



THE SPESICA IDENTITY

Brand guidelines.

A shared foundation for how we look, speak, and build. The essentials for representing Spesica with clarity and consistency.

Build. Innovate. Grow.



FOUNDATION

Strong foundations. Intelligent progress.

Spesica is an AI & data company building intelligent products and businesses. Our identity brings disciplined engineering and purposeful innovation into one recognizable system.

The two interlocking geometric forms create a hexagonal S: a visual expression of connection, structure, and forward movement. Navy grounds the identity; crimson brings energy and intent.



Build with purpose

Start with a real need. Make the benefit clear.

Innovate with discipline

Turn ideas into dependable, useful systems.

Grow for the long term

Create lasting value through strong foundations.

LOGO SYSTEM

One identity. The right expression.

Use the signature gradient horizontal logo for digital applications on light backgrounds. Choose solid artwork for simpler reproduction, or white for dark backgrounds.



Signature gradient



Signature solid



White / reverse



Stacked



Logogram



Wordmark

The package also includes navy monochrome and light-grey variants. “Primary Dark” means a dark wordmark for light backgrounds; “Primary Light” means light artwork for dark backgrounds.

SPACE & SIZE

Give the identity room.

Let H be the logogram height. Keep at least ¼ H clear on every side of the complete logo, measured from the visible artwork. Keep text, images, and layout edges outside this area.

Zero-margin assets are tightly cropped. Add clear space in your layout. Plate assets include padding of 15% of logo height; add more space where needed to meet the ¼ H rule.

Recommended minimum widths

Composition	Digital	Print
Horizontal	136 px	34 mm
Stacked	96 px	24 mm
Logogram	24 px	6 mm
Wordmark	112 px	28 mm

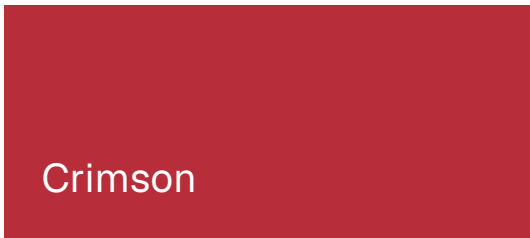
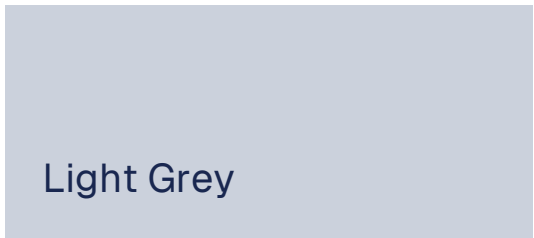


Check legibility at final size and use PNG at least 2× its displayed width. For a 16 px browser tab, use the supplied favicon. These sizes are starting points, not a substitute for a production proof.

COLORS

Grounded in navy. Driven by crimson.

Navy anchors headings and structure. Crimson highlights actions and key moments. White and light grey provide space and balance.

			
Navy	Crimson	White	Light Grey
#192750	#B72E3A	#FFFFFF	#CBD1DC
RGB 25 / 39 / 80	RGB 183 / 46 / 58	RGB 255 / 255 / 255	RGB 203 / 209 / 220

Use navy on white or light grey, and white on navy or crimson. Keep light grey off white for essential text. Supporting website colors: Deep #101B38, Slate #566176, Paper #F5F6F8.

Use the original gradient SVG or PNG. The navy symbol moves from #101A3D through #233778 to #4159B5; crimson moves from #851725 through #B72E3A to #E43B46. The wordmark moves from #131D40 to #283E7A. Do not rebuild the gradient by eye.

HEX and RGB values describe digital color. Convert and proof with your print partner for the chosen material and process; no Pantone or fixed CMYK match is specified.

TYPOGRAPHY

Clear type. Considered hierarchy.

Aa

Geist

Regular 400 / Medium 500
Semibold 600

Build. Innovate. Grow.

Geist is the website typeface and the recommended companion for digital communications. Use Regular 400 for body text, Medium 500 for headings, and Semibold 600 for emphasis.

The wordmark is based on General Sans Semibold 600. Its letters are outlined in the supplied SVGs. Always place the original artwork; do not recreate the logo by typing the name.

Use sentence case, left alignment, and 1.4-1.6 line height for body text. Start at 16 px for web body text and 14 px for labels. Use a clear hierarchy and generous spacing.

Use Arial when Geist is unavailable in documents or email. Font files are not included in the logo set; check the font license before installing or sharing.

USAGE

Keep the original form.

Use with care

- + Scale proportionally and preserve internal spacing.
- + Choose an asset with clear contrast against its background.
- + Keep the required clear space around the whole composition.
- + Use the solid version when gradients cannot reproduce well.

Avoid alterations

- Do not stretch, rotate, crop, or skew the artwork.
- Do not recolor the logo or change the gradient.
- Do not add shadows, outlines, bevels, or 3D effects.
- Do not retype the wordmark or attach a tagline to the lockup.

VOICE

Purposeful. Clear. Accountable.

Speak with calm confidence. Start with the business need, explain what the technology does, and state what it helps people achieve. Keep claims specific and supported.

EXAMPLE MESSAGE

We connect AI, data, and engineering to help teams work better and make informed decisions.

Clear

Use direct sentences and familiar words.
Explain technical terms in context.

Grounded

Describe capabilities accurately. Avoid guarantees, inflated claims, and unexplained superlatives.

Human

Support human judgment. Respect privacy and make responsibility visible.

Distinct products. Shared foundation.

DinamisAI, TrueHire, and TrueSignal retain their own identities. Use “by Spesica” as a separate endorsement where appropriate. Keep clear space around each brand; do not merge product marks into the Spesica lockup.

DinamisAI

by Spesica

TrueHire

by Spesica

TrueSignal

by Spesica

Write Spesica in running text and PT Spesica Lintas Maxima for the legal entity. Keep DinamisAI, TrueHire, and TrueSignal unchanged in both languages. Core tagline: “Build. Innovate. Grow.”

Websites

Use the horizontal SVG in the header and white artwork on the navy footer. Keep crimson for the main action.

Documents & presentations

Use a clear margin and a light background. Prefer SVG where supported, or a high-resolution PNG.

Avatars & small icons

Use the logogram or supplied app icon. Keep the built-in plate and safe space for small sizes.

DOWNLOADS

Ready to use.

Includes horizontal, stacked, logogram, and wordmark compositions; gradient, solid, navy, white, and light-grey variants where available. Transparent zero-margin, white-plate, and navy-plate assets are named by use. Font files are not included.

SVG · Outlined vectors for websites and scalable artwork.

PNG · 6000 px wide compositions; 2400 px logograms for documents and presentations.

WebP · Lossless, 1200 px wide assets for websites.



Download guidelines

spesica.com/brand

spesica.com/id/brand

The assets identify Spesica. Do not imply a partnership, endorsement, or ownership beyond your actual relationship with Spesica.