WHY APTA 360 SPEAKS AND PRESENTS ITSELF THIS WAY

Every claim on this page carries a label saying what it is and, when it is a fact or research, a link to the source. **F** client fact · **P** external research · **D** conclusion drawn from the sources · **H** hypothesis to validate · **C** brand proposal.

61 blocks: 5 fact, 9 research, 8 derived, 16 hypothesis, 23 proposal · standard-level research, updated on Nov 9, 2026.

← Back to the visual manual

01 Brand platform

02 Diagnosis and audience

03 Context and regulations

04 Architecture and name

05 Creative concept

06 Voice and tone

07 Accessibility and languages

08 Rollout and governance

09 Sources and methodology

Brand platform · Strategy

01 THE FOUNDATION OF EVERY DECISION

POSITIONING

POSITIONING

H · Hypothesis

Proposal to be validated: for small businesses and independent professionals whose work depends on people's memory and on manual processes, Apta 360 organizes and automates that work in one place, with a Tec Capital team that sets it up, supports it and keeps it evolving, by Tec Capital. Intended difference: ongoing support instead of self-service E06 E15 E16.

How to validate: it only becomes positioning when management defines the scope and the pilot shows results (validacao.md, blocks 1 and 3)

CORE IDEA

CORE IDEA

C · Proposal

Take the business out of people's heads. What only the owner or one employee knows how to do starts running on its own, with someone from Tec making sure it keeps working E06.

Why: it is the most concrete promise already on the website; test in the interviews whether the audience recognizes the problem in these words

PURPOSE

PURPOSE

C · Proposal

That people who work for themselves or at a small company have time for their clients, not for repetitive tasks.

Why: it extends Tec's purpose (helping people achieve what they plan) E20 to small businesses; test in the interviews E20

VALUE PROPOSITION

VALUE PROPOSITION

H · Hypothesis

Automated manual processes, a view of the business for the owner and a team that supports it and keeps it evolving, in an ongoing relationship E03 E06.

How to validate: in the pilot, measure hours and errors before and after for each client; the proposal stands only with that result

TAGLINE

SIGNATURE LINE

C · Proposal

Proposal: 'Ready for the next step.' (original: 'Pronta para o próximo passo.'), the one in the visual manual in production E24, supported by the meaning of "apto": able and skilled E12. Alternatives: 'What was in your head now runs on its own.' and 'Your business up to date.'. None has been tested.

Why: the name already says preparedness; the tagline completes the meaning without promising results. Test all three with the audience and check use with INPI before any campaign

VALUES

VALUES

C · Proposal

Inherited from Tec Capital: Courtesy, Generosity, Humanity, Commitment, Companionship, Honesty and Innovation E20.

Why: the product does not get its own values: it inherits the parent brand's so the endorsement makes sense

VALUES AS BEHAVIOR

C · Proposal

Honesty: we say what is worth automating and what is not worth the cost. Commitment: whoever set it up stays close afterwards. Courtesy: we speak the owner's language, without technology jargon.

Why: management wants useful and economically sustainable AI E04; small businesses have no IT staff to translate it E04

PERSONALITY

PERSONALITY

C · Proposal

Practical, direct and close. It inherits Tec's "responsible, precise and close" in a lighter register than Ordo 360's: a straightforward conversation with the owner, with no slang and no promises of miracles.

Why: attributes approved by management for Tec E03, adjusted to an audience that decides alone and quickly E03

EXPERIENCE PRINCIPLES

EXPERIENCE PRINCIPLES

C · Proposal

Start with the process that hurts most. Automate only what pays for itself. The owner sees without having to ask. No one is left alone with the tool.

Why: they turn economically sustainable AI E04 and the specialist team E06 into rules that can be checked in a service interaction E04 E06

SUPPORTING PROOF

PROOF TO BUILD

H · Hypothesis

There is no public proof of Apta 360 yet E08. Until the pilot, the guarantee is Tec Capital's (a company founded in 2019 that already maintains systems for institutions) E04 E23; afterwards, the proof is each client's measured case, with written authorization.

How to validate: pilot with real clients before leaving 'coming soon'; document before and after for each one

02 Diagnosis and audience · Strategy

BEFORE THE DESIGN, THE MARKET

Where the brand stands today, who competes for the same client and who that client is.

TOUCHPOINT AUDIT

WHAT EXISTS TODAY

F · Fact

Tec's website still shows the previous product: 'Your company's new residence', for companies and independent professionals, with the promise that what lives in people's heads and in manual processes will work in an automated way in one place, with a specialist team providing support E06. No stages or modules are described.

NAME DECISION

F · Fact

In the project interview, Apta 360 was defined to replace the previous name E07. The Nov 9, 2026 logos carry the wordmark APTA only, with two open arcs around the seven-pointed star E01 E02.

PLACE IN THE COMPANY'S FOCUS

F · Fact

Management places Apta 360 alongside Ordo 360 as the current focus, so that companies keep modernizing in a recurring relationship, and wants AI applied in a useful, responsible and economically sustainable way E03 E04.

WHO COMES THROUGH APTA

F · Fact

The CEO describes those who come through Apta as a company or an independent professional, who may visit Tec's website to find out who is behind it E05.

PRESERVE, TRANSFORM, AVOID

PRESERVE

D · Derived

The promise of taking work out of people's heads and out of manual processes, the view of the business for the owner, and the specialist team providing support E06.

Why: these are the three ideas from the current block that no competitor we read offers together

TRANSFORM

D · Derived

The metaphor ('residence' becomes whatever the product defines), the name (the previous one goes, Apta 360 comes in) and the explanation of the model, which now speaks of an ongoing relationship rather than a plan E02 E03 E06.

Why: naming decisions and management's request for continuity

AVOID

D · Derived

'AI' as the main promise: the four competitors we read already advertise AI E15 E16 E17 E18. Hours saved without our own measurement (competitors claim 30 and 90 hours per month E15 E18). 'Subscription' and 'plan' in a technical tone E03.

Why: what everyone says does not differentiate; a figure without measurement becomes a claim without proof

COMPETITORS

Real, named companies, with the source of each piece of information. The list is not exhaustive.

Competitor	What it shows	Source
Conta Azul	Management system for small and mid-sized companies, with pages for law, consulting, healthcare and engineering: invoices, automatic billing via WhatsApp, reconciliation and an AI for repetitive tasks. It claims average savings of 30 hours per month and shows prices from R$ 349.90/month E15. Self-service, with a simple and motivating tone.	E15
Omie	'All-in-one' ERP with an integrated business bank account, sales, invoices, finance and inventory, plus AI for tax classification. It claims more than 200,000 clients and offers a 7-day free trial; it does not show plan prices E16. It sells to SMEs and large companies, with accountants as a channel.	E16
RD Station CRM (RD Vendas)	Sales CRM with task automation, a WhatsApp Web extension and an AI copilot. It has a free plan for up to 4 users and paid plans from R$ 65.70 per user/month E17. It solves the sales funnel, not the entire operation of the business.	E17
Astrea (Aurum)	Software for solo lawyers and small and mid-sized law firms: deadlines, tasks, finances, a client app and an AI agent. It claims about 90 hours recovered per month and prices from R$ 220/month on the discounted annual plan E18. An example of a profession-specific solution: it speaks the lawyer's language.	E18
Generic AI and homemade solutions	The most readily available alternative is not a vendor: 44% of entrepreneurs say, unprompted, that they have already used AI; when prompted, 51% mention generative text tools such as ChatGPT, Gemini and Copilot, and 41% chatbots on WhatsApp E14. The owner builds it alone, with a spreadsheet and a free tool.	E14

CATEGORY STANDARD AND GAP

CATEGORY STANDARD

D · Derived

Those who sell software to small businesses show a monthly price or a free trial, sell through self-service, build in AI and prove it with scale (clients, invoices issued) and with stated hours saved E15 E16 E17 E18. None of the four promises, on the page we read, an in-house team that sets up and supports the client's operation; Conta Azul speaks to accountants and financial BPO firms, which play that role from outside E15.

Why: cross-reading of the four vendors above

GAP

D · Derived

There is room for someone who takes automation all the way into the client's process and stays alongside afterwards: entrepreneurs already experiment with AI on their own E14, the systems on the market are self-service E15 E16, and Tec's previous promise to this audience already included a specialist team providing support E06, in the ongoing relationship management wants for the products E03. Gap to be validated.

Why: the systems we read are self-service; entrepreneurs already experiment with AI on their own; Tec's old promise to this audience was already the specialist team

POSITIONING MAP

MAP (AXES)

H · Hypothesis

Hypothesis of a map with two axes: service (self-service ↔ team that provides support) and focus (any company ↔ by profession). Conta Azul, Omie and RD in self-service + any company; Astrea in self-service + by profession; Apta 360 would aim for a team that provides support, based on what the website already promises E06.

How to validate: 8 interviews with small business owners and independent professionals: what they already use, what they abandoned and whether they would pay for ongoing support E15 E16 E17 E18

The map with competitors plotted will be added once both axes are measured with a source (research with clients and buyers). Until then, the open space in the category is what the "Gap" block describes above, and no competitor is plotted based on impressions.

PERSONAS

Who buys and who uses. What is research has a source; what is a hypothesis has a validation plan.

SIZE OF THE UNIVERSE

P · Research

There were almost 24 million small businesses operating in Brazil at the end of 2025, including MEIs (individual microentrepreneurs) E13. We found no recent official data counting independent professionals E19. This is the universe, not the audience: the narrowing comes from validation.

STATED AUDIENCE

H · Hypothesis

Companies and independent professionals, as the CEO and the website say E05 E06. As a brand focus it is too broad: a service-based MEI, an accounting office and a small clinic have different processes, language and budgets.

How to validate: decide the first segment with management before any public piece (validacao.md, block 1)

PRIORITY SEGMENT

H · Hypothesis

Independent professionals with a small office (law, accounting, engineering, healthcare) are the likely first segment: they are the members of the institutions Tec already serves E04, which opens a channel that the competitors we read do not mention.

How to validate: ask 2 client institutions whether they would support an offer to their members; 8 interviews with independent professionals from offices of up to 10 people

THE JOB TO BE DONE

H · Hypothesis

When the business depends on what is in the owner's head and on spreadsheets, the owner wants repetitive tasks to run on their own and to see what is happening, without becoming a technology expert or losing control of client data E06.

How to validate: in the interviews, ask them to describe last week: where they lost time, what they forgot, what only one person knows how to do

BARRIERS AND TRIGGERS

H · Hypothesis

Likely barriers: comparison with a cheap system or free AI, fear of exposing client data, lack of time to implement. Likely triggers: missing a deadline or losing a client, hiring the first employee, the departure of someone who knew everything.

How to validate: count in the 8 interviews how many mention each barrier and each trigger unprompted; accept as the audience if 5 of 8 describe the same trigger

WHO DECIDES

H · Hypothesis

For independent professionals, the person who decides, pays and uses is the same; in a small company, the owner decides and the team uses. The accountant often influences the choice of management system (Omie uses accountants as a channel E16).

How to validate: ask in the interviews who recommended the system they use today

WHO IS NOT THE AUDIENCE

D · Derived

Those who only need to issue invoices and manage cash flow through low-cost self-service: Conta Azul and Omie already serve them E15 E16. Professional bodies and associations go to Ordo 360 E04.

Why: it avoids competing on price with self-service and separates the two products

JOURNEY AND MOMENTS OF TRUTH

01 · Problem

The administrative office piles up manual requests; members complain that they cannot find the service online.

First contact: someone from Tec listens before offering anything.

02 · Diagnosis

Tec maps systems, processes and pain points, without asking to replace what already works.

Moment of truth: the report says what stays, what gets integrated and what changes.

03 · Prototype

The board sees what it will look like before approving.

Moment of truth: approval based on what they saw, not on a promise.

04 · Implementation

Delivery in stages, with testing and team training.

Moment of truth: the first week live, with support close at hand.

05 · Evolution

Adjustments based on usage; new services are added gradually.

Moment of truth: a new request gets an answer with a deadline.

D · Derived Built from the seven stages published on the website [E01] and from the value proposition. Validate with two client institutions.

RESEARCH PLAN AND BASELINE METRICS

1. Product interview with management (Lucas Macêdo and Davi Andrade, 1 session of 60 minutes)

· What does Apta 360 do in its first version: which processes does it automate, and for what type of business? (au-10, pl-1)

· Is it ready-made software, a service with a platform, or both? Who at Tec supports the client, and how? (me-5, pl-4)

· What is the first segment: independent professionals with a small office, or another? (pu-2, pu-3)

· Role of AI in the product and what is left out because of cost (au-3, pl-6).

· Intended price range and ongoing relationship model (co-9).

· Expected date for the pilot and for leaving "coming soon" (md-2).

· APTA wordmark without the 360 and the tagline "Ready for the next step." approved (ar-3, me-2).

· Acceptance criterion: scope and first segment written down and approved; only then do positioning and messages stop being hypotheses.

2. Audience interviews (8 conversations, 30 minutes, before the pilot)

· Whom to interview: 8 business owners in the chosen segment (for example, lawyers, accountants or healthcare professionals with an office of up to 10 people), referred by Ordo 360 client institutions when possible (pu-3).

· Tell us about last week: where did you lose time, what did you forget, what does only one person know how to do? (pu-4)

· Which systems and AI tools do you already use? What did you abandon, and why? (co-5, co-7)

· Who recommended the management system you use today? (pu-6)

· Would you pay for someone who sets things up and provides support, instead of doing it yourself? How much would make sense? (co-8, co-9)

· Read the core message and the three taglines and ask them to explain them in their own words (me-1, me-2).

· Acceptance criterion: if 5 of 8 describe the same trigger and 5 of 8 say they would pay for ongoing support, the segment and the gap hold up; the chosen tagline is the one most people explain in the intended way.

3. Channel through the institutions (2 conversations with leaders of Ordo 360 clients)

· Would the institution support an offer to its members (benefit, partnership agreement, promotion)? (pu-3)

· Is there an institutional or professional rule that limits this offer? (no-3)

4. Pilot (real clients, before launch)

· Measure, for each client, the hours and errors of the automated process before and after (md-1, pl-4).

· Document the case with written authorization to cite it (pl-9, md-2).

· Acceptance criterion: at least one measured and authorized case before any public piece with results.

5. Legal and name (professional)

· Prior-registration search for "Apta 360" and the APTA logo at INPI, paying attention to APTA Sistemas de Automação (ar-6, ar-7).

· Standard data processing agreement and confidentiality and advertising rules for each profession served (no-1, no-3).

PUBLIC PRESENCE

P · Research

There is no website, page, app, profile or news coverage of Apta 360 E08. All of the product's communication is still to be done.

INCONSISTENCIES TO FIX

D · Derived

The website speaks of a 'residence' (moradia) for companies while Ordo 360 speaks of a 'home' (sede) for institutions E06; the house metaphor pairs with Ordo 360's, but the previous product is being retired and its copy should not be reused without review. The promise 'automate what is in people's heads' does not say which processes or for what type of business E06.

Why: the current block is too broad for a product whose scope is still being defined

WHAT WE DO NOT KNOW

H · Hypothesis

Scope, modules, price, launch date, the role of AI, and whether Apta 360 is ready-made software, a service with a platform, or both. Without this, the platform, audience and messages below are a proposal for discussion, not a description of the product E08.

How to validate: product interview with Lucas Macêdo and Davi Andrade (script in validacao.md, block 1)

RISK

H · Hypothesis

Ongoing support costs more than self-service, and small businesses compare it with public prices of R$ 65.70 to R$ 349.90 per month E15 E17. If Apta 360 does not show a return measured at the client itself, it loses to the cheap system or to free AI.

How to validate: in the pilot, measure hours and errors before and after for each client; test willingness to pay in the interviews

Context and regulations · Strategy

03 WHAT APPLIES TO THE SECTOR

Regulations that apply to any company in this field. This is not a legal opinion: confirm with a qualified professional.

INDUSTRY REGULATIONS

LGPD

P · Research

If Apta 360 processes personal data of its customers' clients, the LGPD (Brazil's data protection law) applies, covering international transfers (art. 33) and the data protection officer (art. 41), among other topics E22. Never promise 'full compliance'.

RESULTS CLAIMS

D · Derived

Competitors claim hours saved per month E15 E18. Apta 360 only cites hours, savings or percentages measured at the client itself, with authorization, and never as a general promise. Comparisons with competitors only when objective and verifiable.

Why: results claims without our own measurement are the most common risk in the category

VALIDATE WITH A PROFESSIONAL

H · Hypothesis

A data processing agreement with each client; advertising and confidentiality rules of the regulated professions served (law, healthcare, accounting) whenever the automation touches client service or promotion.

How to validate: a lawyer reviews the standard agreement and the profession-specific rules before the pilot

COMMUNICATION RULES

Client logos and testimonials: only with the institution's written authorization, kept on file with the piece.

Procurement: no fixed price in sales materials for councils; proposals only through each institution's procedure.

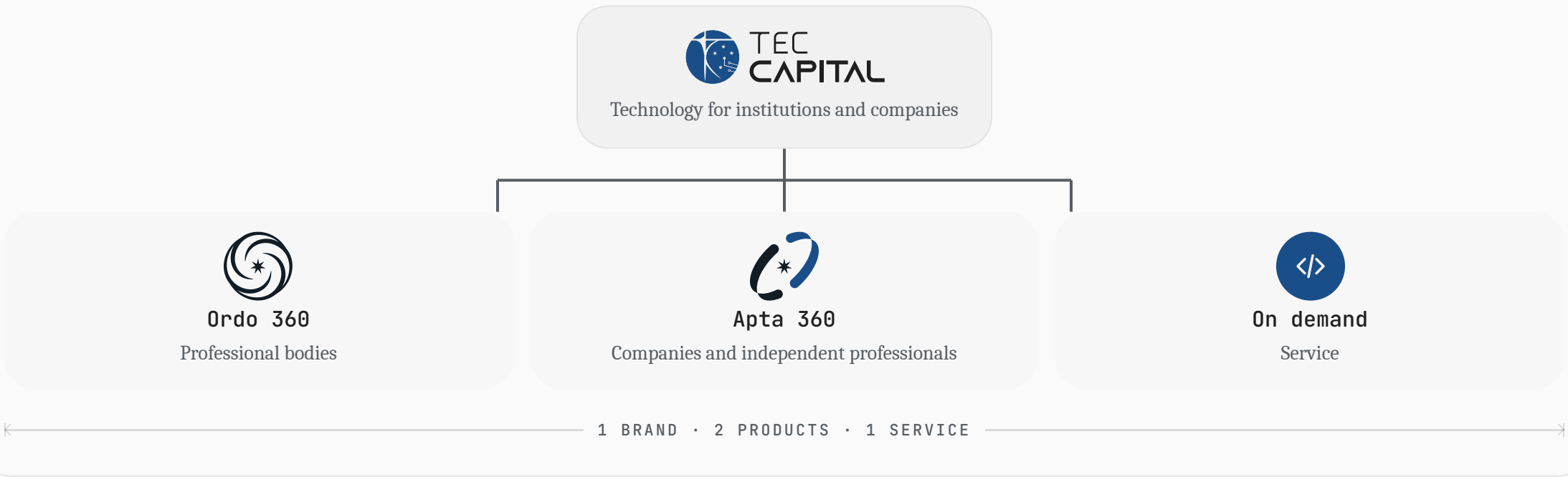
No figure without a source: no "leader", "largest", "100% secure" or "full LGPD compliance".

Personal data (LGPD): forms with a privacy notice; member data never appears in screenshots, demos or case studies.

Architecture and name · Strategy

04 AN ENDORSING BRAND

ECOSYSTEM ARCHITECTURE



MODEL

C · Proposal

A product with its own name endorsed by the parent brand: 'Apta 360, by Tec Capital'. The endorsement carries more weight here than in Ordo 360: without its own proof, it is Tec that provides the guarantee E02 E05.

Why: those who come through Apta look up Tec to find out who is behind it E05

PRODUCTS AND FOCUS

ECOSYSTEM PRODUCTS

F · Fact

Apta 360 for companies and independent professionals; Ordo 360 for professional orders, councils and associations. Both are Tec's current focus E04 E05.

THE 360 RULE

C · Proposal

In full, always 'Apta 360': with a space and 360 in numerals. The logo carries only the APTA wordmark, without the 360 E01 E02; the 360 is neither written nor drawn next to the logo. In running text, never just 'Apta', except in internal conversation.

Why: the same rule as Ordo 360, so the pair reads as a family

OUTSIDE THE PRODUCT DEFINITION

C · Proposal

Tec's on-demand projects for companies (websites, custom systems) are not Apta 360. An association, federation or council is an Ordo 360 client, even if it is small E04.

Why: the boundary between the two products is the type of client, not its size

The seven work stages, published on the website (they apply both to on-demand work and to product implementation):



01

Identify

Map pain points, challenges, systems and processes.

02

Diagnose

Define opportunities, results, implementation approach and metrics.

03

Prototype

Show what the solution will look like before building it.

04

Modernize and integrate

Build what was approved and connect it to what already exists.

05

Test and train

Validate with real data and real users.

06

Launch in stages

Implement gradually and safely.

07

Support and evolve

Adjust continuously, based on usage and feedback.

NAME AND SPELLING

Write it like this

Tec Capital · Ordo 360 · Apta 360

In running text, Tec Capital in normal case. Products with a space before 360. On first mention of a product: "Ordo 360, by Tec Capital".

Never like this

TecCapital · Tech Capital · TEC CAPITAL in running text · Ordo360 · Safira AI

All caps only in the logo and in Azonix headings. Safira AI has left the portfolio and is no longer mentioned.

NAME AND SPELLING

C · Proposal

'Apto' means able, skilled, fit E12: the name promises preparedness, not speed. It is pronounced 'Apta three hundred and sixty'. Gender: in Portuguese, 'o Apta 360' (the product); in the tagline, 'pronta' agrees with the company. The name is not translated.

Why: the same gender rule as Ordo 360, consistent with the proposed tagline E24 E24

NAMES BEING RETIRED

NAME RISK

P · Research

There are already APTA Sistemas de Automação, an industrial automation integrator in Minas Gerais E09, Aptora 360, management software for service companies in the US E10, and APTA Connect, a physiotherapy records system E11. The first uses the same name and the word automation in Brazil. We did not search INPI.

Out	In	When
Safira AI	Apta 360	Now: do not mention Safira AI in new pieces
Apta360 and APTA360 in text	Apta 360	Now

PROTECTION

PROTECTION

H · Hypothesis

Run a prior-registration search for 'Apta 360' and the APTA logo at INPI before launch, paying attention to APTA Sistemas de Automação E09. A common Portuguese word tends to have weaker protection on its own.

How to validate: prior-registration and class search with an intellectual property professional before any public piece

SUPPORTING TAGLINES

Creative concept · Strategy

05 ONE TERRITORY, TWO DISCARDED

Three paths explored for the pieces; one chosen. The visual system that comes from it is in the Constellation and circuits chapter of the visual manual.

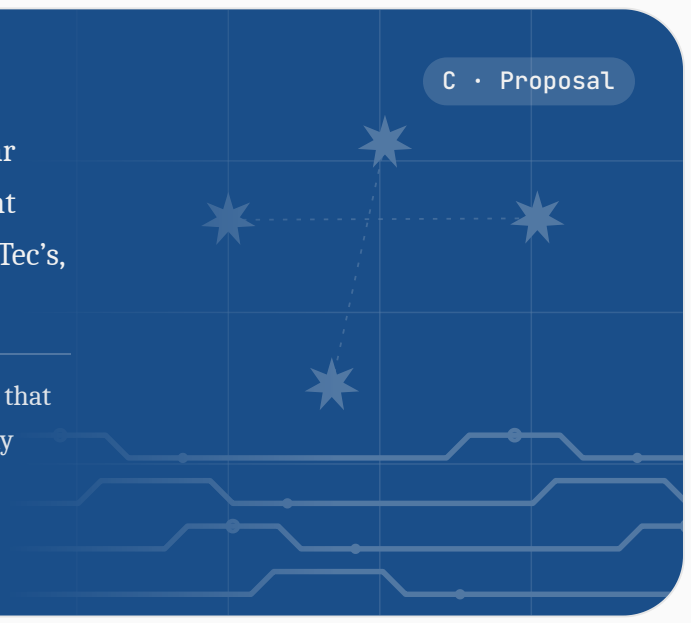
CHOSEN TERRITORY

CHOSEN TERRITORY · OPEN ARCS

C · Proposal

The symbol has two open arcs around the seven-pointed star E01: it accompanies the business without locking the client into a system, and leaves room for the next step. The star is Tec's, which endorses within the drawing itself E21.

Why: the pair Ordo (arcs that close around a center) and Apta (arcs that open) separates institution from company without leaving the family



VISUAL LANGUAGE

C · Proposal

Arcs as a gesture of support in photos and screens; Tec Blue and charcoal E01; real photography of small businesses (counter, office, practice), never startup stock images. Motion: the arcs open and follow along, with Tec's precise fit E07.

Why: precise, technological motion was chosen for the ecosystem in the project interview

DISCARDED TERRITORIES

DISCARDED TERRITORY · ROBOT ASSISTANT

C · Proposal

AI mascot, smiling robot, digital brain and sparkles to say 'automation'.

Why: every competitor already sells AI; the robot promises miracles and hides the team, which is what sets Apta 360 apart

DISCARDED TERRITORY · COLORFUL STARTUP

C · Proposal

Gradients, illustrations of faceless people and a consumer-app tone.

Why: it brings Apta 360 closer to cheap self-service and moves it away from Tec, which endorses with restraint

DESIGN PRINCIPLES

Sky, content, circuit

Sky with the Southern Cross on top, content in the middle, circuit at the bottom, divided by the horizon.

One focal point

One area of Tec Blue per piece; the rest breathes in mist or night blue.

The wordmark is artwork

Azonix only for short highlights; the brand name always from the file.

Precision

Straight and 45° lines, motion that snaps into place, no gratuitous glow.

06 RESPONSIBLE AND REASSURING

How Apta 360 speaks

Say what will happen, when and who is responsible. No empty promises, no jargon.

Tone defined in the project interview: responsible and reassuring. First person plural, as in the 2020 manual.

PRINCIPLES

TONE POSITION

C · Proposal

It inherits Tec's tone: serious, simple, assertive, in the first person plural E21 E07. Apta 360's nuance: closer and more practical than Ordo 360; it addresses the reader as "you", uses examples from the daily life of a small business (schedule, billing, proposals, deadlines) and does not use 'AI' as an argument on its own.

Why: the owner decides alone and reads on a phone; AI is already every competitor's promise

SAY AND AVOID

SAY / AVOID

C · Proposal

Say 'Billing goes out on the right day, without you having to remember'. Avoid 'Smart automation with cutting-edge AI'. Say 'We start with the process that takes up most of your time'. Avoid 'Transform your business'. Say 'We support and adjust it with you'. Avoid 'Subscribe now' and 'plan'. Say 'This is not worth automating right now'. Avoid 'Anything is possible'.

Why: an ongoing relationship instead of a subscription, at management's request E03; honesty about cost as value-driven behavior E02 E03

MESSAGE HOUSE

CORE MESSAGE

C · Proposal

Your business's repetitive work, running on its own, with someone looking after it.

Why: it sums up the three promises on the website E06; test in 8 interviews whether the audience recognizes itself (validacao.md, block 2) E06

PILLAR 1 · OUT OF YOUR HEAD

H · Hypothesis

Processes that only one person knows how to do become automated routines, in one place E06.

How to validate: confirm in the product scope which processes come first

PILLAR 2 · THE OWNER SEES

H · Hypothesis

The owner sees what happened during the day without having to ask anyone E06.

How to validate: confirm whether the product will have a dashboard for the owner and what it shows

PILLAR 3 · SOMEONE IS THERE

H · Hypothesis

A Tec team sets up, supports and adjusts the automation over time, in an ongoing relationship E03 E06.

How to validate: define with management how the ongoing support works (channel, response time, what it includes)

MANIFESTO

MANIFESTO

C · Proposal

Every small business has one person who knows everything. They know when to bill, what still needs to be sent, who is waiting for a reply. When that person is away, the business stops. Apta 360 takes that work out of people's heads and sets it running on its own, in one place, with Tec Capital close at hand to adjust whatever changes. We do not sell yet another tool for you to learn on your own: we stay with you. Apta 360, by Tec Capital. (Provisional text: depends on the product scope.)

Why: it builds on the promise already published E06 ; no numerical claims; revise once the scope is defined E06

READY-MADE DESCRIPTIONS

Short description

Apta 360: technology for companies and independent professionals.

Medium description

Apta 360. Organizes and automates the repetitive work of companies and independent professionals and preserves the knowledge that today lives only in people's heads, with specialist support and continuous evolution. Product in development: proposal to be validated.

Long description

Apta 360, by Tec Capital: a product in development for companies and independent professionals that organizes and automates repetitive work and preserves the team's knowledge, with specialist support and continuous evolution. Proposal to be validated before launch.

Built only from briefing data (fact). Revise once the platform is validated.

DIFFICULT SITUATIONS

DIFFICULT SITUATIONS

C · Proposal

An automation failed: say what did not happen, what has already been redone by hand and when it will be back. A request that is not worth it: say why, in reais and hours, and suggest the simplest option. Sensitive client data (a patient, a lawyer's client): ask before touching it and record what was done.

Why: small businesses feel a failure directly in front of their clients; personal data falls under the LGPD E22 E22

System down

"The portal has been unstable since 2:10 p.m. The team is already working on it, and service is expected to be back to normal by 3 p.m. We will let you know here as soon as it is back."

Data we do not have yet

"We do not have a reliable figure for that yet. We will look into it and send it by Friday, with the source."

Out-of-scope request

"That is not in the current contract. We can do it: we estimate [timeframe] and will send the amendment proposal by [date]."

Delay

"The agreed deadline has changed due to [reason]. The new date is [date]. We are continuing to monitor and will let you know of any change."

HEADLINE BANK

Apta 360: your company ready for the next step	What already works stays. The rest, we integrate.
Fewer repetitive tasks, more time for your clients	One team answers for your technology.
How much of your day is still copy and paste?	Implementation in stages, with a date for each one.
We show before we build.	

Structural examples (proposal). No headline promises results, timeframes or figures.

GLOSSARY

Term	How to use
Tec Capital	Always with a capital C and a space. In speech, “Tec”. Never “Tech Capital”.
Professional body	Professional councils, OAB state chapters, federations and associations. Prefer the institution’s name.
Member	Whoever is registered with the institution (lawyer, professional). Do not use “user” for this person.
Ordo 360	Product for professional bodies. First mention: “Ordo 360, by Tec Capital”.
Apta 360	Product in development for companies and independent professionals. Until launch, only in a “coming soon” context.
On demand	Development, maintenance, support, security and infrastructure, contracted as continuous evolution or per project.
Management system	The system the institution already uses (registration, finance). Tec integrates it; it does not criticize the client’s system.

INDUSTRY COMMUNICATION RULES

Summary of the regulations from the Context and regulations chapter, as applied to copy:

Security and LGPD: describe what is done, without promising “100%” or “full compliance”.

No superlatives without a source (leader, largest, only, No. 1).

Clients are cited only with written authorization; Tec’s official data only from the manual’s fact sheet.

Accessibility and languages · Guidelines

07 SO THAT EVERYONE CAN READ IT

CHECKLIST PER PIECE

Before publishing	How to check
Contrast	Text on background at 4.5:1 or higher, in both themes
Alt text	Describes what the image shows, not just its type
Captions	Every video with speech or text has captions
Button	Says what happens: “Talk to the team”
Contact	Email and phone as text, not only inside the image

CONTRAST AND MOTION

Contrast

Tec Blue achieves 8:1 on mist; in the dark theme, the accent becomes sky blue (#6FA8E6). The yellow of the Entertainment front is never a text color on a light background.

Motion

Every animation can be paused and respects the system’s “reduce motion” setting. Nothing flashes more than three times per second.

ALT TEXT

Good

"Two people talking at a meeting table, with an open laptop and documents."

Poor

"Photo of a meeting."

INCLUSIVE LANGUAGE

Address the reader as "you" and speak as "we". Gender-neutral where possible ("participants", "the team"). Technical jargon (API, integration, cloud, SLA) explained the first time, in the reader's everyday words.

OTHER LANGUAGES

Communication languages: Portuguese, English, Spanish, French, Italian and German (manual); Portuguese, Spanish, Italian and English (current website). The name Tec Capital and the product names are not translated. This manual is in six languages (Portuguese, English, Spanish, French, Italian and German); any public piece in another language is reviewed by a native speaker before publication.

Rollout and governance · Guidelines

08 FROM THE FOLDER TO THE MARKET

PHASED PLAN

When	What to do	Status
Week 1	Confirm with management the signature line, Apta 360, the edition numbering, the Azonix and Ocean licenses and the official address.	to do
Weeks 2 to 4	Replace the old logo with the redesigned one on the website, profiles, email signature and presentation templates; publish the manual at its permanent address.	to do
Month 2	Stationery, badges, loyalty cards and signage; new institutional website (separate stage).	to do
Month 3	Ordo 360 and Apta 360 logos and manuals; revise this manual based on what the validated strategy and real-world use show.	to do

COEXISTENCE WITH OLD MATERIAL

Material	What to do
2020 logo (old files)	Replace with the redesigned logo in this manual; do not use both in the same piece
Stationery, badges and email signatures	Reprint with the next order, using the kit templates
Facade, fleet and signage	Replace at the next maintenance; no visual urgency (the design is very close)
Safira AI	Remove from the website, proposals and presentations

Digital pieces change within 30 days of this manual's approval; printed items and environments at the next restock. Do not mix the old and new logos in the same piece.

SUPPLIER KIT

- **Send the link** to this manual, never a loose file in a message.
- **Printer:** logo SVG, production table and a request for a color proof.
- **Agency or designer:** brand kit and the AI prompt.
- **Request a proof** before the print run and check it against the Colors chapter.

ROLES AND APPROVAL

Decision	Responsible	Accountable	Consulted	Informed
New communication piece	Designer	Tec Capital management	Sales	Team
Change to the manual	Designer	Tec Capital management	CTO	Suppliers
Pieces that cite a client, a figure or security	Sales	Tec Capital management	Legal and the cited client	Team
Print production	Supplier	Designer	Tec Capital management	—

Flow: request → designer's draft → leadership approval → production → check against the manual.

TRAINING

Team

20 minutes: which logo version to use on each background, email signatures and presentation templates.

Whoever writes for the brand

Voice and tone, ready-made descriptions and points of care regarding clients, figures and security.

Suppliers

Manual link, most-used files and the print production table.

FREQUENTLY ASKED QUESTIONS

Can I change the logo color to match the piece? -

No. Choose the version by the background: color, color for light backgrounds, blue, positive or negative.

The supplier asked for a high-resolution logo. Which one do I send? -

The SVG from the 03_LOGOS folder or the link to this manual. The CMYK PDF for print is in the kit.

Can I use the old 2020 logo? -

No. It has been redesigned: use only the files in this manual. Old material is withdrawn under the rollout plan.

Can I type TEC CAPITAL in Azonix instead of using the file? -

No. The wordmark is fixed artwork, with different weights for TEC and CAPITAL; always use the logo file.

Can I cite a client, such as the OAB, in a piece? -

Only with the client's written authorization. Institutions' logos and testimonials go through the legal team.

Can I ask an AI for an image with the logo? -

Request the image without the logo and apply the official file afterward. The brand prompt already covers this.

MEASUREMENT AND BASELINE

BASELINE FIRST

C · Proposal

Before launch, what is measured is validation: interviews conducted, people on the waiting list and pilots started. In the pilot, measure for each client the hours and errors of the automated process before and after.

Why: there is no public product or baseline; a target without a baseline would be made up

LAUNCH CRITERION

C · Proposal

Apta 360 leaves 'coming soon' when it has an approved scope, a name checked with INPI and at least one pilot case that has been measured and authorized for citation `E08`.

Why: today there is no public presence; launching without a case repeats the category's generic promise

CONSISTENCY

C · Proposal

Apta 360 pieces that pass the manual's checklist (full name, APTA wordmark, endorsement, no technical 'subscription' language). Provisional target: all new pieces E02.

Why: an indicator under the company's own control

RIGHTS AND LICENSES

Item	Situation
Logo and symbol	Redesign of the Tec Capital logo by Kadu Veronez (2026) based on the 2020 brand; ownership and assignment of rights to be formalized
Fonts	Caladea and JetBrains Mono: SIL Open Font License 1.1. Azonix (Free Font, MixoFX) and Ocean: commercial and web license to be confirmed
Icons, constellation, circuits and illustrations	Original design for Tec Capital
Animations and sound	Created from the logo files for this manual; the sound is a draft
Photographs	They do not exist yet; the references are fictitious AI-generated images; the photo shoot requires image releases

PROCESS AND OUT OF SCOPE

Process

Every change goes through the designer, bumps the manual version and is logged in the history.

Out of scope

Institutional website, Ordo 360 and Apta 360 logos and manuals, content calendar, photo shoot, final version of the sound and INPI registration. They are in the master checklist as "to do".

09 Sources and methodology · Guidelines

HOW THIS PAGE WAS MADE

HOW THIS PAGE WAS MADE

Standard-level research, updated on Nov 9, 2026: briefing, reference websites, named competitors and industry regulations. 61 blocks: 5 fact, 9 research, 8 derived, 16 hypothesis, 23 proposal. The text was assembled by the strategy skill and goes through a skeptical review before final publication.

HOW TO READ THE LABELS

F · Fact data from the client or the briefing.

P · Research an external source, with link and date.

D · Derived a conclusion drawn from the sources indicated.

H · Hypothesis a hypothesis, with a plan to validate it.

C · Proposal a brand choice, with the reason.

EVIDENCE

E01 F Project design system, Apta 360 logos delivered by Kadu on 09/11/2026 — projeto/design-system/tokens.json (apta-360 entry) and projeto/design-system/logos/apta-360/ · accessed on 09/11/2026

Apta 360, descriptor 'by Tec Capital', product role; symbol: two open arcs around the seven-pointed star; colors Tec Blue #1A4E89 (right arc and accent) and charcoal #121C25 (wordmark, left arc and star); horizontal, vertical and symbol versions · confidence high

E02 F Request from Kadu (designer) for the products' strategy, 09/11/2026 (project chat) · accessed on 09/11/2026

Apta 360 is in development, for companies and independent professionals, and replaces the previous name; Ordo 360 and Apta 360 are products with their own names endorsed 'by Tec Capital'; the new logos carry the wordmark ORDO and APTA only, without the 360; subscription products, with the brand speaking of an ongoing relationship and constant evolution, without 'subscription' in a technical tone and without 'fronts of activity' · confidence high

E03 F Considerations on the new brand manual, Lucas Macêdo (CEO), 02/11/2026 — projeto/briefing/consideracoes-ceo-2026-11-02.pdf · accessed on 02/11/2026
Project-based deliveries coexist with subscription systems; the brand should convey continuity and evolution; fronts of activity belong to an earlier phase and to commercial planning; a previous manual exists (edition to be validated) · confidence high

E04 F History of TEC Capital, document sent by management (Lucas Macêdo), 02/11/2026 — projeto/briefing/historia-tec-capital-2026-11-02.pdf · accessed on 02/11/2026
Founded in Brasília in 2019 by Lucas and Davi, with no outside investment and no office; in the early years, varied technology work to make a living, with the dream of building their own solutions; OAB/DF as the first major institutional contract; meaning of the symbol (Southern Cross = orientation, circuits = connection, T and C outline with Brasília); Web Summit Lisboa 2024; Exporta DF 2026; focus on continuous evolution with Ordo 360 and Apta 360 · confidence high

E05 F Conversation between Kadu and Lucas Macêdo (CEO) about the brand story, 03/11/2026 — projeto/briefing/conversa-lucas-2026-11-03.txt · accessed on 03/11/2026
The story text should focus on the start with no office, no investor and no resources (two computers; a library study room, food courts, the metro; 'we didn't even have a garage'); the early work appears only in general terms, as varied technology activities, also for SEO reasons; from the start the dream was to develop their own solutions. The corporate website speaks to investors and to people who arrive through the products (Ordo 360, Apta 360) wanting to know who is behind them. In the same feedback, management asked for an opening sound in the spirit of a computer's startup sound. · confidence high

E06 F tec.capital (home, block for the product for companies, still under the previous name) · link · accessed on 09/11/2026
'Your company's new residence.' 'For companies and independent professionals.' 'Everything that existed in people's heads and in manual processes comes to live in an automated way in a single place.' The owner gains a view of the business, with a specialist team providing support. The Business tab of 'How it works' has no stages of its own · confidence high

E07 F Interview with Kadu (designer), 01/11/2026 — projeto/entrevista.md · accessed on 01/11/2026
Apta 360 replaces Safira AI; subdivisions active; tagline Pontes entre pessoas e tecnologia (Bridges between people and technology); responsible and reassuring tone; precise and technological motion · confidence medium

E08 P search with no results: public presence of Apta 360 · accessed on 09/11/2026
the search for 'Apta 360' returned no website, page, app, news item or profile for the Tec Capital product; Tec's website still shows the previous product · confidence low

E09 P GE Vernova · industrial partners: APTA Sistemas de Automação Ltda · link · accessed on 09/11/2026
systems integrator in Minas Gerais, 'specializing in consulting, service provision, and project development' in industrial automation, IT and advanced control, focused on Life Sciences · confidence medium

E10 P Aptora · Aptora 360 · link · accessed on 09/11/2026
all-in-one accounting, field operations and sales package for field service companies in the US and Canada; 'Trusted by over 5,000+ field service businesses' · confidence medium

E11 P Capterra · APTA Connect · link · accessed on 01/11/2026
APTA Connect: physical therapy records software · confidence medium

E12 P Priberam Dictionary · apto · link · accessed on 09/11/2026
apto (feminine apta): 'Capaz, hábil.' 'Idóneo.' (Able, skilled. Fit.) · confidence high

E13 P Agência Sebrae · Brazil has a record number of active small-business CNPJs · link · accessed on 09/11/2026
'almost 24 million small businesses were operating in the last quarter of 2025' · confidence high

E14 P Agência Sebrae · From GPS to ChatGPT: small businesses and artificial intelligence · link · accessed on 09/11/2026
'In the unprompted survey, 44% of entrepreneurs say they have already used some type of AI'; when prompted, 51% mention generative text tools (ChatGPT, Gemini, Copilot) and 41% chatbots on WhatsApp · confidence medium

E15 P Conta Azul · website · link · accessed on 09/11/2026
'Management system for your business'; SMEs in law, consulting, healthcare, engineering and others; the page also addresses accountants and financial BPO firms; invoices, automatic billing via WhatsApp, Conta Azul IA for repetitive tasks; claims average savings of 30 hours per month; Controle plan from R$ 349.90/month (billed quarterly) · confidence medium

E16 P Omie · website · link · accessed on 09/11/2026
'Management system with a free integrated business account, all in one place'; ERP with sales, NF-e (electronic invoices), finance, inventory; Omie.IA Fiscal; claims more than 200,000 clients; 7-day free trial; plan prices not shown · confidence medium

E17 P RD Station · RD Vendas (CRM) · link · accessed on 09/11/2026
'Easy sales CRM integrated with Marketing'; automation of tasks and stages, WhatsApp Web extension, AI copilot; free plan for up to 4 users; Basic from R$ 65.70 per user/month on the annual plan · confidence medium

E18 P Aurum · Astrea (legal software) · link · accessed on 09/11/2026
solo lawyers and small and mid-sized law firms; deadlines, tasks, finances with automatic billing, client app, Jux AI agent; claims about 90 hours recovered per month; Smart Plan from R$ 220/month with discounted annual payment · confidence medium

E19 P search with no results: number of independent professionals in Brazil · accessed on 09/11/2026
in the searches carried out, I did not find recent official data counting independent professionals; the news items found deal with self-employed workers in general · confidence low

E20 F tec.capital/quem-somos · link · accessed on 01/11/2026
Founded in 2019 by Lucas Macedo (CEO) and Davi Andrade (CTO); started out serving the OAB; clients need someone responsible for their technology; mission, vision and 7 values · confidence high

E21 F Tec Capital Brand Manual v2.1 (2020), PDF from the client folder; OCR in projeto/briefing/manual-antigo-2020-ocr.txt · accessed on 01/11/2026
Symbol: Southern Cross, circuits and the layout of Brasília; slogan Construa pontes entre pessoas (Build bridges between people); 4 subdivisions; polite tone, 1st person plural · confidence high

E22 P Law 13.709/2018 (LGPD), arts. 23, 33 and 41 · link · accessed on 01/11/2026
processing by the public sector (art. 23), international transfer (art. 33), data protection officer (art. 41) · confidence high

E23 F tec.capital (home) — snapshot in projeto/briefing/fontes.md · link · accessed on 01/11/2026
We take care of your company's or institution's technology; operating in Brazil and Europe since 2019; challenges Modernize, Integrate, Evolve, Trust · confidence high

E24 F Apta 360 visual manual in production — manual-src/marcas/apta_360.py (read on 09/11/2026) · accessed on 09/11/2026
tagline 'Pronta para o próximo passo.' (Ready for the next step.); reading of the symbol: two open arcs that accompany the business without confining it; 'Apta comes from apto: prepared for what comes next'; role: organizes and automates repetitive work, proposal to be validated · confidence medium

WHAT STILL NEEDS VALIDATION

1. Product interview with management (Lucas Macêdo and Davi Andrade, 1 session of 60 minutes)

· What does Apta 360 do in its first version: which processes does it automate, and for what type of business? (au-10, pl-1)

· Is it ready-made software, a service with a platform, or both? Who at Tec supports the client, and how? (me-5, pl-4)

· What is the first segment: independent professionals with a small office, or another? (pu-2, pu-3)

· Role of AI in the product and what is left out because of cost (au-3, pl-6).

· Intended price range and ongoing relationship model (co-9).

· Expected date for the pilot and for leaving "coming soon" (md-2).

· APTA wordmark without the 360 and the tagline "Ready for the next step." approved (ar-3, me-2).

· Acceptance criterion: scope and first segment written down and approved; only then do positioning and messages stop being hypotheses.

2. Audience interviews (8 conversations, 30 minutes, before the pilot)

· Whom to interview: 8 business owners in the chosen segment (for example, lawyers, accountants or healthcare professionals with an office of up to 10 people), referred by Ordo 360 client institutions when possible (pu-3).

· Tell us about last week: where did you lose time, what did you forget, what does only one person know how to do? (pu-4)

· Which systems and AI tools do you already use? What did you abandon, and why? (co-5, co-7)

· Who recommended the management system you use today? (pu-6)

· Would you pay for someone who sets things up and provides support, instead of doing it yourself? How much would make sense? (co-8, co-9)

· Read the core message and the three taglines and ask them to explain them in their own words (me-1, me-2).

· Acceptance criterion: if 5 of 8 describe the same trigger and 5 of 8 say they would pay for ongoing support, the segment and the gap hold up; the chosen tagline is the one most people explain in the intended way.

3. Channel through the institutions (2 conversations with leaders of Ordo 360 clients)

· Would the institution support an offer to its members (benefit, partnership agreement, promotion)? (pu-3)

· Is there an institutional or professional rule that limits this offer? (no-3)

4. Pilot (real clients, before launch)

· Measure, for each client, the hours and errors of the automated process before and after (md-1, pl-4).

· Document the case with written authorization to cite it (pl-9, md-2).

· Acceptance criterion: at least one measured and authorized case before any public piece with results.

5. Legal and name (professional)

· Prior-registration search for "Apta 360" and the APTA logo at INPI, paying attention to APTA Sistemas de Automação (ar-6, ar-7).

· Standard data processing agreement and confidentiality and advertising rules for each profession served (no-1, no-3).

Apta 360 brand manual · v2.0 · Nov 2, 2026
Legal name: Tec Capital Tecnologia da Informação Ltda · CNPJ: 33.866.215/0001-49 · Address: Brasília, DF (full address to be confirmed)

Brand and manual design: Kadu Veronez
kaduveronez.com

PROJECT	SHEET	CHAPTERS	REVISION
Apta 360 brand manual	Strategy and guidelines	09 sheets	v2.0
DATE	SCALE	DRAWN BY	SYSTEM
02/11/2026	1:1 · screen	Kadu Veronez	Constellation and circuits · Zuik