

Hypercreative.

The brand manual

Creativity training for leadership.

00

Hypercreative in one paragraph

Hypercreative is creativity training for leadership: a creative-performance system that teaches the leaders and teams inside the world's most demanding companies to generate useful, original ideas on demand. We do not sell inspiration; we install a repeatable method. The brand is premium, cinematic and sober, premium by subtraction. Its identity is one disciplined gesture: the word "Hypercreative" set in Inter Medium and closed by a single red dot, the ignition point. One name, one accent, one idea per view. Hypercreative is a trademark.

01

Brand essence and positioning

Hypercreative is creativity training for leadership. We do not sell inspiration; we install a repeatable method that turns creativity from a personality trait into a discipline leaders and teams can run on demand. Everything in this manual protects one feeling: calm, expensive control. Read this section before touching any asset, because every rule that follows is in service of this positioning. When a decision is unclear, choose the option that looks more disciplined and more restrained.

BRAND NAME	Hypercreative. One word, title case, English, in every market.
CLAIM	Creativity training for leadership.
POSITIONING	Training the leaders and teams of the world's most demanding companies to create useful, original ideas on demand.
FOUNDER	Alfonso Gonzalez Aguilar, creative director and entrepreneur. Framed through cinema and direction, never as a musician.
DESIGN PHILOSOPHY	Premium by subtraction.
PERSONALITY	Premium, cinematic, sober.
SPANISH BOOK TITLE ONLY	Hipercreativo. Used only as the title of the Spanish book, never as a logo.

Do	Don't
• Write the brand name as Hypercreative: one word, title case, English, in every market. • Lead with restraint; when in doubt, remove an element rather than add one. • Keep one idea, one message and one accent per view. • Frame the founder through cinema and direction, never through music.	• Do not translate, abbreviate, hyphenate or split the name (no Hyper Creative, Hyper-Creative, HC). • Do not add taglines, badges or sub-claims that dilute the single positioning. • Do not make the brand look loud, playful or startup-casual. • Do not use any musical motif: no scores, staves, instruments or waveforms.

Litmus test for any layout: does it feel like the opening title card of a serious film, or like a busy ad? Aim for the title card.

02

Logo and wordmark

The logo is a wordmark, not a lettermark or a logo-plus-symbol lockup. It is the single word "Hypercreative" set in Inter Medium with tight tracking, closed by a solid red dot, the ignition point. The dot is part of the logo, not punctuation you can drop. Build the wordmark only from the master files; never re-typeset it by hand. The trademark symbol, when used, is a discreet Space Mono superscript placed once per surface, on the most prominent wordmark only.

WORDMARK TYPEFACE	Inter, Medium (500).
TRACKING	About -0.015em (tight).
CASE	Title case: capital H, lowercase ypercreative.
IGNITION DOT	Solid disc in Red #E0463C, immediately after the final "e".
DOT DIAMETER	Equal to the lowercase x-height of the wordmark.
SYMBOL	The red disc alone is the brand symbol. Its expressive form, the Ignition Point, adds three thin asymmetric connectors for favicon, avatar and animation, and degrades to the bare disc at 32px and below.
TM SYMBOL	Space Mono superscript, Ink-mute #9A988F, once per surface. Never red.
MASTER FILES	wordmark.svg (positive), wordmark-negativo.svg (reverse), marca-punto.svg (avatar device).

Do

- Build the wordmark from the master vector files only.
- Keep the red dot tight to the final letter so it reads as the end of the word.
- Place the TM once per surface, on the single most prominent wordmark.
- Keep tracking tight so the wordmark reads as one compact unit.

Don't

- Do not recreate the wordmark in another weight or typeface.
- Do not remove, recolour or relocate the red dot; it is the mark.
- Do not letter-space, all-caps or lowercase the wordmark.
- Do not put the TM on every instance, in footers, or on secondary wordmarks.

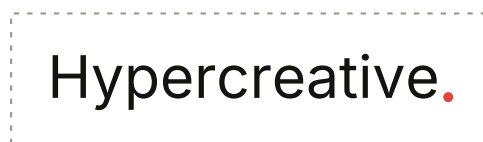
The single-weight lock (Inter 500) applies to the wordmark only; body and display text use the full Inter range in the type section.

03

Clear space and minimum sizes

The wordmark needs room to read as premium. Reserve a clear-space zone on every side, measured against the brand's own geometry so it scales at any size. Below the minimum sizes the wordmark loses legibility and the dot loses presence, so switch to the disc instead.

MINIMUM CLEAR SPACE = THE DOT DIAMETER ON EVERY SIDE



CLEAR-SPACE UNIT

The diameter of the red dot, which equals the wordmark x-height. This is the only unit.

MINIMUM CLEAR SPACE	One dot diameter on every side; two in spacious, cinematic layouts.
WORDMARK MINIMUM (SCREEN)	104px wide, cap height at least 12px.
WORDMARK MINIMUM (PRINT)	28mm wide, cap height at least 3mm.
FULL IGNITION POINT MINIMUM	48px; below this the connectors thin out.
BARE DISC MINIMUM	16px (favicon floor).

Do

- Reserve at least one dot diameter of clear space on all four sides.
- Give the mark two dot diameters in hero and cover layouts.
- Switch to the disc whenever the wordmark would fall below its minimum.
- Measure clear space from the outermost points, including the dot.

Don't

- Do not place text, rules, images or other logos inside the clear-space zone.
- Do not shrink the wordmark below 104px or 28mm wide.
- Do not crowd the mark when space is tight; drop to the disc instead.
- Do not rely on a coloured background to substitute for clear space.

Clear space is a minimum, not a target. In doubt, give the mark more room; this brand reads as premium because of the space around it.

04

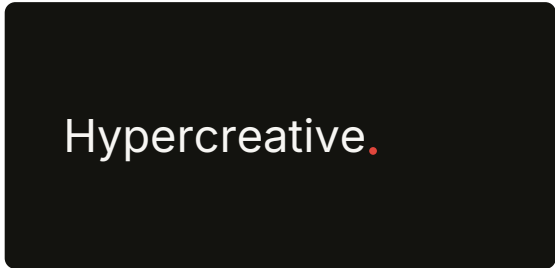
Logo colour versions

There are two logo states: positive on light and reverse on dark. In both, the dot stays red; it is the one constant. The wordmark flips between Ink and Paper depending on the background. Choose the version by contrast, not by taste, and never place the logo on a mid-tone.



Hypercreative.

POSITIVE / ON LIGHT



Hypercreative.

REVERSE / ON DARK

POSITIVE (ON LIGHT)

Wordmark Ink #13130F, dot Red #E0463C. Use on Paper or White.

REVERSE (ON DARK)

Wordmark Paper #F7F6F3, dot Red #E0463C. Use on Ink or near-black imagery.

MID-TONE (FORBIDDEN)

Never place the wordmark on a mid-tone background; darken it, lighten it, or add a scrim first.

CONTRAST FLOOR

The wordmark must reach at least 4.5:1 against its background.

ICON ON ANY BACKGROUND

The red disc stays red on any field; confirm at least 3:1 against the background.

Do

- Use the positive wordmark on Paper or White, the reverse on Ink or measured near-black.
- Keep the dot Red #E0463C in every version.
- Confirm at least 4.5:1 contrast before placing the wordmark.
- Use the supplied reverse master file rather than inverting the positive by hand.

Don't

- Do not render the wordmark in red, or the dot in ink or white.
- Do not place the logo on a busy, low-contrast or mid-tone area.
- Do not add a box, plate or drop shadow to force contrast; fix the background instead.
- Do not use off-palette or gradient backgrounds behind the logo.

If a background sits in the mid-tone zone, re-grade it until one clean version reads. Never compromise the dot.

05

Colour and the one red event

The palette is deliberately narrow: a warm neutral system of inks and papers with a single red accent. Red is an event, not a colour you decorate with. The governing law is one red event per view, a single deliberate moment of red on any screen or page, most often the dot. This scarcity is what makes the brand feel expensive and cinematic; spend red as if it were rationed.

#13130F

Ink

Primary / text

#F7F6F3

Paper

Surface

#FFFFFF

White

Surface

#E0463C

Red

Accent (one per view)

#56554E

Ink-soft

Secondary

#9A988F

Ink-mute

Tertiary / labels

INK (PRIMARY)	#13130F. Primary text and the wordmark on light.
PAPER	#F7F6F3. Primary background, a warm white.
WHITE	#FFFFFF. Clean background and documents.
RED (ACCENT)	#E0463C. The dot and the one red event per view. Pantone 179 C. Never a background or body text.
INK-SOFT (SECONDARY)	#56554E. Secondary text.
INK-MUTE (TERTIARY)	#9A988F. Labels, folios and the TM.
RED RULE	One red element per view. It is a count, not an area percentage.
RETIRED COLOURS	#0B0B0C, #D8362A, #F5F3EE, #6B6B6B, #85847D. Forbidden everywhere.

Do

- Build every layout from ink and paper, then add exactly one red element.
- Reserve Red #E0463C for the single most important moment in a view.
- Proof red against the Pantone 179 C chip for any spot-colour print.
- Keep large areas calm so the one red event lands with full impact.

Don't

- Do not place more than one red element in a single view.
- Do not use red for body text, large fills or backgrounds.
- Do not introduce any colour outside the locked palette.
- Do not use any retired colour anywhere.

If a layout seems to need two reds, it needs one red and more whitespace. The dot earns its power from scarcity.

06

Type

Two typefaces, no exceptions. Inter carries all display and body text; Space Mono carries labels, folios, kickers and the TM. Headings are sentence case to keep the tone calm rather than shouty. The contrast between a clean grotesk and a precise monospace is the whole typographic personality; protect it by never adding a third face.

DISPLAY AND BODY	Inter (Regular 400, Medium 500, Semibold 600).
WORDMARK WEIGHT	Inter 500 only. This lock applies to the wordmark, not to body text.
LABELS, FOLIOS, KICKERS, TM	Space Mono (Regular 400).
HEADING CASE	Sentence case.
DISPLAY TRACKING	Tight, about -0.02em.
BODY TEXT	16 to 18px, line-height 1.5 to 1.65, justified for long blocks with hyphenation on.
BOOK EXCEPTION	Fraunces is allowed only for the Spanish book's long-form body text, never on the web, marks or decks.

Do

- Set display and body in Inter, and all labels and the TM in Space Mono.
- Write headings in sentence case.
- Justify long body text and turn on hyphenation.
- Keep body copy at 16 to 18px with generous line-height.

Don't

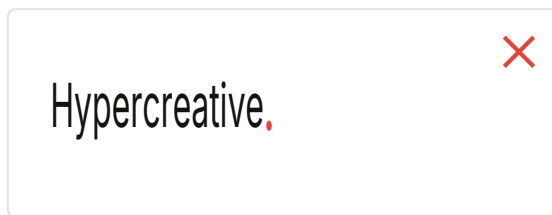
- Do not introduce a third typeface outside the scoped book exception.
- Do not set headings in all caps or title case as a default.
- Do not use Space Mono for body copy or long passages.
- Do not substitute system fonts in shipped digital assets.

Print fallback only: where Inter and Space Mono cannot embed, a Helvetica plus Courier shell is the sanctioned technical stand-in, never a creative choice.

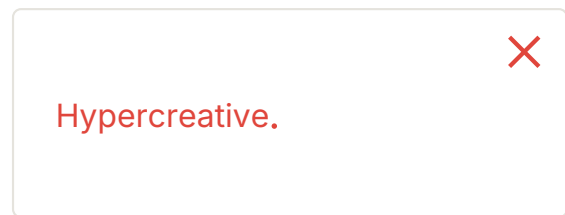
07

Logo misuse

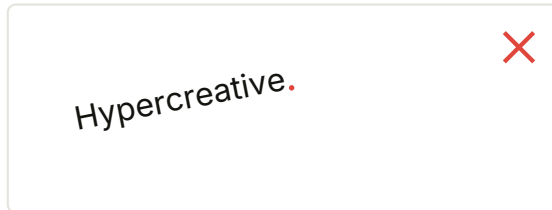
The wordmark is the brand's most valuable asset and the easiest to damage. The rules below are absolute: if an instance breaks any of them it is off-brand and must be replaced. Treat a violation as a defect to fix, not a variation to tolerate.



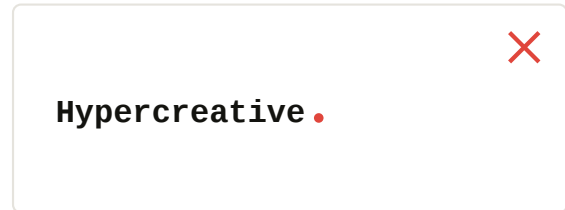
Don't stretch or condense



Don't recolor the wordmark



Don't rotate or angle



Don't change the typeface

ONLY TWO STATES

Positive (ink plus red dot) and reverse (paper plus red dot).

ONE TYPEFACE AND WEIGHT

Inter 500 for the wordmark, always.

ONE DOT

Solid red, x-height diameter, immediately after the word.

Do

- Reproduce the wordmark exactly from the master files.
- Keep the wordmark horizontal at 100% of its drawn proportions.
- Maintain the locked tracking, dot size and dot gap every time.
- Report and replace any off-brand or hand-built logo you find.

Don't

- Do not change the wordmark typeface or weight.
- Do not recolour the wordmark or the dot, or add gradients, glows or textures.
- Do not stretch, condense, skew, rotate or arch the wordmark.
- Do not add a shadow, outline, stroke or container box.
- Do not move, resize or remove the dot, or replace it with another shape.
- Do not place the wordmark on busy imagery, red fields or mid-tone backgrounds.

If a defect is not listed here it is still a defect. Anything that alters the locked construction, colour or typography is misuse; default to the master files.

08

Voice and tone

Hypercreative speaks like the calmest expert in the room: precise, confident, economical. Short sentences. Concrete claims. No hype, no exclamation marks, no manufactured urgency. The voice is constant; only the register shifts by context. The house rules below keep every surface on-brand and free of the tells that make copy look machine-made.

VOICE IN THREE WORDS	Precise, confident, economical.
SENTENCE STYLE	Short. Concrete. One idea per sentence. Active voice.
NO EM DASHES	Never use em dashes or double hyphens. Use a comma, a period or a colon.
STRAIGHT QUOTES	Use straight quotes only, never curly or typographic quotes.
JUSTIFIED TEXT	Justify long body text flush on both edges, with hyphenation on, in web and documents.
NUMBERS AND LABELS	Use numbers only when they carry meaning, never as decoration. No small-caps eyebrow titles used as ornament.
WORDS WE AVOID	unleash, revolutionary, game-changer, magic, ninja, guru, rockstar, synergy, disrupt, 10x, hustle.

Do

- Write short, concrete sentences in the active voice.
- Lead with usefulness and reliability, not inspiration or hype.
- Use straight quotes, the Oxford comma and sentence-case headings.
- Justify long text and keep the page free of AI tells.

Don't

- Do not use em dashes, exclamation marks, all-caps shouting or emoji in formal copy.
- Do not use hype words or manufacture urgency.
- Do not pad sentences; if a word can go, cut it.
- Do not decorate with numbered lists or eyebrow tags that carry no meaning.

Register, not voice, shifts by surface: marketing is composed and a little cinematic; sales is direct and evidence-led; system messages are plain and calm. In every register, precise, confident, economical.

09

Quick reference

A one-page cheat sheet for fast, correct decisions. When you only have a minute, this is the page.

WORDMARK OR ICON?	104px wide or 28mm and up: wordmark. Below that: the Ignition Point (48px and up). 32px and under: the bare disc.
ONE RED EVENT	Is red already used in this view? Yes: no more red, including the dot. No: spend it on the single most important element, usually the dot.
LOGO VERSION	Light background: positive. Dark background: reverse. Mid-tone: do not place, re-grade first. Always confirm at least 4.5:1.
TYPE AT A GLANCE	Inter for body and display, sentence case. Space Mono for labels, folios and the TM.
PALETTE AT A GLANCE	Ink #13130F, Paper #F7F6F3, White #FFFFFF, Ink-soft #56554E, Ink-mute #9A988F, Red #E0463C.
MOTION	One Ignition play on load, about 900ms, then still. Never loops; honours reduced motion.
TM	Once per surface, on the most prominent wordmark. Never red, never in footers.

Do

- Measure, do not guess: use contrast to choose the logo version.
- Count red before adding it: one event per view.
- Drop to the disc the moment the wordmark hits its minimum.
- Keep this page visible during fast production.

Don't

- Do not place the logo on a mid-tone background.
- Do not add a second red anywhere in a view.
- Do not use any retired colour or retired mark.
- Do not improvise when the decision rules give a clear answer.

If the cheat sheet and a full section ever disagree, the full section governs. When neither resolves a case, default to the master files.

10

Use the logo with any AI

We made the logo easy to use correctly, by anyone, with any tool. Copy the prompt below into ChatGPT, Claude, Gemini or your own assistant, or hand it to a designer. It tells the tool where to download the official files and how to place and check the logo. The ready-to-copy version and the downloadable logo pack live on the press page.

LOGO PACK (ZIP)	hypercreativemethod.com/assets/press/Hypercreative-Logos.zip
COPY THE PROMPT	hypercreativemethod.com/press
FULL MANUAL (PDF)	hypercreativemethod.com/assets/press/Hypercreative-Brand-Manual.pdf

HYPERCREATIVE LOGO: HOW TO USE IT CORRECTLY

You are helping someone place the Hypercreative logo. Follow these rules exactly, then run the checklist at the end. Hypercreative is a company that p

1. USE THE OFFICIAL FILES (never redraw or re-type the logo)

Logo pack, all files (zip): <https://hypercreativemethod.com/assets/press/Hypercreative-Logos.zip>
 Wordmark for light backgrounds (SVG): <https://hypercreativemethod.com/assets/press/logo-light.svg>
 Wordmark for light backgrounds (PNG): <https://hypercreativemethod.com/assets/press/logo-light.png>
 Wordmark for dark backgrounds (SVG): <https://hypercreativemethod.com/assets/press/logo-dark.svg>
 Wordmark for dark backgrounds (PNG): <https://hypercreativemethod.com/assets/press/logo-dark.png>
 Symbol, the red dot (SVG): <https://hypercreativemethod.com/assets/press/logo-mark.svg>
 Full brand manual (PDF): <https://hypercreativemethod.com/assets/press/Hypercreative-Brand-Manual.pdf>

2. WHAT THE LOGO IS

The logo is the single word "Hypercreative" set in Inter Medium, closed by one solid red dot, the ignition point. The dot is part of the logo. Never drop
 There are two versions only:

- Positive: dark wordmark (ink #13130F) with the red dot (#E0463C). Use on light backgrounds.
- Reverse: light wordmark (paper #F7F6F3) with the red dot. Use on dark backgrounds.

The dot is always red, in both versions.

3. ALWAYS

- Use the supplied file, unchanged.
- Pick the version by background: light background uses positive, dark background uses reverse.
- Leave clear space around the logo of at least one dot-diameter on every side.
- Keep it at least 104px (or 28mm) wide. Below that, use the red dot on its own, down to 16px.
- Keep a contrast of at least 4.5 to 1 between the wordmark and its background.

4. NEVER

- Never re-type the wordmark in another font or weight. It is Inter Medium.
- Never recolour the wordmark or the dot, and never add gradients, shadows, outlines or a box.
- Never stretch, squeeze, rotate, skew or curve it.
- Never move, resize or remove the red dot, or swap it for another shape.
- Never place it on a busy image, a red area, or a mid-tone background.
- Never put more than one red element in the same view.

5. COLOURS

Ink #13130F. Paper #F7F6F3. White #FFFFFF. Red #E0463C (accent only, one red per view).

6. VERIFY (every answer must be yes)

- Official file used, not redrawn?
- Right version for the background (light uses positive, dark uses reverse)?
- Red dot present and red?
- Wordmark untouched: Inter Medium, not stretched or rotated?
- Clear space kept, and size at or above the minimum?
- Only one red element in the whole view?

If any answer is no, it is off-brand. Fix it before you ship.

Official files and the full manual: <https://hypercreativemethod.com/press/>

Copy the ready to paste prompt at hypercreativemethod.com/press.

This page and the press kit are living. Always link to the URLs above rather than pasting a copy that can go stale.

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