WHY TEC CAPITAL 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: 11 fact, 9 research, 13 derived, 10 hypothesis, 18 proposal · standard-level research, updated on Nov 2, 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 professional bodies that need to deliver digital services to their members without replacing the management system they already have, Tec Capital is the team that answers for their technology and evolves it together with the institution: it modernizes what exists, integrates what is scattered and keeps everything in continuous evolution, in a relationship that spans terms of office. Proof: the specialization began with the first major contract, with OAB/DF; today it serves OAB-DF, OAB-SC and OAB-SE, which have about 124,000 registered lawyers combined E06 E10 E36. Apta 360 brings the same relationship to companies and will get its own positioning once the product is defined E37.

Why: key phrase from the About us page + OAB clients + count from the public registry; competitors sell systems, not responsibility (see Competitors) E02

CORE IDEA

CORE IDEA

C · Proposal

Technology in continuous evolution. Tec Capital does not deliver a system and end the conversation: it supports the client's technology from diagnosis to evolution, improves what is live as needs change and is the one the client turns to when something needs to change E02 E37.

Why: turns the key phrase of the About us page into the idea that organizes product, service and communication

PURPOSE

PURPOSE

F · Fact

To offer digital solutions that connect the real world to the digital one, in a cooperative and sustainable way, helping people make their dreams come true (published mission, summarized) E02.

VALUE PROPOSITION

VALUE PROPOSITION

D · Derived

Technology that does not stop at launch: diagnosis, prototype before building, phased rollout and continuous evolution, in a recurring relationship in which care goes along the whole way. With Ordo 360 and Apta 360, modernizing stops being a project that ends and becomes a process that continues E01 E05 E37.

Why: published 7-stage process, declared security figures and the recurring model described by management

TAGLINE

SIGNATURE LINE

C · Proposal

Bridges between people and technology. Institutional version, already published on the website: Building bridges between people and technology since 2019 E01 E08.

Why: the long version is already on the website; the short one was chosen in the project interview. Confirm with the client and check usage and registration before any campaign

VALUES

VALUES

F · Fact

The published values are Courtesy, Generosity, Humanity, Commitment, Companionship, Honesty and Innovation E02.

VALUES AS BEHAVIOR

C · Proposal

For the manual, the seven values become three observable behaviors: Commitment (we answer for the system throughout the relationship), Honesty (we say what can and cannot be done, with a deadline) and Humanity (we speak with the member and the administrative staff, not just the board).

Why: the list of 7 is too long to guide decisions; the 3 chosen are the ones the offer proves day to day

PERSONALITY

PERSONALITY

C · Proposal

Responsible, precise and approachable. Firm without being cold; technical without being opaque; approachable without being informal.

Why: tone chosen in the interview (responsible and reassuring) + legacy of the 2020 manual (courteous) + institutional audience

EXPERIENCE PRINCIPLES

EXPERIENCE PRINCIPLES

C · Proposal

Show before building: prototype approved before code. Integrate before replacing: what already works stays. Answer with a deadline: every request comes back with a date. Evolve together: the relationship does not end at launch, and the solution improves with use.

Why: drawn from the seven stages published on the website E01 and from the value proposition; each principle can be checked in a real engagement

SUPPORTING PROOF

SUPPORTING PROOF

D · Derived

The first major institutional contract was with OAB/DF E36; its clients include OAB-DF, OAB-SC, OAB-SE and CAA-SC, with public testimonials from their leaders E06; the three state sections have about 124,000 registered lawyers combined E10; it publishes its own seven-stage work process E01.

Why: only proof with a public source is included; security and availability stay out until the audit report arrives (see Pillar 2)

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 BRAND PROMISES TODAY

F · Fact

The current website says that Tec Capital takes care of the technology of companies and institutions in Brazil and in Europe and builds “bridges between people and technology since 2019”, through four actions: modernize, integrate, evolve and provide confidence E01.

ORIGIN

F · Fact

Lucas Macêdo (CEO) and Davi Andrade (CTO) founded Tec Capital in Brasília in 2019 with two computers: no office, no investor and no resources, not even the garage of startup stories. They worked in a study room at the Biblioteca Nacional, in food courts and metro stations. At first they took every technology job that came along, but the dream was to build their own solutions. OAB/DF came later, as the first major institutional contract, and it was there that the specialization in institutions matured. Today the company develops its own technology (Ordo 360 and Apta 360). The trust between the two goes further back, to a philanthropic organization where they learned to lead together E36 E38.

THE DIFFERENTIATING IDEA

F · Fact

The phrase that sums up the offer is on the About us page: the client does not need another system, it needs someone responsible for its technology E02.

DECLARED PROOF

F · Fact

The website lists clients such as OAB-DF, OAB-SC, OAB-SE and CAA-SC, two testimonials from OAB leaders and its own figures: more than 120,000 people served by its clients, presence in 3 of Brazil’s 5 regions and no history of breaches E05 E06.

2020 BRAND

F · Fact

The 2020 manual defined the symbol (Southern Cross, circuits and the layout of Brasília), the slogan “Construa pontes entre pessoas” (Build bridges between people) and a sociable, relaxed yet objective and courteous tone, in the first person plural E04. It was a 55-page manual made by the founders themselves, at the time of the second logo E36; in the project interview the tone was repositioned as “responsible and reassuring” E08. The video manifesto from the same year speaks of dreams and of bridges between people and the digital world E03.

INTERNATIONAL PRESENCE

F · Fact

On its website, the company states its participation in Web Summit 2024 via ApexBrasil (Alpha startup) and in Exporta DF, and the CEO’s presence in Europe E07. The history sent by management details the mission to Web Summit Lisboa 2024, with Itamaraty, ApexBrasil and Sebrae, and the spotlight at Exporta DF 2026; Portugal is the first European market to prioritize E36.

PRESERVE, TRANSFORM, AVOID

PRESERVE

D · Derived

The 2020 symbol and what it holds (Southern Cross as orientation, circuits as connection, the T and the C with the lines of Brasília), Tec Blue, the idea of bridges and the courteous tone in the first person plural E04 E36.

Why: 2020 manual and company history

TRANSFORM

D · Derived

The brand explanation, which now speaks of an ongoing relationship and evolution; cleaner stationery, certificate and presentations E37; the sound remade as an opening chord, in the spirit of a computer’s startup sound E38.

Why: leadership feedback on the manual

AVOID

D · Derived

Fronts of activity in the brand definition, the origin told only through the OAB, too many circuits and heavy blue in the pieces E37.

Why: leadership feedback on the manual

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 that presents itself as 'technology and knowledge for professional councils' and claims more than 400 clients since 1989, with a management suite (registration, inspection, finance, transparency) E28. It signed a contract with the CFM in 2026 (Contract 20/2026), without a competitive tender, with a license for unlimited users E29. The OAB did not appear in the client list reviewed (to be checked) E28.	E28 E29
BR Conselhos (Datainfo)	Management system created at HBSIS (HB.Conselhos) and sold to Datainfo in 2021. According to news reports from 2019 and 2021, clients included OAB-SC, OAB-BA and OAB-GO; in 2023 the Psychology Councils System was implementing the product E30 E31 E34. Current client portfolio not verified. OAB-SC is also a Tec client: likely coexistence (BR Conselhos for management, Tec on the member layer), to be confirmed.	E14 E30 E31 E34
Ilion Soluções em Internet	Generalist software factory from Goiânia ('custom technology for your business to grow digitally') that appears as the developer of the OAB-GO app E32 E33 (inference: OAB-GO used BR Conselhos for management in 2019 E34). It does not use the OAB as proof on its own website E32.	E32 E33 E34
Girosoft (Portugal)	In Europe, the Portuguese company Girosoft sells platforms for associations and professional orders, custom-built and priced on request, with no client cases on the page reviewed E27.	E27

CATEGORY STANDARD AND GAP

GAP

D · Derived

There is room for a provider that takes on the layer members see (portal, app, service desk, payments) and integrates with the management system the institution already has, instead of requiring a replacement. This is exactly the 'integrate without replacing what works' that Tec's website already promises E01.

Why: the website's Integrate pillar (without discarding what works) responds to a market in which the ERP already exists and the app is built by someone else E02 E30 E33

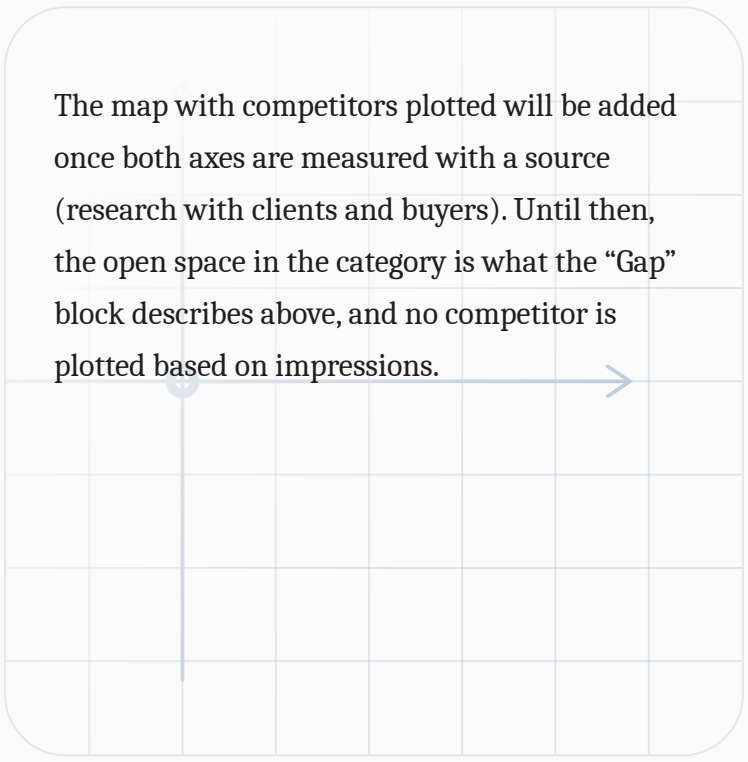
POSITIONING MAP

MAP (AXES)

H · Hypothesis

Map hypothesis, with two axes: focus (generalist ↔ specialist in professional bodies) and layer (internal management ↔ member experience with ongoing support). Implanta and BR Conselhos appear in specialist + management; Ilion in generalist + experience; Tec Capital, with Ordo 360, aims for specialist + experience.

How to validate: check whether Implanta and BR Conselhos have a member portal or app; ask 3 clients who else competed for the contract E28 E30 E31 E32 E33



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 first audience is the institutions that organize professionals: the 27 OAB state sections, with more than 1.5 million lawyers in total E10, and the professional councils: an old estimate cited by the TCU, in a Confea news item, puts them at about 400 (order of magnitude only) E13.

THE JOB TO BE DONE (INSTITUTION)

D · Derived

When the board, during its term of office, needs to deliver digital services to members (annual fees, certificates, elections, service desk), the institution wants a portal and an app that work and someone who answers for them and evolves them over time, so it does not depend on scattered systems or on a project that stops at launch.

Why: OAB/DF testimonial about the portal during elections E06, the digitalization trend among state sections and the key phrase from the About us page E02 E06 E15 E16

HOW THE INSTITUTION BUYS

P · Research

Professional councils are public agencies and buy through public tenders E12. The OAB is not part of the indirect public administration and does not report to the TCU (STF, ADI 3026 and RE 1.182.189) E11; the procurement procedure must be confirmed with each state section.

COMPANIES AND INDEPENDENT PROFESSIONALS

H · Hypothesis

The second audience is companies and independent professionals who want to take manual processes out of people's heads and automate them (the audience currently described for Safira AI, which will be replaced by Apta 360) E01 E08.

How to validate: confirm Apta 360's audience and offer with the client

PROFESSIONAL ORDERS IN EUROPE

H · Hypothesis

The Ordo 360 languages (Portuguese, Spanish, Italian and English) suggest a European audience E09. Context: Portugal has 20 professional orders in the CNOP E26, and the Ordem dos Advogados had 38,581 members in 2024 E24.

How to validate: confirm the target countries with the client and whether conversations are already under way

WHO DECIDES

H · Hypothesis

The board signs (president, treasurer, IT director); the administrative staff use it every day; the members feel the result. Communication needs to speak to all three.

How to validate: 5 conversations with leaders and staff at current clients: who requested it, who approved it, who uses it

WHO IS NOT THE AUDIENCE

D · Derived

Not the audience: anyone looking for a cheap off-the-shelf website or a freelancer for a one-off job; Tec's offer is an ongoing relationship of evolution E01 E02 E37.

Why: the offer is ongoing support and evolution, not a one-off project

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

Validation script: in production.

THE 120,000 FIGURE

D · Derived

The website figure is consistent with the size of the client state sections: DF, SC and SE had a combined 124,187 registered lawyers on Nov 1, 2026 E10. Safe wording: 'more than 120,000 lawyers registered in the state sections we serve'. It still needs to be confirmed which systems Tec supports in each state section.

Why: 54,721 + 55,406 + 14,060 = 124,187 lawyers in the three client state sections E05

INCONSISTENCIES TO FIX

D · Derived

Three taglines currently coexist ('Build bridges between people', 'Building bridges between people and technology' and 'Build bridges'), two products with names that will change (Safira AI goes out, Apta 360 comes in) and no active indexed social profile was found, to be confirmed with the client E01 E04 E08 E21. Action: one tagline, one ecosystem with a naming rule and one active professional channel.

Why: cross-reading of the website, the 2020 manual and the interview

WHAT COULD NOT BE CONFIRMED

H · Hypothesis

We found no public source for participation in the Diplomatic Commerce Alliance, in Web Summit 2024 or on the list of Exporta DF companies E19 E20. The company history confirms Web Summit and Exporta DF E36; in public pieces, cite them with the proof in hand.

How to validate: ask the client for the certificate or membership agreement for each program

IN-HOUSE DEVELOPMENT

H · Hypothesis

OAB/RS launched a new website and app in 2021 E16; we did not verify whether they were built by an in-house team. The institution's in-house team can be an alternative to hiring a supplier.

How to validate: ask current clients whether they considered building it in-house

RISK

H · Hypothesis

If the large management system vendors launch their own app and portal, the gap narrows. The defense is integration and ongoing support, not the screen.

How to validate: ask current clients which ERP they use and whether Tec integrates with it

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

SECTOR

D · Derived

Technology has no sector-specific advertising rules, but it follows the CDC and CONAR: no absolute claims without proof, and comparisons with competitors only when objective and verifiable. Regulated clients require authorization for logos, testimonials and data E06 E35.

Why: institutional clients + LGPD + general advertising rules

LGPD IN THE PUBLIC SECTOR

P · Research

Councils (public agencies) follow the LGPD's public-sector regime and the ANPD guide E22 E35. For the OAB, the classification depends on a legal opinion. Infrastructure in Germany implies an international data transfer (art. 33) and should only be mentioned after legal validation. Never promise 'full compliance'.

PUBLIC PROCUREMENT

P · Research

Councils buy through public tenders E12; the OAB is not part of the indirect public administration E11, and each state chapter's procedure must be confirmed. Sales materials should not quote a fixed price to this audience.

VALIDATE WITH A PROFESSIONAL

H · Hypothesis

Current procurement rules and the use of client logos in public materials.

How to validate: the client's lawyer reviews case studies and logos 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

Endorsing parent brand: Tec Capital signs everything; products have their own name with the endorsement “by Tec Capital”.

Why: endorsed model: the parent provides credibility, the product provides clarity of use

PRODUCTS AND FOCUS

PRODUCTS

F · Fact

Ordo 360 (professional bodies) and Apta 360 (in development, replacing Safira AI) E08 E09.

THE 360 RULE

C · Proposal

Every Tec product carries the 360 suffix (complete view and continuous evolution); the name comes first, without a hyphen, with a space: Ordo 360, Apta 360.

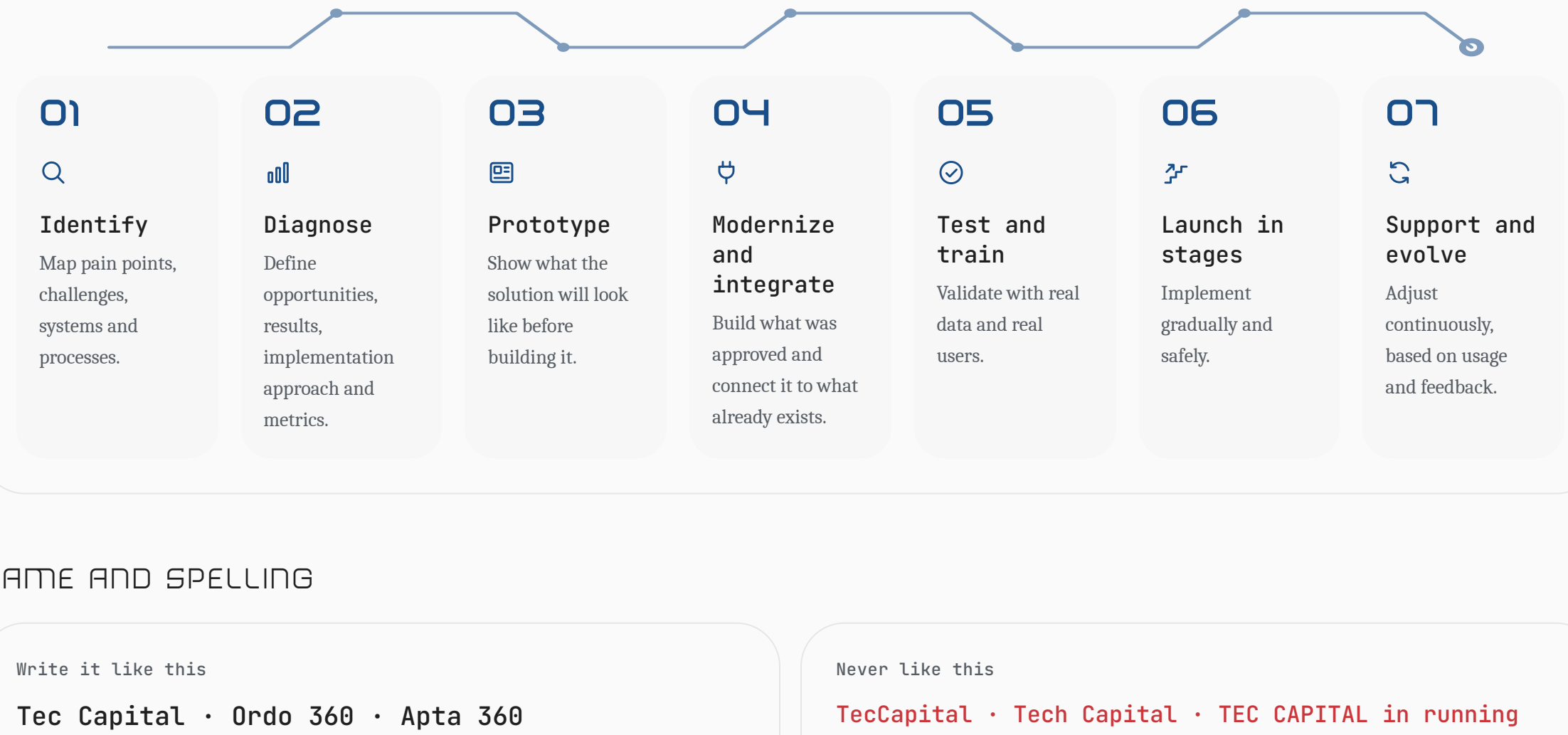
Why: it standardizes what already exists (Ordo360 and Ordo 360 appear written two ways) E09

OUTSIDE THE BRAND DEFINITION

F · Fact

The fronts of activity in the 2020 manual (Entertainment, Philanthropy, Sustainability and Clube TEC) belong to an earlier phase. Management asked for them to be removed from the brand definition, which now centers on Ordo 360 and Apta 360; programs and commercial initiatives belong in commercial planning E37.

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



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.

NAMES BEING RETIRED

NAME RISK

P · Research

'Apta' is a common word in Portuguese and already names a physical therapy records software in the US (APTA Connect) E25. We have not searched the INPI for Tec Capital, Ordo 360 or Apta 360.

Out	In	When
Safira AI	Apta 360	Now: do not mention Safira AI in new pieces
“Build bridges between people” and “Build bridges”	Bridges between people and technology	With the next piece in each channel
2020 logo	Redesigned logo (this manual)	Within 90 days, starting with digital
Ordo360 (no space)	Ordo 360	Now

Changeover schedule in the Rollout and governance chapter.

PROTECTION

PROTECTION

H · Hypothesis

Run a clearance search and register 'Tec Capital', 'Ordo 360' and 'Apta 360' with the INPI before finalizing the product logos.

How to validate: clearance search and class review with an intellectual property professional

SUPPORTING TAGLINES

Use	Phrase	Label
Tagline	Bridges between people and technology	C · Proposal
Long institutional line	Building bridges between people and technology since 2019	F · Fact
Core message	We take care of your institution’s technology so that it can take care of people.	C · Proposal

One tagline per piece. In English: *Bridges between people and technology* (proposal; review with a native speaker). Check with the INPI before any campaign.

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 · CONNECTED CONSTELLATION

C · Proposal

Connected constellation: the Southern Cross points the way, the circuit links those outside to the center, the layout of Brasília reminds us where we come from E04.

Why: the symbol itself already carries the concept; the new manual only turns it into a system (graphics, icons, motion)

VISUAL LANGUAGE

C · Proposal

Thin circuit lines, nodes that light up, seven-pointed stars as markers, deep blue with light mist. Precise motion: everything snaps into place, nothing floats E08.

Why: motion chosen in the interview: precise and technological

DISCARDED TERRITORIES

DISCARDED TERRITORY · DIGITAL FORTRESS

C · Proposal

Shields, padlocks, vaults and dark backgrounds to communicate security.

Why: it is the cliché of the security category and conveys fear, not care; security comes in as a commitment in the copy (Pillar 2), not as an image

DISCARDED TERRITORY · NEON FUTURE

C · Proposal

Vibrant gradients, robots, AI brains and floating interfaces to communicate innovation.

Why: it alienates the institutional audience, ages quickly and contradicts the idea of responsibility; the 2020 symbol already has its own language (sky, circuit, Brasília)

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 Tec Capital 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

Formal yet approachable (not casual), serious (no jokes), simple (no jargon), assertive (no empty promises). First person plural, as the 2020 manual already specified `E04` ; tone defined in the project interview `E08` .

Why: professional bodies expect restraint; the human side of the manifesto shows in the purpose, not in customer service

SAY AND AVOID

SAY / AVOID

C · Proposal

Say 'We will implement in three stages, the first in 30 days'. Avoid 'Innovative cutting-edge solutions'. Say 'The portal stayed online throughout the election' [example: use only with confirmed data]. Avoid 'We are technology leaders'. Say 'I will check and get back to you by 4 p.m.'. Avoid 'Maybe we can take a look'.

Why: 2020 manual rules (propose action, no uncertainty) applied to the responsible tone

MESSAGE HOUSE

CORE MESSAGE

C · Proposal

We take care of your institution’s technology so that it can take care of people.

Why: it sums up the key phrase (responsible) and the purpose (people) in simple language

PILLAR 1 · RESPONSIBILITY

D · Derived

One party responsible for the technology, from diagnosis to continuous evolution, in a relationship that continues after launch E01 E02 E37.

Why: 7-stage process and recurring model

PILLAR 2 · SECURITY H · Hypothesis

Since 2019, no recorded breaches in the systems we maintain (internal data, updated in [month/year]); 24/7 operation with redundancy in Brazil and Germany E05.

How to validate: the client sends an audit report, incident report or internal record that supports the statement; until then, do not use it in public pieces

PILLAR 3 · EXPERIENCE WITH INSTITUTIONS

F · Fact

The specialization grew out of the first major contract, with OAB/DF; today, the DF, SC and SE state sections and CAA-SC E06 E36.

MANIFESTO

MANIFESTO

C · Proposal

There are people on the other side of every system: the lawyer who needs a document after hours, the administrative staff closing the month, the council member voting from afar. Tec Capital exists so that technology reaches these people without friction. We do not sell one more system: we answer for what is live. We look at what already exists before proposing something new, we show before we build, we roll out in stages and we keep evolving with those we serve. We started in Brasília and work in Brazil and in Europe. Bridges between people and technology.

Why: it updates the 2020 video manifesto E03 to the responsible and reassuring tone defined in the interview E08; no numerical claims

READY-MADE DESCRIPTIONS

Short description

Tec Capital: technology for institutions and companies.

Medium description

Tec Capital. Supports the technology of professional bodies and companies in an ongoing relationship: it modernizes what exists, integrates what is scattered and keeps solutions evolving as needs change.

Long description

Tec Capital takes care of the technology of professional bodies and companies in an ongoing relationship: it modernizes what exists, integrates what is scattered and keeps solutions evolving over time, in Brazil and in Europe. Founded in Brasília in 2019, it has served the OAB from the start and develops two products of its own: Ordo 360, for professional bodies, and Apta 360, for companies and independent professionals.

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

DIFFICULT SITUATIONS

DIFFICULT SITUATIONS

C · Proposal

Incident or instability: say what happened, what has already been done and when it will be back, in that order, without blaming third parties. Delay: own it, and give the new date and the reason in one sentence. Out-of-scope request: say what is possible, the cost and the contractual path (amendment or new contract), without saying 'we can't'.

Why: public institutions demand transparency; trust is pillar 4 of the website

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."

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]."

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."

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

We take care of your institution’s technology	What already works stays. The rest, we integrate.
Ordo 360: the institution’s new home	One team answers for your technology.
Did your system stop on launch day?	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

In the first 30 days after publishing the new brand, measure: WhatsApp contacts coming from the website, Ordo 360 demo requests and visits by language. Only then set targets.

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

CONSISTENCY

C · Proposal

Internal indicator: published pieces that pass the manual checklist (logo, color, tagline, tone). Provisional target: all new pieces from publication onward.

Why: it is the only indicator 100% under the company's 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".

Sources and methodology · Guidelines

09 HOW THIS PAGE WAS MADE

HOW THIS PAGE WAS MADE

Standard-level research, updated on Nov 2, 2026: briefing, reference websites, named competitors and industry regulations. 61 blocks: 11 fact, 9 research, 13 derived, 10 hypothesis, 18 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 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

E02 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

E03 F Tec Capital Manifesto Video (YouTube, Tec Capital channel, 28/03/2020) · link · accessed on 01/11/2026
We are not just another technology company; we want to build bridges between people and the digital world · confidence high

E04 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

E05 F tec.capital (Solidez section) · link · accessed on 01/11/2026
120,000+ people served through clients; 3 of 5 regions; 0 breaches; dedicated infrastructure in Germany and Brazil; 24/7 · confidence medium

E06 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

E07 F tec.capital (Em constante expansão section) · link · accessed on 01/11/2026
Web Summit 2024 via ApexBrasil; Diplomatic Commerce Alliance; Exporta DF (FIBRA); CEO with a presence in Europe · confidence medium

E08 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

E09 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

E10 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

E11 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

E12 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

E13 P Confea · Minister explains management report (TCU) · link · accessed on 01/11/2026
about 400 Councils in the country · confidence low

E14 P Baguete · OAB/MS adopts HBSIS solution · link · accessed on 01/11/2026
HB.Conselhos management system for professional councils · confidence medium

E15 P Migalhas · OAB/RJ launches digital tool · link · accessed on 01/11/2026
As of today, OAB/RJ becomes fully digital · confidence high

E16 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 Portal da Indústria · Exporta DF prepares 15 IT companies · link · accessed on 01/11/2026
15 information and communication technology companies taking part in Exporta DF · confidence medium

E20 P search with no results: Diplomatic Commerce Alliance · accessed on 01/11/2026
I did not find a public Diplomatic Commerce Alliance page that mentions Tec Capital · confidence low

E21 P search with no results: active social profiles · accessed on 01/11/2026
I did not find any indexed active Instagram or LinkedIn profiles for Tec Capital; the website does not list social networks · confidence low

E22 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

E24 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

E25 P Capterra · APTA Connect · link · accessed on 01/11/2026
APTA Connect: physical therapy records software · confidence medium

E26 P CNOP · National Council of Professional Orders (Portugal) · link · accessed on 01/11/2026
the twenty Professional Orders that are its members · confidence medium

E27 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

E28 P Implanta Informática · website · link · accessed on 01/11/2026
Technology and knowledge for Professional Councils; 400+ clients since 1989; Brasília; clients CFM, CFO, CFP, CFF and others; OAB does not appear · confidence medium

E29 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

E30 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

E31 P CFP · new Registration Management System (BRC) · link · accessed on 01/11/2026
Registration, Finance, Proceedings and Inspection Management System · confidence medium

E32 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

E33 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

E34 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

E35 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

E36 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

E37 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

E38 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

WHAT STILL NEEDS VALIDATION

Validation script: in production.