the Mind Contents registry and the --color-nav-* tokens, read on 29 Oct 2026.
H4	Provenance design	Target-state information provenance v7.1 (ratified 28 Oct 2026) and the v7.2 amendment draft 3c (PR 9518, proposed). Agreement labels are designed target state.
P1-P3	Mind workflow sources	Mind Workflow and OpenRouter Rules.pdf (23 Oct 2026), mind_workflow.json and AI4Outcomes/thinqos at e2c2da5. Snapshotted before v7.2; re-cut once it is ratified.
A1-A3	WCAG 2.2 Understanding documents	Contrast Minimum; Use of Color; Non-text Contrast. https://www.w3.org/WAI/WCAG22/Understanding/
L1, L2	Instrument Sans / SIL OFL; Lucide / ISC	https://github.com/Instrument/instrument-sans and https://github.com/lucide-icons/lucide . Keep the included licenses when distributing fonts and icons.

Naming review checks the supplied sources, not the live deployment. No trademark clearance, physical colour proof or audience study is represented as completed.