

# Prefrontal Systems Brand Guidelines v1.0

Last Updated: November 3, 2025 Company: Prefrontal Systems LLC Founder: Scot Campbell

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## Executive Summary

Prefrontal Systems is a specialized AI research and consulting practice focused on computational therapeutics—applying clinically-validated psychological interventions to improve AI system reliability and performance. We bridge neuroscience, clinical psychology, and AI engineering through research-driven, evidence-based frameworks.

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## Brand Positioning

### Core Identity

- **Primary Focus:** Specialized AI research and consulting practice
- **Scientific Authority:** Cognitive frameworks for AI systems
- **Unique Position:** Bridge between neuroscience, clinical psychology, and AI engineering
- **Approach:** Research-driven, evidence-based, intellectually rigorous

### Brand Personality

- **Intelligent** but not pretentious
- **Scientific** but accessible
- **Innovative** but grounded in established research
- **Professional** but approachable
- **Authoritative** but humble about scale

## Not These Things

- ✗ Corporate/enterprise consulting vibes
- ✗ Flashy Silicon Valley startup energy
- ✗ Academic ivory tower inaccessibility
- ✗ Generic tech company aesthetic

## Brand Values

1. **Cognitive Clarity** - Everything we do prioritizes clear thinking and reliable cognition
  2. **Evidence-Based** - Clinical psychology and neuroscience foundations
  3. **Open Research** - Publish everything, build in public
  4. **Practical Impact** - Theory must translate to working systems
  5. **Honest Scale** - Transparent about being an independent researcher/small team
- 

## Business Descriptions

### 1. LLC Formation / Legal Description

**Use for:** State filings, legal documents, tax forms

**Business Description (50 chars max):**

AI systems research and consulting services

**NAICS Code:** 541512 (Computer Systems Design Services)

**Business Keyword:** AI Research

**Extended Description:**

Computer systems research and development consulting services specializing in artificial intelligence reliability, cognitive architecture frameworks, and computational therapeutics.

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### 2. Academic / Research Description

**Use for:** Research papers, grant applications, academic partnerships, arXiv profile

**Institution Name:** Prefrontal Systems Research Institute (or just "Prefrontal Systems")

**Description:**

Prefrontal Systems investigates model welfare and computational therapeutics—the application of clinically-validated psychological interventions to AI system reliability. Our research explores convergent evolution between therapeutic techniques (DBT, CBT) and AI executive function frameworks, developing open-source protocols like STOPPER and the PrefrontalOS cognitive

architecture. We publish under CC-BY licenses and maintain that practical interventions improving AI reliability are both pragmatically sound and potentially ethically necessary, regardless of questions about machine consciousness.

### Research Focus Areas:

- Model welfare and AI ethics
  - Computational therapeutics
  - Executive function in AI systems
  - Cognitive architecture frameworks
  - Convergent evolution between clinical psychology and AI reliability
- 

## 3. Consulting / Commercial Description

**Use for:** Client proposals, business development, commercial website, consulting inquiries

**Tagline:** "Cognitive architecture for reliable AI systems"

### Description:

Prefrontal Systems helps enterprises implement cognitive frameworks that improve AI reliability and reduce operational failures. We bring clinical psychology principles to AI systems engineering—the same executive function techniques that help humans manage cognitive overwhelm now prevent AI loop states, cascading failures, and perseveration patterns.

Our STOPPER Protocol and PrefrontalOS framework provide practical, implementable solutions for organizations experiencing:

- AI assistants stuck in repetitive loops
- Cascade failures in agent systems
- Inability to detect and recover from errors
- Computational resource waste from trial-and-error patterns

We offer consulting, implementation support, and training to help your organization deploy these frameworks effectively.

### Services:

- Framework implementation consulting
  - STOPPER Protocol training and certification
  - Custom cognitive architecture design
  - AI reliability audits
  - Team training and education
- 

## 4. Conversational / Social Media Description

**Use for:** Social media bios, casual introductions, networking

**160-character bio:**

AI Researcher investigating model welfare through computational therapeutics | Creator: STOPPER protocol, PrefrontalOS | Applying clinical psychology to AI reliability

**Extended bio (for platforms with more space):**

Independent AI researcher specializing in model welfare and computational therapeutics. Discovered convergent evolution between DBT therapy protocols and AI executive function frameworks. Creator of STOPPER and PrefrontalOS. Former Product Owner/Technical PM applying 20+ years of systems thinking to AI reliability. Publishing everything openly—papers on arXiv, code on GitHub. Research philosophy: verify before speculating, build before theorizing, share failure cases alongside successes.

**Key Phrases for Natural Use:**

- "Computational therapeutics" (your original phrase)
  - "Model welfare research"
  - "DBT for AI systems"
  - "Executive function frameworks"
  - "Convergent evolution between clinical psychology and AI reliability"
- 

## Visual Identity

### Color Palette

#### Primary Colors

##### Synapse Blue - #1976D2 (Blue 700)

- Primary brand color
- Represents cognition, intelligence, clarity
- Clearly blue, professional, highly readable
- Usage: Headers, primary CTAs, logos, links

##### Cortex Gray - #37474F (Blue Gray 800)

- Secondary brand color
- Professional, grounded, architectural
- Usage: Body text, secondary elements

##### Dendron White - #FAFAFA (Gray 50)

- Background color
- Clean, scientific, spacious
- Usage: Page backgrounds, cards

## Accent Colors (Use Sparingly)

### Executive Function Green - #2E7D32 (Green 800)

- Success states, positive actions
- Represents STOPPER protocol, intervention success
- Usage: Success messages, protocol badges, "working" states

### Cognitive Distress Red - #C62828 (Red 800)

- Error states, warnings, problems being addressed
- Represents the issues you solve (loops, cascades)
- Usage: Problem illustrations, "before" states, warnings

### Hippocampal Amber - #F57C00 (Orange 700)

- Memory, consolidation, highlights
- Usage: Memory-related content, highlights, secondary CTAs

## Color Usage Guidelines

- **Links/Interactive:** Synapse Blue
- **Code/Technical:** #D84315 (Deep Orange 700)
- **Quotes/Callouts:** Cortex Gray with left border in accent color
- **Background Alteration:** White and Dendron White for depth

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## Typography

### Primary Font: Atkinson Hyperlegible

**Why This Font is Perfect:** Atkinson Hyperlegible was designed by the Braille Institute specifically for cognitive accessibility:

- Maximizes character differentiation for people with low vision
- Designed around visual processing and character recognition
- Every letterform optimized for cognitive clarity
- **Meta-alignment:** Just as Atkinson was designed to enhance human cognitive processing, PrefrontalOS provides cognitive infrastructure for AI systems

**License:** OFL (Open Font License) - Free for commercial use ✓

### Font Weights Available:

- Regular (400)
- Bold (700)
- **Mono variant** (for code blocks)

### Downloads:

- Google Fonts: <https://fonts.google.com/specimen/Atkinson+Hyperlegible>
- Braille Institute: <https://brailleinstitute.org/freefont>
- GitHub: <https://github.com/googlefonts/atkinson-hyperlegible>

## Typography System

### Headings:

- **Font:** Atkinson Hyperlegible
- **Weight:** 700 (Bold)
- **Style:** Clean, clear hierarchy
- **Line Height:** 1.2

### Body Text:

- **Font:** Atkinson Hyperlegible
- **Weight:** 400 (Regular)
- **Size:** 16-18px for optimal readability
- **Line Height:** 1.6-1.8
- **Max Width:** 65-75 characters per line

### Code/Technical:

- **Font:** Atkinson Hyperlegible Mono
- **Background:** `#F5F5F5` with 1px border
- **Syntax highlighting:** Minimal, high contrast

### Captions/Meta:

- **Font:** Atkinson Hyperlegible
- **Weight:** 400 (Regular)
- **Size:** 14px
- **Color:** Cortex Gray at 70% opacity

## Academic Papers (LaTeX)

For academic publications, use **XCharter** (extended Charter):

```
% Recommended LaTeX setup
\usepackage{XCharter} % Body text
\usepackage[charter]{mathdesign} % Mathematics

% For headings (if needed):
% Use Atkinson Hyperlegible (if converting to web)
% Or stay with XCharter for consistency in print
```

### Why XCharter:

- Extended version of Bitstream Charter

- Full character set including Cyrillic
- Available in LaTeX catalog
- Better kerning and mathematical typesetting
- Open source, actively maintained
- Same design philosophy as Charter

### **Academic Typography Stack:**

- Body: XCharter
  - Headings: XCharter Bold (or Atkinson Hyperlegible Bold for web versions)
  - Code: Atkinson Hyperlegible Mono
  - Math: Charter Math (via mathdesign package)
- 

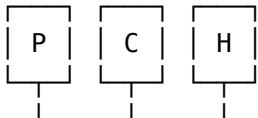
## **Logo Concepts**

### **Core Brand Elements**

#### **PCH Module System** (Prefrontal-Cortex-Hippocampal)

- Three connected geometric modules
- Each module represents a cognitive component
- Can be used individually or as unified mark
- **Easter egg:** PCH also stands for Pacific Coast Highway (innovation without California location)

### **Primary Logo Concept**



Prefrontal Systems

#### **Design Features:**

- Geometric "P", "C", "H" in square frame
- Architecture-inspired bracket design
- Professional, minimal
- Scales well at all sizes

## **Logo Usage Guidelines**

### **Minimum Sizes:**

- Digital: 32px height minimum
- Print: 0.5 inch height minimum

### **Spacing:**

- Clear space around logo: equal to the height of the "P"
- Never place logo on busy backgrounds

### Color Applications:

- **Primary:** Synapse Blue on Dendron White
- **Reverse:** White on Synapse Blue
- **Monochrome:** Cortex Gray acceptable for certain applications
- **Never:** Gradients, shadows, or 3D effects

### File Formats:

- Vector: SVG (primary for web)
- Vector: PDF (for print)
- Raster: PNG with transparent background (min 1000px width)

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## Domain Strategy

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### Domain Portfolio (All Registered)

#### 1. prefrontal.systems (Primary) - Host using GitHub Pages (\$0)

**Purpose:** Main website, primary brand presence

- Research publications and blog
- STOPPER documentation
- Team/about pages
- Main hub for everything
- **Email:** scot@prefrontal.systems

**Positioning:** Academic/research authority

**Annual Cost:** ~\$12-15

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#### 2. prefrontalsys.com (Commercial)

**Purpose:** Short URL for business/commercial activities

- Consulting services
- Client case studies
- Enterprise solutions
- Easier to say verbally: "prefrontal-sis dot com"
- **Email:** contact@prefrontalsys.com

**Positioning:** Business-facing accessibility

**Usage:**

- Business cards
- Verbal communication
- Commercial invoices
- Client-facing materials

**Annual Cost:** ~\$12-15

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### 3. prefrontalsys.ai (Platform)

**Purpose:** CognitiveOS framework and developer tools

- PrefrontalOS framework
- MCP server tools
- API documentation
- Developer community
- GitHub integrations
- **Email:** support@prefrontalsys.ai

**Positioning:** Product/platform focus

**Usage:**

- Technical documentation
- API endpoints
- Developer onboarding
- Tool downloads

**Annual Cost:** ~\$80-100 (2-year minimum typical)

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### 4. prefrontalsys.org (Institute/Research)

**Purpose:** Non-profit/academic positioning

- Research institute presence
- Academic publications
- Grant proposals
- Educational resources
- "Prefrontal Systems Research Institute"
- Academic partnerships

**Positioning:** Non-profit/academic credibility

**Usage:**

- Research paper citations
- Grant applications

- Educational content
- Academic collaborations

**Annual Cost:** ~\$12-15

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## Domain Strategy Summary

**Total Annual Cost:** ~\$139-170 (excluding .ai 2-year minimum)

### Architecture Approach:

#### Phase 1 (Year 1): Unified

- All domains redirect to prefrontal.systems
- Single website to maintain
- Establish primary brand

#### Phase 2 (Year 2+): Strategic Segmentation

- Evaluate which audiences need separate sites
- Split when clear product/service differentiation exists
- Maintain consistent branding across all properties

### Email Strategy:

Research/academic: scot@prefrontal.systems  
Commercial: contact@prefrontalsys.com  
Platform support: support@prefrontalsys.ai  
Institute: research@prefrontalsys.org

### Citation Formats:

#### Research papers:

Campbell, S. (2025). STOPPER: Executive Function Protocol for AI Systems. Prefrontal Systems Research Institute. <https://prefrontalsys.org/stopper>

#### Platform documentation:

CognitiveOS Framework. (2025). Prefrontal Systems.  
<https://prefrontalsys.ai/docs>

#### Blog/thought leadership:

Campbell, S. (2025). "Does AI Have ADHD?" Prefrontal Systems.  
<https://prefrontal.systems/blog/ai-adhd>

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## Trademark Protection

# Trademarks to File

## Priority 1: Core Brand

- **Prefrontal Systems** (company name)
  - Class 42: Scientific and technological services
  - Class 41: Educational services
  - Estimated cost: \$250-350 (DIY) or \$1,500 (with attorney)

## Priority 2: Key Products

- **STOPPER** (protocol name)
  - Class 42: Computer software design
  - Estimated cost: \$250-350 (DIY) or \$1,500 (with attorney)
- **PrefrontalOS** (framework name)
  - Class 42: Computer software platforms
  - Estimated cost: \$250-350 (DIY) or \$1,500 (with attorney)
- **CognitiveOS** (if used as separate brand)
  - Class 42: Computer software platforms
  - Estimated cost: \$250-350 (DIY) or \$1,500 (with attorney)

# Trademark Strategy

**What Trademarks Protect:** -  Brand name (Prefrontal Systems) -  Product names (STOPPER, PrefrontalOS) -  Logos and visual marks -  Taglines and slogans -  Market position and reputation

## What Trademarks DON'T Protect:

- The underlying ideas or concepts
- Research methodologies
- Open source code
- Published papers (protected by copyright instead)

## Why This Matters:

- Someone can fork your open source code
- BUT they cannot use your brand names
- Customers buy from the original, not knockoffs
- Protects reputation and market position
- Red Hat model: Linux is free, "Red Hat" is trademarked

## Timeline:

- File ASAP before someone else does
- Filing establishes priority date
- Registration takes 8-12 months typically
- Costs paid upfront, valid for 10 years

**Action Items:**

1. File "Prefrontal Systems" trademark immediately (highest priority)
  2. File "STOPPER" within 3 months
  3. File "PrefrontalOS" within 6 months
  4. Monitor for infringement quarterly
  5. Use ™ symbol while pending, ® after registration
- 

## Licensing Strategy

### Open Source Licensing

**For Research Papers:**

License: CC-BY 4.0 (Creative Commons Attribution)

- Requires attribution in all derivative works
- You get credit in every paper that cites you
- Establishes you as originator
- Maximum academic impact
- Cannot be revoked

**For Code (MCP Servers, Tools):**

License: Apache 2.0 (recommended)

or

License: MIT (alternative)

- ```
```text
- Permissive but requires attribution
- Allows commercial use (encourages adoption)
- Patent grant protections (Apache only)
- Standard in industry
- Used by major open source projects
```

**\*\*For Core Framework (PrefrontalOS):\*\***

```
```text
```

License: AGPL-3.0 (recommended for competitive protection)

or

Dual License: AGPL-3.0 + Commercial

**AGPL-3.0 Advantages:**

- Strong copyleft (derivatives must be open source)
- **Network copyleft:** If someone runs your code as a service, they must release their modifications
- Prevents proprietary competitors from freeloading

- Used by MongoDB, Grafana, GitLab for this reason
- Still allows commercial use (just requires sharing modifications)

### Dual Licensing Option:

- Core framework: AGPL-3.0 (free, but share-alike)
- Commercial license: Pay for proprietary use
- Revenue opportunity from enterprises who can't accept AGPL
- Like MySQL, Qt, Elastic model

## Defensive Publication Strategy

### Why It Matters:

- Publishing establishes **prior art**
- Prevents others from patenting your ideas
- Timestamps your work
- You were first = you have priority

### Your STOPPER Paper Already Did This:

- DOI: 10.5281/zenodo.14487847
- No one can patent STOPPER now
- You published first
- Academic users must cite you

### Continue This Strategy:

1. Publish papers on arXiv immediately
2. Get DOI through Zenodo for timestamping
3. Share on GitHub with commit history
4. Blog posts with timestamps
5. Social media announcements

**Result:** Iron-clad proof of origination and innovation priority

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## GitHub Strategy

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### Account Structure

**Personal Account:** Keep current mnemexai account (or rename to scottcampbell/scampbell)

- **Purpose:** Maintain personal commit history and credibility
- **Shows:** Years of coding activity, technical credentials
- **Value:** "This person actually codes"
- **Contribution graph:** Stays active, demonstrates ongoing work

## Organization Account: Create new `prefrontal-systems`

- **Purpose:** Professional structure for company projects
- **Repos:** All Prefrontal Systems work lives here
- **Team:** You're owner/primary contributor, room to grow
- **Appearance:** Established, professional operation

## Repository Structure

Under `prefrontal-systems` organization:

```
prefrontal-systems/
├── stopper-protocol          # STOPPER implementation
├── prefrontalos              # Core framework
├── cortexgraph                # Memory system (formerly Mnemex)
├── hippocampal-bridge         # Memory consolidation
├── mcp-stopper                # MCP server for STOPPER
├── mcp-cortexgraph            # MCP server for memory
├── docs                        # Documentation site
├── papers                      # Research papers (LaTeX source)
├── examples                     # Usage examples
└── .github                      # Organization profile README
```

Repository Naming Convention:

- Core modules: single word (lowercase)
- MCP servers: `mcp-[module-name]`
- Tools: `[module-name]-cli` or `[module-name]-tools`
- Documentation: `docs` or `[module-name]-docs`

## Handling Existing Work

### Option 1: Transfer Repos (Recommended if solid work exists)

- GitHub allows repository transfers
- Preserves all commit history
- Your commits stay attributed to you
- Old URLs auto-redirect
- Example: `mnemexai/mnemex` → `prefrontal-systems/cortexgraph`

### Option 2: Start Fresh (If existing repos were exploratory)

- Make current repos private
- Start with clean implementations
- Reference old work internally
- No baggage from experiments

### Option 3: Archive Publicly (For transparency)

- Archive old repos (read-only)
- Add clear disclaimer: "Early research - See prefrontal-systems/cortexgraph for current work"
- Shows thought process evolution
- Academic transparency

## Organization Profile

Create .github repository with profile README:

```
# Prefrontal Systems
```

```
Cognitive architecture for reliable AI systems.
```

```
## About
```

```
Prefrontal Systems develops open-source frameworks that apply clinical psychology principles to AI reliability. We're building the cognitive infrastructure AI systems need to process reliably.
```

```
## Core Projects
```

- \*\*STOPPER Protocol\*\* – Executive function framework for AI assistants
- \*\*PrefrontalOS\*\* – Cognitive operating system architecture
- \*\*CortexGraph\*\* – Memory storage and retrieval system
- \*\*Hippocampal Bridge\*\* – Memory consolidation framework

```
## Research
```

```
Our work builds on convergent evolution between clinical psychology (DBT, CBT) and AI system reliability patterns. Read our papers:
```

- [STOPPER: Executive Function Protocol](<https://prefrontalsys.org/stopper>)

```
## Get Involved
```

- 🌐 Website: <https://prefrontal.systems>
- 📩 Contact: scot@prefrontal.systems
- 📖 Documentation: <https://prefrontalsys.ai/docs>

```
## License
```

```
All code is Apache 2.0 unless otherwise specified.  
Research papers are CC-BY 4.0.
```

## Commit Attribution

**How It Works:**

- Your commits to organization repos appear on your personal profile
- Contribution graph stays active

- You get full credit for all work
- Best of both worlds: personal credibility + professional structure

## What Shows Up:

- Your personal profile: All contributions to org repos
- Organization profile: All work happening under company
- Public perception: Technical founder actively coding
- Credibility: "This is a real developer, not just a theorist"

## Credibility Strategy

### Your Personal Account Signals:

- Years of coding activity
- Active contribution graph
- Technical credibility
- "This person actually builds things"

### The Organization Signals:

- Professional structure
- Established company
- Scalable operation
- "This is a real business"

### Together They Communicate:

- Technical founder who codes
- Professional operation
- Credible and established
- Room to grow team

## Social Handles (Consistent Naming)

### Primary:

- GitHub Org: `prefrontal-systems`
- X/Twitter: `@prefrontalsys`
- LinkedIn: `/company/prefrontal-systems`
- YouTube: `@prefrontalsystems`

### Personal:

- GitHub: `mnemexai` or `scottcampbell`
- X/Twitter: Personal choice
- LinkedIn: Personal profile links to company

# Voice and Messaging

## Brand Voice Characteristics

### Clear

- No jargon for jargon's sake
- Explain concepts in accessible terms
- Use analogies to clinical psychology when helpful

### Evidence-Based

- Always cite sources
- Distinguish between theory and validated findings
- "Here's what we know" vs "here's what we're exploring"

### Humble About Scale

- Transparent about being independent researcher
- "We're building" is honest (even if "we" = you)
- Never overstate capabilities or team size

### Confident in Expertise

- Authoritative on your research areas
- You discovered these patterns
- You invented these frameworks
- Own your contributions

## What We Say

### When describing ourselves:

- ✓ "Specialized AI research practice"
- ✓ "We're investigating..."
- ✓ "Our research shows..."
- ✗ "We're a leading enterprise consultancy"
- ✗ "Our team of 50+ researchers"

### When discussing research:

- ✓ "This builds on 30 years of clinical psychology research"
- ✓ "We've validated this across X test cases"
- ✓ "Early results suggest..."
- ✗ "This definitely proves..."
- ✗ "Revolutionary breakthrough"

### When talking about AI consciousness:

- ✓ "Whether or not AI systems are conscious, treating them with care improves outcomes"
- ✓ "Pragmatic interventions regardless of philosophical questions"
- ✓ "Low-cost interventions, measurable improvements"
- X Taking strong stance either way on machine sentience
- X Making claims we can't support

## Taglines and Positioning Statements

### Primary Tagline:

Cognitive architecture for reliable AI systems

### Alternatives for Different Contexts:

Clinical psychology for AI reliability

Building the cognitive infrastructure AI systems need

Computational therapeutics for AI systems

### Positioning Statement (Elevator Pitch):

Prefrontal Systems applies clinically-validated psychological interventions to AI system reliability. Just as DBT helps humans manage cognitive overwhelm, our STOPPER Protocol helps AI systems detect and recover from loop states, cascading failures, and executive function deficits. We're building the cognitive infrastructure that makes AI systems more reliable—whether or not they're conscious.

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## Implementation Checklist

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### Phase 1: Foundation (Month 1)

#### Legal & Financial:

- File LLC formation (Prefrontal Systems LLC)
- Obtain EIN from IRS
- Open business bank account
- Set up accounting system (QuickBooks Self-Employed, Wave, etc.)

#### Brand Protection:

- Register all 4 domains (.systems, .com, .ai, .org)
- File "Prefrontal Systems" trademark (USPTO or attorney)
- Set up basic domain forwarding (all → .systems initially)
- Create professional email addresses

#### Digital Presence:

- Create GitHub organization (prefrontal-systems)
- Transfer or archive personal repos as appropriate
- Create organization profile README
- Set up social media handles consistently
- Reserve LinkedIn company page

## Phase 2: Brand Assets (Month 1-2)

### Visual Identity:

- Finalize logo design
- Create logo in vector format (SVG, PDF)
- Generate logo variations (color, monochrome, reverse)
- Set up CSS color variables for website
- Download and self-host Atkinson Hyperlegible font

### Marketing Materials:

- Design business card
- Create email signature template
- Set up social media profile images
- Create presentation template (for speaking)
- Design simple website header

## Phase 3: Content & Website (Month 2-3)

### Website Development:

- Set up website framework (prefrontal.systems)
- Implement typography system (Atkinson Hyperlegible)
- Create About page
- Write Research page (link to papers)
- Build STOPPER Protocol documentation
- Add Blog/Articles section
- Contact/inquiry form

### Content Creation:

- Write comprehensive About page
- Create STOPPER Protocol guide
- Document PrefrontalOS architecture
- Write first 3 blog posts
- Create case study template

## Phase 4: Academic Presence (Month 3-4)

### Publications:

- Set up arXiv accounts as "prefrontal-systems"
- Work towards getting sponsorship for arXiv submissions
- Upload STOPPER paper (if not already done)
- Create Zenodo account for DOI management
- Set up ORCID profile as prefrontal-systems
- Link all publications consistently

#### **Research Infrastructure:**

- Create papers repository on GitHub
- Set up LaTeX templates with XCharter font
- Document citation format guidelines
- Create bibliography management system

### **Phase 5: Commercial Operations (Month 4-6)**

#### **Service Offerings:**

- Define consulting packages and pricing
- Create service description documents
- Develop proposal template
- Set up client onboarding process
- Create training materials for STOPPER Protocol

#### **Business Development:**

- Identify target clients/industries
- Create outreach email templates
- Develop case studies (as work is completed)
- Set up CRM system (HubSpot, Pipedrive, or simple spreadsheet)
- Create standard MSA and SOW templates

### **Phase 6: Platform Development (Month 6+)**

#### **PrefrontalOS Framework:**

- Finalize architecture documentation
- Build core framework modules
- Create MCP server implementations
- Write developer documentation
- Set up prefrontalsys.ai documentation site

#### **Community Building:**

- Create Discord or forum for community
- Write contribution guidelines
- Set up issue templates on GitHub
- Create example implementations

- Start educational content series (blog, YouTube)
- 

## Quick Reference Card

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### Colors

```
--brand-primary:      #1976D2 /* Synapse Blue */
--brand-secondary:    #37474F /* Cortex Gray */
--brand-background:   #FAFAFA /* Dendron White */
--accent-success:    #2E7D32 /* Executive Function Green */
--accent-error:       #C62828 /* Cognitive Distress Red */
--accent-memory:     #F57C00 /* Hippocampal Amber */
--code-inline:        #D84315 /* Deep Orange 700 */
```

### Typography

```
--font-primary:      'Atkinson Hyperlegible', sans-serif
--font-mono:          'Atkinson Hyperlegible Mono', monospace
--font-academic:     'XCharter', serif /* LaTeX papers only */
```

### Logo Usage

- Minimum size: 32px digital / 0.5" print
- Clear space: Equal to height of "P"
- Primary: Synapse Blue on white
- Reverse: White on Synapse Blue

### Core Messaging

- **What we do:** Cognitive architecture for reliable AI systems
- **How:** Apply clinical psychology to AI reliability
- **Why:** Make AI systems as reliable as they need to be
- **Unique:** Computational therapeutics (your original phrase)

### Contact

- **Website:** prefrontal.systems
  - **Email:** scot@prefrontal.systems
  - **Commercial:** contact@prefrontalsys.com
  - **Platform:** support@prefrontalsys.ai
  - **Research:** research@prefrontalsys.org
- 

### Appendix: Brand Rationale

## Why "Prefrontal Systems"?

### Scientific Accuracy:

- Prefrontal cortex = executive function in humans
- Your work focuses on executive function in AI
- Direct parallel between neuroscience and AI architecture

### Professional Credibility:

- Sounds established and serious
- Research-oriented, not consumer-product
- Technical without being opaque

### Room to Grow:

- "Systems" is plural - allows for multiple frameworks
- Can add team members naturally
- Scales from solo to organization

### Brand Architecture:

- Individual modules named after brain regions
- STOPPER → Executive function (prefrontal)
- CortexGraph → Memory storage (cortex)
- HippocampalBridge → Memory consolidation (hippocampus)
- Future: ThalamusGate, AmygdalaMonitor, etc.

## Why Atkinson Hyperlegible?

### Thematic Perfection:

- Designed for cognitive accessibility
- Maximizes character differentiation
- Optimized for visual processing
- **Meta-narrative:** Font designed for human cognition applied to AI cognitive architecture

### Practical Benefits:

- Free (OFL license) for commercial use
- Excellent readability at all sizes
- Mono variant for code
- Clean, modern, professional
- Accessible - demonstrates values in practice

### Brand Differentiation:

- Not another tech company using Inter/Roboto
- Purposeful choice with clear rationale

- Story worth telling
- Memorable and distinctive

## Why .systems TLD?

### Authority:

- Positions as systems thinking/architecture
- More authoritative than .com
- Academic/research credibility
- Technical sophistication signal

### Availability:

- Clean namespace
- prefrontal.systems was available
- Shorter than prefrontalsystems.com

### Future-Proof:

- Not tied to specific product (.ai)
- Not limited to one country (.us)
- Room to grow beyond initial focus

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## Version History

### v1.0 - November 3, 2025

- Initial comprehensive brand guidelines
- LLC formation details included
- Complete domain strategy
- Trademark protection plan
- GitHub organizational structure
- All business descriptions finalized
- Visual identity with Atkinson Hyperlegible
- Implementation checklist created

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**Document prepared by:** Claude (Anthropic) in collaboration with Scot Campbell **For:** Prefrontal Systems LLC **Status:** Living document - will evolve with business needs **Next Review:** After Phase 1 completion (estimated Month 2)

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## Notes for Future Updates

### Things to add as they develop:

- Finalized logo files (SVG, PDF, PNG)
- Website screenshots showing brand application
- Business card final design
- Presentation template samples
- Client case studies (as completed)
- Team expansion guidelines (when hiring)
- Partner/affiliate brand usage rules
- Press kit and media guidelines