

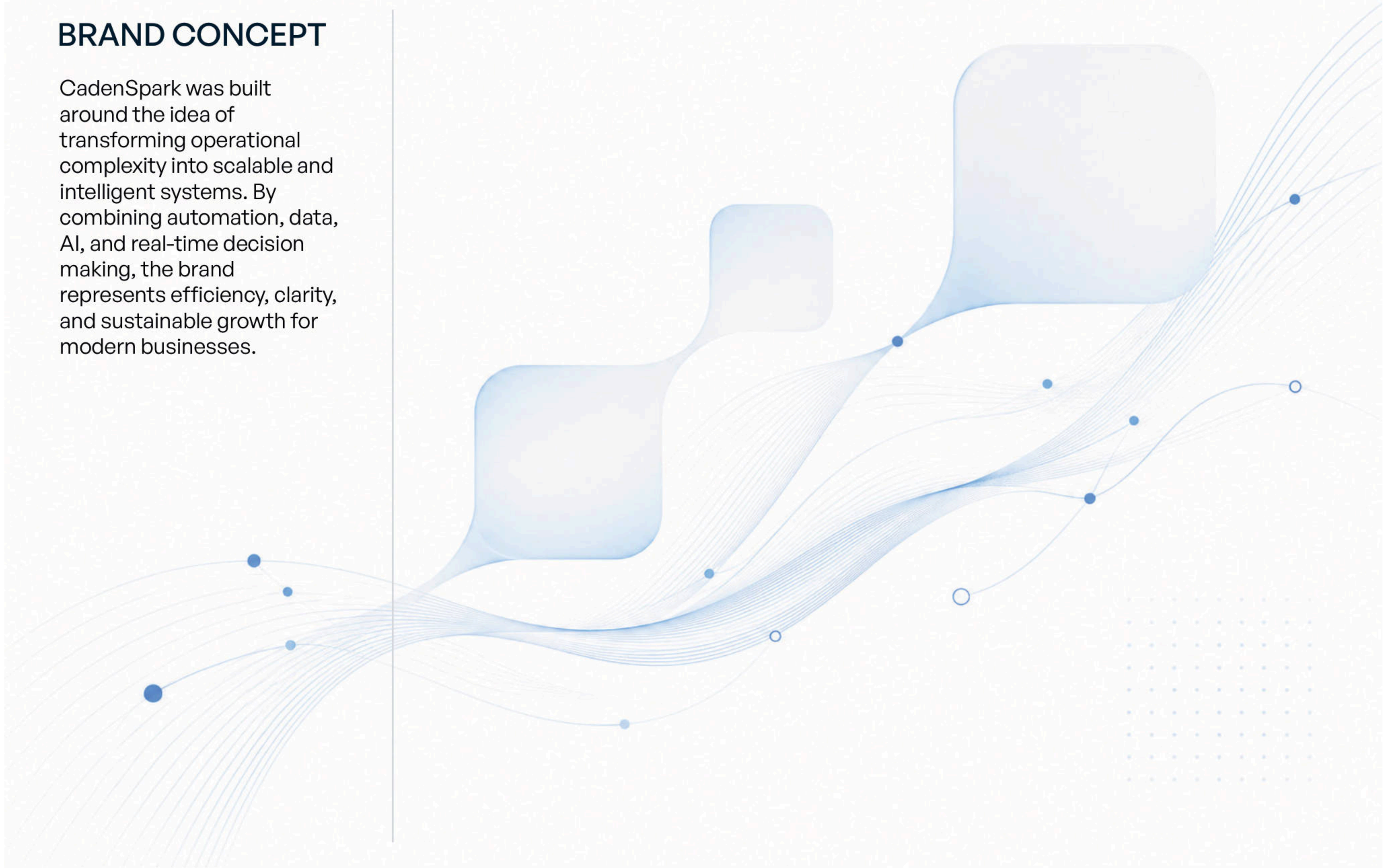
# Brand Guidelines



# Index

## BRAND CONCEPT

CadenSpark was built around the idea of transforming operational complexity into scalable and intelligent systems. By combining automation, data, AI, and real-time decision making, the brand represents efficiency, clarity, and sustainable growth for modern businesses.



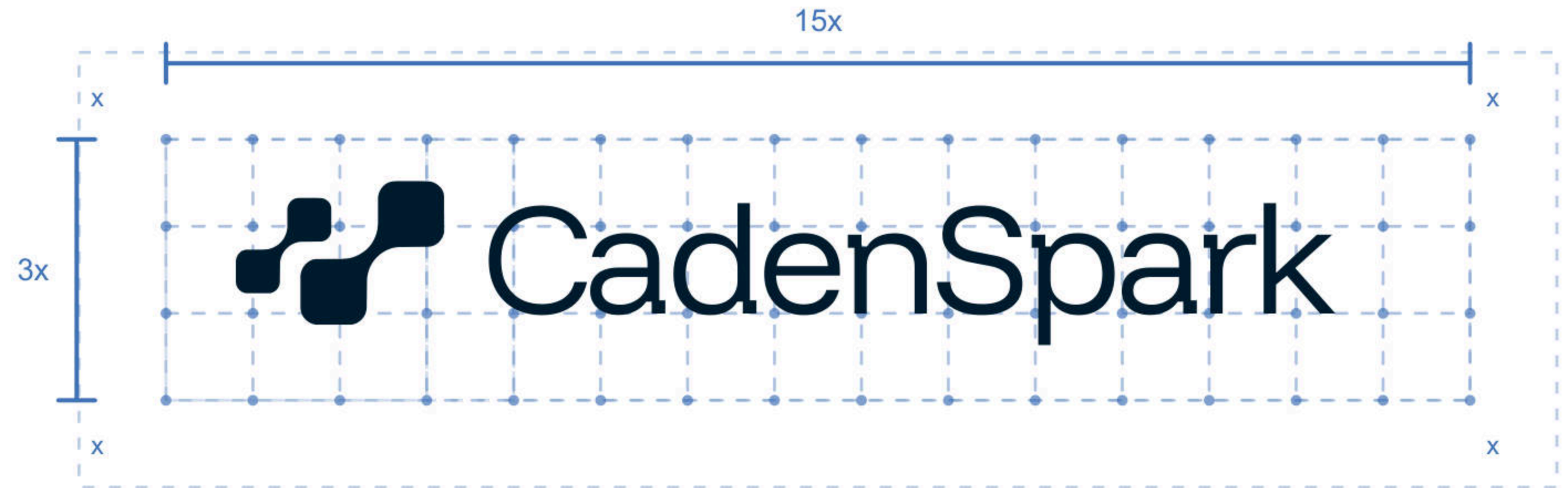
## COMPLETE LOGO

The complete CadenSpark logo combines the icon and wordmark into a unified signature designed to ensure consistency, recognition, and clarity across all brand applications.



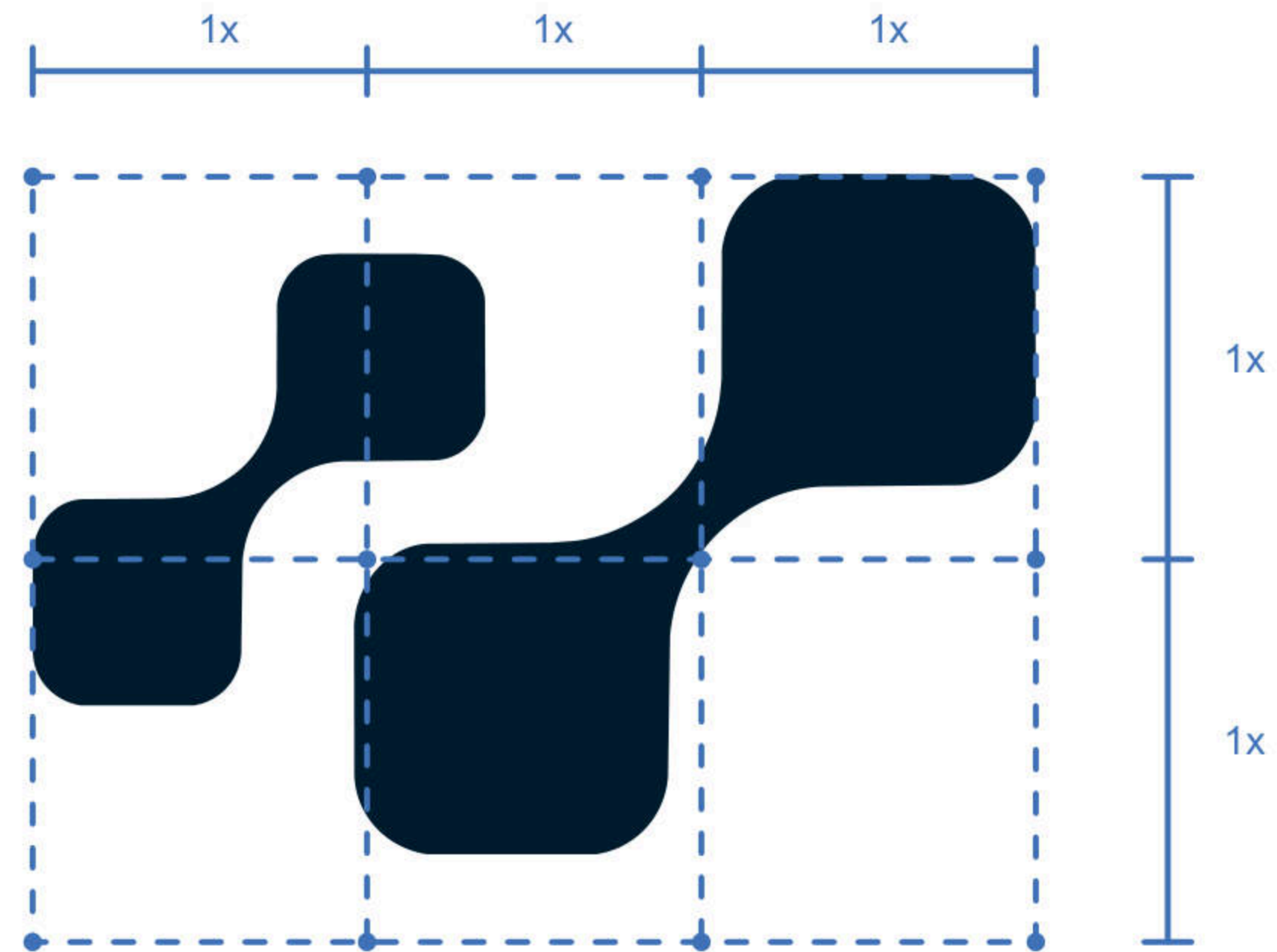
# LOGO CONSTRUCTION

The CadenSpark logo is built on a modular structure designed to ensure balance, consistency, and scalability across all brand applications.



# ICON CONSTRUCTION

The CadenSpark icon is built on a modular grid with consistent proportions and rounded corners. This structure ensures visual harmony, scalability across all applications.



## MINIMUM SIZE

To ensure optimal visibility and impact, always surround the CadenSpark logo with a minimum clear space. This area should be free from any text, graphics, or other visual elements.

## CLEAR SPACE VALUE

The minimum clear space is defined by the size of the icon (mark) equal to "X". Use this measurement as the base unit around the entire logo.



### IMPORTANT

- ✓ The clear space must always be proportional to the logo size.



## MINIMUM SIZE

To ensure optimal legibility and brand consistency, the CadenSpark logo should never appear below the minimum sizes defined below.



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120 px.  
Screen



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28 mm.  
Print

## TYPOGRAPHY

The CadenSpark typography system combines the elegance of Playfair Display with the clarity and modernity of Funnel Display, creating a balance between sophistication and functionality across all brand communications.

The image shows the letters 'Aa' in the Playfair Display typeface. The uppercase 'A' is a classic serif with a sharp, pointed top and a thin horizontal bar. The lowercase 'a' is a highly decorative, cursive-style letter with a large, ornate loop and a tail that curves under the letter.

Playfair Display

The image shows the letters 'Aa' in the Funnel Display typeface. The uppercase 'A' is a clean, modern serif with a slightly wider base and a more uniform stroke weight. The lowercase 'a' is a simple, rounded letter with a clear, open counter and a small, clean tail.

Funnel Display

## COLOR PALETTE

The CadenSpark color palette is centered around a dynamic gradient system that blends depth, innovation, and clarity. The combination of vibrant cyan and deep blue tones reflects technology, intelligence, and forward-thinking digital solutions.



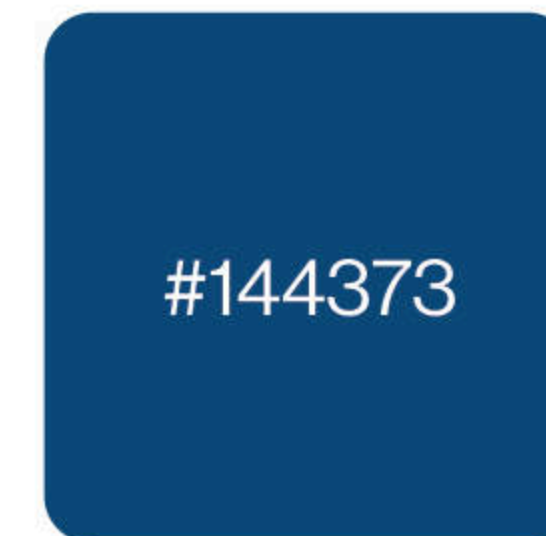
#88D3DD

R: 136  
G: 211  
B: 221  
C: 48%  
M: 0%  
Y: 16%  
K: 0%



#2D66A0

R: 45  
G: 102  
B: 160  
C: 86%  
M: 56%  
Y: 13%  
K: 1%



#144373

R: 20  
G: 67  
B: 115  
C: 99%  
M: 75%  
Y: 28%  
K: 14%

## COLOR VERSION

The color version combines the full-color icon with the dark wordmark and should be used on light backgrounds whenever possible.



## WHITE VERSION

The white logo version is intended for dark, gradient, or high-contrast backgrounds to ensure maximum visibility and legibility across all applications.



# We sell outcomes, not hours or software.

CadenSpark installs productized solutions (services delivered as a repeatable product) with applied AI. We charge for the outcome, not the tools. We replace a line of spend you already have —reception, agency, sales rep, business intelligence— with better results.

[Request your Insight Report](#)

## OUR 3 SOLUTIONS

### Atenea · Cadencia · Pulso

Three productized solutions anchored to a line of spend you already have.  
We charge for the outcome, not the tools.

FOUR STEPS

# How we work

A productized process. Each step has clear scope, timing and price.

### 01

#### Call

Book 30 minutes. We listen, map your bottleneck, and decide whether it's a fit. No commitment.

### 02

#### Discovery

We pre-analyze your business — top three findings, ROI estimate, and the outcome that fits.

### 03

#### Audit

Optional. For cases where scope isn't clear: internal interviews, CRM access, 90-day roadmap with closed-price proposals. Priced based on scope, after the first call.

### 04

#### Solution & improvement

We build, operate and continuously improve the outcome. We define concrete goals at the start, report progress month over month, and adjust until it operates well.

## Your team operates. We operate what costs time.

Request your *Insight Report* or book a 30-minute call.  
No cost, no commitment.

[Request your Insight Report](#)

Six ideas guiding how we decide things internally and how we charge externally.

### 01

#### Software with hidden cost

The software you buy gets handed off to you to operate. The monthly invoice is small but the total cost (learning curve, integration,

### 02

#### Agencies and hours

Agencies sell hours you have to manage. If you're not on top of them, the hours dilute into unfocused work. We charge only for outcomes,

### 03

#### Headcount and ramp-up

A new employee takes 3 months to be productive and sometimes leaves at month 18. The opportunity cost exceeds the salary. Our

# Senior Talent

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**Javier Bereciartua**  
FOUNDER & CEO

**CadenSpark**  
INTELLIGENT SYSTEMS & AUTOMATION

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