WHY ORDO 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.

65 blocks: 8 fact, 13 research, 15 derived, 7 hypothesis, 22 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

D · Derived

For councils, OAB state sections, federations and associations that need to serve members digitally without replacing the systems that already work, Ordo 360 is the institution's digital home: portal, app, member area, service desk, services and board dashboards on a single base, connected to what already exists and continuously evolving, by Tec Capital. Reason to believe: Tec serves OAB-DF, OAB-SC, OAB-SE and CAA-SC E08 E42, and the official OAB/SC app carries its name in the package E12; which of them use Ordo 360 is being validated.

Why: competitors sell internal management (Implanta, BR Conselhos), standalone apps (Ilion) or packages for associations (Softaliza); the member layer connected to what exists, in continuous evolution, is the gap E07 E19 E21 E26

CORE IDEA

CORE IDEA

C · Proposal

A home that evolves with the institution. Ordo 360 is not a new website with each administration: it is the same address, which keeps the record of past terms of office and gains modules as the institution needs them E07 E03 .

Why: it combines the website's 'new home' promise with the continuity requested by management; 'sede' is the institution's own word

PURPOSE

PURPOSE

C · Proposal

That the institution be where its members are, at any time, and that the administrative office and the board have time to serve instead of putting out fires.

Why: it extends Tec's purpose (connecting the real to the digital, helping people) E38 to the daily life of a professional body, based on the problem described on the website E07 E07 E38

VALUE PROPOSITION

VALUE PROPOSITION

D · Derived

Publish once and appear everywhere; services in a catalog; a direct channel with the membership; indicators for the board; the institution's own environment. The institution activates what it needs and evolves at its own pace, with the same team supporting the entire relationship E07 E03 .

Why: it sums up the five 360s and the continuous evolution model described by management

TAGLINE

SIGNATURE LINE

C · Proposal

The institution's new home. It is already published on the product website and on Tec's E06 E07 ; on first mention, 'Ordo 360, by Tec Capital'.

Why: keeping the phrase that is already live provides continuity; test with 5 leaders whether 'sede' (home) is read as a physical headquarters (see validation)

VALUES

VALUES

F · Fact

Inherited from Tec Capital: Courtesy, Generosity, Humanity, Commitment, Companionship, Honesty and Innovation E38 .

VALUES AS BEHAVIOR

C · Proposal

Commitment: we answer for the digital home throughout the relationship, including during elections and the annual fee closing. Honesty: we say what is already ready and what comes in a later stage, with a date. Humanity: we design for members and the administrative office, not just for the board.

Why: the three values the product proves in use; elections and annual fees are the peak moments that the website and testimonials mention E07 E42 E07 E42

PERSONALITY

PERSONALITY

C · Proposal

Organized, institutional and close. It speaks like the administrative office that knows the answer, not like board minutes; it is formal without being solemn, and technical only when the IT team asks.

Why: 'ordo' means order and also class E36 ; it inherits 'responsible, precise and close', which management approved for Tec E03 E36 E03

EXPERIENCE PRINCIPLES

EXPERIENCE PRINCIPLES

C · Proposal

One base, every access point: what changes in one place changes everywhere. Connect before replacing: what works stays. Every term of office leaves a record: indicators and resolutions remain for the next administration. Activate in stages: one module at a time, with the team trained E07 .

Why: taken from the website's promises; each one can be checked in a real implementation

SUPPORTING PROOF

SUPPORTING PROOF

D · Derived

Tec serves OAB-DF, OAB-SC, OAB-SE and CAA-SC, with public testimonials from leaders E42 ; the OAB/SC App da Ordem is published and in use, with more than 5,000 downloads E12 ; the three state sections have about 124,000 registered lawyers combined E13 . Security, availability and satisfaction stay out until there is a report or measurement E08 .

Why: only proof with a public source is included; what belongs to Ordo 360 still needs to be separated from what belongs to Tec

Diagnosis and audience · Strategy

02 BEFORE THE DESIGN, THE MARKET

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

TOUCHPOINT AUDIT

WHAT THE PRODUCT PROMISES TODAY

F · Fact

The product website opens with the question 'The associate pays the annual fee. And then what?' and presents itself as 'the institution's new home': systems, website, app, associate area and service desk in a single environment E07. On Tec's website, the phrase is the same, for professional councils, the OAB, federations and associations E06.

HOW THE OFFER IS ORGANIZED

F · Fact

Five axes called '360' (data, management, relationships, services and information), sixteen modules in three groups (associate, staff and board) and the promise 'You do not need to replace what works'. Each institution has its own environment, with separate data, its own brand and its own domain. The plans 'vary according to the size of the membership and the modules activated' and have no public price E07.

DECLARED PROOF

F · Fact

The website claims more than 7 years with orders and councils, more than 120,000 associates served through its clients, presence in 3 of the 5 regions, no history of intrusions, 24/7 operation and infrastructure in Germany and Brazil, with the logos of OAB-DF, OAB-SC, OAB-SE, CAA-SC, Instituto General Villas Bôas and LinceGPS and an unnamed testimonial E08.

EUROPE

F · Fact

The website offers the product to Portugal, Spain and Italy, in four languages, with a data center in Germany E07 E09. The company's history places Portugal as the first European market, with partners and pilot projects being sought and the business stage planned for the first half of 2027 E04.

PLACE IN THE COMPANY'S FOCUS

F · Fact

Management says the current focus is on Ordo 360 and Apta 360 and that both are the way institutions keep modernizing over time, in a recurring relationship; the brand should convey this continuity without speaking of a 'subscription service' in technical terms E03 E04. The CEO expects that those who know Ordo 360 will visit Tec's website to find out who is behind it E05.

PRESERVE, TRANSFORM, AVOID

PRESERVE

D · Derived

The opening question ('And then what?'), the idea of the institution's home, 'You do not need to replace what works', 'Changed once, reflected everywhere' and the division by audience (member, staff, board) E07.

Why: these are the website phrases that state the problem and the promise in the client's language, and no competitor we read uses anything similar

TRANSFORM

D · Derived

Proof separate from Tec's proof; terms by type of institution (registered member for the OAB and councils, associate for associations); the explanation of the plans, which now speaks of an ongoing relationship and of modules added at the institution's pace; color and logo for the new system E01 E03 E07.

Why: management's feedback on continuity and the new logos delivered on Nov 9

AVOID

D · Derived

'Fronts', 'subscription' and 'plan' as the main word; security figures without a report; 'GDPR compliant' without a legal opinion; logos of clients who do not use the product E03 E08 E09.

Why: management's request and the risk of unproven claims in public pieces

COMPETITORS

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

Competitor	What it shows	Source
Implanta Informática	Brasília software house with systems for professional councils since 1989; it claims more than 400 clients and lists CFM, CFO, CFP, CFF and other federal councils E19. The offer is internal management (registration, oversight, procurement, accounting, transparency); the website mentions 'Online Services' without describing what members do there E19. It contracted with the CFM in 2026 under a tender exemption, with a license for unlimited users E20. It speaks to the council's administrator, not to the professional.	E19 E20
BR Conselhos (Datainfo)	Management system for councils and state sections, sold to Datainfo in 2021. News from 2019 to 2023 mentions OAB-SC, OAB-BA, OAB-GO and the Psychology Councils System as clients, with modules for registration, finance, case processing and oversight E21 E22 E23. Current client base not verified.	E21 E22 E23
Softaliza	System for associations, unions, federations and scientific societies: billing via Pix, boleto and card, an app and associate area, online voting and events E26. It has a fixed monthly price in a public listing (from R$297 to R$970) E27 and claims more than 200 associations E26 (the listing says 150 E27). It is Ordo 360's closest competitor in the associations and federations segment, with proof of scale and visible pricing.	E26 E27

Ilion Soluções em Internet	Generalist software house from Goiânia ('custom technology for your business to grow digitally') that appears as the developer of the OAB-GO app, which brings together the portals of the OAB, ESA, CASAG and CEL E24 E25. In 2019 the same state section adopted BR Conselhos for management E23: an example of an app made by one vendor and management by another.	E24 E25 E23
In-house team (own IT)	Some federal councils build their own app: CFC's CRC Digital was 'developed by CFC's Information Technology (IT) team' E28, and the national OAB has offered a free app for the National Registry of Lawyers since 2017 E29. OAB/RS launched a new website and app in 2021 E18 (authorship not verified). For the state section or regional council, the alternative is to wait for the federal app or build a team.	E28 E29 E18
Girosoft (Portugal)	In Europe, the Portuguese company Girosoft sells platforms for associations, professional orders and professional networks, custom-built and with quotes on request, with no client cases on the page we read E30.	E30

CATEGORY STANDARD AND GAP

CATEGORY STANDARD

D · Derived

The category splits into three offers that rarely meet: internal management systems sold to administrators (Implanta, BR Conselhos) E19 E21; custom apps or websites built by a software house or by the institution's IT team (Ilion, CFC) E24 E28; and closed packages for associations, with a monthly price (Softaliza) E26 E27. At OAB-GO, for example, the app and the management system come from different vendors E23 E25.

Why: cross-reading of the six competitors above

GAP

D · Derived

In councils and state sections, there is room for someone who takes on everything that members, staff and the board see (portal, app, service desk, services, indicators) on top of the management system the institution already has, without requiring a replacement, and keeps evolving after launch. That is what the Ordo 360 website promises with 'You do not need to replace what works' E07. In associations, Softaliza already offers an app and on-demand integration E26.

Why: the specialists sell management systems, the generalists sell standalone apps; Softaliza integrates with ERPs on demand, but only for associations; for councils and state sections, no competitor we read promises the member layer connected to the existing management system, in continuous evolution E19 E21 E24 E28

POSITIONING MAP

MAP (AXES)

H · Hypothesis

Hypothesis of a map with two axes: layer (internal management ↔ experience of members, staff and the board) and form (one-off project ↔ ongoing relationship with evolution). Implanta and BR Conselhos in management + ongoing; Ilion in experience + project; Softaliza in experience + package; Ordo 360 aims for experience + ongoing relationship, connected to the management system that already exists E07.

How to validate: check whether Implanta and BR Conselhos have a member portal or app in use; ask 3 current clients who else competed for the contract and why E19 E21 E24 E26

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.

PROFESSIONAL BODIES IN BRAZIL

P · Research

The 27 OAB state sections have more than 1.5 million lawyers combined E13. There are some 400 professional councils, according to an old TCU estimate cited by Confea (order of magnitude only) E14. We found no reliable figure for professional federations and associations.

THREE AUDIENCES WITHIN THE INSTITUTION

F · Fact

The website speaks to three people: the associate, who wants everything in one place (AI, app or website); the staff, who want to publish without depending on anyone and with fewer manual tasks; and the board, which wants indicators, a direct channel with the membership and 'a legacy of modernization' E07.

THE JOB TO BE DONE

D · Derived

When members pay the annual fee and cannot find the service they need, the institution wants a single place where they can handle certificates, events, benefits and service requests, so the administrative office stops answering the same question and the board knows what the membership uses and asks for. State sections such as OAB/RJ and OAB/RS have already announced fully digital service E17 E18.

Why: the problem described on the product website and the public movement of state sections toward digitalization E07

WHO MAKES THE PURCHASE DECISION

H · Hypothesis

The board signs (president, treasurer, IT director) within a term of office; the administrative office uses it every day; the member feels the result. The purchase tends to happen at the start of an administration, to deliver something visible before the next election.

How to validate: 5 conversations with leaders and staff of current clients: who requested it, who approved it, at what point in the term of office and with what argument

HOW THE INSTITUTION BUYS

P · Research

Councils are public agencies and buy through public tenders E15; the CFM hired Implanta under a tender exemption in 2026 E20. The OAB is not part of the indirect public administration and does not report to the TCU E16; each state section's procedure must be confirmed.

PROFESSIONAL ORDERS IN EUROPE

H · Hypothesis

Portugal has 20 professional orders in the CNOP E31, and the Ordem dos Advogados had 38,581 members in 2024 E32. Spain and Italy appear on the website E09, but we did not research those markets. The European audience is a bet by the company: contracts in Europe are still a goal E04.

How to validate: confirm with management the professional orders with which there are already talks and what the pilot in Portugal needs to prove

WHO IS NOT THE AUDIENCE

D · Derived

The institution that wants to replace its internal management system (registration, finance, oversight) is not the audience: that is the territory of Implanta and BR Conselhos E19 E21, and Ordo 360 connects to it instead of replacing it E07. Nor is it someone looking for a standalone website, with no relationship after delivery E03.

Why: the promise of integrating without replacing defines the boundary with management systems

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. Confirm with management (Lucas Macêdo and Davi Andrade)

· List of institutions with Ordo 360 in production and the active modules of each (au-9, pl-1, pl-9). Acceptance: a written list; only those count as proof of the product.

· Is the OAB/SC App da Ordem part of Ordo 360 or a custom project? (au-6)

· Written authorization to cite logos, testimonials and the currently anonymous leader (au-3, no-4).

· Which state sections make up the 120,000, and whether the phrase becomes "registered lawyers" (au-7).

· Years of experience: replace "7 years with orders and councils" with the date of the first contract with OAB/DF (au-8).

· A report, incident log or internal record for "0 history of intrusions" and "thousands of attacks mitigated" (no-4). Without it, these phrases come off the website.

· ORDO wordmark without the 360 approved by management (ar-3) and the website color, which changes from #0A3A78 to Tec Blue (au-8).

· European professional orders with which there are already talks, and what the pilot in Portugal needs to prove (pu-6).

2. Interviews with current clients (5 conversations, 30 minutes, within 30 days)

· Whom to interview: 2 leaders (president, treasurer or director), 2 administrative office employees and 1 IT person from client state sections.

· What made the institution look for Tec? At what point in the term of office? (pu-4)

· Who requested it, who approved it, and with what argument? (pu-4)

· What other options did you consider (another vendor, in-house team, the federal council's app)? (co-5, co-8)

· Which management system do you use, and how does Ordo 360 connect to it? (co-2, co-10, me-4)

· When you hear "the institution's new home", what do you picture? (me-2)

· Acceptance criterion: if 4 of 5 mention "not having to replace the management system" or "one place for members" as the reason, pillars 1 and 2 stay; if 3 of 5 read "sede" as a physical headquarters, the tagline gets a complement.

3. Market and competition (desk research, every 6 months)

· Check whether Implanta and BR Conselhos have a member portal or app in use and whether Softaliza serves councils (co-8, co-10).

· Read the platform page when reading is allowed, or ask management for the list of the sixteen modules (E10).

· Market for professional orders in Spain and Italy (pu-6).

4. Legal (the client's professional)

· Standard contract with controller and processor roles and an international transfer clause (no-2, vo-3).

· Legal opinion on the phrase "GDPR compliant" before keeping it on the website (no-3).

· Prior-registration search for "Ordo 360" and the ORDO logo at INPI and EUIPO (ar-7, ar-6).

5. Baseline metrics (30 days after the new brand goes live)

· Requests for a free assessment, WhatsApp conversations via button, visits by language and demo requests on the product website (md-1).

· For each client: requests resolved online out of the total, and repeated questions at the administrative office, before and after each module (md-2).

VERIFIED PUBLIC USE

P · Research

The App da Ordem, the official OAB/SC app, is on Google Play with more than 5,000 downloads, updated on Oct 16, 2026, and the package identifier carries Tec Capital's name E12. The store does not say that the app is Ordo 360.

THE 120,000 FIGURE

D · Derived

The product website speaks of '120,000 associates' E08; Tec's website, of people served E41. The figure is consistent with the registered lawyers in the three client state sections, 124,187 on Nov 1, 2026 E13, but a lawyer is a registered member, not an associate. Safe wording: 'more than 120,000 lawyers registered in the state sections we serve', after confirming which of them use Ordo 360.

Why: 54,721 + 55,406 + 14,060 = 124,187 members in the DF, SC and SE state sections; the term 'associate' does not apply to the OAB or to councils

INCONSISTENCIES TO FIX

D · Derived

The website's proof is that of Tec as a whole: two of the six logos (LinceGPS and Instituto General Villas Bôas) are not professional bodies E08. 'Associate' appears for all audiences E07. 'More than 7 years with orders and councils, since 2019' E08 contradicts the history: OAB/DF came after the first services E04. The website uses the blue #0A3A78 and the name written as one word E43 E44, while the new logo uses Tec Blue #1A4E89 and the ORDO wordmark E01 E02. The modules are called 'fronts', a word management removed from the brand E03 E07. Action: proof from the product only, years of experience counted from the first institutional contract, the right term for each type of institution, new color and logo, 'modules' instead of 'fronts'.

Why: cross-reading of the product website, the snapshot of Tec's website, the company's history, the new logos and management's feedback

WHAT COULD NOT BE CONFIRMED

H · Hypothesis

We found no news, public contract or institutional page that mentions Ordo 360 E11, and the platform page could not be read E10. We do not know which clients use Ordo 360 and which have custom projects from Tec, nor who the leader in the testimonial is E08.

How to validate: ask management for the list of institutions with Ordo 360 in production, the active modules of each and written authorization to cite them

RISK

H · Hypothesis

If Implanta or BR Conselhos launch complete portals and apps for members, or if Softaliza moves up to councils, the gap narrows. The defense is integration with what already exists and ongoing support, not the screen E19 E26.

How to validate: monitor competitors' websites every 6 months; ask clients which management system they use and how Ordo 360 connects to it

03 Context and regulations · Strategy

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

PUBLIC PROCUREMENT

P · Research

Councils buy through public tenders E15 (the CFM used a tender exemption with Implanta E20); the OAB is not part of the indirect public administration E16. Sales pieces do not mention a fixed price; each institution's procedure comes before the proposal.

LGPD

P · Research

Councils (public agencies) follow the LGPD's public-sector regime and the ANPD guide E33 E34. Infrastructure in Germany implies international data transfer (art. 33) E33; how the OAB is classified depends on a legal opinion. Never promise 'full compliance'.

GDPR IN EUROPE

P · Research

For European professional orders, Regulation (EU) 2016/679 applies E35. The website already says that data is kept isolated 'in accordance with the GDPR' E09: the phrase should only remain with an opinion from a European professional and a data processing agreement in place.

VALIDATE WITH A PROFESSIONAL

H · Hypothesis

Controller and processor roles between the institution and Tec in the contract; use of client logos and testimonials; the security claims ('0 history of intrusions', 'thousands of attacks mitigated') and the GDPR claim.

How to validate: the client's lawyer reviews the standard contract, pieces with logos and the security claims before publication

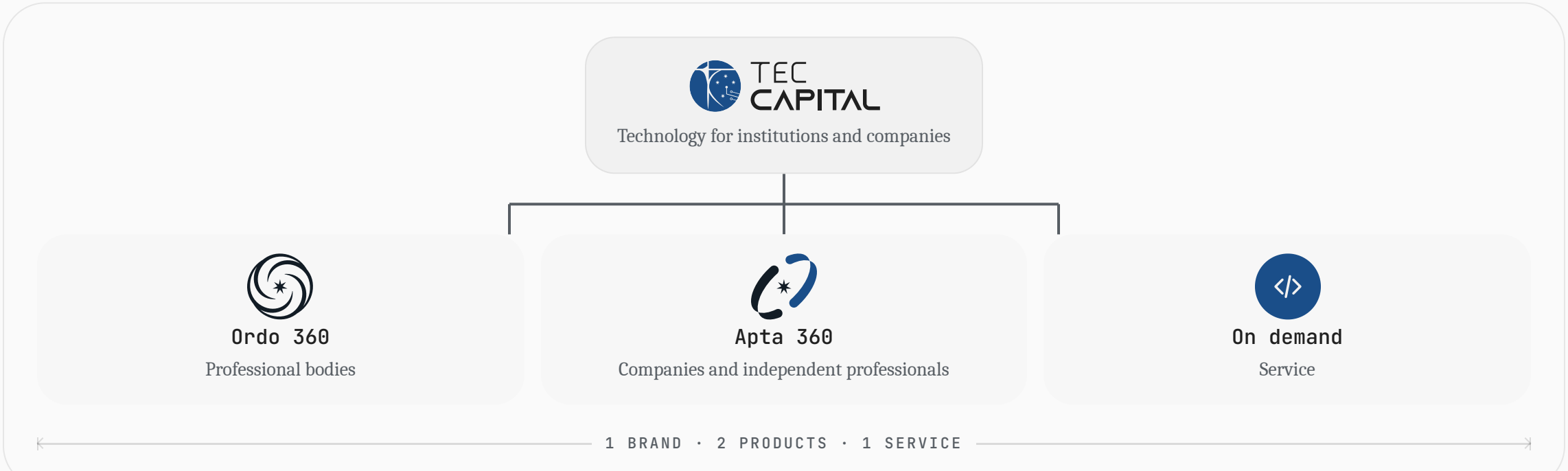
COMMUNICATION RULES

- **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: 'Ordo 360, by Tec Capital'. Ordo 360 appears in front; Tec Capital signs underneath, in the footer, in the proposal and in the contract E02.

Why: the leader looks for the solution for the institution; Tec provides the guarantee of who is behind it E05

PRODUCTS AND FOCUS

ECOSYSTEM PRODUCTS

F · Fact

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

THE 360 RULE

C · Proposal

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

Why: the website still writes the name as one word E41; separating the spoken name from the wordmark avoids two names for the same thing E41

OUTSIDE THE PRODUCT DEFINITION

C · Proposal

Tec's on-demand projects (websites, custom systems, maintenance) are not Ordo 360, even when the client is an institution. The product's modules are 'modules', not 'fronts' E03 E07.

Why: the product's proof and price stay clear when it does not absorb everything Tec does

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

'Ordo' is Latin for order and also for class or category E36 : it recalls the Ordem dos Advogados (the Bar) and professional orders without needing explanation. It is pronounced 'Ordo three hundred and sixty'. The name is not translated into any language. Gender: in Portuguese, 'o Ordo 360' (the product).

Why: the meaning supports the audience without needing explanation; the gender rule avoids 'a Ordo' (feminine) in Portuguese

NAMES BEING RETIRED

NAME RISK

P · Research

Ordo is also the name of a UK open banking fintech, which raised £10 million in 2022 E37 . A different sector, but the same European market the product wants to enter. We did not search INPI or EUIPO.

Out	In	When
Ordo360, ORDO360 and ORDO 360 in text	Ordo 360	Now, in every new piece
Provisional color #0A3A78	Charcoal and Tec Blue from the 2026 logos	Now

PROTECTION

H · Hypothesis

Run a prior-registration search for and register 'Ordo 360' and the ORDO logo at INPI and, before entering Europe, at EUIPO. A common Latin word may have weaker protection on its own; the name + symbol combination tends to be more defensible.

How to validate: prior-registration search and class definition with an intellectual property professional, in Brazil and in the European Union E36 E37

SUPPORTING TAGLINES

05 Creative concept · Strategy

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 • ORDER AROUND A CENTER

C · Proposal

The symbol is a spiral of arcs around the seven-pointed star E01 : the services revolve around a center, and the center is the institution. The star comes from Tec's Southern Cross, which provides the endorsement within the drawing itself E39 .

Why: the drawing already carries the concept of home (a center) and of order (arcs in sequence) E36

VISUAL LANGUAGE

C · Proposal

Concentric arcs as a data frame and section divider; Tec Blue and charcoal, with a mist background E01 ; well-aligned lists and catalogs, like an organized front desk. Motion: the arcs close around the center, with a precise fit, inherited from Tec E40 .

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

DISCARDED TERRITORIES

DISCARDED TERRITORY • PALACE AND COAT OF ARMS

C · Proposal

Columns, robes, gavels, coats of arms and gold to say 'institution'.

Why: it is the legal cliché, speaks only to the OAB and alienates councils and associations; Ordo 360 is the part of the institution that works on a phone

DISCARDED TERRITORY • CONTROL PANEL

C · Proposal

Dark screens full of charts, neon and data maps to say 'technology'.

Why: it speaks only to IT and the board; members and the administrative office, who use it every day, do not recognize themselves

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 Voice and tone · Guidelines

RESPONSIBLE AND REASSURING

How Ordo 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: formal yet approachable, serious, simple and assertive, in the first person plural E39 E40. Ordo 360's nuance: it speaks the institution's language (member, annual fee, certificate, term of office, administration, collegiate body) and starts from the membership's problem, like the question that opens the website E07. 'Inscrito' (registered member) for the OAB and councils; 'associado' (associate) only for associations.

Why: the buyer is the board, but the pain that convinces is that of members and the administrative office

SAY AND AVOID

SAY / AVOID

C · Proposal

Say 'Members issue their certificate through the app, at any time'. Avoid '360-degree digital transformation solution'. Say 'The systems that already work stay; Ordo 360 connects to them'. Avoid 'Replace your legacy system'. Say 'The institution activates the modules it needs and evolves at its own pace'. Avoid 'Subscribe to the plan' and 'fronts'. Say 'We support the institution throughout the relationship'. Avoid 'Buy our subscription'.

Why: website phrases that work, plus management's requests: an ongoing relationship instead of a subscription, modules instead of fronts E02 E03 E07

MESSAGE HOUSE

CORE MESSAGE

C · Proposal

Everything the institution offers, in one place, for members, staff and the board.

Why: it turns 'the institution's new home' into a concrete benefit for the website's three audiences E07

PILLAR 1 · ONE SINGLE PLACE

D · Derived

Published once, it appeared on the portal, in the app and at the service desk; services, events and benefits in a catalog E07.

Why: the information and services 360s

PILLAR 2 · WITHOUT REPLACING WHAT WORKS

D · Derived

Ordo 360 connects to the systems the institution already uses, in its own environment, with separate data and the institution's domain E07. Internal management stays with whoever already handles it E19 E21.

Why: integration is what sets it apart from those who sell management systems

PILLAR 3 · EVOLVING WITH EACH ADMINISTRATION

D · Derived

The institution activates what it needs and evolves at its own pace; indicators and the record of each administration remain for those who come next E07. The same team supports the entire relationship E03.

Why: it is the continuity requested by management, expressed in the language of those who hold a term of office

MANIFESTO

MANIFESTO

C · Proposal

Members pay their annual fee and expect to be served. The administrative office answers the same question all day long. The board wants to know what the membership thinks and only finds out at election time. Ordo 360 brings all of this together at a single address: the institution's home, open at any time. We do not ask you to replace what already works; we connect what is disconnected, publish once so it appears everywhere, and keep evolving with each administration. Ordo 360, by Tec Capital.

Why: it rewrites the website's problem and promise E07 in Tec's responsible tone; no numerical claims E07

READY-MADE DESCRIPTIONS

Short description

Ordo 360: a platform for professional bodies.

Medium description

Ordo 360. Brings together in one place what the institution offers its members: portal, app, member area, service desk, payments and transparency, always evolving, without replacing the management system that already works.

Long description

Ordo 360, by Tec Capital: the platform that brings together in one place what the professional body offers its members (portal, app, member area, service desk, payments and transparency), connected to the existing management system and continuously evolving. For OAB state sections, professional councils, federations and associations.

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

DIFFICULT SITUATIONS

DIFFICULT SITUATIONS C · Proposal

Instability during an election or the annual fee closing: notify the board before members complain, and say what happened, what was done and when it will be back. Request for a new module: say whether it already exists, the timeline and how it fits into the relationship. Request for member data by a third party: the decision belongs to the institution; Tec does not hand over data without its order (a rule to be set in the contract).

Why: these are the product's peak and risk moments; member data falls under the LGPD E33 E07 E33

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

- Ordo 360: the institution's new home
- Your certificate, with no lines and no paper
- Does your institution serve its members on their phones?
- We show before we build.
- What already works stays. The rest, we integrate.
- One team answers for your technology.
- Implementation in stages, with a date for each one.

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.

07

Accessibility and languages · Guidelines

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.

08

Rollout and governance · Guidelines

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

In the first 30 days with the new brand live, measure on the product website: requests for a free assessment, WhatsApp conversations via button (the prefilled messages already make it possible to separate the source), visits by language and demo requests `E07`. Only then set targets.

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

USE WITHIN THE INSTITUTION

C · Proposal

For each client, measure before and after each module: requests resolved online out of the total, repeated questions at the administrative office and satisfaction by touchpoint (the website promises surveys at each touchpoint) `E07`. Provisional target: defined with the institution after 30 days of measurement.

Why: it is the result the board brings to the accountability report for its term of office

CONSISTENCY

C · Proposal

Ordo 360 pieces that pass the manual's checklist (full name, ORDO wordmark, endorsement, the right term for the audience). Provisional target: all new pieces from publication onward `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. 65 blocks: 8 fact, 13 research, 15 derived, 7 hypothesis, 22 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, Ordo 360 logos delivered by Kadu on 09/11/2026 — projeto/design-system/tokens.json (ordo-360 entry) and projeto/design-system/logos/ordo-360/ · accessed on 09/11/2026

Ordo 360, descriptor 'by Tec Capital', product role; symbol: a spiral of arcs with the seven-pointed star at the center; colors Tec Blue #1A4E89 (outer arcs and accent) and charcoal #121C25 (wordmark and core); horizontal, vertical and symbol versions in blue, color, positive and negative · confidence high

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

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, product block) · link · accessed on 09/11/2026

For professional councils, the OAB, federations and associations. The institution’s new home. Brings together app, website and institutional portal on one platform · confidence high

E07 F ordo360.org (home, sections on the problem, what changes, integration and plans) · link · accessed on 09/11/2026
Heading: 'The associate pays the annual fee. And then what?'; 'the institution's new home' that brings together systems, website, app, associate area and service desk; causes: isolated systems, old technology, scattered information, siloed departments, little data; five 360s (data, management, relationships, services, information); 'Changed once, reflected everywhere'; sixteen fronts in three groups (associate, staff, board); 'You do not need to replace what works'; own environment with separate data, the institution's brand and domain; 'The plans vary according to the size of the membership and the modules activated'; the institution 'activates what it needs and evolves at its own pace'; CTA 'Schedule a free assessment' and WhatsApp with prefilled messages; PT, ES, IT, EN; 'a product of Tec Capital Tecnologia da Informação Ltda.' · confidence high

E08 F ordo360.org (proof section) · link · accessed on 09/11/2026
More than 7 years with orders and councils, since 2019; more than 120,000 associates served through its clients; 3 of the 5 regions; '0 history of intrusions'; 'thousands of attacks mitigated per month'; 24/7 with redundancy; dedicated infrastructure in Germany and Brazil; logos of OAB-DF, OAB-SC, OAB-SE, CAA-SC, Instituto General Villas Bôas and LinceGPS; testimonial from a leader of a state professional council, unidentified at their request · confidence medium

E09 F ordo360.org (Europe section) · link · accessed on 09/11/2026
Expansion into Portugal, Spain and Italy; data center in Germany, within the European Union, with data isolated in accordance with the GDPR; platform adaptable to the reality of each institution and country; CTA 'Talk about Europe' · confidence medium

E10 P search with no results: ordo360.org/plataforma · link · accessed on 09/11/2026
the platform page refused automated reading (robots); the detailed list of modules was neither read nor verified · confidence low

E11 P search with no results: public mentions of Ordo 360 · accessed on 09/11/2026
searches for 'Ordo 360' with OAB, for the name written as one word with Tec Capital, for CNPJ 33.866.215/0001-49 and for contracts with Tec Capital returned no news, public contract or institutional page that mentions the product · confidence low

E12 P Google Play · App da Ordem (OAB/SC) · link · accessed on 09/11/2026
App da Ordem, the official app of OAB Santa Catarina; developer DEV OAB (Ordem dos Advogados do Brasil Santa Catarina); 5,000+ downloads; updated on 16/10/2026; package identifier com.tec_capital.app_oab_sc · confidence medium

E13 P OAB · Legal profession table (Federal Council) · link · accessed on 01/11/2026
27 state chapters; 1,514,198 lawyers; DF 54,721; SC 55,406; SE 14,060 · confidence high

E14 P Confea · Minister explains management report (TCU) · link · accessed on 01/11/2026
about 400 Councils in the country · confidence low

E15 P Confea · Leaders debate the legal nature of councils · link · accessed on 01/11/2026
professional councils and orders are public agencies; tenders for purchases (TCU) · confidence medium

E16 P Dizer o Direito · STF, RE 1.182.189 (Tema 1054) and ADI 3026 · link · accessed on 01/11/2026
The OAB is not required to render accounts to the TCU (RE 1.182.189, 2023); it is not a public agency (ADI 3026) · confidence medium

E17 P Migalhas · OAB/RJ launches digital tool · link · accessed on 01/11/2026
As of today, OAB/RJ becomes fully digital · confidence high

E18 P OAB/RS · New website and app · link · accessed on 01/11/2026
fully digitize its processes and provide access to all services · confidence high

E19 P Implanta Informática · website · link · accessed on 09/11/2026
Systems for Professional Councils, solutions since 1989; '+400 clients served since 1989'; core-activity modules (CRM, Oversight, Case Processing, Online Services without description), support-activity modules (procurement, tenders, warehouse, assets) and financial modules (SISCONT, Transparency Portal, TCU Management); clients CFESS, CFF, CFM, CFMV, CFN, CFO, CFP, CFQ, CFT; language aimed at council administrators · confidence medium

E20 P CFM · Contract 20/2026 (transparency) · link · accessed on 01/11/2026
non-named use license for unlimited users, under a tender exemption (sole source) · confidence medium

E21 P Baguete · Datainfo buys BR Conselhos · link · accessed on 01/11/2026
BR Conselhos (BRC), spun off from HBSIS; clients OAB-SC, TO, BA, MT and GO; CFP, CREA-RN · confidence high

E22 P CFP · new Registration Management System (BRC) · link · accessed on 01/11/2026
Registration, Finance, Proceedings and Inspection Management System · confidence medium

E23 P Baguete · OAB of Goiás adopts BR Conselhos · link · accessed on 01/11/2026
system for professional councils developed by BRC Soluções em TI · confidence medium

E24 P Ilion Soluções em Internet · website · link · accessed on 01/11/2026
Custom technology to help your business grow in digital; websites, apps, custom software; Goiânia, since 2001 · confidence medium

E25 P App Store · OAB-GO · link · accessed on 01/11/2026
developer ILION Soluções em Internet; the app brings together the OAB, ESA, CASAG and CEL portals · confidence medium

E26 P Softaliza · website · link · accessed on 09/11/2026
'Systems for managing associations and events'; associations, unions, federations, scientific societies and clubs; billing via Pix, boleto and card, associate app, online voting, financial dashboard; integrations with ERPs and legacy migration on demand; claims more than 200 associations and more than 200,000 active users · confidence medium

E27 P Capterra · Softaliza · link · accessed on 09/11/2026
plans with a fixed monthly fee: Essencial R$297, Avançado R$657, Premium R$970; member area with a digital membership card and self-service; iOS and Android app; 'More than 150 organizations trust Softaliza' · confidence medium

E28 P Jornal Contábil · CFC launches the CRC Digital app · link · accessed on 09/11/2026
free app with a Digital Professional Card, events, continuing education courses and an ombudsman, 'developed by CFC's Information Technology (IT) team' · confidence medium

E29 P National OAB · National Registry of Lawyers app · link · accessed on 09/11/2026
the national OAB 'provides free of charge' an app to look up lawyers by name, state section and registration number · confidence high

E30 P Girosoft · Platforms for associations (Portugal) · link · accessed on 01/11/2026
A platform adapted to your reality, not a generic solution; audience: associations, professional orders and professional networks; pricing on request · confidence medium

E31 P CNOP · National Council of Professional Orders (Portugal) · link · accessed on 01/11/2026
the twenty Professional Orders that are its members · confidence medium

E32 P Ordem dos Advogados (Portugal) · number of lawyers in 2024 · link · accessed on 01/11/2026
In 2024, 38,581 lawyers were registered with the OA · confidence high

E33 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

E34 P ANPD · Guidance on data processing by the public sector · link · accessed on 01/11/2026
guidance for public entities and bodies on implementing the LGPD · confidence high

E35 P EUR-Lex · Regulation (EU) 2016/679 (GDPR) · link · accessed on 09/11/2026
Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation) · confidence high

E36 P Wiktionary · ordo (Latin) · link · accessed on 09/11/2026
'a methodical series, arrangement, or order'; also 'a class, station, condition, rank' · confidence medium

E37 P Crowdfund Insider · fintech Ordo raises £10M · link · accessed on 09/11/2026
Ordo, a UK open banking and request-to-pay fintech founded in 2018, raised £10 million in a Series A round · confidence medium

E38 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

E39 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

E40 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

E41 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

E42 F tec.capital (clients and testimonials) · link · accessed on 01/11/2026
Logos of OAB-DF, OAB-SC, OAB-SE, CAA-SC, Instituto General Villas Bôas, LinceGPS; testimonials from João Batista (OAB/DF) and Lúcio Fábio (OAB/SE); summary of the testimonials: the portal solved problems with the old website and stayed online during the elections for the first time (OAB/DF); the team's seriousness and competence (OAB/SE) · confidence medium

E43 P ordo360.org · link · accessed on 01/11/2026
Platform that presents itself as the institution's new home; 16 fronts; PT, ES, IT, EN; theme-color #0A3A78 · confidence high

E44 F projeto/briefing/fontes.md (snapshot of the tec.capital website, 01/11/2026), Solutions section · accessed on 01/11/2026
the snapshot records the product name written as one word, without a space before 360, and the product website color #0A3A78 · confidence high

WHAT STILL NEEDS VALIDATION

1. Confirm with management (Lucas Macêdo and Davi Andrade)

· List of institutions with Ordo 360 in production and the active modules of each (au-9, pl-1, pl-9). Acceptance: a written list; only those count as proof of the product.

· Is the OAB/SC App da Ordem part of Ordo 360 or a custom project? (au-6)

· Written authorization to cite logos, testimonials and the currently anonymous leader (au-3, no-4).

· Which state sections make up the 120,000, and whether the phrase becomes "registered lawyers" (au-7).

· Years of experience: replace "7 years with orders and councils" with the date of the first contract with OAB/DF (au-8).

· A report, incident log or internal record for "0 history of intrusions" and "thousands of attacks mitigated" (no-4). Without it, these phrases come off the website.

· ORDO wordmark without the 360 approved by management (ar-3) and the website color, which changes from #0A3A78 to Tec Blue (au-8).

· European professional orders with which there are already talks, and what the pilot in Portugal needs to prove (pu-6).

2. Interviews with current clients (5 conversations, 30 minutes, within 30 days)

· Whom to interview: 2 leaders (president, treasurer or director), 2 administrative office employees and 1 IT person from client state sections.

· What made the institution look for Tec? At what point in the term of office? (pu-4)

· Who requested it, who approved it, and with what argument? (pu-4)

· What other options did you consider (another vendor, in-house team, the federal council's app)? (co-5, co-8)

· Which management system do you use, and how does Ordo 360 connect to it? (co-2, co-10, me-4)

· When you hear "the institution's new home", what do you picture? (me-2)

· Acceptance criterion: if 4 of 5 mention "not having to replace the management system" or "one place for members" as the reason, pillars 1 and 2 stay; if 3 of 5 read "sede" as a physical headquarters, the tagline gets a complement.

3. Market and competition (desk research, every 6 months)

· Check whether Implanta and BR Conselhos have a member portal or app in use and whether Softaliza serves councils (co-8, co-10).

· Read the platform page when reading is allowed, or ask management for the list of the sixteen modules (E10).

· Market for professional orders in Spain and Italy (pu-6).

4. Legal (the client's professional)

· Standard contract with controller and processor roles and an international transfer clause (no-2, vo-3).

· Legal opinion on the phrase "GDPR compliant" before keeping it on the website (no-3).

· Prior-registration search for "Ordo 360" and the ORDO logo at INPI and EUIPO (ar-7, ar-6).

5. Baseline metrics (30 days after the new brand goes live)

· Requests for a free assessment, WhatsApp conversations via button, visits by language and demo requests on the product website (md-1).

· For each client: requests resolved online out of the total, and repeated questions at the administrative office, before and after each module (md-2).