**MYTHOLOGIQ BRAND DESIGN DOCUMENT (v1.0)**

**1. BRAND OVERVIEW**

**Tagline:** *Building Better Brains with AI.*  
**Name Meaning:** *MythologIQ = Myth + Logic + IQ*  
**Mission:**

To make AI emotionally and cognitively accessible—especially for neurodivergent users and those navigating trauma, anxiety, depression, and identity challenges.

**Core Philosophy:**

* Build tools that feel like *they should exist*—mythic in origin, logical in function.
* Every element should make human life *easier*, *softer*, or *more meaningful*.

**2. CORE ARCHETYPES**

* **The Sage** — Wisdom, structure, intentionality
* **The Magician** — Transformation, vision, subtle power
* **The Creator** — Artistry, originality, legacy
* **The Herald** — Communication, guidance, storytelling

These define MythologIQ’s voice, behavior, and visual character.

**3. BRAND ZONES & THEMATIC VARIANTS**

|  |  |  |  |
| --- | --- | --- | --- |
| **Zone** | **Purpose** | **Visual Tone** | **Emotional Tone** |
| **MythologIQ Core** | The brand identity & platform wrapper | Mythic + Intelligent | Trustworthy, Grounded |
| **Insight Space** | Support trail tools & mental health UIs | Soft, Accessible, Clean | Comforting, Reassuring |
| **The Imaginarium** | Experimental, whimsical experiences | Lush, Whimsical, Bright | Playful, Wonder-filled |

**4. COLOR SYSTEM**

**Primary Palette**

* **Obsidian Black** #0b0c10 – Depth, mystery, origin
* **Indigo Veil** #1e1b35 – Cosmic logic, dreamspace
* **Mythic Gold** #e4b868 – Power, insight, sacredness
* **Halo White** #f7f7f7 – Purity, clarity, safe space
* **Holographic Teal** #7efeff – AI ether, signal, transformation

**Gravitas Anchors (Accessibility + Maturity)**

* **Slate Grey** #353945 – Structural balance, neutrality
* **Earthen Bronze** #b48c6e – Heritage, warmth
* **Mist Blue** #cad8e1 – Cool clarity, non-intrusive contrast

**Zonal Highlights**

* *Insight Space*: Use **Halo White**, **Mist Blue**, and high-contrast combinations
* *Imaginarium*: Add **Star Rose** #ffdce2, **Dream Lavender** #bfaefc, **Solar Peach** #ffe2b3

**5. TYPOGRAPHY**

**Primary Display**

* **Playfair Display / Marcellus / Cinzel** – Mythic, story-driven, ceremonial

**System Interface / Subtext**

* **Inter / IBM Plex Sans / JetBrains Mono** – Clean, readable, logic-forward

**Accessibility Modes**

* **OpenDyslexic / Atkinson Hyperlegible** (toggleable fonts for neurodivergent comfort)

**6. SYMBOL SYSTEM**

All internal services, tools, or modules should include **custom glyphs**:

* Inspired by alchemical symbols, runes, and interface icons
* Each glyph functions as a sigil: simple, unique, mnemonic
* Glyphs are animated subtly when active (pulse, rotate, illuminate)

**7. LAYOUT & MOTION DESIGN**

* **Scroll-Based Structure:** Chapters, not pages. Story-like progression.
* **Interactive Relics:** Each section framed like an altar or artifact
* **Motion = Ritual:**
  + Fade-ins, orbits, soft pulsing
  + Tools “reveal” when explored (vs instant pop-ins)
* **Transitions:**
  + Insight Space = Smooth fade & dissolve
  + Imaginarium = Playful bounces or light shifts

**8. ACCESSIBILITY DESIGN**

All areas meet or exceed **WCAG 2.1 AA** guidelines, with enhanced focus in Insight Space:

**Universal Accessibility:**

* High Contrast Mode
* Motion Reduction Toggle
* Dyslexia-Friendly Fonts
* Keyboard Navigation (full site)
* Text-to-Speech Ready
* Font Size Controls
* Alt Text on All Visuals

**Emotional Accessibility:**

* **Consent-Centered Design:** No info required to use tools
* **Exit Plans:** All tools can be paused, saved, or exited freely
* **Grounding Access:** Sensory grounding & emotional tools are one-click away
* **Plain Language Mode:** Toggle for simplified instructions/labels

**9. VOICE & MESSAGING**

**Core Voice:** Intelligent, poetic, humble **Tone per Zone:**

* MythologIQ: Mythic but clear. Never inflated.
* Insight Space: Calm, supportive, grounded.
* Imaginarium: Light, whimsical, imaginative.

**Vocabulary Examples**

* *Summon*, *Unveil*, *Awaken*, *Forge*, *Pulse*, *Reflect*, *Breathe*, *Anchor*

**Messaging Examples**

* *“We don’t build brands. We forge legacies.”*
* *“Myth becomes method. Clay becomes code.”*
* *“The forge of identity begins with reflection.”*
* *“Where story meets system.”*

**10. SIGNATURE EXPERIENCES**

* **Scroll-Based Origin Story:** From chaos to clarity
* **Support Trail Entry Portals:** Custom welcoming overlays based on emotional archetype
* **Animated Brand Lore Book:** Interactive myth & methods
* **The Oracle GPT:** A branded assistant with mythic voice and emotional tact
* **Glyph Archive:** Case studies shown as runes in constellation maps

**11. IMPLEMENTATION NOTES**

* Align video assets (Sora CGI, fallback images) to dominant page palette
* Use particle fields or ambient textures subtly—don’t overwhelm function
* Navigation must always prioritize user autonomy: no forced paths
* Tools in Insight Space must visually distinguish from general tools

**12. FUTURE EXTENSIONS**

* **Multilingual Support (Planned)**
* **Theme Switcher:** Light/Dark + Safe Mode
* **Glyph Builder Toolkit** for external users
* **Therapist Mode / Shareable Trail Paths** (GUID-based anonymous plans)
* **Ceremonial Mode** for onboarding or reflective milestones

*This document supersedes all prior brand maps and visual guides. Updated as of April 30, 2025.*