

SHV Groups Brand guidelines

Where intelligence meets Presence

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Overview

SHV Groups is an intelligence company. Its identity is built from one idea, drawn in the mark: everything grows outward from a core of people, and the work is not finished. This book is the source of truth for every surface SHV makes, from shvgroups.com and research papers to decks, merchandise and the Eunoia product pages.



SHV Groups

The system in one page

- **The mark** is the core, its eight arms and their nodes. Use the files in `assets/Logos/` exactly as supplied. Never redraw, rearrange or recolour it outside the palette.
- **The wordmark** is "SHV Groups", drawn from SHV Sans SemiBold. It is a drawing, not typed text. Use `shv-groups-wordmark-ink.svg` or `-white.svg`.
- **The lockup** puts the mark to the left of the wordmark. Its proportions are fixed: the wordmark's cap height equals the radius of the mark's outer ring, and the gap equals one large node (192 units). Use `shv-lockup-horizontal-*.svg` by default and `shv-lockup-stacked-*.svg` where width is short.
- **The typeface** is SHV Sans: five weights, each with an italic, used for everything SHV writes. On the web, load it from `fonts/` and set every family to `--font-sans`.
- **Colour** is ink and paper first. `violet` is the one accent. `sky` is for charts and graphics, never for text on `paper`. `deep` is for full-bleed dark sections.
- **The unit** is $U = 16$. Every measure in the mark is a multiple of $U/4$, and the spacing tokens follow the same steps.

Core rules

1. Give the logo room. Keep clear space of one large node (192 mark units, about a fifth of the mark's height) on every side.
2. Use the full mark at 48 px (12 mm) and above. From 16 to 47 px, use `shv-mark-small-*`, which turns the turbine into a plain ring and closes the signal lines so the shape survives.
3. Use the horizontal lockup at 220 px (55 mm) wide and above, `shv-lockup-horizontal-small-*` from 110 to 219 px (28 to 54 mm), and the mark alone below that.
4. Set the logo in `ink` on light grounds and white on `ink`, `deep` or `violet`. Use the violet mark only on `paper` or `mist`.
5. Set headings in SHV Sans SemiBold or Medium, body in Regular, labels in Medium. Never set long text in Light below 20 px.
6. Write plainly. Headings say what the section contains. No slogans, no hype words, no figures without a source.
7. One accent per view. Never add new colours per page, gradients on text, glows, or outlined card grids.

Files

Need	Use
Website header, documents, slides	<code>shv-lockup-horizontal-ink.svg</code> / <code>-white.svg</code>
Lockup between 110 and 219 px wide	<code>shv-lockup-horizontal-small-ink.svg</code> / <code>-white.svg</code>
Square or narrow space, merchandise	<code>shv-lockup-stacked-ink.svg</code> / <code>-white.svg</code>
Avatar, social profile, app store	<code>shv-app-icon-1024.png</code> (white mark on <code>ink</code> , eye at the centre)
Favicon	<code>favicon.ico</code> (16, 32, 48, 64 px) or <code>shv-mark-small-ink.svg</code>
Text-only placements	<code>shv-groups-wordmark-ink.svg</code>
Very short form	<code>shv-wordmark-ink.svg</code> ("SHV"), only where "SHV Groups" is already established nearby
Fonts for desktop apps	<code>assets/Fonts/</code> (OTF for design tools, TTF for Office)
Fonts for the web	<code>fonts/*.woff2</code>

Idea

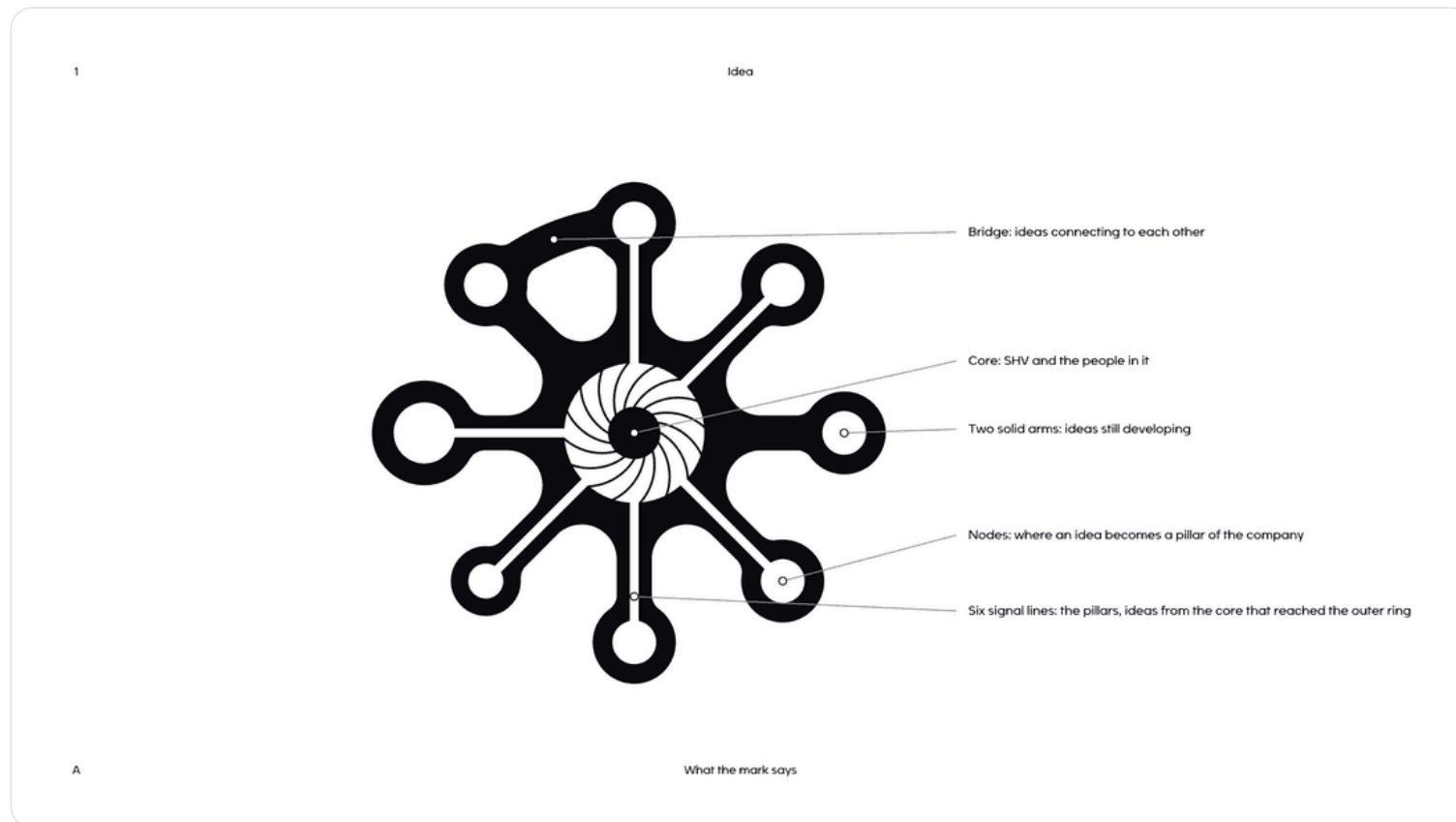
Why SHV exists

SHV began with a simple want: a machine that could think alongside a person. A person brings creativity and judgement; a machine brings calculation at a scale no person will ever have. The field has since turned toward replacing people. SHV's mission is narrower and clearer for it: safe general intelligence that acts as a catalyst for people, not a replacement for them.

The company line is **Where intelligence meets Presence.**

The brand idea: from the centre, outward

Every part of the identity says the same thing. Intelligence starts with people at the centre, grows outward into the things SHV builds, connects them to each other, and is never finished. The mark draws it, the typeface is built from the mark's geometry, and the layout leaves room for what has not been built yet.



What the mark says

- **The core** is SHV and the people in it. The turbine inside it is the engine: sixteen blades turning around one eye.
- **Six signal lines** are the white lines that run from the core into a node: north, north-east, south-east, south, south-west and west. They are the pillars, ideas that started at the centre and grew into parts of the company.
- **Two solid arms**, east and north-west, carry no signal yet. They are ideas still developing, kept in the mark on purpose: there is more to come.
- **The bridge** joins the north-west node to the north node along the outer ring. Ideas connect to each other, not only to the centre.
- **Nodes** all sit on one outer ring. However different the work, it is held to the same standard.

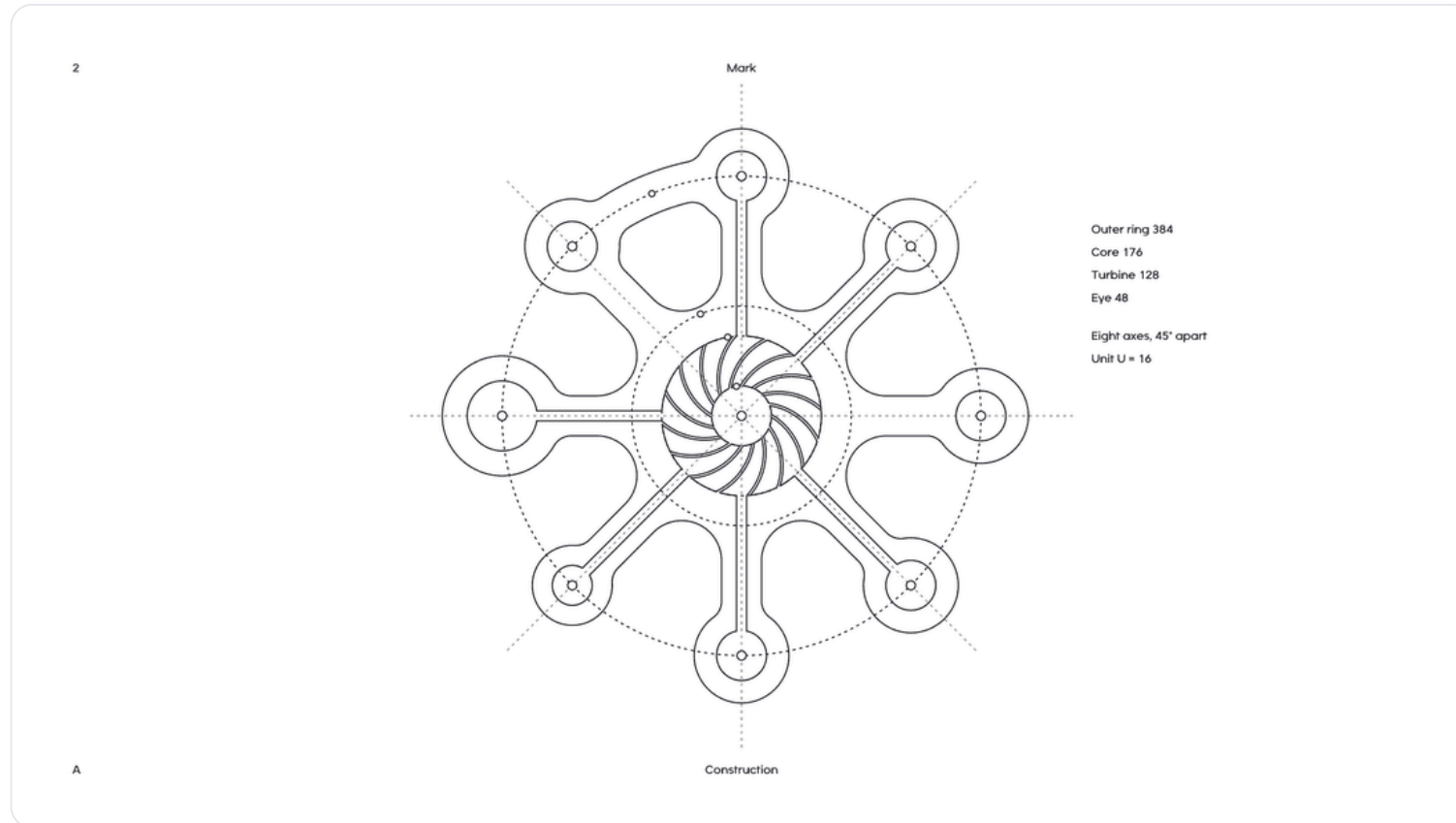
Principles

1. **People at the centre.** Show the people and the reasoning behind the work. The core of the mark is people, and so is the core of every page.
2. **Measured.** Every dimension comes from the unit. If a value can't be explained by the system, it doesn't belong.
3. **Honest.** Say what exists and what is planned, and keep them apart. Print a number only with its source. Hide the architecture of private models; never invent detail to fill the gap.
4. **Still growing.** Leave space. Layouts breathe, sections end with what comes next, and nothing is dressed up to look finished when it isn't.
5. **Quiet confidence.** Ink, paper and one accent. Restraint is what makes the work look certain.

Mark

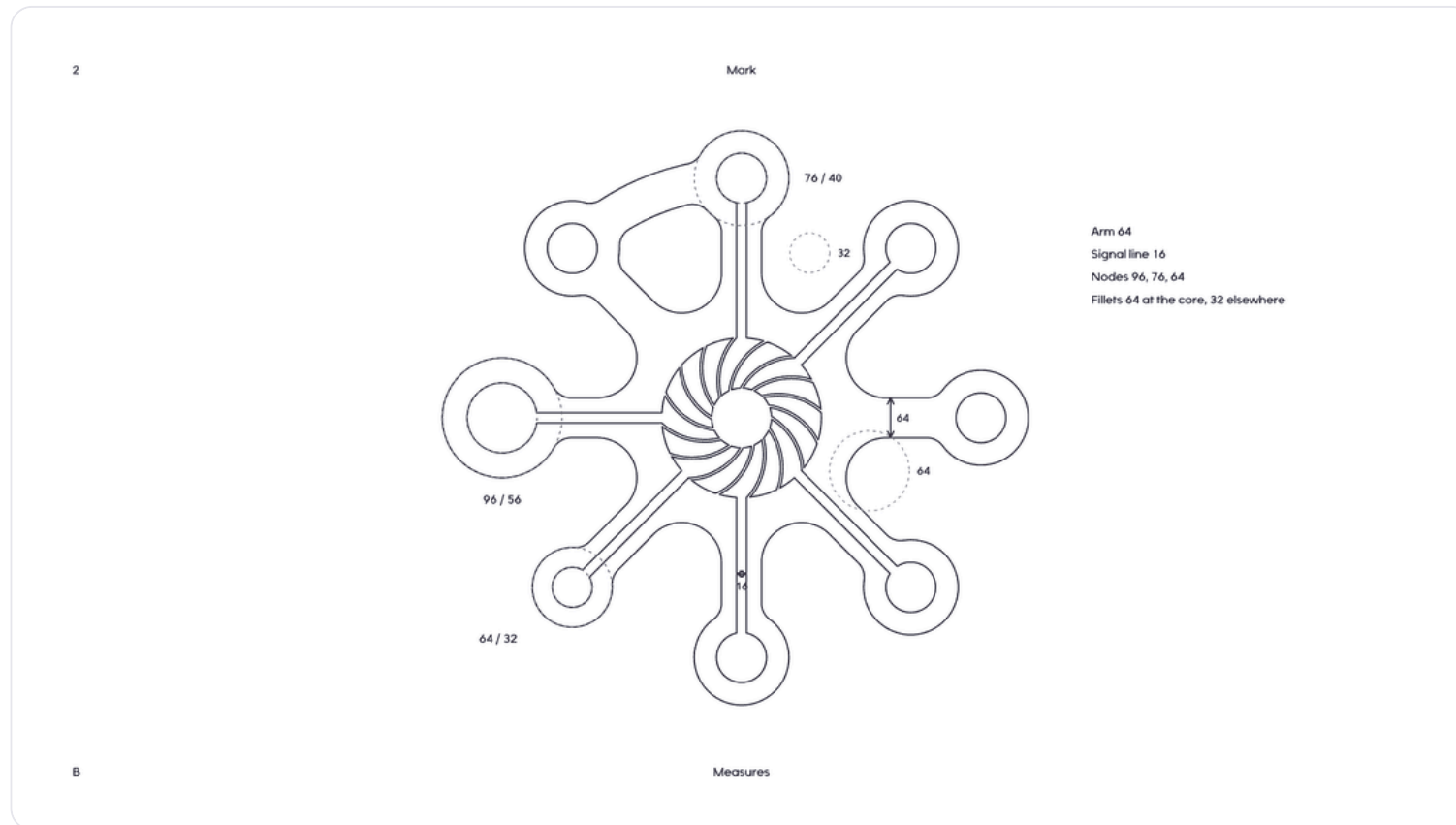
The mark is SHV's original symbol, kept as it was conceived and redrawn on one grid. Measured from the original: every node centre already sat within 3% of one ring, every arm within 4° of a 45° axis, and the nodes came in three sizes. The redraw makes those intentions exact. Nothing was added or taken away: the same eight arms, six signal lines, two solid arms, one bridge and sixteen-blade turbine.

Construction



- Canvas 1000 × 1000 with the eye at 500, 500. Unit U = 16.
- **Outer ring** r 384 (24U). Every node centre sits on it.
- **Core** r 176 (11U). **Turbine** r 128 (8U). **Eye** r 48 (3U).
- **Eight axes**, 45° apart, starting at north. Arms run along them from the core to the outer ring.
- The drawn mark measures 940 × 920 units. It is not quite square, because the west node is the largest and the north and south nodes are standard. Its optical centre is always the eye.

Measures



- **Arm 64** (4U). **Signal line 16** (U), running from the turbine edge into the centre of its node.
- **Nodes**, outer radius / hole radius: large 96 / 56 (west); standard 76 / 40 (north, north-east, east, south-east, south, north-west); small 64 / 32 (south-west).
- **Fillets**: every inside corner is rounded, 64 where arms meet the core and 32 everywhere else.
- **Bridge**: an arm-wide arc on the outer ring from the north-west node to the north node, its ends hidden inside both nodes.

Turbine



Sixteen blades between the eye ($r\ 48$) and the turbine edge ($r\ 128$). Each separator is one arc of radius 104 ($6.5U$) through a point on the eye and a point on the edge 40° further round, repeated every 22.5° . Separators are 4 units wide ($U/4$).

Versions

File	Use
shv-mark-*.svg	The full mark, 48 px (12 mm) and above
shv-mark-small-*.svg	16 to 47 px (5 to 11 mm). The turbine becomes a plain ring and the signal lines close up
shv-app-icon.svg , shv-app-icon-1024.png	White mark on <code>ink</code> , centred on the eye, for app stores, avatars and device icons
favicon.ico	Small mark at 16, 32, 48 and 64 px, centred on the eye

Colour of the mark

- `ink` (#0B0B12) on `paper` or `mist` : the default.
- White on `ink` , `deep` or `violet` . In the white version the turbine reverses: the blades take the ground colour and the separators and eye are white. This is correct; use the supplied `-white` files.
- `violet` (#4436E8) on `paper` or `mist` , for accent moments only.
- Never in `sky` , `violet-soft` or any colour outside the palette, never as a gradient, never outlined.

Size and space

- Clear space: one large node (192 units, about a fifth of the mark's height) on every side. Nothing enters it, not even a rule. Every supplied SVG already includes it.
- When the mark stands alone in a square (avatars, icons), centre it on the eye, not on its bounding box.

Wordmark and lockups

Wordmark

"SHV Groups" is drawn from SHV Sans SemiBold and then treated as a logo, not typed text:

- **Spacing is set by hand**, tighter than the typeface's text spacing, so the word holds together as one shape.
- **The o is a perfect circle**, inside and out: a node.
- **The p descender is shortened** to 150 units (the typeface's is 210) so the word sits compactly beside the mark.

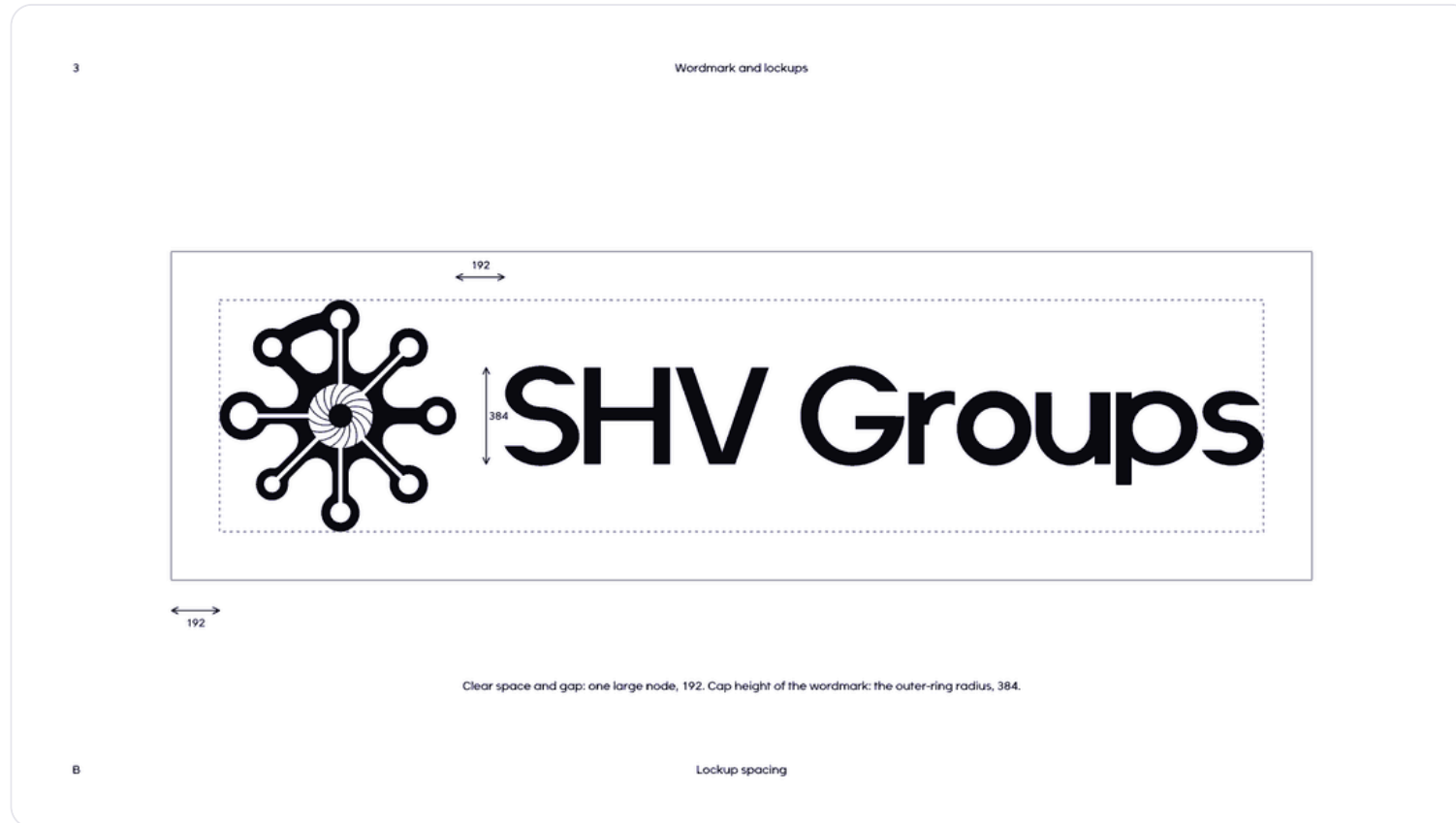
Never retype the wordmark in SHV Sans or any other font. Use the files.



SHV Sans SemiBold, redrawn: hand spacing, a circular o, a shortened descender

- Wordmark alone: clear space of half its cap height on every side; minimum 80 px (20 mm) wide.

Lockups



- **Cap height** of the wordmark = the radius of the mark's outer ring (384 units).
- **Gap** between mark and wordmark = one large node (192 units).
- The wordmark's cap height is centred on the mark's eye.
- **Clear space** = one large node on every side.
- **Stacked:** mark centred above the wordmark, gap 192, wordmark cap height a quarter of the mark's height.
- **Sizes:** the horizontal lockup at 220 px (55 mm) wide and above; `shv-lockup-horizontal-small` from 110 to 219 px (28 to 54 mm); the mark alone below 110 px.

On colour



SHV Groups



SHV Groups



Use the white lockup on **ink**, **violet** and **deep**, the ink lockup on **paper** and **mist**. On photographs, place the lockup only over a calm, even area with at least 4.5:1 contrast; otherwise put it in a solid **ink** or **paper** field.

Co-branding

Set partner logos to the same visual height as the SHV wordmark, separated by a hairline (**line**) with one large node of space on either side. Never use the mark alone next to a partner logo; always use the lockup.

Don't



Don't stretch, rotate, recolour, outline, add effects to, or rebuild the mark or lockup. Don't place it on busy images or in low contrast. Don't make new lockups with other words; product names (Eunoia, Velin, Arena) are set in SHV Sans beside the lockup, never fused to it.

Typography

SHV Sans

SHV Sans is SHV's own typeface, used for everything SHV writes: the website, papers, decks, product interfaces and signage. It is built the way the mark is built: true circles and ellipses, straight stems, horizontal terminals, and one rule borrowed directly from the mark.

Light	<i>Italic</i>	300
Regular	<i>Italic</i>	400
Medium	<i>Italic</i>	500
SemiBold	<i>Italic</i>	600
Bold	<i>Italic</i>	700

- Five weights, each with an italic: Light 300, Regular 400, Medium 500, SemiBold 600, Bold 700. Italics are slanted 9°.
- 1000 units to the em: cap height 700, x-height 520, ascender 740, descender 210. Line height 1.2 by default.
- Figures are tabular, so numbers line up in tables and stats.
- Kerned, and hinted for crisp rendering on screens at small sizes.
- Formats: OTF for design tools, TTF for Office and older apps, WOFF2 for the web.

What makes it SHV's

ij.:!?

Every dot is a node: a true circle.



The asterisk has five arms.

AVWMNvwY

No vertex ends in a point. Each is cut flat, the way every arm of the mark ends in a node.

- **Every dot is a node.** The dots of i and j, the full stop, colon and exclamation are true circles.

- **No vertex ends in a point.** A, V, W, M, N, v, w and y are cut flat where their strokes meet, the way every arm of the mark ends in a node rather than a spike.
- **The asterisk has five arms.**
- **Geometry from the mark.** Bowls are ellipses; the o in the wordmark is a perfect circle. Optical corrections are applied throughout: horizontals thinner than verticals, rounds heavier than straights and overshooting the guides, the H bar above centre, the lower bowls of S, B and 3 larger than the upper.

Character set

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 ₹\$€£¥¢%%. #&@*

ÀÁÂÃÄÅÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÞ

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.,!?:;`^_{}~«»<>()[]{}^|_—...•

+ - × ÷ = ≠ ≈ < > ≤ ≥ ± ¬ ° © ® ™ § ¶ † ‡ ← ↑ → ↓ 123 1/4 1/2 3/4 Δ Ω f

All of Latin-1 and Windows-1252: English, French, German, Spanish, Italian, Portuguese, Dutch and the Nordic languages, with ₹, €, £, ¥, fractions, superior figures, arrows, maths signs, Greek Δ and Ω (for Eunoia Omega and ΔE) and full punctuation including curly quotes, guillemets, dashes and the ellipsis.

Other scripts

Hindi

SHV Groups लोगों के साथ काम करने वाली सुरक्षित सामान्य बुद्धिमत्ता

Bengali

SHV Groups মানুষের সঙ্গে কাজ করা নিরাপদ সাধারণ বুদ্ধিমত্তা

Japanese

SHV Groups 人と共に働く、安全な汎用知能

Korean

SHV Groups 사람과 함께 일하는 안전한 범용 지능

Chinese

SHV Groups 与人协作的安全通用智能

For scripts SHV Sans does not draw, pair it with Noto Sans, sized and weighted so the two read as one voice. The kit's `shv-sans.css` sets these up under the same family name, so `font-family: "SHV Sans"` covers every script automatically.

Script	Pair with	Size	Weights
Hindi, Marathi (Devanagari)	Noto Sans Devanagari	95%, so the headline sits between x-height and cap height	Same number: 300 to 700
Bengali	Noto Sans Bengali	95%	Same number
Japanese	Noto Sans JP	97%	Same number
Korean	Noto Sans KR	97%	Same number
Chinese	Noto Sans SC / TC	97%	Same number

At these sizes the stems of each Noto weight land within 3 to 11% of SHV Sans at the same weight number, so weights pair one to one.

In use

Safe general intelligence, built to work alongside people.

SHV Groups is an intelligence company. Eunoia Omega is a sub-billion parameter world model for abstract reasoning. We publish what we can verify, and say plainly what we cannot yet. Every figure we print has a source beside it.

Model	Parameters	Targets	Status
Eunoia Omega	450M	ARC-AGI-1, 2, 3	Pre-registration

Where intelligence meets Presence

Style	Size / line height	Weight	Tracking	Use
display	104 / 1.02	600	-0.03em	One per page: the hero line
h1	72 / 1.04	600	-0.025em	Page titles
h2	50 / 1.06	600	-0.02em	Section headings
h3	23 / 1.2	500	-0.01em	Card titles
lede	20 / 1.5	400	0	Opening paragraph
body	17 / 1.55	400	0	Running text
body-sm	15 / 1.5	400	0	Captions, card text
label	13 / 1.4	500	0.01em	Plain labels above sections

- Display sizes scale fluidly on the web: 46 to 104 px for **display**, 30 to 50 px for **h2**.
- Use sentence case everywhere, including headings and buttons. Capitals only for names and acronyms.
- Use italics for emphasis and titles of works, never for whole paragraphs.
- Labels are plain **ink-2** text, never coloured kickers or pills.
- Body text in **ink-2** on **paper** or **mist**; headings in **ink**.
- Keep line length between 50 and 75 characters.

Colour

SHV is ink and paper first. One accent carries the brand; a second blue is kept for data and graphics. The values are the ones already on shvgroups.com, now fixed as the standard.

Palette

Token	Name	HEX	RGB	CMYK starting values	Role
ink	Ink	#0B0B12	11 11 18	60 50 30 100 (rich black)	Text, the mark, dark sections
paper	Paper	#FFFFFF	255 255 255	0 0 0 0	Ground
mist	Mist	#F4F4F8	244 244 248	2 2 0 3	Filled panels and cards
ink-2	Graphite	#4A4A58	74 74 88	16 16 0 65	Body text
ink-3	Slate	#8B8B99	139 139 153	9 9 0 40	Captions at 24 px and up, non-text marks
violet	SHV Violet	#4436E8	68 54 232	71 77 0 9	The accent: links, key actions, the accent mark
violet-soft	Lilac	#9B8CFF	155 140 255	39 45 0 0	Accent on dark grounds, soft fills
sky	Sky	#2AA7FF	42 167 255	84 35 0 0	Charts and graphics only
deep	Deep	#1B1A5E	27 26 94	71 72 0 63	Full-bleed dark sections, with white text

CMYK values are starting points; proof them on the actual stock.

Pantone

Nearest PANTONE+ Solid matches to the screen values, measured by CIEDE2000 colour difference (ΔE). For **ink**, Black 6 is kept on both stocks so the black stays cool. Under 2 is close to exact, 2 to 5 is close, above 5 is a visible shift.

Token	Coated	ΔE	Uncoated	ΔE
ink	Black 6 C	6.4	Black 6 U	20.1
mist	663 C	4.3	656 U	4.5
ink-2	7540 C	6.6	5395 U	3.2
ink-3	5285 C	4.9	5285 U	4.7
violet	266 C	7.5	Blue 072 U	11.6
violet-soft	2715 C	8.0	2655 U	6.9
sky	284 C	4.3	292 U	4.2
deep	273 C	1.4	Dark Blue U	15.2

- SHV Violet is brighter than any Pantone solid. Specify 266 C and approve it against the screen colour; print the violet only on coated stock.
- **deep** matches 273 C almost exactly on coated stock; on uncoated stock it loses depth, so use coated stock for dark covers.
- Uncoated blacks always print greyer; that 20.1 is the stock, not the choice of ink.
- Approve every spot colour from a physical Pantone Formula Guide drawdown before a print run.

Proportion

Roughly 70% paper and mist, 20% ink, 8% violet or deep, 2% sky. One accent per view.

Contrast pairs (WCAG)

Text	Ground	Ratio	Use
ink	paper	19.6 : 1	Everything
ink-2	paper	8.7 : 1	Body
ink-2	mist	7.9 : 1	Body on panels
ink-3	paper	3.4 : 1	Only text at 24 px and up, or non-text marks
violet	paper	7.2 : 1	Links and text
white	violet	7.2 : 1	Buttons
white	deep	15.5 : 1	Dark sections
violet-soft	ink	7.1 : 1	Accent text in dark mode
sky	paper	2.6 : 1	Never as text; graphics only

Dark mode

Swap **paper** and **ink**. Use **violet-soft** in place of **violet** for text and links, with **ink** text on violet-soft fills. **sky** reads well on **ink** (7.5 : 1).

Don't

No gradients on text, no glows, no new colour per page or per product, no orange or warm accents, no outlined cards with coloured borders.

Voice

SHV writes the way a careful researcher talks to a smart friend: plainly, specifically, and without selling.

Rules

1. **Say what the section contains.** "How Eunoia Omega is evaluated", not "Beyond the benchmark".
2. **Specific beats impressive.** "450M parameters, no language pretraining" beats "a revolutionary small model".
3. **Every number has a source.** If it is an estimate or a target, say so in the same sentence.
4. **Real and planned stay apart.** "Omega is in pre-registration; no trained results yet." Never blur a plan into a claim.
5. **Protect what is private.** Describe what a model does and why it matters, never how its architecture works.
6. **We, not the company.** "We publish what we can verify." Address the reader as "you".
7. **Sentence case,** full stops in body copy, none in headings or buttons.

Patterns to avoid

They read as machine-written and generic:

- Paired slogans ("Benchmarks can be memorised. Opponents can't.")
- Short punchy one-word headings, "VS", numbered tiles
- Hype words: revolutionary, game-changing, unleash, supercharge, cutting-edge, seamless
- Em dashes as rhythm devices; use a comma, colon or full stop
- Coloured eyebrow labels and stat tiles; set facts between hairlines instead

Examples

Instead of	Write
Unleashing the future of AGI	Safe general intelligence, built to work alongside people
10x smarter. 100x smaller.	Under 450M parameters, aimed at abstract reasoning tasks
Our revolutionary harness	Eunoia-4b-mini is a layer that helps any model hold a long task

Layout, imagery and motion

Layout

- **Unit U** = 16 px. Spacing uses the `space-*` tokens: 4, 8, 16, 24, 32, 48, 64, 96, 128, 192.
- **Container** 1320 px wide, side gutters fluid from 20 to 72 px. Sections are separated by bands of 96 to 180 px.
- **Cards are filled, never outlined:** `mist` panels with `radius-card` (26 px), media inside at `radius-media` (20 px). Pills (`radius-pill`) only for small controls and status chips.
- **Facts and numbers** sit between hairlines (`line`), not in boxed tiles.
- Leave one region of each page deliberately empty. Still growing.

Imagery

- Use real photography and real renders: people at work, instruments, the lab, the research itself.
- Prefer calm, natural light and generous negative space where a headline can sit.
- Never stock photos of glowing brains, robot hands or circuit-board faces. Never generated imagery presented as a real event or person.
- Diagrams and charts are drawn in the brand's own language: hairlines in `ink`, points as hollow nodes, `violet` and `sky` for the two series that matter, numbers in SHV Sans Medium.

Motion

- One easing curve everywhere: `cubic-bezier(.16, 1, .3, 1)`.
- Durations: 400 ms for small things, 700 ms for sections, 1200 ms for full-screen sequences.
- Motion grows from the centre outward, the way the mark does: elements reveal from their core, lines draw from origin to node.

- The signature animation is the mark assembling: core first, turbine turning once, arms extending, nodes landing, signal lines lighting from the centre out. Never spin the mark continuously.
- Respect reduced-motion settings: replace movement with a 200 ms fade.

Iconography

SHV has no icon set yet. Until one is drawn, use outline icons on a 24 px grid with a 1.5 px stroke and flat ends, in **ink** or **ink-2**, so they sit with SHV Sans. When the set is drawn, it should use the mark's rules: true circles, 45° angles, round nodes at terminals where a point would otherwise be.