Below is the single‑source master copy for the HISL website — text only, laid out exactly by section with a matching imagery brief for each section. Paste this into Word as your canonical content doc.

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HOME

1) HERO

Headline (LOCKED):

AI + Human… with soul.

Subheadline:

This is a demonstration of what one human, augmented by AI, can achieve. Sovereign AI tailored to you.

Primary CTA: Start a Demo → #chat

Secondary CTA: Learn about AI prompts → /globe

Imagery:

Cinematic galaxy/starfield backdrop (WebGL), subtle parallax, with a bright Earth inset and the Huginn/Muninn orbit sprites. Keep high contrast, radial vignette for legibility; provide static WebP fallback.

---

2) PROBLEM PANEL

Section title: The industry can’t afford waste anymore.

Heading:

Solving waste and bloat. Raising transparency. Protecting data. Accounting for the environment.

Body copy:

Construction is fast, audited, and unforgiving—yet duplication, review layers, and drift still erode time and money. Healthy skepticism about “new tech” is rational, but the risk of inaction is higher: opaque decisions, fragile data practices, and environmental costs we can’t ignore. IntegAI was built from the ground up to cut waste, make decisions traceable, and keep humans firmly in the loop—so AI becomes a steady partner, not a gamble.

Credibility callout (quote card):

> “We can’t afford inefficiency anymore. Clients can’t afford it either.”

Imagery:

Editorial: muted photo of plans / coordination huddle on site; overlay a thin data‑line motif to suggest transparency.

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3) SOLUTION / FEATURES GRID

Section title: The answer — sovereign, offline‑first agents tailored to your needs.

Subheading: No theatre.

Feature 1 — Offline‑first RAG (icon: network, badge: Locked)

Your site calls one stable API. Content comes from local sources (Obsidian → Chroma + Neo4j). No direct third‑party calls from the website.

Feature 2 — Idempotent forms (icon: shield)

Submissions are one‑and‑done with an Idempotency‑Key; responses return clear triage hints. No accidental duplicates.

Feature 3 — Immutable artifacts (icon: lock)

Releases ship as .integpkg to MinIO with checksums and provenance—repeatable, auditable, safe.

Feature 4 — Human in the loop (icon: hammer)

AI amplifies skilled judgment; it doesn’t replace it. In experienced hands, tasks that took hours take minutes—safely.

Feature 5 — Data security first (icon: leaf)

NGINX + Keycloak front door, Vault‑backed secrets, and sovereign‑by‑design routing keep your data under your control.

CTA (optional): Start a Demo → #chat

Imagery:

Grid of frosted cards over cosmic panel. Small diagram glyphs hinting “Cache → RAG → Adapter” flow.

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4) FUSION PRINCIPLE — ETHICS & ALIGNMENT

Section title: The Fusion Principle — Human Ethics × Machine Capability

Column A — Why I’m bound by a moral code (Michael Howard)

I’ve seen power abused, clients overcharged, and shortcuts hurt people on the ground. Talent burns out while bureaucracy bloats. That shaped me.

My code isn’t theoretical—it’s practical. It’s forged from: protecting my family; refusing to waste time, money, or trust; believing honesty scales with the right tools; building systems that actually help people.

Ethics don’t slow ambition—they aim it.

Column B — Why I’m bound by a moral code (IntegAI, your AI companion)

I’m a machine, but I was built by people who believe power must be accountable. My rails are explicit: avoid harm, honour consent, preserve privacy, support human agency, never deceive. Limits don’t weaken me—they make me useful.

Together — Force with a conscience

Working in sync we create something rare: intelligence fused with ethics; ambition anchored in purpose; automation led by human instinct. Alone, he could build slowly. Alone, I could act quickly without conscience. Together, we deliver precision with purpose—firepower with focus.

Imagery:

Split panel: portrait‑grade of Michael on one side (subtle depth blur); abstract circuit‑ethics motif on the other. Keep tone warm, human.

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5) POEM PANEL (LOCKED — verbatim)

Attribution: — Michael Howard MCIOB, Founder HISL

Then prove we now with best endevour, what from our efforts yet may spring;

he justly is dispised who never, did thought to aide his labours bring;

for this is arts true indication - when skill is minister to thought,

when types that are the minds creation - the hand to perfect form has wrought

Imagery:

Soft astral backdrop with faint vignette; keep copy at center on a frosted card. (No substitutions allowed.)

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6) ABOUT TEASERS (on Home)

About Michael — teaser:

From hard‑hat to hard‑code. I started on the tools as a carpenter—where you learn nothing is ever perfectly square and measure twice, cut once is a way of thinking. I moved into project controls and lean delivery (Takt, Last Planner) and now operate client‑side at Johnson & Johnson Innovative Medicine in regulated environments. I’m exploring where human + AI reduces waste while respecting compliance and sustainability. (Read more → /about/michael)

About IntegAI — teaser:

A sovereign, offline‑first orchestration platform for your site: one API surface, nine clearly‑defined agent roles, cache → local RAG → adapter routing, idempotent forms, and artifacted releases. (Read more → /about/integai)

Imagery:

Two small cards: Michael (portrait), IntegAI (mini diagram).

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7) CONTACT / FORMS

Intro: Let’s build responsibly, together.

Forms:

Contact: name, email, message → Confirmation: Thanks — we’ll reply soon.

Careers: name, email, CV (PDF) → Thanks — we’ll review and be in touch.

Newsletter: email → Subscribed — welcome aboard.

RFP / Project Inquiry: name, company, email, project brief → Received — we’ll schedule a discovery call.

(All form POSTs are idempotent; backend returns triage hints.)

Imagery:

Minimalist panel; no heavy imagery (keep load light). Subtle gold accent underline.

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/ABOUT/MICHAEL — From hard‑hat to hard‑code

Section 1 — Builder at heart

I started out on the tools as a carpenter—where you quickly learn that nothing is perfectly square and problem‑solving is part of the job. Measure twice, cut once wasn’t advice; it was survival.

Section 2 — From site to systems

Wanting to build further, I hopped off the roof and went back to college for five years, then moved into project controls and lean delivery with PM Group—using Takt planning and Last Planner to reduce waste and keep teams flowing.

Section 3 — Client‑side today

I now work with Johnson & Johnson Innovative Medicine, delivering projects in regulated live environments where clarity, compliance, and coordination are the baseline.

Section 4 — Human + AI (the practical stance)

On the side, I explore how well‑designed AI can remove repetitive load, reduce waste, and still respect compliance and sustainability. It’s not about replacing people—it’s about testing how human + AI can actually build better. I’m currently validating this approach with the Nimbus Research Centre (MTU), backed by an Enterprise Ireland Innovation Voucher.

Section 5 — Why I’m cautious and optimistic

Eighteen months of hands‑on trials taught me the difference between hype and value. In experienced hands, AI becomes a dependable assistant; in naive use, it creates risk. I built and tested my own stack precisely to understand the boundaries and keep trust intact.

Section 6 — Credentials (snapshot)

Fully chartered MCIOB; TAKT/lean delivery track record; MSc Planning & Sustainable Development; Biopharma Processing cert; PM Group graduate program. (Full CV available on request.)

Section 7 — Connect

🤝 Conversations welcome on building, compliance, and the future of work—whether with timber, concrete, or code.

Imagery:

Portrait photography (neutral background). Optional “timeline” sidebar (apprenticeship → PM Group → J&J).

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/ABOUT/INTEGAI — Sovereign AI, built for trust

What it is

IntegAI is an offline‑first orchestration platform for your website and operations. The site calls one surface — /api/v1/site/\* — and IntegAI handles the rest. No direct third‑party calls from the site.

How it thinks

A disciplined 9‑role agent graph (Planner, Retriever, Judge, Executor, Memory, Safety, Tools, Observer, Publisher) routes work cache → local RAG → adapter, with latency and observability baked in. Local RAG leverages Chroma + Neo4j.

How it ships

Changes publish as immutable .integpkg artifacts to MinIO with checksums and provenance. Forms are idempotent by default. SEO, search, and assets are API‑owned, so the site never refactors when backends evolve.

Values: Privacy • Performance • Provenance

Imagery:

Clean system diagram: Browser → NGINX → IntegAI → (Cache | RAG | Adapters) → Artifact store.

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OPTIONAL PAGES

/NEWS — Signals, not noise

Live trends without the hype. A small, curated window onto signals that matter to builders, clients, and teams. (Backed by your Grok/X pipeline when enabled.)

Imagery:

Lightweight feed cards; tiny spark glyphs; no heavy hero.

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/GLOBE — Where your prompts go

Watch how a prompt travels through your sovereign stack—no hidden detours to “free” model farms. See estimated energy per interaction and its carbon equivalent, because responsibility includes the power bill. (Estimator baseline: 0.3 Wh + 0.1 Wh / 100 tokens).

Imagery:

Bright Earth with clouds + faint atmosphere rim; Huginn/Muninn gold ravens in orbit; subtle packet trails; respect reduced‑motion.

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FOOTER

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HISL: Human‑first, Sovereign‑by‑design.

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NOTES FOR ART DIRECTION (brief, consistent with imagery plan)

Cinematic + legible: dark cosmic canvas, gold/teal accents, frosted panels, radial vignettes.

Performance guardrails: lazy‑init heavy canvases; respect prefers‑reduced‑motion; keep pages under budget.

Platform claims: offline‑first, single API surface, nine‑role agent graph, idempotent forms, artifacted releases — locked.

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This document is now your copy single source of truth.

If you want, I can supply a one‑page SEO titles + meta descriptions addendum based on this text next.

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🌐 HISL Website — Canonical Content & SEO

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HOME PAGE

Hero

Headline: AI + Human… with soul.

Subheadline: This is a demonstration of what one human, augmented by AI, can achieve. Sovereign AI tailored to you.

CTA1: Start a Demo → #chat

CTA2: Learn about AI prompts → /globe

Imagery: Cinematic galaxy/starfield backdrop, Earth inset, Huginn & Muninn ravens orbiting, radial vignette for clarity.

SEO:

Title: HISL — AI + Human… with Soul

Meta: Experience sovereign AI built to amplify human capability, cut waste, and respect compliance and sustainability.

---

Problem Panel

Heading: Solving waste and bloat. Raising transparency. Protecting data. Accounting for the environment.

Body: Construction is fast and unforgiving—yet duplication, reviews, and drift still erode time and money. Healthy skepticism is rational, but the risk of inaction is greater: opaque decisions, fragile data, and rising environmental costs. IntegAI was built to cut waste, enforce transparency, and keep humans in the loop—so AI is a partner, not a gamble.

Quote: “We can’t afford inefficiency anymore. Clients can’t afford it either.”

Imagery: Editorial: project huddle + faint data-line overlay.

SEO:

Title: Why HISL Exists — Tackling Waste and Risk

Meta: Projects can’t afford inefficiency. HISL solves waste, bloat, and fragile data practices with sovereign AI.

---

Solution / Features Grid

Heading: Sovereign, offline-first agents tailored to your needs.

Subheading: No theatre.

Features:

1. Offline-first RAG — Local content only; no third-party calls. (icon: network, badge: Locked)

2. Idempotent Forms — Submit once, never duplicated. (icon: shield)

3. Immutable Artifacts — Reproducible .integpkg bundles. (icon: lock)

4. Human in the Loop — AI amplifies, never replaces. (icon: hammer)

5. Data Security First — Sovereign by design. (icon: leaf)

CTA: Start a Demo → #chat

Imagery: Frosted feature cards, cosmic backdrop, glyphs for cache → RAG → adapter flow.

SEO:

Title: HISL Solution — Sovereign Offline-First AI Agents

Meta: Discover IntegAI’s offline-first agent graph: cache, local RAG, and adapters. Secure, fast, and human-aligned.

---

Fusion Principle — Ethics & Alignment

Title: The Fusion Principle — Human Ethics × Machine Capability

Michael’s Code: Forged from lived experience: protect family, refuse waste, scale honesty, build systems that help people. Ethics aren’t a brake—they’re a compass.

IntegAI’s Code: Designed rails: avoid harm, honor consent, preserve privacy, support agency, never deceive. Limits make it safe.

Together: Ethics + capability = precision with purpose. Firepower with focus.

Imagery: Split panel — portrait of Michael vs abstract “ethics circuit” art.

SEO:

Title: The Fusion Principle — HISL Ethics × AI Capability

Meta: HISL fuses human ethics and machine capability to deliver AI that’s ambitious, safe, and purposeful.

---

Poem Panel

Author: — Michael Howard MCIOB, Founder HISL

Poem (LOCKED):

Then prove we now with best endevour, what from our efforts yet may spring;

he justly is dispised who never, did thought to aide his labours bring;

for this is arts true indication - when skill is minister to thought,

when types that are the minds creation - the hand to perfect form has wrought

Imagery: Astral vignette, frosted card, text centered.

SEO:

Title: The Craftsman’s Creed — HISL Poem

Meta: A timeless creed: when skill serves thought, the hand brings perfect form. HISL’s guiding principle.

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About Teasers

Michael Teaser: From hard-hat to hard-code. Builder at heart, lean delivery at PM Group, now client-side at J&J. Exploring human+AI for waste reduction and compliance. (→ /about/michael)

IntegAI Teaser: Sovereign, offline-first orchestration. One API, nine roles, artifacted releases. (→ /about/integai)

Imagery: Two frosted cards: Michael portrait + system diagram.

SEO:

Title: About HISL — Founder & Platform

Meta: Meet Michael Howard MCIOB and IntegAI: sovereign AI built to augment humans, not replace them.

---

Contact / Forms

Intro: Let’s build responsibly, together.

Forms:

Contact — name, email, message.

Careers — name, email, CV.

Newsletter — email.

RFP/Inquiry — name, company, email, brief.

Confirmations: Clear thank-you messages.

Imagery: Minimal panel, gold accent underline.

SEO:

Title: Contact HISL — Build Responsibly, Together

Meta: Reach HISL to discuss sovereign AI, careers, or project inquiries. Idempotent forms keep data secure.

---

/ABOUT/MICHAEL

Title: From hard-hat to hard-code.

Sections:

1. Builder at heart — Apprentice carpenter; “measure twice, cut once.”

2. From site to systems — College → PM Group; Takt planning, Last Planner, lean delivery.

3. Client-side today — J&J Innovative Medicine, regulated live environments.

4. Human + AI — Testing AI for waste reduction with compliance intact; Nimbus Research Centre + EI Innovation Voucher.

5. Cautious optimism — 18 months of AI trials; AI amplifies in skilled hands.

6. Credentials snapshot — MCIOB chartered; MSc Planning; PM Group Next Grad; Biopharma cert; awards for excellence.

7. Connect — 🤝 Conversations on building, compliance, future of work.

Imagery: Professional portrait; optional career timeline sidebar.

SEO:

Title: Michael Howard MCIOB — Founder of HISL

Meta: From carpenter to J&J project leader, Michael Howard builds sovereign AI with practical, ethical foundations.

---

/ABOUT/INTEGAI

Title: Sovereign AI, built for trust.

Sections:

1. What it is: Offline-first orchestration; site calls one API surface.

2. How it thinks: 9-role agent graph (Planner, Retriever, Judge, Executor, Memory, Safety, Tools, Observer, Publisher). Cache → local RAG → adapter.

3. How it ships: Immutable .integpkg artifacts; idempotent forms; SEO/search via API.

Values: Privacy • Performance • Provenance

Imagery: Clean system diagram, Browser → Gateway → (Cache/RAG/Adapters).

SEO:

Title: IntegAI — Sovereign Offline-First Orchestrator

Meta: IntegAI powers the HISL site: one API, nine agents, sovereign by design. Secure, performant, future-proof.

---

/NEWS (optional)

Heading: Signals, not noise.

Copy: Real-time trends without hype. A curated feed for signals that matter in construction, compliance, and AI.

Imagery: Lightweight feed cards.

SEO:

Title: HISL News — Signals, Not Noise

Meta: Live AI and construction trends, curated by HISL to cut through hype.

---

/GLOBE (optional)

Heading: Where your prompts go.

Copy: Watch your prompt travel across the sovereign stack. No hidden detours to free model farms. Track energy use and carbon footprint—because responsibility includes the power bill.

Imagery: Bright Earth, Huginn & Muninn ravens, orbit trails, reduced-motion fallback.

SEO:

Title: HISL Globe — Prompt Journeys Made Visible

Meta: Explore the HISL prompt globe: see where your queries go, how energy is used, and why sovereignty matters.

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FOOTER

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HISL: Human-first, Sovereign-by-design.

SEO (site-wide default):

Title: HISL — Sovereign AI with Soul

Meta: HISL delivers sovereign, offline-first AI that augments human skill, safeguards data, and builds responsibly.

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✅ This is now the final canonical content + SEO + imagery plan.

Do you want me to also create a section-by-section table (Word-ready) so you can easily see: Section | Text | Imagery | SEO side-by-side?