OFFICIAL VISUAL IDENTITY / VERSION 2.0

Calm judgment. Visible evidence.

The visual system is built to make finance leaders, founders, and operators expect rigorous work, controlled execution, and candid boundaries. It combines modern systems fluency with visible human accountability.

DM

Diego Daniel Moro
Evidence-backed finance operations

PRIMARY LINE

**Decision-grade finance.
Built to survive review.**

01 / BRAND CORE

What the brand promises

Make the **source, scope, owner, and next decision** visible. That promise applies to the work, the writing, and the way proof is presented.

01

Trust

Specific claims, visible sources, explicit limits.

02

Control

Ownership, review points, and exceptions stay clear.

03

Clarity

Dense finance work becomes easy to scan and decide on.

04

Modern competence

Systems support judgment; they do not hide it.

05

Calm

No noise, urgency theater, or decorative authority.

02 / VISUAL IDENTITY

A custom monogram, not typed initials

The DM monogram is now a consistent vector shape. Its green Review Corner is the distinctive signal: the point where evidence, scope, and ownership become visible enough for review.

Primary / light field

Reverse / dark field

Use it consistently

24 px minimum. Keep one-quarter mark width clear on every side. Use the full wordmark when the audience has not yet seen the name.

Never rotate, stretch, recolor, shadow, or remove the review corner.

Diego Daniel Moro
Evidence-backed finance operations

Horizontal wordmark

Diego Daniel Moro
Evidence-backed finance operations

Stacked lockup

Monochrome

Color has a job

Ink `#101827` Authority	**Signal Green** `#20A47A` Review Line	**Evidence Green** `#08705D` Verified
Decision Blue `#2457D6` Action	**Review Amber** `#9B6500` Attention	**Risk Red** `#B42318` Exception

Signal Green is the recognizable graphic accent and is not used for body text on white. Evidence Green is the accessible text color. Every semantic color communicates operating state; none is generic decoration.

Typography is operational

INTER / BOLD 700

Decision-grade finance.

INTER / REGULAR 400

Clear source. Explicit scope. Named owner. Reviewable decision.

TABULAR NUMERALS

$2,470,138   13.4 months   07/12/2026

Sentence case Use all caps only for short metadata labels.	**Tabular numerals** Align amounts, dates, percentages, and periods.
Bold decisions Use emphasis for the conclusion, not entire paragraphs.	**One family** Inter carries every channel; no decorative secondary font.

The Review Line

One controlled green line marks the place where work becomes reviewable. It can frame verified evidence, terminate a process, or anchor source and ownership metadata. It is never a fake seal or decorative checkmark.

REVIEW CORNER

One dominant corner per composition

Use on proof frames, covers, and verified system boundaries.

EVIDENCE RAIL

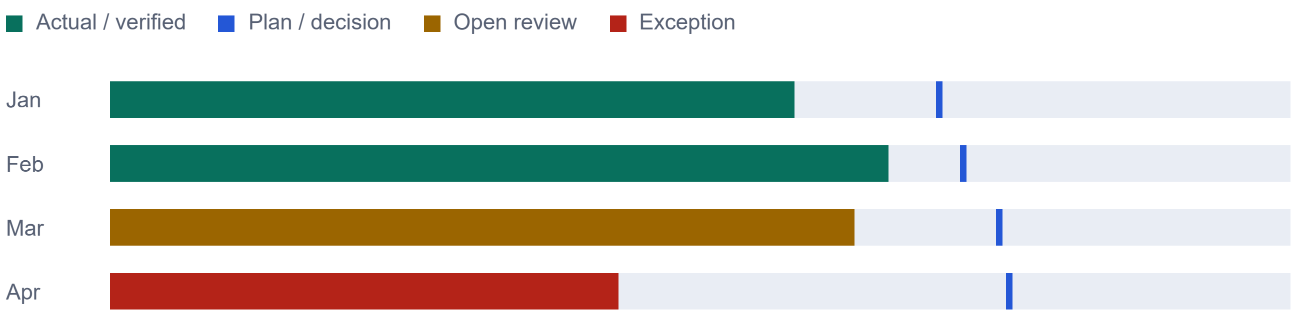
Short, factual, and dated

Use a straight rail where a review state needs a compact label.

METADATA FRAME

SOURCE	Controlled records
SCOPE	Defined period
VERIFIED	2026-07-12

Data keeps the same semantics



Color never carries meaning alone: every state is also labeled or structurally distinct.

Label directly	Retain units	Show exceptions
Reduce legend hunting where space permits.	Keep currency, period, and scale visible.	Use red only when an actual breach exists.

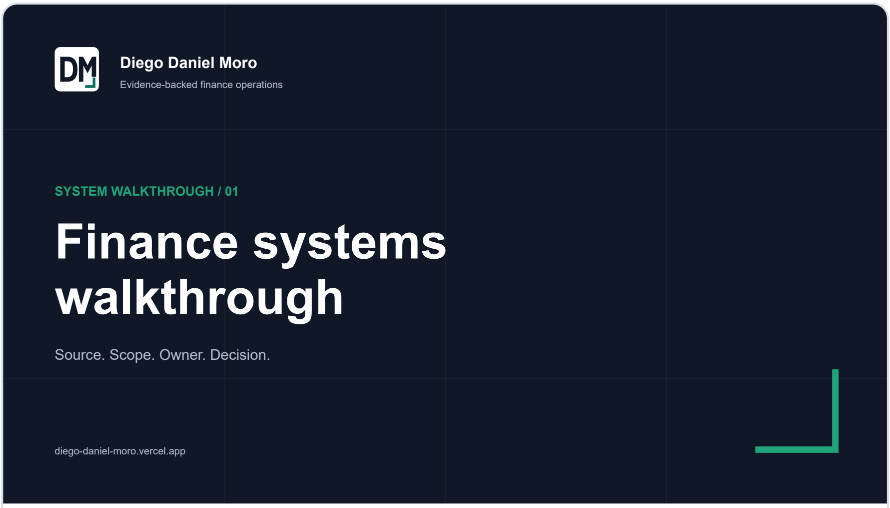
04 / APPLICATIONS

Recognizable beyond the website

The same mark, hierarchy, Review Line, and evidence metadata now extend to reports, proposals, walkthrough videos, and social sharing.

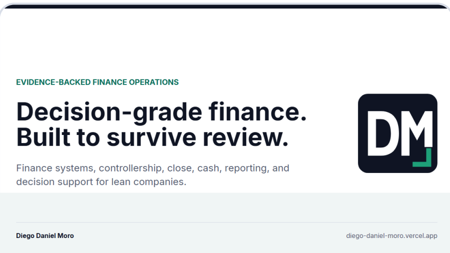
Documents and proposals

Source, scope, owner, and date remain visible.



Video walkthroughs

One literal topic, one mark, one Review Line.



Social sharing

Immediate category, promise, and ownership.

05 / VOICE

Operator to operator

Calm, direct, precise, and candid. The voice should sound like a senior finance operator who respects the reader's time and does not need to overstate the work.

1

Claim

Say what changed or what capability exists.

2

Evidence

Name the artifact, system, test, metric, or operating fact.

3

Boundary

State what remains private, untested, or human-owned.

USE

“The workflow flags exceptions for review. Four scoped runs were completed on July 10, 2026. No QBO posting was performed.”

AVOID

“A revolutionary autonomous finance solution that seamlessly transforms every close.”

06 / TRUST SYSTEM

Trust is a publishing standard

A visual identity can suggest credibility. Only behavior can sustain it. Every public proof item should answer the six questions below.

01	**What is the claim?**	02	**What supports it?**
03	**When was it verified?**	04	**What is the scope?**
05	**What remains private or unverified?**	06	**Who owns the next decision?**

NON-NEGOTIABLE BOUNDARY

Never publish credentials, account numbers, raw payroll, customer records, employee data, or unredacted transaction details. Redaction must be irreversible in the published asset.

07 / OFFICIAL ASSETS

One system, reusable everywhere

Use these files for portfolio pages, case studies, video covers, CV supplements, proposals, and professional social posts.

Primary mark SVG / light fields	**Reverse mark** SVG / dark fields
Wordmark SVG / horizontal	**Stacked lockup** SVG / centered formats
Document cover SVG / reports and proposals	**Video title card** SVG / 16:9 walkthroughs
Social card PNG / 1200 x 630	**Design tokens** CSS / colors and spacing
Visual standards Markdown / version 2.0	**Brand manual** Markdown / version 2.0
Visual identity PDF PDF / official reference	