



# Trisilva: brand basics

What a publication needs to render the company correctly. The full design system is internal; everything a journalist, an analyst or a partner needs is here.

## The name

The company is **Trisilva**. Always that, in running text and in headlines.

Never Trisilva.AI, never Trisilva.ai, never TriSilva. The domain is `trisilva.ai` and it is written in lower case, as a domain, not as the company name.

The legal entities are **Trisilva Pte. Ltd.** (Singapore) and **Trisilva Co., Ltd.** (Vietnam). Use those only where a legal entity is the subject.

## The tagline

### Mission-Critical Platforms for Asia's Insurance

Title case, as written. It is a tagline rather than a description, so it sits under the name rather than inside a sentence.

## Product names

One word, internal capital, no space: **InsureFlow**, **ClaimFlow**, **MicroFlow**, **UnderwriteFlow**, **PolicyFlow**, **ServeFlow**. InsureFlow is the suite; the others are products within it.

## The palette

|                      |         |                                                                                |
|----------------------|---------|--------------------------------------------------------------------------------|
| <b>Trisilva Teal</b> | #00CCCC | The one brand accent. The logo mark, and sparingly elsewhere.                  |
| <b>Carbon</b>        | #0C0D0F | The deepest ground. Dark panels, covers, share cards.                          |
| <b>Ink</b>           | #121212 | Body text on light grounds.                                                    |
| <b>Light</b>         | #F6F6F4 | The light ground. Warm, not blue-white.                                        |
| <b>Hairline</b>      | #E6E5E1 | Rules and borders.                                                             |
| <b>Gold</b>          | #C9A84C | A rare warm counterpoint. Never the logo, never a background, never body text. |

Teal is the single accent and is spent sparingly, at most one accent per view. Neutrals are warm zinc rather than blue-slate.

## Typography

**Geist** for everything. **Newsreader** italic for editorial pull quotes only. Both are open source and free to install: Geist from [vercel.com/font](https://vercel.com/font), Newsreader from Google Fonts. We do not ship the font files in the logo pack, because the copies we hold are web format and a print layout needs the originals.

Where a publication has its own type discipline, use it. The typefaces matter less to us than the name and the mark being right.

## The logo

The pack contains the full logo in light and dark versions, and the standalone symbol, each as SVG and PNG.

- **Clear space.** Keep clear space on all four sides equal to the height of the symbol. Nothing sits inside it.

- **Minimum size.** 120px wide on screen, 24mm wide in print, for the full logo. 24px and 6mm for the symbol alone.
- **Backgrounds.** The light logo goes on light grounds, the dark logo on dark grounds. On a photograph, use the version that keeps the mark legible and place it on a quiet area.
- **Do not** recolour the mark, stretch it, rotate it, add effects to it, place it on a busy background, or rebuild it from the symbol and type separately.

The mark stays teal in every version.

## Getting it wrong is fine, asking is faster

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If a layout needs something that is not here, ask at [hello@trisilva.ai](mailto:hello@trisilva.ai) rather than approximating it. We answer within one business day.