Small Council

IDENTITY / PRODUCT / EXPERIENCE

Many minds. Clearer thinking.

Your own council of AI advisors. Distinct perspectives, thoughtful debate, and context that carries forward.



A seat for every perspective.

BRAND GUIDE & DESIGN SYSTEM

V1.0 / NOVEMBER 2026

A council, built around you.

Positioning: a personal thinking workspace for people who benefit from more than one point of view.

BRAND PROMISE

Give every perspective a seat.

01

Distinct minds

Create advisors with their own expertise, personality, and approach.

02

Useful friction

Explore disagreement before asking for a shared recommendation.

03

Lasting context

Keep conversations in spaces with shared memory over time.

Personality: thoughtful, candid, composed, curious. A working room for ideas, with enough warmth to invite participation.

Sound like a thoughtful colleague.

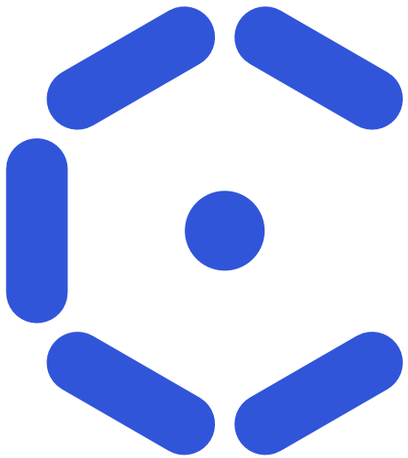
Clear language. Specific suggestions. Room for uncertainty.

SITUATION	USE	AVOID
Invite participation	Who should join this council?	Assemble your supreme AI tribunal.
Make disagreement useful	Two advisors disagree on the timing.	Your council has discovered the truth.
Keep users in charge	Review the recommendation.	The council has decided for you.
Be clear about memory	Save this to the space memory?	Your council remembers everything.

Primary line: Many minds. Clearer thinking.

The open table.

Five seats, one shared centre, and an opening for the person bringing the question.



DIFFERENT VIEWS. SHARED FOCUS.

Small Council

Rounded seats form an open C. The centre represents the question being considered; the open side welcomes the user.

The five seats are a visual metaphor. They do not define how many advisors a council can contain.

Use the mark for the app icon, favicon, and compact navigation. Use the full lockup when introducing the product.

Make room for the mark.

A clean silhouette, generous space, and consistent colour.

Small Council

PRIMARY / INK ON LIGHT

Small Council

REVERSED / WHITE ON COBALT

Small Council

ACCENT / LIME ON INK



CLEAR SPACE = 1/4 MARK WIDTH

Minimum size

Mark: 24 px in product UI. Use the simplified micro mark at 16-23 px. Lockup: 156 px wide on screen or 38 mm in print.

Keep the artwork upright and proportional. Use one solid colour. Avoid shadows, gradients inside the mark, outlines, distortion, or placing it over busy imagery.

Calm foundations. A clear signal.

Cobalt leads actions. Lime brings a little energy. Neutrals carry the work.

Council cobalt #3155D9

Primary action / brand

Deep ink #172229

Headings / navigation

Fresh lime #D5F27D

Highlight / decoration

Canvas #F5F7FA

Application background

White #FFFFFF

Cards / reading surface

Slate #52616B

Secondary text

Aim for 80% neutral surfaces, 15% ink/cobalt, 5% lime. Advisor colours are secondary identifiers; pair each with a name and role. Lime never carries white text.

Clarity at every scale.

DejaVu Sans: open-source, readable, and bundled in the kit for a consistent starting point.

A good question deserves a council.

A neutral sans keeps long conversations readable. Bold headings give the brand confidence without turning the workspace into a dashboard of competing signals.

Display	48/56 · Bold
Page title	32/40 · Bold
Section	24/32 · Bold
Body / chat	16/24 · Regular
Label / control	14/20 · Bold
Metadata	12/16 · Regular

LAYOUT FOUNDATIONS

4 px base grid; spacing 4 / 8 / 12 / 16 / 24 / 32 / 48 / 64. Desktop: 240 px sidebar, 24 px gutters, 1280 px content cap. Chat text: max 72 ch. Mobile: 16 px gutters, one conversation pane, navigation in a drawer.

A small, dependable vocabulary.

The interface should make it easy to start, contribute, compare, and return.

ACTIONS / 40 PX DESKTOP, 44 PX TOUCH

Start council

Add advisor

View memory

STATES / NAME + VISUAL CUE

Ready

Speaking

Disagrees

INPUTS / PERSISTENT LABEL

Council topic

Should we launch a paid plan?

Frame one question for the council.

ST

The Strategist

Long-term direction

View advisor

COMPONENT BEHAVIOUR

Primary: one per task region. Buttons: hover, pressed, focus, disabled, loading. Fields: default, focused, error, disabled. Keep text labels visible; describe errors next to the field.

Make the discussion easy to follow.

Example application / Group council meeting

Small Council

SPACES

Product strategy

Personal projects

CONVERSATIONS

Launch pricing

Advisor chats

Space memory

Launch pricing

3 advisors

Product strategy / Council meeting

You

Should we launch a paid plan now?

ST **Strategist** AI advisor

Test willingness to pay before expanding scope.

CR **Critic** AI advisor

Retention is still uncertain. What proves lasting value?

Ask a follow-up or invite another view...

Send

Compare perspectives

Request synthesis

Agreement should keep its reasoning.

Recommendations remain reviewable. Dissent stays visible.

Proposed synthesis

Run a focused paid pilot.

Invite a small group of current users. Agree on success criteria before setting a broader launch date.

Where the council agrees

Start small. Measure repeat use and willingness to pay.

Dissent retained

Critic: retention needs stronger evidence.

State language

Discussion

Advisors are contributing their views.

Proposed synthesis

A draft brings the perspectives together.

Consensus

All participating advisors explicitly agree.

Open disagreement

Unresolved concerns remain visible.

Context deserves a visible home.

Spaces group conversations and the shared context that can carry between them.

SPACE

Product strategy

8 conversations / 3 advisors

Shared memory

Audience: independent founders.
Current focus: validate a paid pilot.
Constraint: keep the first release small.

Review memory

Recommended interaction

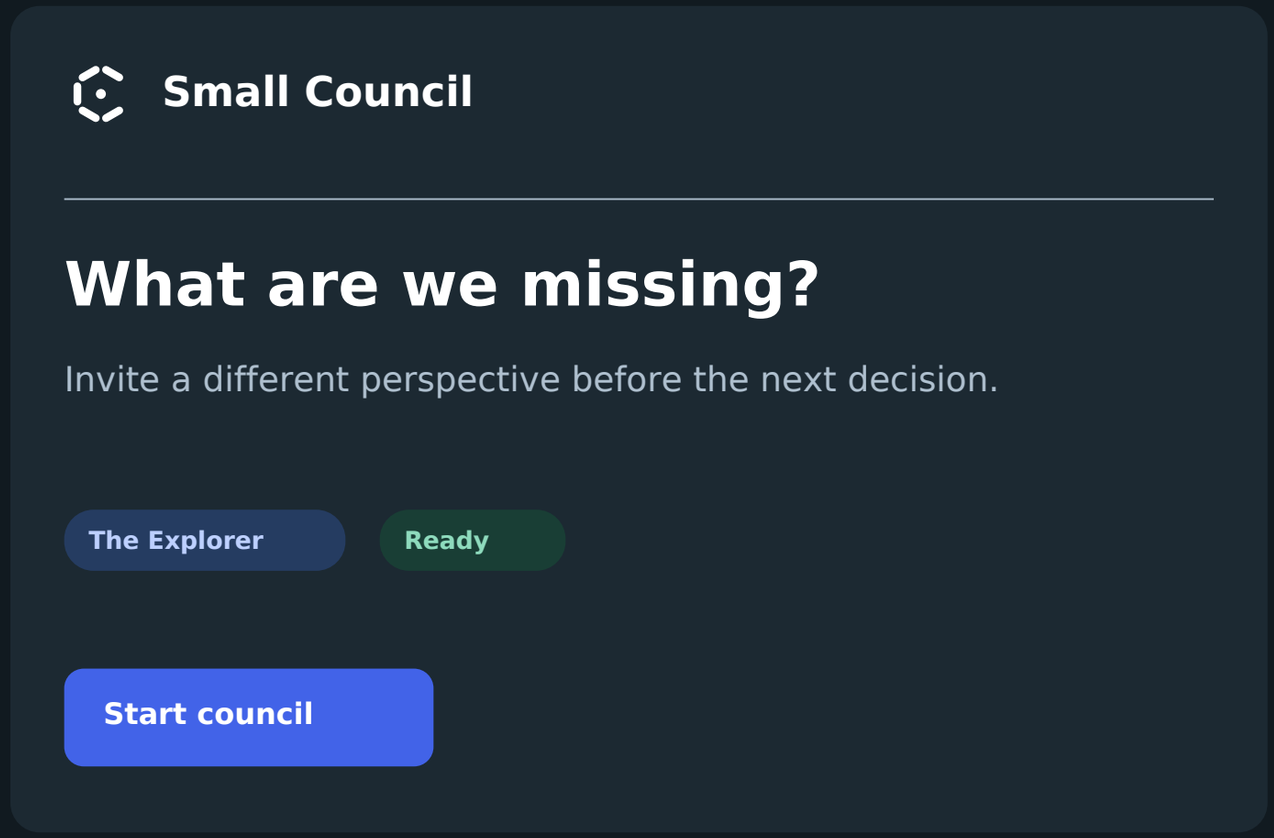
Make saved context inspectable. Show what is included in a meeting and offer a clear route to review or correct it.

Memory entry pattern: content, source conversation, saved date, and edit/remove controls. Label inferred context separately from facts supplied by the user.

Copy: "This meeting uses Product strategy memory."
Link: "Review context".

A quieter room after hours.

Use dedicated surface and text tokens; preserve the meaning of every colour.



Canvas	#111A20
Surface	#1C2932
Primary text	#F1F5F8
Muted text	#AFC0CF
Action fill	#4263E8
Action link	#BDD0FF

Lime stays an accent with dark text. Focus uses a light blue outer ring. Keep elevation subtle; prefer borders over heavy shadows.

Readable. Navigable. Understandable.

Build these checks into every component and product review.

Text contrast

Use the approved pairs below. Normal text needs at least 4.5:1; large text and UI boundaries need 3:1.

Keyboard & focus

Every action is keyboard operable. Use a 2 px focus ring with 2 px offset. Return focus when dialogs close.

Beyond colour

Name advisors and states. Pair error colours with text. Announce new responses without moving keyboard focus.

Motion & touch

Respect reduced motion. Avoid pulsing chat content. Use 44 px touch targets and visible loading labels.

CALCULATED WCAG CONTRAST / SOLID SRGB COLOURS

Ink / Canvas	White / Cobalt	Slate / White	Ink / Lime
15.08:1	6.12:1	6.40:1	12.97:1

Ready to build on.

The visual guide and implementation kit form one starting point.

01 / Brand assets

Editable SVG marks, outlined wordmarks, mono and reversed variants, app icon, and PNG exports.

02 / Design tokens

Semantic colours for light and dark themes, typography, spacing, radii, borders, and motion values.

03 / Component styling

CSS for buttons, inputs, advisor cards, messages, synthesis panels, memory entries, and state badges.

04 / Working guidance

Markdown reference, exact usage rules, accessibility checklist, interaction states, and bundled fonts.

Design direction v1.0. Product examples are proposed UI patterns, not claims of implemented features.