

B5 SecureTM Brand Guide

Zero-Trust enforcement that compiles into your .NET apps.

Three rules, then the system.

This guide supersedes B5-Secure-Brand-Guide-Reference.md v1.0. Where an existing asset disagrees with it, the guide wins and the asset gets corrected.

1 · Ground truth beats memory

Every hex value and type face here was measured from uploads/b5/b5.css on the deployed site. v1.0 was written before the stylesheet settled, and four of its colours are now wrong.

2 · Web and produced differ

The live site is set in Sora, Inter and JetBrains Mono. Decks, PDFs and one-pagers are set in Arial and Courier New, because the reader may not have the web faces installed.

3 · Every claim carries a source

B5 is pre-revenue. Modelled figures are labelled modelled. Statistics carry a named, dated publisher. An unsourced number is a defect, not a rounding choice.

What changed, and what is still unresolved, is recorded in full on the Drift register at the back of this guide.

01

Positioning

What B5 Secure is, the contract it enforces, and the one word that changed.

What B5 SecureTM is — and how we say it.

The one-liner

B5 SecureTM is the enforcement layer that ties identity to data — fail-closed authorization, down to the individual data element, for human users and AI agents alike.

The contract

Authenticate (who) → authorize the data element (what, which) → gate the data on the decision. The same contract for users and agents.

The category

Authorization, not identity. Identity proves who; it does not decide what. Absence of a permit is a denial.

The hero line

Zero-Trust enforcement that compiles into your .NET apps. Do not trademark “Never Trust” or “ADA” — both are descriptive.

The relationship to A8 CoreTM

B5 may serve as the security component of A8 CoreTM under an inter-company arrangement. Separate brand, separate IP, separate entity.

Five stages. The decision is the fifth.

Signing is one stage, not the product. The product is the decision at B5 — and the data is gated on it.

B1

Screen

Reject what never should have arrived.

B2

Authenticate

Signed request. HMAC → RFC 9421 → ML-DSA.

B3

Gate

IP firewall and MFA at the perimeter.

B4

Verify

Verify or suspend the session.

B5

Authorize

The data-element decision. Fail-closed.

“Identity proves who. It doesn’t decide what. B5 authorizes the data element — fail-closed, for users and agents.”

Use > as the stage connector in diagrams. Accent the B5 stage in gold; the other four stay neutral.

What the product actually does.

Every deck, page and one-pager should be traceable to one of these four. If it is not, it is probably a feature, not a pillar.

1

Data-element authorization (ADA)

Decides every operation against the exact data element requested, not the record it happens to live in. Fail-closed: absence of a permit is a denial.

2

Signed requests

HMAC today, RFC 9421 next, post-quantum ML-DSA after. Integrity and anti-replay, end to end. HMAC authenticates — TLS encrypts.

3

Decision-gated detokenization

Sensitive fields stay tokenized. Plaintext is revealed only on a grant, scoped to the specific fields the grant covers.

4

Agentic AND-gate

An agent acts only where the agent's authority and the user's authority both allow it, per data element, fail-closed.

Data element, not record.

The architecture was redesigned in July 2026 from record-level to data-element-level authorization. This is the single most important language change in the brand, and it is not yet complete on the site.

RETIRED WORDING

“fail-closed, per record”

Describes a coarser product than the one specified. Do not use in new copy.

CURRENT WORDING

“authorizes every data element”

Live and approved on 133 A8 CoreTM pages. This is the phrasing to reuse.

MEASURED STATE — THE SWEEP IS NOT DONE

b5secure.com

57 instances of “per-record” in published page copy, plus the sitewide ribbon.

a8core.com

20 instances on 16 pages, 6 of them legal, against 133 pages saying “data element”.

02

Identity

The name, the entity, the mark — and the separation that protects all three.

Get the name right first.

The product name, the operating entity and the trademark position are three different things and are not interchangeable in copy.

Product name	B5 Secure TM — two words, capital B, capital S, TM on first prominent use per asset
Never written	B5secure · B5-Secure · b5 secure · BS Secure · “B5” alone in running copy
Operating entity	B5 SECURE LLC — California registration #202114811376
Registered address	PO Box 1410, Menlo Park, CA 94026-1410
Trademark plan	Register the word mark “B5 SECURE” in Classes 9 and 42
Do not trademark	“Never Trust” and “ADA” — descriptive terms, not brand assets
Copyright line	Use verbatim; it appears in full on the back page of this guide

“ADA” expands to Authorization Decision Architecture on first use in any external asset. It is a product term, not an initialism the reader already knows.

The guardrail that protects the asset.

B5 Secure is its own venture. Blurring it into A8 Core, or into anything contested, is the one brand error with legal consequences.

HOLD THESE SEPARATE

- B5's brand, IP and entity stay distinct from A8 Core™ and Financial Infrastructure, Inc.
- B5 may be described as the security component of A8 Core™ — under an inter-company arrangement, named as such.
- Keep entirely separate from TrustModel.ai.
- Keep entirely separate from any contested ISCP IP.
- B5 assets carry the B5 copyright line, never A8's.

DO NOT DO THESE

- Import A8 Core™ GTM, scale or customer claims into B5 copy.
- Present B5 as a feature of A8 Core™ rather than a separate venture.
- Use one combined logo lockup for the two brands.
- Cite A8's account-catalog figures as B5 evidence.
- Describe B5 as "HMAC" — signing is one stage of five.

Gold mark on dark is primary.

The mark is a rounded plate carrying the B5 glyphs. The lockup is the mark plus the B5 Secure wordmark.



Primary	Gold mark on dark ground
Reversed	White mark on dark, or over photography
Clear space	At least the height of the “B” on all four sides
Minimum size	24px digital, 0.35in in print
Wordmark	Artwork, not live text — never re-typeset it

OPEN — THE LOCKUP FILES ARE BLUE, NOT GOLD

b5-logo.svg / b5-lockup-horizontal.svg	#2f6bd6	#7db4ff	#e8eeff	-- blue
b5-mark-gold.svg	#d8b15a	#eccd86		-- gold, as specified

Protect the mark.

Six failure modes. Each one is a rejection, not a preference.



Don't recolour the mark

Gold or white. Nothing else, ever.



Don't distort or rotate

Scale proportionally and keep it level.



Don't add shadows or outlines

The mark carries no effects.



Don't place on a light ground

The plate is dark by design.



Don't re-typeset the wordmark

It is artwork, not live text.



Don't crowd it

Clear space is the height of the "B".

03

Colour

An ink ground, gold for the decision, blue for the user, mint for allowed.

Ink ground, gold decision.

Deep ink navy is the foundation. Gold marks the decision and the brand mark. Blue is the user accent, mint means allowed, rose means denied

INK GROUND

ink-900
#0A0F1C

ink-950
#070B14

ink-800
#0E1525

surface
#121A2C

Page background

Covers / deepest

Inset panels

Cards

GOLD — EMPHASIS

gold
#D8B15A

gold-soft
#E9CF8E

gold-press
#C79A3F

gold-line
#4A3C1E

Primary mark, decision

Gold text on dark

Press state

Gold borders

BLUE & MINT

blue
#5B9DFF

blue-bright
#7DB4FF

blue-deep
#2F6BD6

mint
#34E0A6

Primary accent / user

Agent / light

Deep blue

Allowed / contained

SIGNAL & TEXT

THE SEMANTIC CONVENTION

Gold — emphasis and decision

The B5 stage, the authorization decision, the brand mark. Used sparingly; it is the loudest colour in the system.

Blue — the user

Primary accent. The human actor in any diagram.

Blue-bright — the agent

The AI actor. Distinguishes agent from user in the AND-gate.

Mint — allowed and contained

A permitted decision, a contained outcome, a passing check.

Rose — denied and failure

A denial, a breach, a failing check. Never decorative.

Ink — the ground

About 70% of the visual weight. Everything else is an accent on it.

Read the stylesheet, not the old doc.

The v1.0 reference was written before b5.css settled. Four of its values no longer match the deployed site, and one colour in it was never implemented at all.

TOKEN	v1.0 REFERENCE	LIVE b5.css	STATUS
CARD	#16243A	#121A2C	corrected (--surface)
CARD2	#101A2C	#0E1525	corrected (--ink-800)
LINE	#22324D	#1F2C45	corrected (--line)
RED	#E86A6E	#FF8F8F	corrected (--crit)
VIOLET	#9B8CFF	not present	never implemented

The violet question

v1.0 gave violet to “agentic”. The site uses blue-bright. Implement it or drop it.

Why this matters

A deck built from v1.0 will not match the site it links to.

Measured, not assumed.

Every pairing below was computed against the WCAG 2.1 relative-luminance formula. Any new pairing must be measured the same way before it ships.

SAMPLE	FOREGROUND	GROUND	RATIO	WCAG AA
Primary text on page	#E8EEFB	#0A0F1C	16.44:1	PASS
Secondary text	#AEBBD4	#0A0F1C	9.89:1	PASS
Muted labels	#7385A3	#0A0F1C	5.11:1	PASS
Blue accent	#5B9DFF	#0A0F1C	7.02:1	PASS
Gold emphasis	#D8B15A	#0A0F1C	9.43:1	PASS
Gold text	#E9CF8E	#0A0F1C	12.55:1	PASS
Mint allowed	#34E0A6	#0A0F1C	11.26:1	PASS
Critical / denied	#FF8F8F	#0A0F1C	8.72:1	PASS
Primary text on card	#E8EEFB	#121A2C	14.92:1	PASS
Ink on gold fill	#0A0F1C	#D8B15A	9.43:1	PASS

THE RULES

4.5:1 is the floor

Body text and anything below 24px bold needs 4.5:1 against the colour actually behind it.

Measure the composited pixel

Cards, washes and gradients change what is behind the text. Sample the rendered pixel, not the token you intended.

Never sample inside a glyph

It returns exactly 1.00:1, because the text is being compared with itself.

Colour is never the only channel

Allowed and denied must also carry a word or an approved glyph, never colour alone.

04

Typography

Two type systems, one for the browser and one for everything you hand someone.

Sora, Inter, JetBrains Mono.

All three are self-hosted on [b5secure.com](#). They are the correct faces for anything rendered in a browser — and they replaced the Arial the v1.0 reference specified.

DISPLAY · SORA

Aa Bb Cc

0123456789 & · ? ?

Headlines, page titles, and the hero line.
Set tight: 600 weight, -0.01em tracking.

Sora-SemiBold.ttf

BODY · INTER

Aa Bb Cc

0123456789 & · → ✓

Body copy, navigation, labels and tables.
Regular 400 and SemiBold 600 only.

Inter-Regular.ttf

MONO · JETBRAINS MONO

Aa Bb Cc

0123456789 & · → ☐

Code panels, endpoints, tokens, receipts.
POST /v1/accounts → 201 Created

JetBrainsMono-Regular.ttf

Display — Sora	600 weight. Page titles, hero lines, card headings.
Body — Inter	400 and 600 only. Body copy, navigation, labels, tables.
Mono — JetBrains Mono	400 and 700. Code panels, tokens, signatures, receipts.

Arial and Courier New.

A deck or PDF is opened on a machine you do not control, where Sora and Inter are not installed. Produced assets are therefore set in Arial, with Courier New for code.

Aa Bb Cc

0123456789

The quick brown fox jumps over the lazy dog.

SECTION LABEL

Display	Arial Bold, 32–44pt
Section header	Arial Bold, 20–24pt
Body	Arial Regular, 11–14pt
Eyebrow	Arial Bold, uppercase, +2.4 tracking, gold
Mono	Courier New
Caption	Arial Regular, 10pt, txt-3

The v1.0 reference called Arial the primary typeface outright. That is now true only of produced assets — the site itself is Sora and Inter.

05

Components

Cards, stage chips, code panels — and the glyphs that survive a PDF export.

Diagram-first. A slide reads in three seconds.

Show the mechanism as a drawn diagram, not a stack of bullet cards. The card is the base container for everything else.

Card

Rounded rectangle, surface fill, 1px line border, soft drop shadow. Full borders only — never a single-side accent stripe, which reads as filler.

Stage chip

B1–B5 chips joined by › connectors. The decision stage (B5) is accented gold; the rest stay neutral.

Code panel

Mono type on an inset ground. Endpoints, signatures, tokens and decision payloads. Light text on a light ground is the recurring defect — set both.

Outcome card

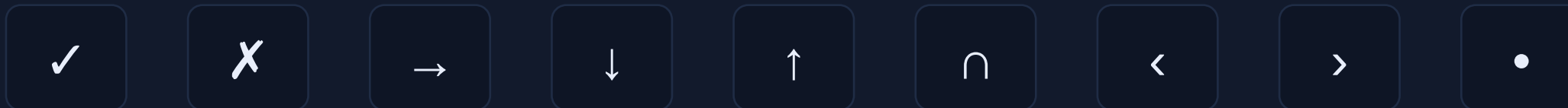
Mint-surface card for allowed and contained; rose-surface for denied and breach. The word appears in the card, not just the colour.

QA every produced deck visually: export to PDF, rasterize, and look at a contact sheet. The first render usually has a real defect in it.

These render everywhere. Emoji do not.

Emoji render as broken boxes in LibreOffice and in older PowerPoint. Use the approved glyph set or a drawn shape — never an emoji, in any asset.

APPROVED



NEVER

- Emoji of any kind, including lock, warning and explosion glyphs — they break on export.
- A literal bullet character typed into a list — use the list's own bullet, or it doubles.
- Colour alone to carry allowed or denied — pair it with ✓ or X and the word.

06

Voice

How B5 Secure sounds, and the five sentences it must never say.

Authoritative, precise, honest.

We state; we do not hedge. We use exact terms, name the limits, and cite the source.

Authoritative

Declarative, calm, confident. We state. We do not hedge.

Precise

Authentication is not authorization. Signing is not encryption.

Honest

Name the limit. Mark modelled ROI as modelled. Cite the source.

Concise

Lead with the answer. Cut filler. Let the diagram carry the load.

“Identity proves who. It doesn’t decide what. B5 authorizes the data element — fail-closed, for users and agents.”

Say this. Not that.

WE SAY

- Identity proves who; it doesn't decide what.
- HMAC authenticates — TLS encrypts.
- Signed requests beat bearer tokens, the common default.
- Authorization is the product; signing is one stage.
- Fail-closed: absence of a permit is a denial.
- The same contract for users and AI agents.

WE AVOID

- “B5 is HMAC.” It is an authorization layer.
- “HMAC encrypts the request.” It does not.
- “Bearer tokens are simply wrong.” They are the default.
- “We stop every breach.” We contain and gate.
- “Per record” — retired in favour of per data element.
- Any statistic without a named, dated source.

The evidence bar is higher, not lower.

B5 has no production customers yet. That makes every number either sourced, modelled-and-labelled, or absent.

STATEABLE

- Mechanisms the specification defines, described as specified.
- Standards by number: RFC 9421, ML-DSA, OCSF, SARIF.
- Third-party statistics with publisher, study and year.
- Modelled ROI, explicitly labelled modelled.
- Design-partner status, where a badge says exactly that.

NOT STATEABLE

- Customer names, logos or counts — there are none in production.
- Uptime, latency or throughput without a measurement window.
- Breach-prevention rates or security guarantees.
- Certification or audit status not yet held.
- Any comparison to a named competitor's capability.

How a sourced number looks.

This is the only external statistic approved for standing use. It is the template for any future one: claim, publisher, study, year.

“97% of AI-related breaches involved missing or improper access controls.”

IBM Cost of a Data Breach Report 2025, research conducted by Ponemon Institute.

Cite it in full on first use in every asset. A footnote reading “IBM 2025” is not a citation.

Why this one earns its place

It describes the gap B5 closes — access control, not detection — and it comes from a named annual study with a stated methodology.

What would disqualify a statistic

A vendor blog, an undated figure, a number quoted from a deck rather than the source, or a statistic about a market rather than a mechanism.

07

Assets

Where everything lives, and what is new in this edition.

The share card is a brand surface.

A link posted to LinkedIn or X renders the OpenGraph card, not the page. It is often the first brand impression a buyer gets.



New default	b5secure-og-1200x675.png
Size	1200 × 675 px (16:9)
Set in	Yeast SEO → Social → Default image
Ground	ink-900 to ink-950
Type	Sora SemiBold + gradient run
Safe area	64px on all four edges
Also available	1200×630, 1584×396, 1500×500

1200 × 675 is 16:9, which X and LinkedIn prefer. Facebook’s canonical ratio is 1.91:1, so it may trim a few pixels top and bottom — which is why nothing sits within 64px of an edge.

Everything, with its real path.

All paths are relative to <https://b5secure.com/wp-content/uploads/b5/>. Verified present in the deployed site.

BRAND AND MEDIA

```
media/
  b5-mark.svg                mark only
  b5-lockup-horizontal.svg   lockup
  b5-lockup-reverse.svg      reverse lockup
  b5secure-og-1200x675.png   OG default (new)
  b5-og-1200x630.png         legacy OG card
  b5-linkedin-1584x396.png
  b5-x-1500x500.png
  B5-Secure-Brand-Guide-v2.pdf this doc (new)
  B5-Secure-Brand-Guide.pdf   v1.0, retained
  B5-Secure-Media-Kit.pdf
  b5-authz-flow.svg / .png
  b5-pipeline.svg / .png
```

MARKS, CSS AND CHROME

```
b5-mark-gold.svg    b5-mark-light.svg
b5-mark-dark.svg    b5-favicon.svg
b5-logo.svg         b5-logo-reverse.svg
b5-secure-wordmark-{dark,light,mono}.svg
```

```
b5.css              tokens + components
b5.js
B5-Brand-Showcase.html
```

The live header, dark theme and cache-buster are Code Snippets rows 7, 6 and 10 -- not the mu-plugin. b5.css cache-busts on its own file mtime, so a re-upload is enough.

What v1.0 got wrong, and what is still open.

A brand guide that hides its own errors cannot be trusted as a source. These were found by measuring the live site against the v1.0 reference.

CORRECTED IN v2.0	
Four palette values	CARD, CARD2, LINE and RED all differed from the live b5.css.
“Arial is the primary typeface”	True of produced assets only. The site is Sora and Inter.
OPEN — NEEDS AN OWNER DECISION, NOT A DESIGN DECISION	
“per-record” on b5secure.com	57 instances in page copy, plus the sitewide ribbon line.
Lockup files are blue	The guide says gold is primary; the lockup SVGs are #2f6bd6 / #7db4ff.
VIOLET #9B8CFF	Specified for “agentic” in v1.0, never implemented. Implement or drop.

One page to keep open.

COLOUR TOKENS

ink-900	#0A0F1C
ink-950	#070B14
ink-800	#0E1525
surface	#121A2C
line	#1F2C45
gold	#D8B15A
gold-soft	#E9CF8E
blue	#5B9DFF
blue-bright	#7DB4FF
mint	#34E0A6
crit	#FF8F8F
txt	#E8EEFB
txt-2	#AEBBD4
txt-3	#7385A3

TYPE AND GLYPHS

- Web display: Sora 600
- Web body: Inter 400 / 600
- Web mono: JetBrains Mono
- Produced: Arial + Courier New
- Eyebrow: bold, uppercase, +2.4 tracking, gold
- Glyphs: ✓ ✗ → ↓ ↑ ∩ < > • — never emoji

THE FIVE THINGS

- Data element, never per record
- Authorization is the product; signing is one stage
- HMAC authenticates — TLS encrypts
- Gold mark on dark is primary
- Every number sourced, modelled-and-labelled, or absent



Zero-Trust enforcement that compiles into your .NET apps.

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