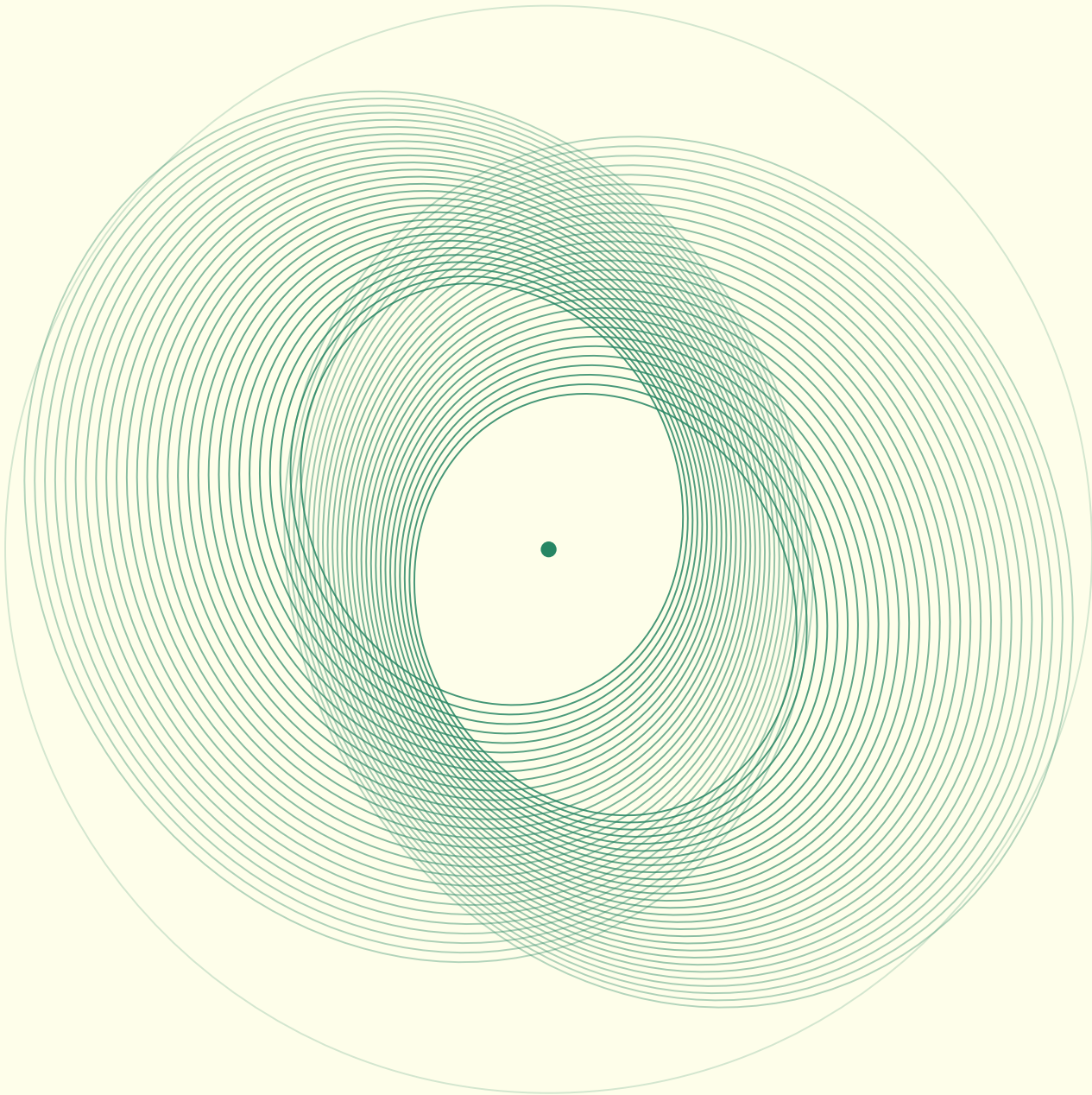


dialog.

Clarity, before
commitment.

The legal & financial interface.

A working brand system and landing page.
12 September 2026



Good business starts *with understanding.*

Dialog is a shared space for the conversations, evidence and decisions behind legal and financial work.

01

A clear purpose.

Keep the original conversation connected to what people understand, propose and choose to do next.

02

A human character.

Precise, composed and collaborative. The brand creates room to think and makes the next step understandable.

03

A credible promise.

Earn confidence through clear sources and measured language. Let the product demonstrate what it can do.

For decisions *that matter.*

The legal & financial interface.

A category to refine with Jyasper: broad enough for both disciplines, specific enough to name the work.

01

Legal teams and clients.

Keep the matter, terms and reasoning close together. Clarify responsibilities and the questions still open.

02

Finance teams and partners.

See the assumptions behind a proposal. Give numbers context and make uncertainty discussable.

03

People building a venture.

Bring different interests into the same room. Shape a proposal everyone can understand before committing.

Keep the meaning. *Carry it forward.*

⁰¹ Keep the source.

The original words remain distinguishable from their interpretation.

⁰³ Explore possible futures.

Give alternatives room to exist before choosing one path.

⁰² Make uncertainty visible.

A question stays open until there is an answer. Missing terms stay missing.

⁰⁴ Let people choose.

People review and decide through the appropriate process.

Sound like someone
you can think with.

Direct. Warm. Specific. Measured.

See the assumptions behind the numbers.

Avoid inflated claims about financial intelligence.

The budget is still to be discussed.

Do not turn an interpretation into an agreement.

Review a proposal together.

Let people retain judgment, responsibility and choice.

A word. A pause.
A place to begin.

dialog.

WORKING WORDMARK / NEWSREADER REGULAR

Dialog in prose.
dialog. in the mark.

Keep half a d-height of clear space. Minimum width: 80 px. Use the outlined SVG master for exports.

Jyasper to refine letterforms, spacing and the final small-size identity. Avoid stretch, outlines, shadows and rotation.

Grounded in green.

The five reference colours, preserved exactly. Ink adds a strong reading colour.

Green

#278664

Olive

#4E594A

Moss

#676E5D

Sage

#79A471

Ivory

#FEFEEA

Supporting ink / #23382D

On ivory: ink 12.29:1 · olive 7.22:1 · moss 5.19:1

Green 4.40:1: large type and art. Sage 2.80:1: decoration. Small buttons use olive + ivory.

Expressive in thought.
Precise in use.

NEWSREADER / REGULAR + ITALIC

Words matter.
So does their meaning.

Headlines, the wordmark and short quotations. Use one italic phrase to give the central idea its own voice.

Hero 60-96 px / Sections 42-66 px / Body 14-16 px / Controls 12-14 px / Metadata 10-11 px

INTER / REGULAR TO SEMIBOLD

The conversation
continues here.

Body text, controls and details. Keep numbers, currencies, dates and states legible and explicit.

Different perspectives. *Shared understanding.*

Two families of contours remain visible as they meet in a common field. The motif expresses shared context without pretending every perspective has become the same.

Space to think.

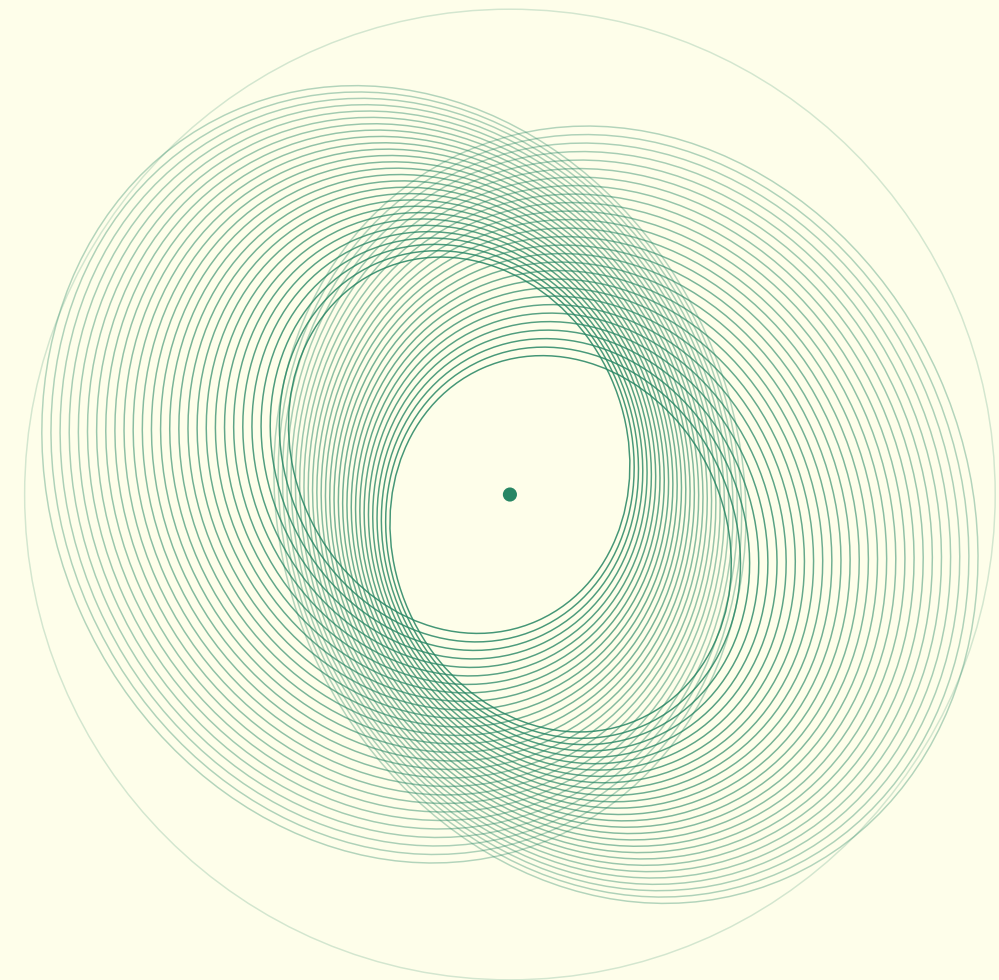
56 px desktop margins; 20 px on mobile. Let an idea breathe.

Order without rigidity.

Fine rules, restrained colour and 4 px corners.

Movement with purpose.

A brief arrival, quiet transitions and reduced-motion support.



The idea, made visible.

dialog.

The idea

How it works

For your work

Log in

Sign up ↗

• THE LEGAL & FINANCIAL INTERFACE

Clarity, before *commitment.*

A shared space for the conversations, evidence and decisions behind legal and financial work.

Start a dialog ↗

Explore the idea ↓

Think clearly. Understand each other. Move forward.

Different perspectives.

01 / 03

Shared understanding.

For the conversations that become

Agreements

Ventures

Commitments

Partnerships

THE IDEA BEHIND DIALOG

• THE LEGAL & FINANCIAL INTERFACE

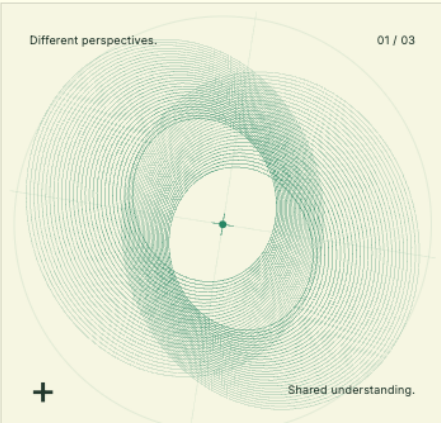
Clarity, before *commitment.*

A shared space for the conversations, evidence and decisions behind legal and financial work.

Start a dialog ↗

Explore the idea ↓

Think clearly. Understand each other. Move forward.



A clear path in. *A clear path forward.*

01

Conversation

What was said, by whom and in what context.

02

Understanding

A reading that keeps open questions visible.

03

Next steps

Proposals for people to review and choose.

Log in with JEM.

Keep the existing identity, session and return destination.

Sign up with a clear expectation.

Create an identity; arrange access with your team. Workspace admission is a separate step.

A vision with *an honest starting point.*

THE CURRENT FOUNDATION

Calls, recordings, transcripts, documents, tasks and team workspaces. A foundation for keeping conversations and work in context.

The landing example is fictional and illustrative. It is not a claim that a legal or financial transaction has occurred.

THE DIRECTION WE ARE BUILDING

Connect shared understanding to proposals, legal structures, responsibilities and financial consequences.

New capabilities need evidence before publication. Do not imply banking, escrow, regulated advice, automatic settlement or certification.

A strong starting point.

Room to make it ours.

Audience & promise

Which conversation and which person should lead?

Wordmark & motif

Refine letterforms, spacing and a recognisable small mark.

Colour & type

Confirm proportions, readability and printed proofs.

Page & product claims

Keep the story ambitious and the present capability precise.

Final approval

Record decisions, update this book and approve the release.

Built from references. *Given its own voice.*

Sana	Clear product storytelling and direct entry. https://sanalabs.com/products/sana/
Legora	Category focus and professional tone. https://legora.com/
Dollar palette	Exact supplied five-colour reference. https://www.color-hex.com/color-palette/86099
Newsreader & Inter	Locally served fonts under SIL OFL 1.1; licenses included. https://github.com/google/fonts

Reviewed 12 September 2026. Original vector art and copy. No competitor assets, client claims or private call excerpts reused.