



BRAND GUIDELINES

MAY 2025

CLEAR.
DISTINCT.
BOLD RESULTS.

WE BRING THE POWER OF AI TO ENGINEERING —
BY ENABLING ORGANIZATIONS TO MAKE THE MOST
OF THEIR PROPRIETARY PRODUCT DATA AND
ENGINEER THE PRODUCTS OF TOMORROW.

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BRAND OVERVIEW

- 1.1 Idea
- 1.2 Vision
- 1.3 Genesis
- 1.4 Values



SPREAD is dedicated to empowering engineering leaders with AI-native Engineering Intelligence.

We transform fragmented product data into intuitive, actionable insights—driving faster, more efficient, and groundbreaking innovations in Software-Defined Product (SDP) development. Our platform creates an experience that feels insightful and effortless, bridging people and data in a powerful new way - as such we spread product knowledge that was previously buried in systems and spreadsheets throughout organizations.



The next era of software-defined product innovations - developed by human creativity and Agentic Engineering Intelligence.



SPREAD was born from the critical need to address rapidly growing complexity in SDPs and the business risks that come from disjointed engineering data. Where traditional tools and generalist AI fails to provide real, actionable intelligence, SPREAD has come to the rescue—combining deep engineering, SW and AI expertise to create a new paradigm in Engineering Tech.



Brand overview
Values

1

Serious Fun

We infuse a sense of play, but are serious about delivering outstanding results.

2

Progressive

Orange symbolizes our unstoppable energy, thinking ahead and being ahead and shaping the future.

3

Simplifying

We turn obscure “big” data into sharp and bright insights to drive bold action.

4

Illuminating

We connect minds, extract & share knowledge, ensuring it is available where and how it’s needed in order to shine.

5

Curious

We’re always stirring the pot, relentlessly looking for the next practical breakthrough.

6

Dependable

We build solutions you can count on—no ifs, ands, or buts. Safety and data integrity are non-negotiable.

7

Engineers at heart

We are engineers (at heart) - we amplify engineers’ potential with AI.



BRAND STRATEGY

- 2.1 Who we talk to
- 2.2 Positioning
- 2.3 Our benefits

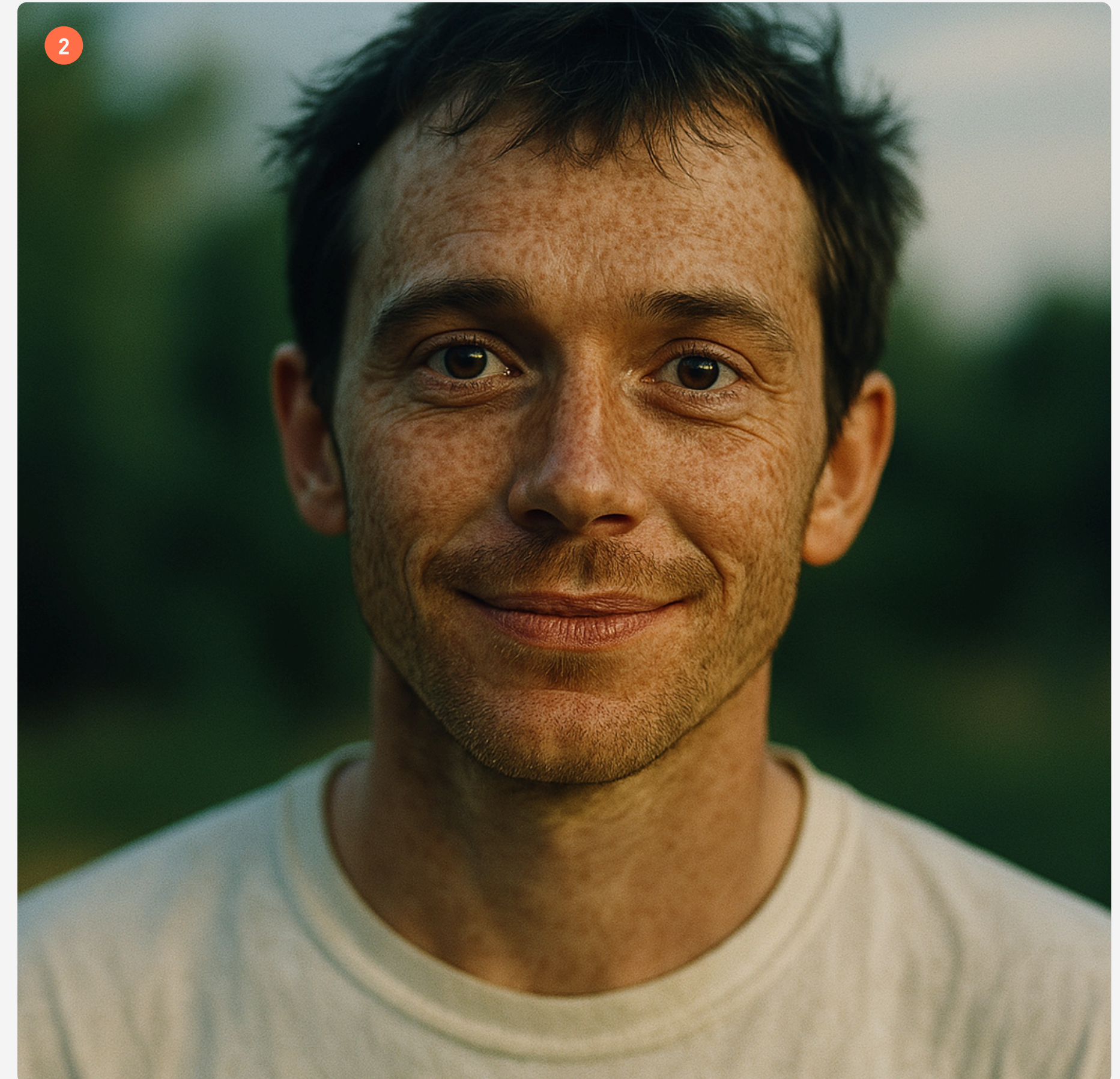


1 Primary

Engineering leaders and technical decision-makers in manufacturing industries.

2 Secondary

Engineers and technical users who rely on our platform daily for actionable engineering intelligence.



SPREAD stands out as an Engineering Tech company that delivers AI-native intelligence.

SPREAD combines deep domain expertise with proven software platform & AI skills, delivering true “Engineering Intelligence.”

Unlike

Generalist AI that lacks domain-specific engineering expertise.

Traditional Engineering Software that isn't AI-first, often siloed, and incapable of holistic analysis,



1

10x Faster Innovation

2

50% Cheaper Innovation

3

Lasting Quality of Innovation

Powered by full visibility and a comprehensive understanding of all interdependencies in any complex product.



BRAND COMMUNICATION



- 3.1 SPREAD personality
- 3.2 Tone of voice

We are Knowledgeable Partners in Crime:
Pragmatic pioneers who empower, enrich, and
move forward. We're high impact, low ego: We're
ones for shiny tech, but driven by bold impact.



Think “optimistic, approachable tech genius” like your work bestie who knows her stuff and lights up any room, always witty but lighthearted & appreciative. With this attitude, we cut through draining complexity with simply infectious positivity.

↓ [Messaging Guide 2026](#)



BRAND DNA



- 4.1 Our culture
- 4.2 We believe in

We are engineering problem-solvers at heart, united by our passion for software, data and AI. Our environment nurtures pragmatic innovation, collaboration, accountability, and fun. We hold ourselves to the highest standards of competence and security because our customers (and theirs) depend on our expertise and impact.



We exist to unleash engineering ingenuity at scale, eradicating poor compromises and speed up big ideas with AI-Power. We're not for the faint of heart, the timid, or the naysayers that wait for others to lead the way. We are for the brave, bold, boundary-pushing engineers who demand more of their technology, more of their teams, and most of all, more of themselves. Because the future doesn't wait. Neither do we. We create it together instead.



LOGO

- 5.1 Introduction
- 5.2 Logomark
- 5.3 Logotype
- 5.4 Clearance
- 5.5 Color
- 5.6 Minimum sizes
- 5.7 Placement
- 5.8 Avatar
- 5.9 What to avoid



As our most recognizable brand element, our logo reflects the core of SPREAD's identity: the intersection of precision engineering and purposeful flow.



The two opposing yet complementary arcs represent the duality at the heart of modern engineering — the physical product and its digital twin. Their interplay captures the dynamic relationship between what's built and what's modeled, what exists and what's possible.

The form suggests structured motion, system thinking, and continuity — all central to how SPREAD empowers teams to navigate complexity. With softened edges and confident geometry, it embodies our belief in engineering that is both exact and human-centered.

Our logo is not static — it mirrors the evolving, intelligent systems we help bring to life.



The logotype is generally not used without the logomark. However, the logotype has been optically adjusted to ensure an even rhythm between the letters. when possible, use the approved logotype as opposed to typing out the name of the company. When dealing with live text, do not use the logotype, instead use live text.

The word "SPREAD" is displayed in a bold, orange, sans-serif typeface. The letters are evenly spaced and aligned between two horizontal dashed lines, demonstrating the optical adjustment for rhythm.

The area around the logo should always provide ample space so that the balance and wholeness of the logo are not crowded or constrained by external elements.

The diagrams show the correct amount of space that should surround the logo. No accompanying text or logos should appear in this area.



Whenever possible, the logo should appear on the primary white and orange backgrounds.

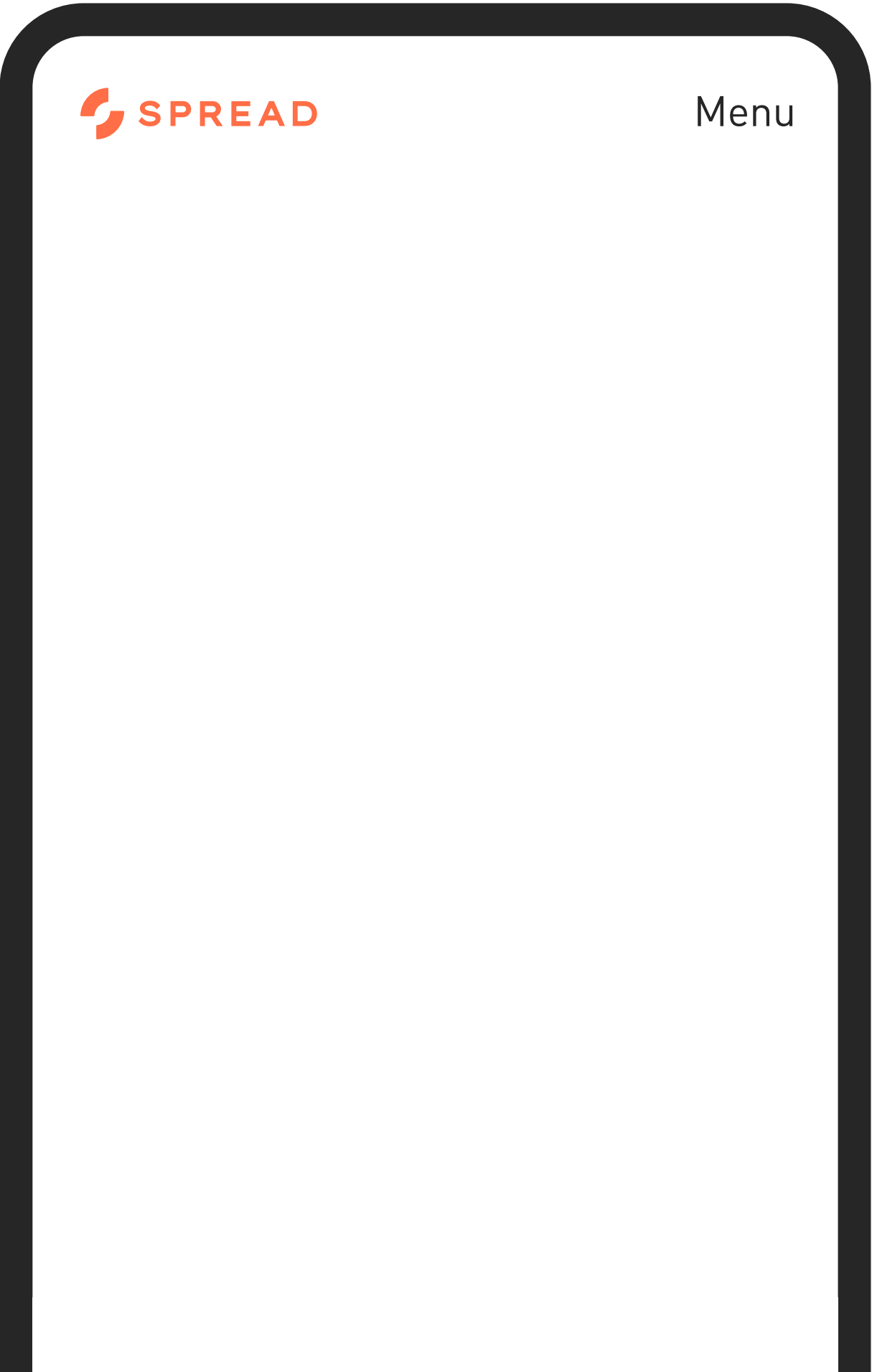
This applications reflect our core brand values and are suitable for instances when a quieter brand presence is necessary, such as a header on a website or letterhead and business card.



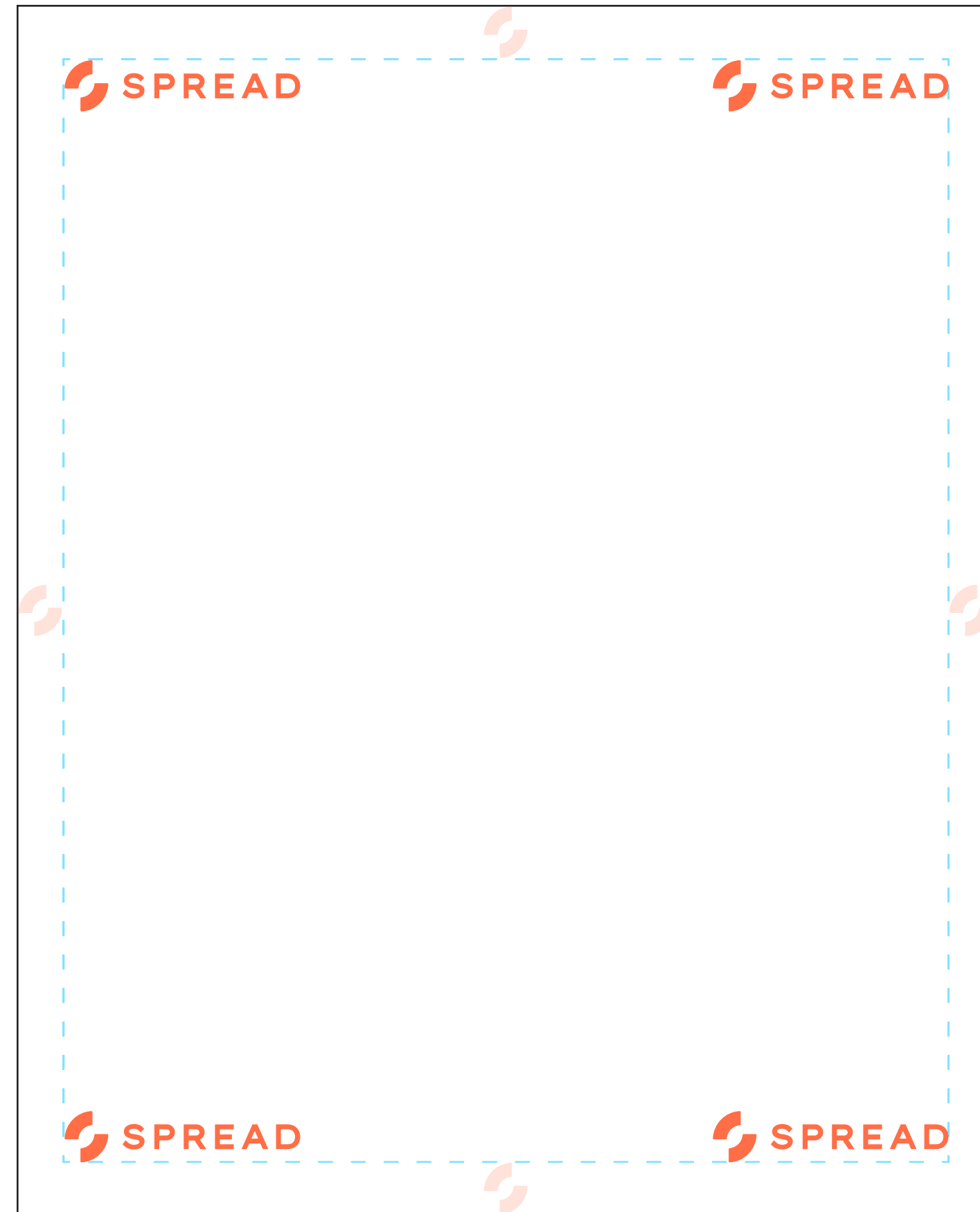
When a louder brand presence is needed, such as a billboard or subway advertisement, the logo may be paired with a selection of our primary brand colors.



To ensure readability and legibility of the brand mark, logotype and lockup across all screens and digital devices the logo should not be used below 126px wide.



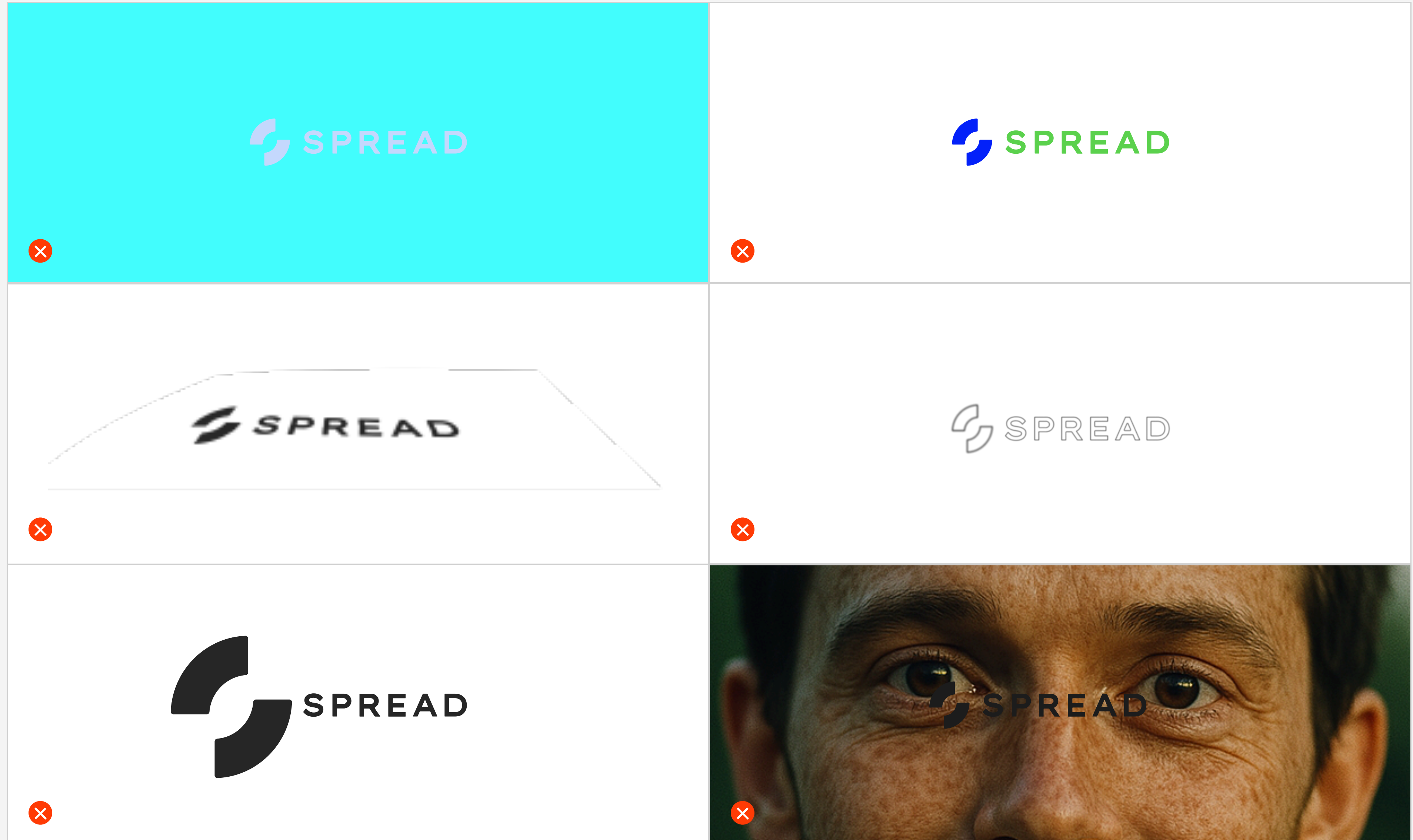
Our logo should appear left-aligned along the top or bottom of a page or document cover. Do not center the logo horizontally.



The avatar should be used for small formats, like social media icons. Do not use the avatar treatments for large graphic such as a posters, banners or billboard advertisement.



- Do not use color combinations that make the logomark illegible
- Do not use different colors for the colors logotype and the symbol
- Do not disproportionately stretch or wrap the log
- Do not stylize or alter the logo including outlining it, adding a drop shadow or bevel, or any stylistic effect
- Do not scale, reposition or modify the logo in any way
- Do not place the logo over images which make the logomark illegible or use in any color other than white or black when being placed on top of an image



TAGLINE

- 6.0 Tagline
- 6.1 Introduction
- 6.2 Where to use
- 6.3 How to use
- 6.4 Placement



Our tagline is more than just a phrase — it's a clear, memorable expression of what we stand for. It distills our purpose, energy, and value into a single line that helps people instantly understand who we are and why we matter.

Whether it's used to anchor our brand or energize a campaign, the tagline ensures our message is consistent, compelling, and uniquely SPREAD.



1 Our primary tagline speaks to what we do.

Long-term mission and positioning. Ideal for:

- corporate brand
- homepage hero
- investor deck openers

1

Primary tagline

Engineer the products of tomorrow.

2 Your secondary tagline speaks to how you make people feel.

More vibrant and user-facing. Great for:

- product pages
- employer branding
- social campaigns
- event visuals

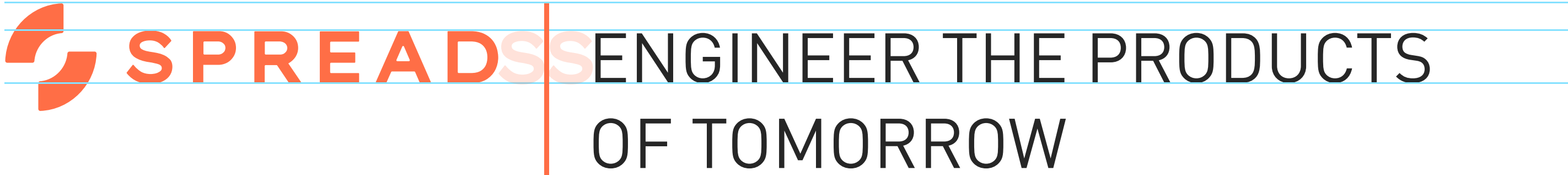
2


Secondary tagline


Engineering intelligence that work for you.



- The tagline aligns to the height of the “S” in SPREAD.
- Use the width of 3 “S” letters as the minimum clear space between the logo and the tagline.

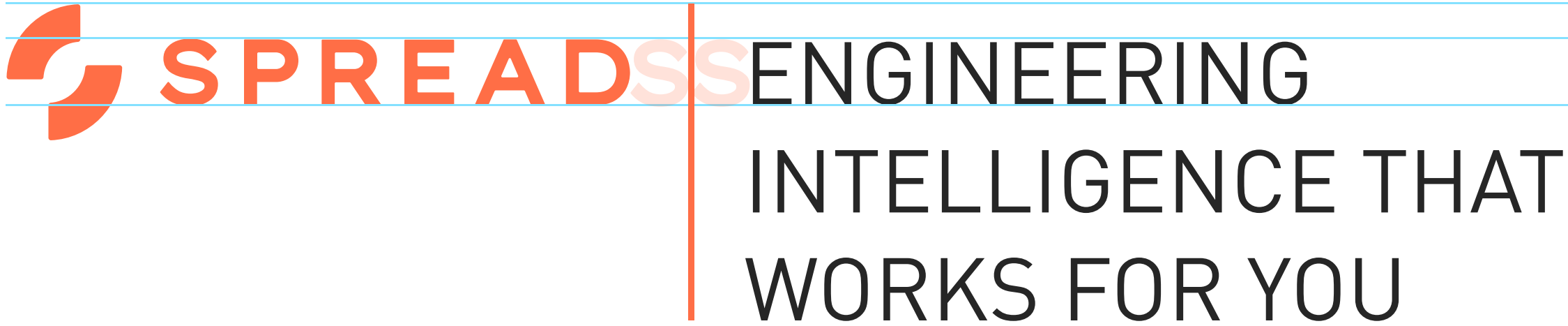



 **SPREAD** | ENGINEER THE PRODUCTS
OF TOMORROW


 **SPREAD** | ENGINEER THE PRODUCTS
OF TOMORROW



- The tagline aligns to the height of the “S” in SPREAD.
- Use the width of 3 “S” letters as the minimum clear space between the logo and the tagline.



 **SPREAD** ENGINEERING
INTELLIGENCE THAT
WORKS FOR YOU

 **SPREAD** ENGINEERING
INTELLIGENCE THAT
WORKS FOR YOU



When applying the tagline on imagery:

- Preferred positions are the top-left or bottom-left corners of the composition. This maintains consistency and avoids visual clutter.
- Always place the tagline in a clear zone — away from key focal points, text, or background noise.
- Use white or black tagline lockups based on image brightness, or brand orange only when the background is fully neutral or dark.
- Maintain sufficient padding from edges (at least the height of the logo symbol) to ensure visual breathing room.
- If using on a bright image, apply a subtle translucent background box or drop shadow to preserve legibility.

The tagline should always enhance the composition without overpowering it — it is a signature, not a headline.



COLOR

- 7.1 Introduction
- 7.2 Primary
- 7.3 Secondary
- 7.4 How to use
- 7.5 Tertiary
- 7.6 Shades



The heart of SPREAD is orange - a color widely associated with optimism, energy, enthusiasm, and warmth. It's also linked to happiness, playfulness, and creativity. Our signature orange brings a bold spark of innovation — a visual cue for intelligence, action, and forward momentum. Our palette is otherwise deliberately minimal, designed to feel premium, modern, and focused. Neutral tones create clarity and structure.



Color

Primary

Our primary color palette — orange and white — embodies the essence of the SPREAD brand.

The bold contrast between these two tones reflects the precision, clarity, and forward momentum we stand for. Orange represents innovation, intelligence, and action — a vibrant signal within complex systems. White offers space, structure, and simplicity — a canvas for focus and flow.

Together, they express the duality at the heart of SPREAD: human and machine, physical and digital, intuition and logic. This interplay can be extended creatively through blend modes and overlays, especially in motion or photography-based applications.

Our colors are not just aesthetic — they are conceptual tools in how we design, communicate, and shape experience.

SPREAD orange

R255

G111

B71

C0%

M76%

Y79%

K0%

#FF6F47

P-----

Signal white

R255

G255

B255

C0%

M0%

Y0%

K0%

#FFFFFF

P-----



Color
Secondary

Premium dark

R 39
G 39
B 39

C 70%
M 64%
Y 63%
K 64%

272727

P -----

Neutral grey

R 209
G 209
B 209

C 15%
M 11%
Y 12%
K 0%

D1D1D1

P -----

Light grey

R 245
G 245
B 245

C 2%
M 1%
Y 1%
K 0%

F5F5F5

P -----



These colors form the core of the SPREAD identity and can be confidently used across all internal and external materials — by anyone on the team.

These colors are safe for broad use:

- decks
- docs
- UI
- social media
- internal presentations

Premium Dark / Neutral Grey / Light Grey
is ideal for typography on light backgrounds

- Use for text, backgrounds, UI structure, overlays, and surfaces
- Premium Dark is ideal for typography on light backgrounds
- Light Grey is best for dividing sections or subtle background tones
- Greys should support the orange, never dominate it

SPREAD Orange

- Use as the main accent color for buttons, highlights, headers, and brand moments
- Avoid using orange for body text or large backgrounds



1

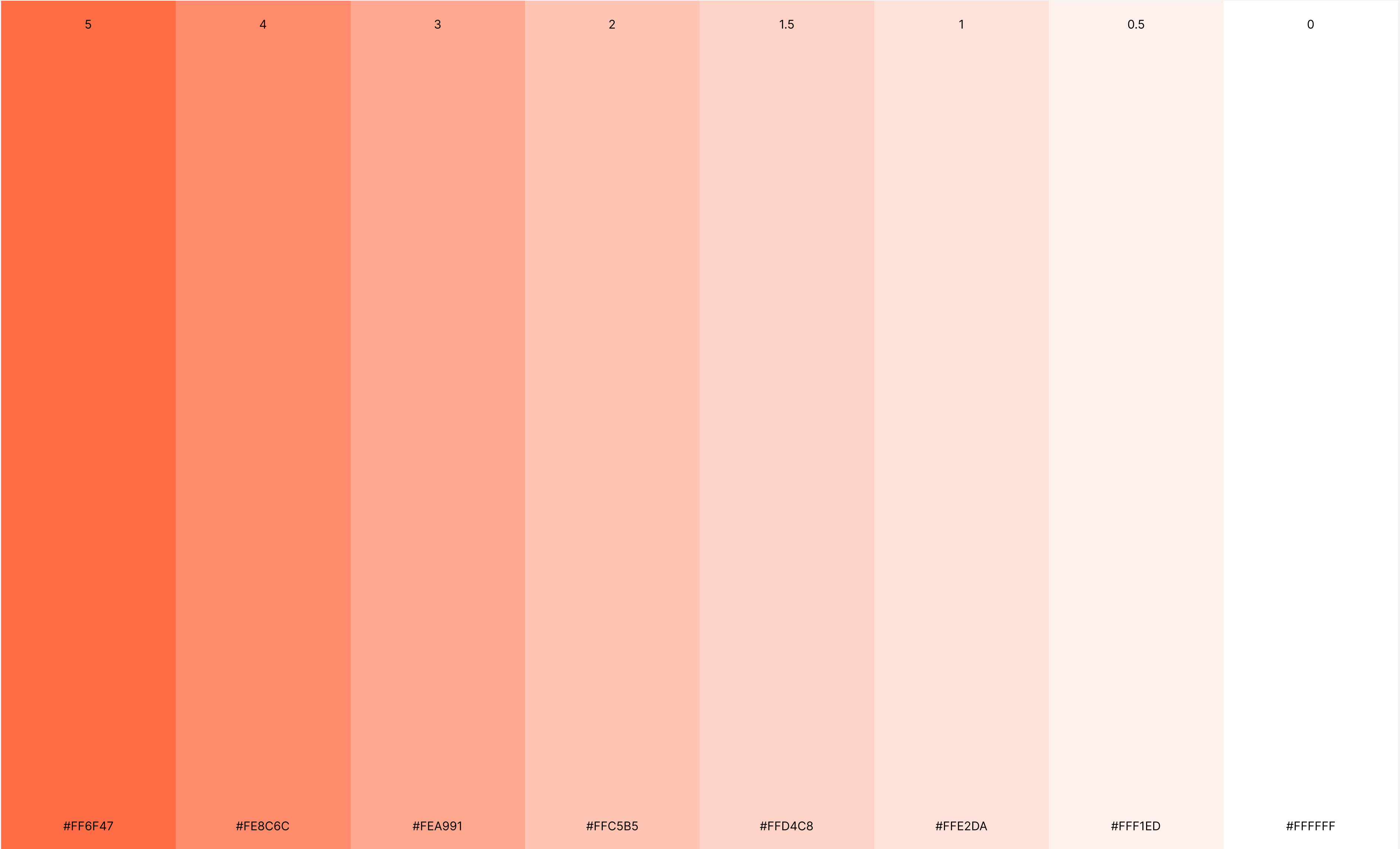
1

1

1

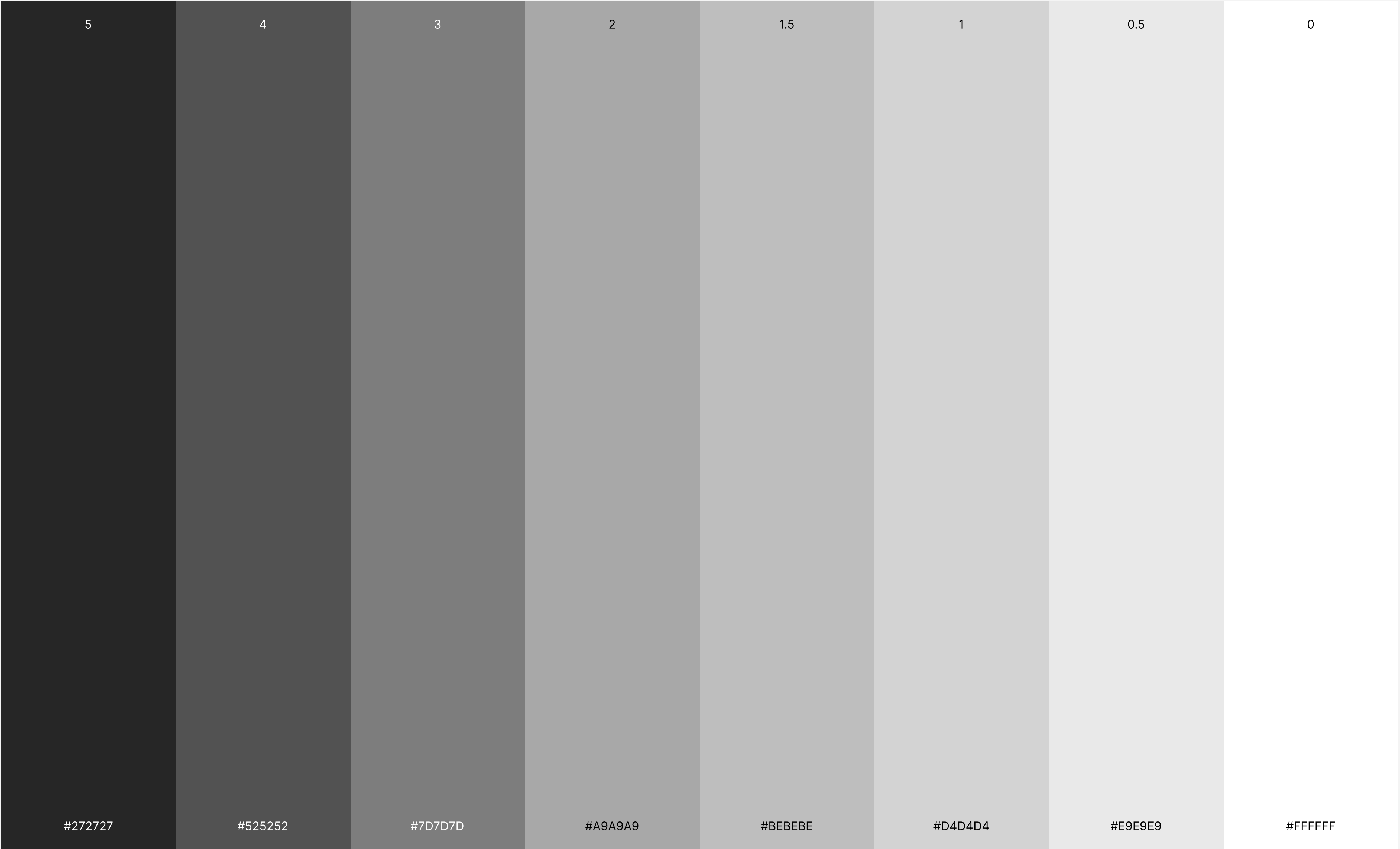
Color
Shades (Primary + Secondary)

Spread orange



Color
Shades (Primary + Secondary)

Spread orange



Color
Contrast



TYPOGRAPHY

- 8.0 Typography
- 8.1 Introduction
- 8.2 Primary
- 8.3 Secondary
- 8.4 Hierarchy
- 8.5 What to avoid



Typography is an essential element of our identity and a powerful tool for achieving consistent expression in our communication.



We use DIN Alternate for headlines and key statements to convey precision, confidence, and engineered clarity.

Its industrial roots and bold geometry give weight to important messages, while its sharp structure reflects the technical authority behind SPREAD's platform. This makes it ideal for capturing attention and reinforcing our identity as a brand built on intelligent systems.

Din Alternate

[Download font here](#)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*.,;/{ }()?!



We use DIN Pro as our primary typeface because it strikes the perfect balance between technical precision and modern clarity. With its clean geometry, subtle warmth, and confident rhythm, DIN Pro reflects the way SPREAD communicates: engineered, intelligent, and human.

It’s a font built for complexity — yet effortlessly readable — making it ideal for everything for dense system data.

Din Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZYY
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*.,;/{ }()?!



Whenever we write and design copy, please ensure to use the following examples as guidance.

Headline: Din Alternate Bold

AI-native Engineering Intelligence.

Subline: Din Pro Bold

SPREAD is dedicated to empowering engineering leaders with AI-native Engineering Intelligence.

Body: Din Pro

We transform fragmented product data into intuitive, actionable insights—driving faster, more efficient, and groundbreaking innovations in Software-Defined Product (SDP) development. Our platform creates an experience that feels insightful and effortless, bridging people and data in a powerful new way.

Annotation: Din Pro

Visit spread.ai for more information.

Button: Din Pro

Get more information



- Avoid extremely tall leading for both heading and body text.
- Avoid overly tight leading, with crashing ascenders and descenders, for both heading and body text
- Avoid overly tight tracking, with crashing glyphs
- Avoid overly wide tracking
- Avoid mixed weights or fonts within a single headline.
- Avoid mixed weights colored fonts within a single headline.

SPREAD is dedicated to empowering engineering leaders with AI-native Engineering Intelligence.



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SPREAD is dedicated to empowering engineering leaders with AI-native Engineering Intelligence.



SPREAD is **dedicated** to empowering engineering leaders with AI-native Engineering **Intelligence**.



SPREAD is **dedicated** to empowering engineering leaders with AI-native Engineering **Intelligence**.



BRAND IMAGERY

- 10.0 Brand Imagery
- 10.1 Introduction
- 10.2 Color
- 10.3 Do's
- 10.4 Dont's
- 10.5 Composition
- 10.6 Elements
- 10.7 AI generated



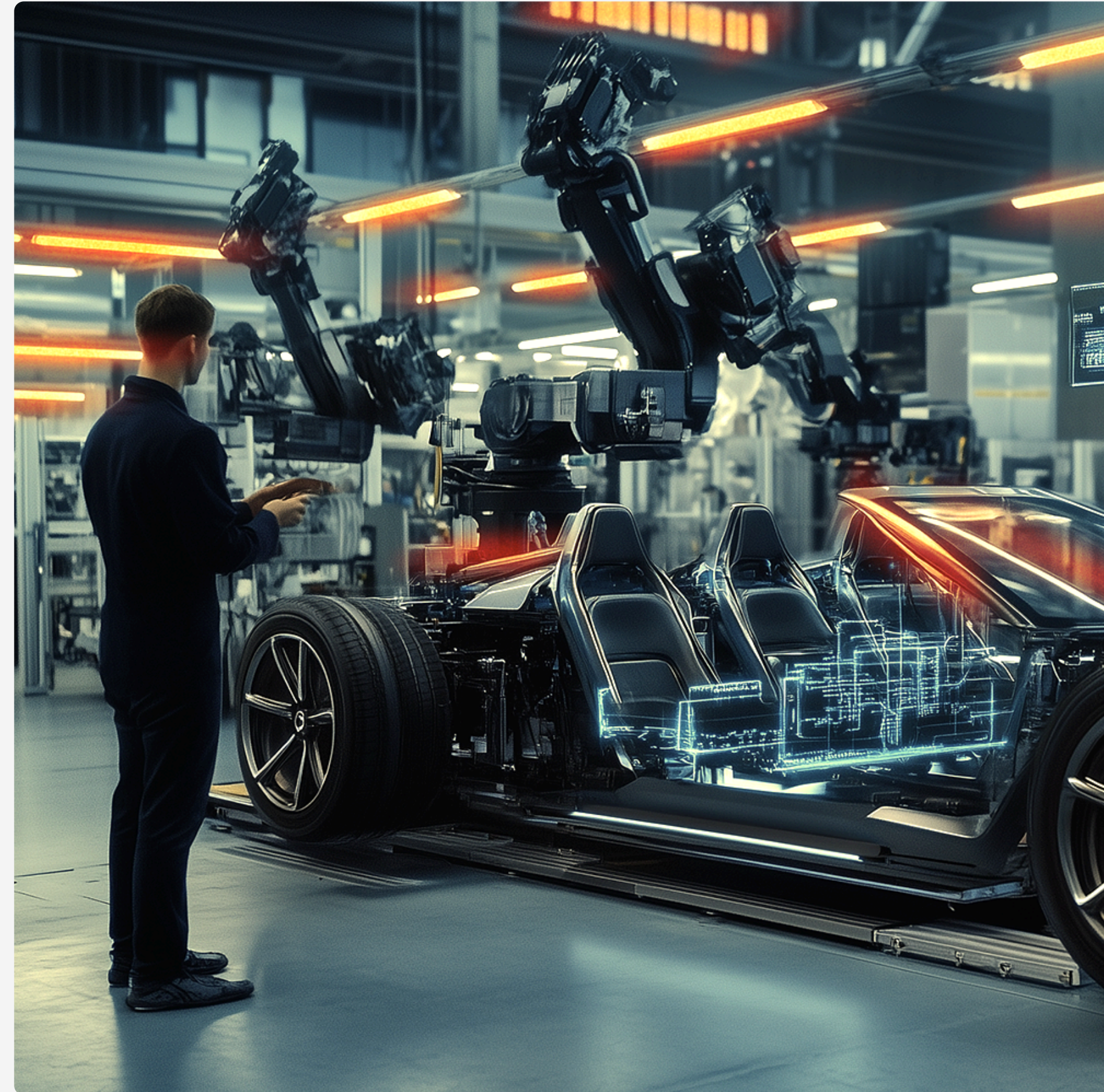
We blend cinematic composition with engineered environments to reflect SPREAD's vision. Whether showcasing robotics, digital twins, or advanced vehicles, our visuals portray depth, clarity, and a sense of awe — illustrating the systems behind the machines and the people behind the systems.



The color and tone of our imagery should be cinematic and cool, evoking a sense of precision, intelligence, and futuristic depth. This aesthetic reinforces our role in shaping advanced technologies and intelligent systems that power real-world impact.

White balance should skew slightly toward cooler blue tones, with a cyan-magenta tint, reflecting digital interfaces, holographic layers, and modern engineered environments. Contrast should remain high, with deep shadows and sharp highlights, to maintain clarity and control within complex scenes.

Our color treatment supports the narrative of human-machine harmony — focused, elevated, and always in motion.



[Download basic collection here](#)





✗ Avoid busy images with no clear subject matter.



✗ Avoid using cliché code visuals.



✗ Avoid overly artificial or sci-fi effects.



✗ Avoid emotional clichés and stock exaggeration.

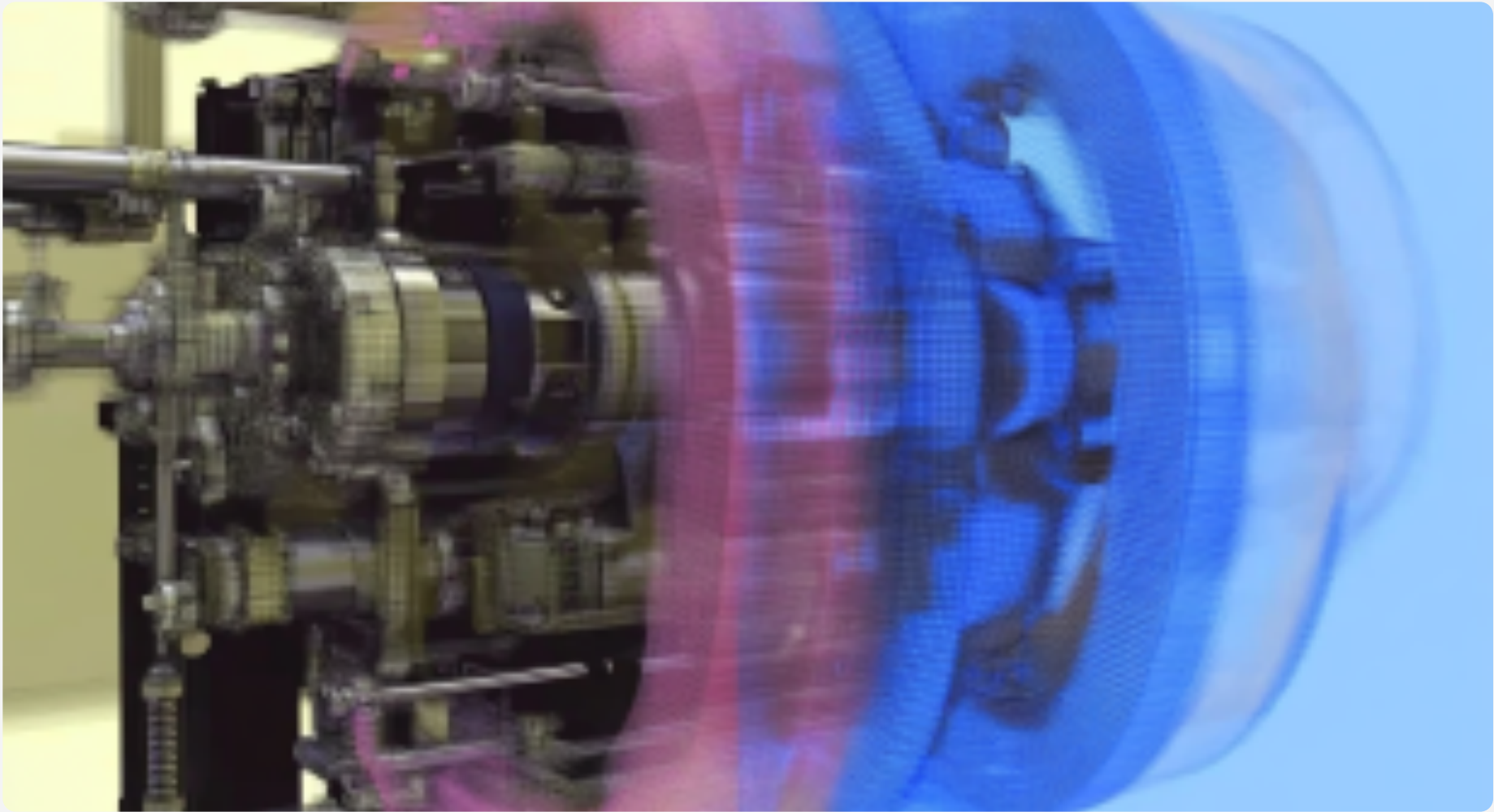
High-End + Futurism: Communicates elite, future-facing engineering without relying on UI overlays.

Minimalist Clarity: Zero clutter — every shape and line has a role in the story.

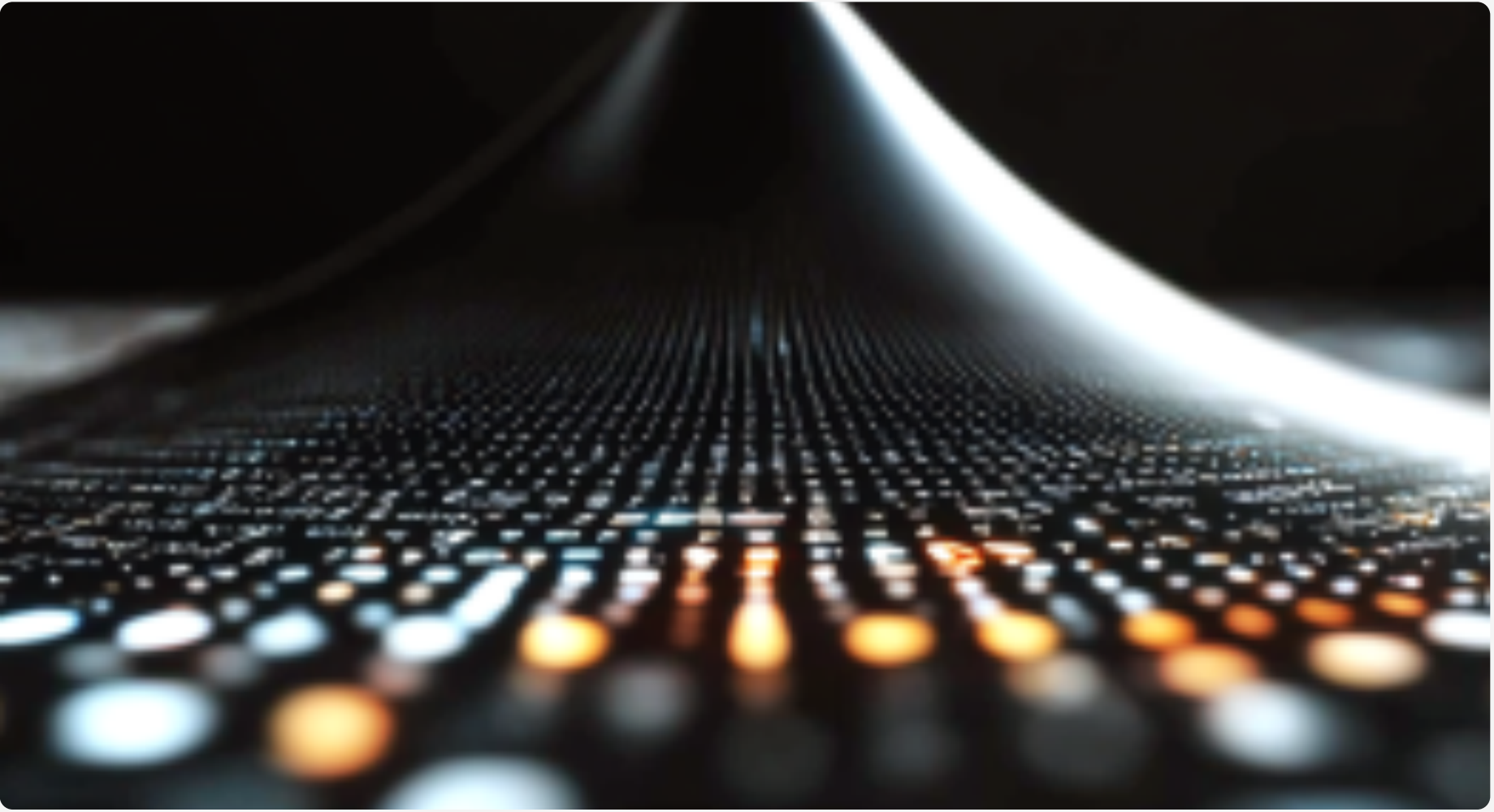
Brand Relevance: Symbolizes advanced mobility, control systems, and precision design — aligned with SPREAD's value of turning complex systems into intelligible form.



Here are some guiding principles or examples of compositions to inspire future photo work.



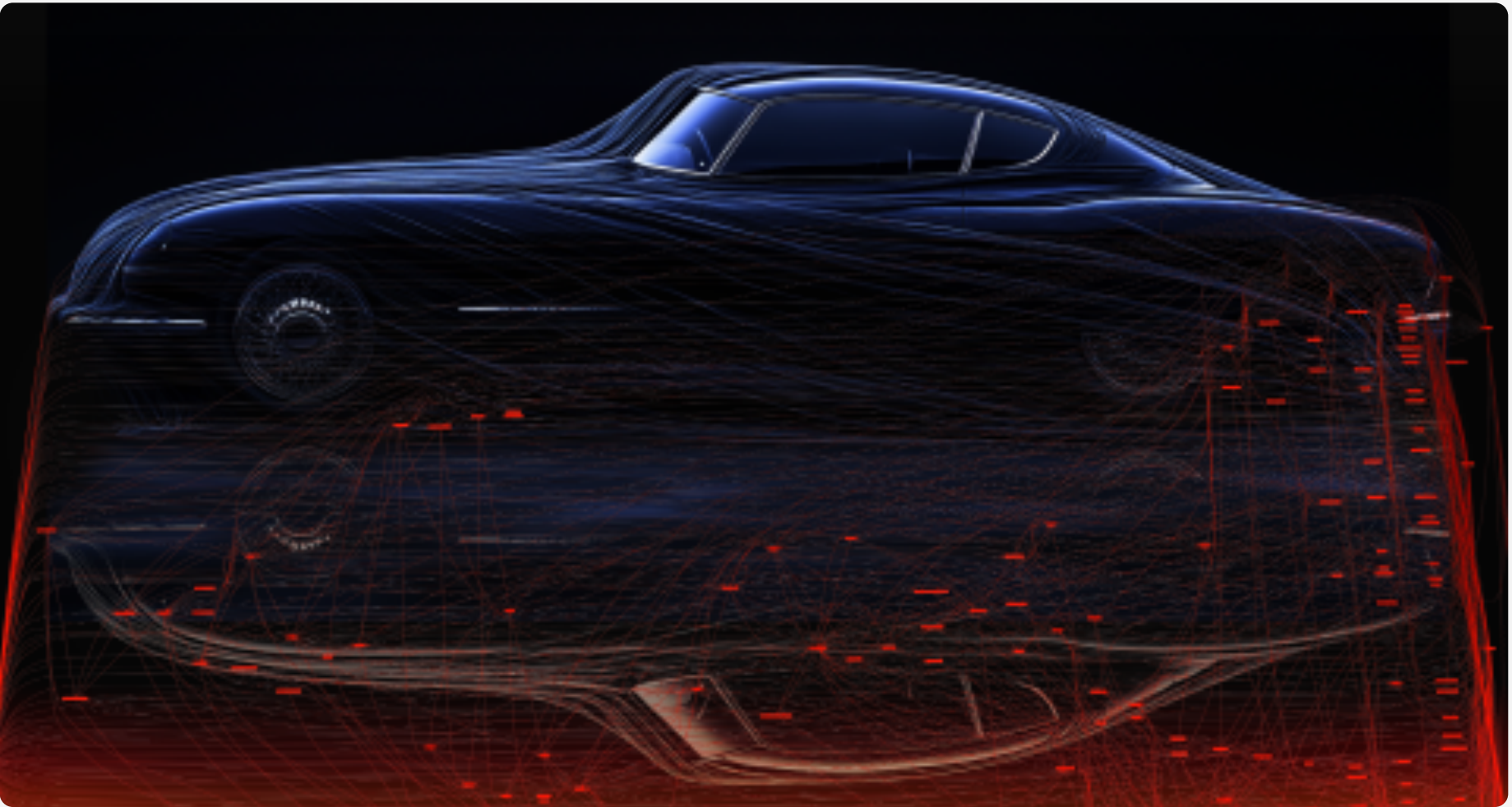
✔ Abstract mechanical forms are welcome when paired with digital overlays.



✔ Use abstract data visualizations with depth and intention.



✔ Organic abstractions can enhance realism when grounded in tech logic.



✔ Illustrate systems through structured abstraction.



We actively use AI-generated visuals — guided by our brand principles outlined earlier in this document.

To maintain consistency and credibility, avoid bright, abstract, or overly stylized renderings that lack realism.

When prompting, always specify a high-end cinematic photography style that reflects premium quality, realism, and professional execution — closely resembling real-world environments and engineered materials.



✓ Use high-end cinematic photography with real-world lighting and physical detail.



✗ Avoid synthetic or unrealistic styles that feel cartoonish or game-like.



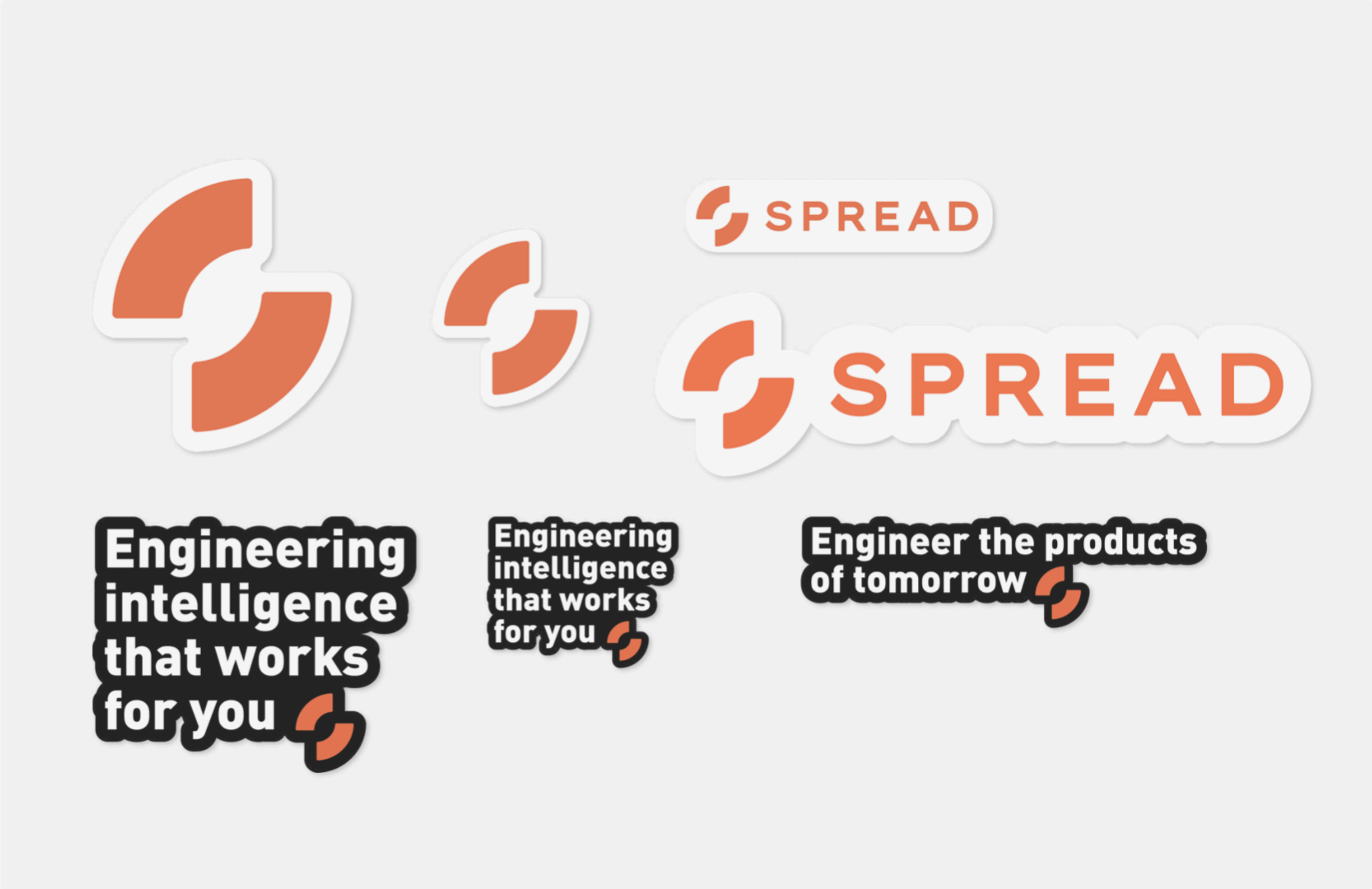
APPLICATIONS



Engineering gets personal. The first official SPREAD merch drop transforms our bold identity into tangible expressions of Engineering Intelligence.

From socks that move with you to stickers that spark conversation, each piece is designed with purpose, play, and precision. You'll find our signature orange front and center—alongside cheeky characters, smart slogans, and creative twists that bring the brand to life beyond the screen.

This isn't just swag. It's a statement. Built for the thinkers, makers, and systems architects shaping the future—on campus, in the lab, or at your next engineering summit. Welcome to merch with meaning.



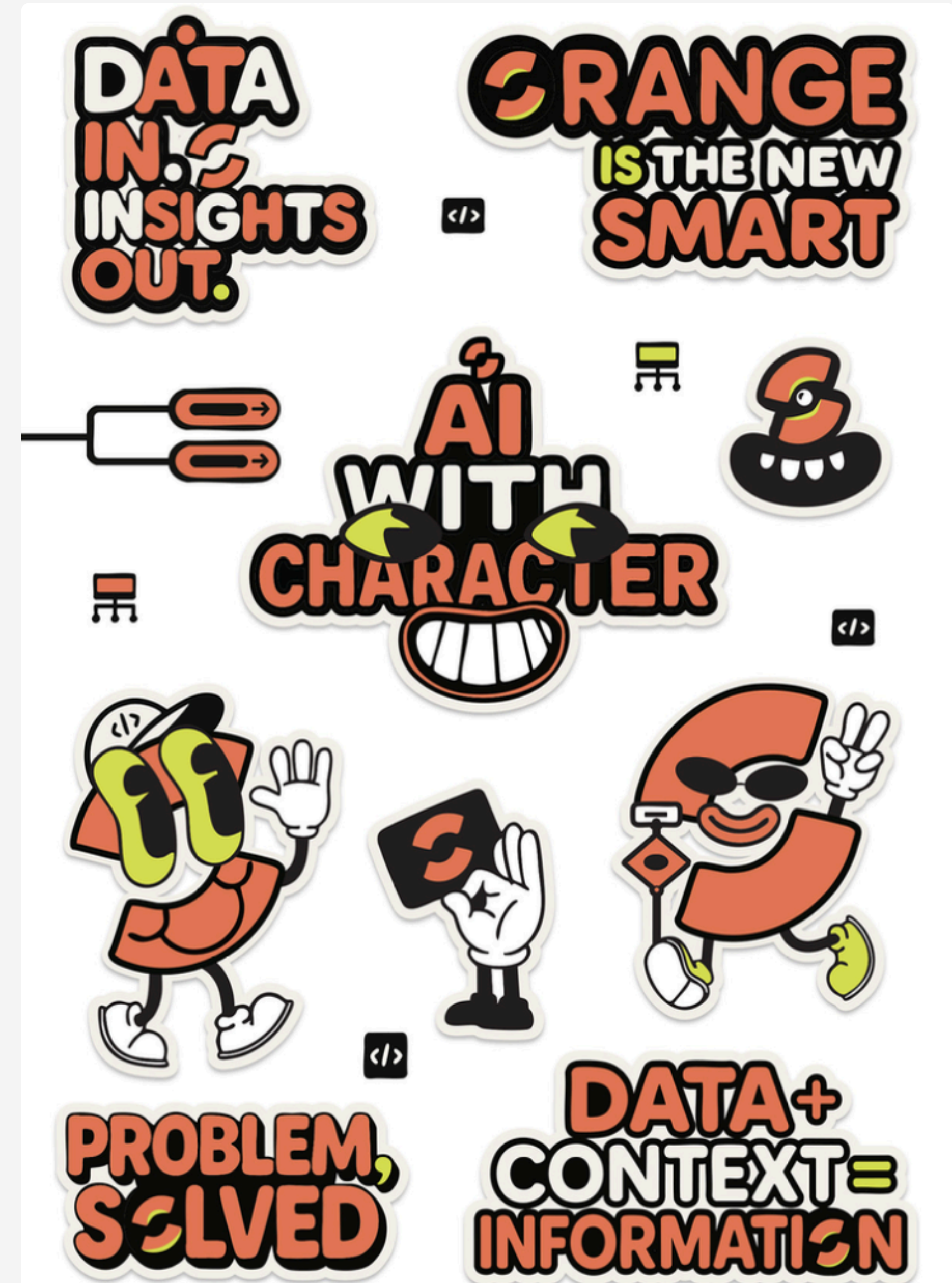






















Master the Era of Software-Defined Defence

Empowering defence OEMs and governments to master system complexity, deliver new capabilities faster, and sustain mission-ready fleets.

5-10x
Faster Time to Market

70%
Faster Issue Resolution

Maximized
Combat Readiness

Intuitive
Soldier & Technician









CONTACTS & RESOURCES



Questions?

For further guidance, additional templates,
or brand-related resources, please contact:

Brand Strategy

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