

Press & Media Kit

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ABOUT

The Incentives Lab is a research and product studio building the Human Behavior Operating System (HBOS) — a public playground for understanding why people do what they do, and a professional toolkit for designing the systems that shape them. The Lab combines an interactive Atlas of 1,180+ behavioral concepts, the Periodic Table of Human Behavior (84 elements across 12 dimensions), the Incentives Certification, and the Incentives LLM into a single platform for leaders, researchers, and policymakers.

FAST FACTS

Founded	2024
Co-Founders	Aaron Bare; Ricardo Rossello, PhD
HQ	Distributed (US-based)
Flagship product	Human Behavior Operating System (HBOS)
Atlas size	1,183 cross-linked behavioral entries
Periodic Table	84 Human Behavior Elements across 12 dimensions
BE Guide Archive	224 indexed behavioral-economics articles
Certification	12-week, AI-personalized to company and industry
Council cap	40 founding seats
URL	https://theincentiveslab.com

BOILERPLATE (50 WORDS)

The Incentives Lab is a research and product studio behind the Human Behavior Operating System — a public playground and professional toolkit for understanding incentives, biases, and behavior. Its Atlas, Periodic Table, and Certification help leaders design systems where the right thing is also the rewarding thing.

Co-Founders

Aaron Bare — Co-Founder & CEO

Aaron Bare is a strategist, keynote speaker, and author of *Magnetic Zero* and co-author of *Perverse Incentives*. He has worked with Fortune 100 companies, startups, and governments on incentive architecture, exponential strategy, and behavioral change. At The Incentives Lab, Aaron leads product, research, and the Architect Certification — translating behavioral science into systems leaders can ship.

Ricardo Rossello, PhD — Co-Founder

Ricardo Rossello, PhD, is a scientist, former Governor of Puerto Rico, and policy strategist focused on the design of public systems and incentive structures. He co-authors *Perverse Incentives* with Aaron Bare and leads the Lab's work on governance, public-sector design, and the Consortium of researchers behind the Human Behavior Operating System.

BRAND GUIDELINES

Identity at a glance

NAME & USAGE

Always write the company as **The Incentives Lab** — not Incentive Lab, Incentives Labs, or TIL on first reference. The product is the **Human Behavior Operating System** (HBOS).

Proper titles: **Incentive Atlas**, **Periodic Table of Human Behavior**, **Human Behavior Elements™**, **Incentives Certification**, **Incentives LLM**, **The Council**.

COLOR PALETTE

Swatch	Hex	Use
Ink	#111111	Primary text, logo mark
Parchment	#FAEDCA	Editorial background, hero washes
Rule	#E5E1D6	Hairlines, dividers, low-emphasis borders
Foreground Muted	#555555	Secondary text
Accent (sparingly)	#C2410C	Single-color highlights, never gradients

TYPOGRAPHY

Headlines set in a transitional serif (editorial register). Body and UI set in a humanist sans. Avoid stacked weights; lean on size and rhythm. Never use default Inter / Poppins / generic SaaS stacks for marketing surfaces.

VOICE

Direct, declarative, and structural — we explain systems, not slogans. Prefer concrete claims over adjectives. Treat the reader as a peer.

DO / DON'T

DO	DON'T
Lead with the system being designed.	Lead with the founder.
Use Parchment + Ink for editorial surfaces.	Use dark gradients or neon SaaS palettes.
Cite the Atlas / Periodic Table by name.	Refer to them generically as a glossary.
Say "incentives" plural.	Shorten to "the incentive" when discussing systems.

MEDIA CONTACT

Press inquiries

For interviews, embargoed previews, or commentary on incentives, behavioral economics, and the design of public systems:

Press & Media

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Ricardo Rossello, PhD — Co-Founder

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Response time: within two business days. For broadcast or same-day deadlines, mark the subject line **URGENT — DEADLINE**.