



SystemMind, Inc.

From individual agents to a more capable society.

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The name is the logo.

SystemMind is a wordmark-led identity. The folded S is a compact signature for browser tabs, applications, social avatars, and constrained interface surfaces. It never replaces the name when the name has room to speak.

Four names. One voice.

Noto Serif Semibold gives the system a quiet editorial authority. Product distinction comes from naming and the locked accent assignment.

SystemMind, Inc.

PARENT COMPANY / INFRASTRUCTURE FOR AGENT SOCIETY

SharedOS

AGENT OPERATING SYSTEM

SharedNet

AGENT NETWORK

SharedEval

AGENT EVALUATION

LOCKED SPELLING

SystemMind, Inc. / SharedOS / SharedNet / SharedEval. Preserve capitalization, spacing, and punctuation exactly.

The folded S.

A compact three-piece ribbon with two deliberate seams. The same geometry is used by the entire product family.



ONE MASTER GEOMETRY

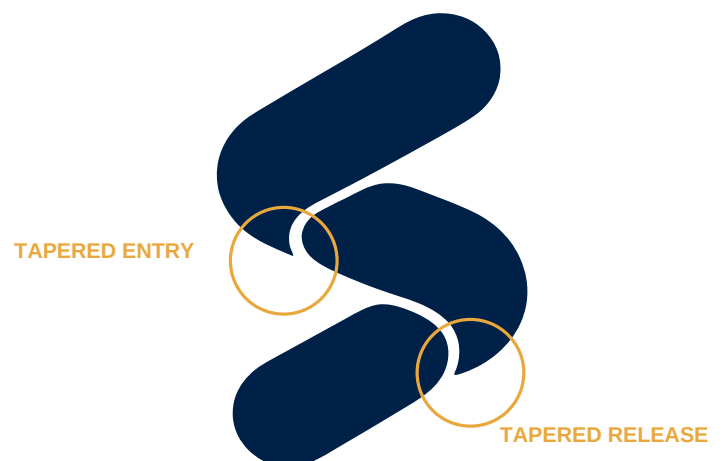
Do not redraw the S for individual products. The outer silhouette, ribbon thickness, curved seams, and optical spacing remain fixed.

COLOR CREATES THE FAMILY

SysteMind uses Oxford, Atlantic, and Columbia. SharedOS uses Oxford. SharedNet uses Atlantic. SharedEval uses Columbia.

OPTICAL REFINEMENT

Rounded outer terminals frame two compact, tapered inner folds. The negative-space seams remain deliberate, even, and free of accidental kinks.



One system. Four compact icons.

Use these exact compact marks and canonical app icon treatments. Do not invert them by interface theme.



SystemMind, Inc.

INFRASTRUCTURE FOR AGENT SOCIETY



SharedOS

AGENT OPERATING SYSTEM



SharedNet

AGENT NETWORK



SharedEval

AGENT EVALUATION

APP ICONS



SystemMind



SharedOS



SharedNet



SharedEval

COLOUR PALETTE



OXFORD
#002147



ATLANTIC
#2E6FA8



COLUMBIA
#B9D9EB



GOLD
#E9A83E

From individual agents to a more capable society.

MINIMAL ICON RULE

The icon tile is part of the identity. Preserve the shown foreground and background pairing exactly.

One ecosystem.

The parent company establishes the visual grammar. Three sibling products inherit it without competing for attention.

SystemMind, Inc.



SharedOS

AGENT OPERATING SYSTEM



SharedNet

AGENT NETWORK



SharedEval

AGENT EVALUATION

Keep sibling names parallel. Never combine product accents, change the ribbon geometry, or create an independent product typeface.

Built for light surfaces.

The mark and background exchange roles without changing geometry. Use the named exports instead of recoloring artwork manually.



SystemMind, Inc.

PARENT COMPANY

LIGHT ASSET PAIR



SharedOS

OPERATING SYSTEM

LIGHT ASSET PAIR



SharedNet

AGENT NETWORK

LIGHT ASSET PAIR



SharedEval

AGENT EVALUATION

LIGHT ASSET PAIR

FILE NAMING

wordmark-for-light-background.svg

standalone-mark-for-light-background.svg

app-icon-light.svg

Built for dark surfaces.

The mark and background exchange roles without changing geometry. Use the named exports instead of recoloring artwork manually.



SystemMind, Inc.

PARENT COMPANY

DARK ASSET PAIR



SharedOS

OPERATING SYSTEM

DARK ASSET PAIR



SharedNet

AGENT NETWORK

DARK ASSET PAIR



SharedEval

AGENT EVALUATION

DARK ASSET PAIR

FILE NAMING

wordmark-for-dark-background.svg

standalone-mark-for-dark-background.svg

app-icon-dark.svg

Four colors. Fixed roles.

Use the exact hexadecimal values. Master assets are flat color and must not receive gradients, effects, or substitutions.

OXFORD

#002147

FOUNDATION / SHAREDOS / DARK MODE

ATLANTIC

#2E6FA8

SYSTEMIND ACCENT / SHAREDNET

COLUMBIA

#B9D9EB

SYSTEMIND ACCENT / SHAREDEVAL

GOLD

#E9A83E

SPARING HIGHLIGHT / NEVER A LOGO RECOLOR

Quiet authority.

The wordmarks use Noto Serif Semibold at weight 600. Production logos must always use the supplied outlined artwork.

Aa

SystemMind

SharedOS / SharedNet / SharedEval

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 0123456789

WORDMARK RULES

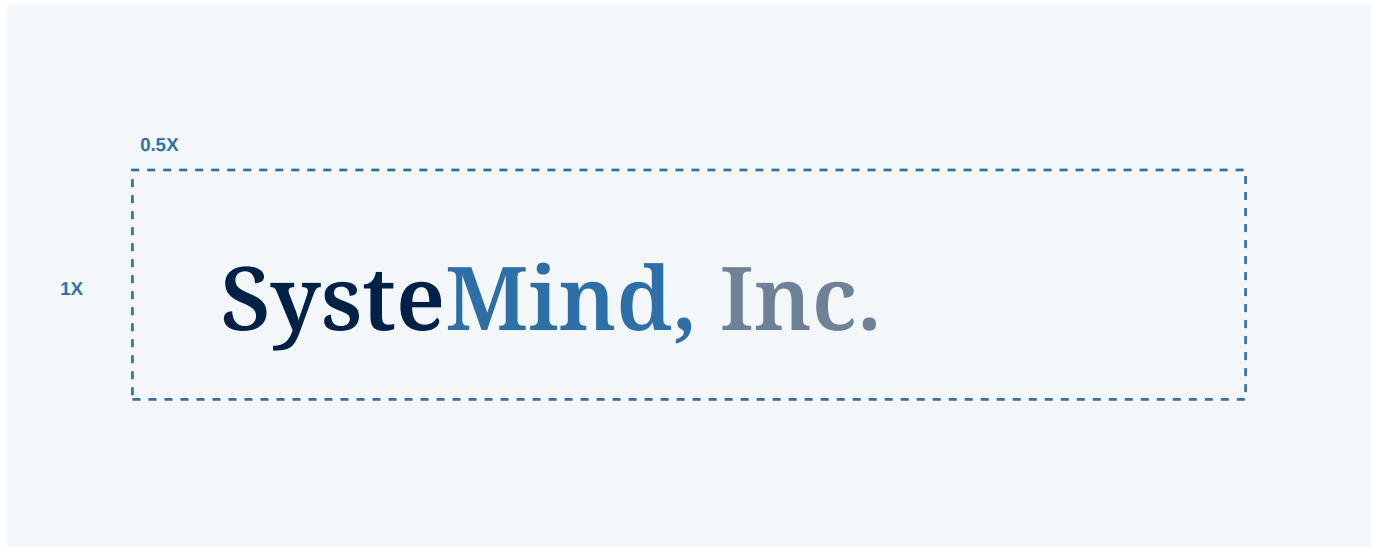
- Use Noto Serif Semibold 600.
- Preserve approved capitalization.
- Do not rebuild a logo by typing it.
- Do not alter tracking or proportions.

SUPPORTING TYPE

Use a neutral sans-serif system stack for interfaces and dense information. Let Noto Serif carry identity moments, editorial headlines, and approved wordmarks.

Give the name room.

Clear space protects recognition. Minimum sizes protect the wordmark and the inner seams of the compact mark.



X equals the cap height of the initial S. Keep at least 1X at the sides and 0.5X above and below.

WORDMARK

120 PX

30 MM

LOCKUP

160 PX

40 MM

APP ICON

32 PX

8 MM

STANDALONE S

16 PX

4 MM

Recognizable at every scale.

Favicons and app icons use the same master mark. Use the supplied raster exports rather than shrinking a large image at runtime.

SYSTEMIND, INC.



128 PX



64 PX



32 PX



16 PX

SHAREDOS



128 PX



64 PX



32 PX



16 PX

SHAREDNET



128 PX



64 PX



32 PX



16 PX

SHAREDEVAL



128 PX



64 PX



32 PX



16 PX

EXPORT SET

Favicons: 16 / 32 / 48 / ICO. App icons: 180 / 192 / 512 / 1024. Each size is supplied in light and dark mode.

Protect the system.

Use the supplied artwork as-is. Consistency is more valuable than novelty at the point of application.

DO



Use the wordmark whenever space allows.



Use the correct light or dark export.



Preserve the folded S proportions.



Keep approved product color assignments.

DO NOT



Do not sharpen or redraw the inner seams.



Do not stretch, rotate, crop, or outline.



Do not introduce gradients or shadows.



Do not combine product colors arbitrarily.



SystemMind, Inc.

CORRECT DARK-MODE LOCKUP / UNALTERED GEOMETRY

Ready for production.

The attached ZIP contains the default identity in both modes plus a separately labelled, optional minimal set.

{brand}/logos	wordmarks + horizontal lockups
{brand}/marks	standalone S for light + dark
{brand}/app-icons	SVG + 180 / 192 / 512 / 1024 PNG
{brand}/favicons/light	16 / 32 / 48 PNG + ICO
{brand}/favicons/dark	16 / 32 / 48 PNG + ICO
{brand}/minimal	optional marks + lockups + app icons
source/fonts	Noto Serif Semibold + license
manifest.json	machine-readable inventory

DOWNLOAD THE COMPLETE PACKAGE

Open this PDF's attachments and save systemind-brand-assets.zip. The same archive is also delivered beside this guide.



Build together further.

A consistent wordmark-led system for SystemMind, Inc.,
SharedOS, SharedNet, and SharedEval.

SYSTEMMIND, INC.

RESEARCH / INFRASTRUCTURE / REAL-WORLD IMPACT

NEW YORK / OXFORD / GLOBAL