



BRAND SYSTEM & GUIDELINES · VERSION 2.0 · 29 SEPTEMBER 2026

Cindrus

Clarity. Intelligence. Direction.

The single source of truth for how Cindrus looks, sounds and behaves: strategy, logo, colour, typography, product language, legal use and the tests every piece of work must pass. It supersedes version 1.0 of 7 September 2026.

How to use this guide

This is a decision framework, not a style reference you consult once.

THREE QUESTIONS	Is it clear? Is it intelligent? Does it provide direction? If the answer to any of them is no, it is not Cindrus. Part XI turns this into practical tests.
SOURCE OF TRUTH	Where this guide and production code disagree on a token value, production code wins and the guide is out of date. Where they disagree on a principle, the guide wins and the code is out of date.
STATUS	Everything in this guide is Active unless marked Open in the appendix. Logo, symbol, wordmark and palette are locked as of 29 September 2026.
LANGUAGE	The guide is written in English because the brand is built for many markets. Danish examples are included where the Danish voice matters.
ASSETS	All logo files, app icons, favicons and design tokens are in the asset pack <code>cindrus-brand-assets-v2.zip</code> . Never redraw, retype or export the logo from a screenshot.

Brand foundation

Why Cindrus exists and what it must always feel like.

The brand in one sentence

Cindrus is a financial intelligence platform that helps people understand their finances, keeps watching what matters and tells them when there is a better financial move.

Essence

Clarity

Finance is unnecessarily complicated. Cindrus turns financial information into something people can understand. We explain numbers instead of merely displaying them.

Intelligence

Cindrus analyses data, monitors change and finds opportunities that would otherwise go unnoticed. Intelligence should be useful, not impressive.

Direction

Understanding is only the beginning. Cindrus helps answer the more important question: what should I consider doing next, without pretending uncertain outcomes are certain.

Purpose, vision, mission, promise

PURPOSE	Help people make better financial decisions.
VISION	Become the financial intelligence layer for your entire financial life: mortgages, loans, savings, investments, wealth, pensions and planning.
MISSION	Make sophisticated financial intelligence accessible, understandable and useful to everyone.
PROMISE	Always know when there’s a better financial move.
PHILOSOPHY	Know where you are. Understand your options. Know where to go.

From calculation to continuous intelligence

TRADITIONAL FINANCIAL PRODUCTS	CINDRUS
Provide information	Provide understanding
Answer once	Keep watching
Wait for users to return	Tell users when something has changed

Principles

01	Clarity before complexity	If it can be explained simply without losing meaning, explain it simply.
02	Intelligence before information	More information is not more useful. Identify what matters.
03	Direction without pressure	Help users see their options. Never manufacture urgency.
04	Evidence before claims	Numbers, assumptions and explanations instead of superlatives.
05	Trust before growth	Financial trust is hard to earn and easy to lose. Never trade it for conversion.
06	Calm before excitement	Money creates enough emotion. Create confidence, not anxiety.
07	User interest before transaction	The user’s financial outcome comes first, including when Cindrus has commercial partners.

Personality

TRAIT	MEANS	NEVER BECOMES
Intelligent	Sophisticated underneath, simple on the surface	Academic or showing off
Calm	Confident without being loud	Passive or vague
Precise	Specific numbers and language	Cold or pedantic
Independent	The user feels Cindrus works for them	Anti-bank or activist
Modern	Technology-forward, never trend-chasing	Crypto-futuristic or ‘AI startup’
Premium	Beautifully executed	Exclusive or elitist
Human	Warm, understandable, 30 % warmth to 70 % precision	Cute or chatty
Trustworthy	Open about assumptions and uncertainty	Defensive or legalistic

What Cindrus is not

Not loud, not sales-driven, not speculative, not patronising, not corporate-banking cold, not crypto-hype futuristic, not cute, not gamified for engagement’s sake, not needlessly technical, not artificially urgent.

Brand brief

The strategic brief every agency, freelancer, partner and new colleague receives before touching the brand.

The problem

People make some of the largest decisions of their lives (a home, a loan, a refinancing, a pension) with incomplete information, complicated products and incentives they don’t always understand. The market changes every day, but the responsibility for noticing it is left to the individual. Most people check once, at the moment of the decision, and then never again.

The insight

People don’t want more financial information. They want to know when something has changed that matters to them, and what they could do about it.

Audience

SEGMENT	WHO	WHAT THEY NEED FROM CINDRUS
Primary · now	Homeowners with a mortgage or other loans, typically 30–60, in Denmark first	To know whether they are paying too much, without having to check the market themselves
Secondary · now	Financially engaged professionals who want an overview of assets and debt	One calm place for their financial position and net worth
Advisors · Pro	People who help others with their finances	A shared, transparent basis for conversations
Future	Everyone with a financial life across the supported markets	Continuous intelligence across savings, investments, pensions and planning

Category and frame of reference

CATEGORY	Financial intelligence. Not a bank, not a broker, not a comparison site, not a budgeting app, not an AI chatbot.
WHAT PEOPLE USE TODAY	Their bank’s own app, one-off calculators and comparison sites, spreadsheets, and occasional meetings with an advisor.
WHY CINDRUS IS DIFFERENT	It keeps watching after the first calculation, it explains every number, and it is on the user’s side.

Reasons to believe

- **Continuous monitoring.** Cindrus follows the user’s loans against relevant market changes and flags when refinancing may be worth reviewing.
- **The potential-saving calculation.** The core of the product: a transparent estimate of what a better move could be worth, with its assumptions shown.
- **Explainability.** Every insight shows what data was used, when it was calculated, and what could change it.
- **Evidence-based security.** An immutable, hash-chained audit log, encrypted backups with proven recovery, and a privacy policy with measured dates. Specific facts, never ‘bank-level’ slogans.
- **Fair commercial model.** A 14-day free trial, tax-inclusive prices in every market, data export as a right (not a paid feature), and a charity share of net revenue by plan.

Brand architecture

One strong masterbrand: **Cindrus**. Products and features take descriptive names (Cindrus Monitor, Cindrus Insights, Cindrus Mortgage), never invented sub-brands.

LEVEL	EXAMPLE	RULE
Masterbrand	Cindrus	Always the full logo system
Product / feature	Cindrus Insights	Masterbrand + descriptive word, set in Space Grotesk, never a new logo
Endorsed sites	Calculator and lead sites (e.g. laaneomlaegning.dk, boliglaanberegner.dk)	Own simple name in type; Cindrus endorsement in header or footer: “Part of Cindrus” / “En del af Cindrus” + symbol
Partners	Lenders, advisors	Co-branding lockup only (Part IV); never merge logos

Brand deliverables checklist

Every brief to an external partner should state: the audience, the single outcome, the proof (number or product), the call to action, markets and languages, and which logo configuration will be used. Attach this guide and the asset pack.

Voice and messaging

Cindrus sounds like an exceptionally capable financial expert with no interest in showing how clever they are.

Tone

Make the user feel informed, not impressed.

Clear, calm, concise, specific, confident, transparent and human.

Writing principles

PRINCIPLE	WRITE	NOT
Clear over clever	See whether refinancing could reduce your monthly cost.	Unlock the hidden power of your mortgage.
Specific over vague	Your estimated monthly saving is 1,240 DKK.	You could save a lot of money.
Numbers over adjectives	Rates have fallen 0.45 percentage points since you added your loan.	Rates have fallen significantly.
Calm over urgent	This may be worth reviewing.	ACT NOW BEFORE IT’S TOO LATE.
Honest over persuasive	Estimated saving, based on the information available today.	Guaranteed saving. Definitely your best option.

In practice

NOT CINDRUS

GREAT NEWS! 🎉 We’ve found an AMAZING opportunity to slash your mortgage payments!

CINDRUS

A refinancing opportunity may be worth reviewing.

Based on current rates and the information you provided, refinancing could reduce your estimated monthly cost by approximately 1,240 DKK.

Messaging hierarchy

#	LAYER	THE USER’S QUESTION	EXAMPLE
1	Outcome	What does this mean for me?	You may be able to reduce the cost of your mortgage.
2	Intelligence	Why is Cindrus telling me this?	Cindrus monitors your loan against relevant market changes.
3	Direction	What should I do?	Review the opportunity.
4	Explanation	How was it calculated?	See assumptions and calculation details.
5	Technology	What powers this?	Only now: data, models, AI.

Master brand lines

USE	ENGLISH	DANISH
Signature	Clarity. Intelligence. Direction.	Klarhed. Intelligens. Retning.
Promise	Always know when there’s a better financial move.	Vid altid, når der er et bedre økonomisk træk.
Philosophy	Know where you are. Know where to go.	Vid, hvor du står. Vid, hvor du skal hen.
Monitoring	Your finances change. Cindrus keeps watching.	Din økonomi ændrer sig. Cindrus holder øje.
Mortgage	Never wonder if you’re paying too much.	Du skal aldrig undre dig over, om du betaler for meget.
Current product	One home for every loan you’re watching.	Ét hjem for alle de lån, du holder øje med.

Vocabulary

Use: monitor, watching, opportunity, insight, financial position, potential saving, estimated, current, updated, detected, compare, understand, consider, direction.

Use carefully: *AI* (an enabler, not the proposition) · *best* (only when objectively defensible) · *guaranteed* (never for uncertain outcomes) · *free* (accurately) · *save* (distinguish potential, estimated and realised).

Localisation

Every market is localised, not translated. Danish should sound naturally Danish, not like English syntax. Numbers, currencies and terminology follow the local convention (Part VI). The personality must survive translation: “Cindrus in Denmark”, never “a Danish product translated into English”.

Logo

The Cindrus symbol is the primary logo. Two soft blades turn around an open centre: the whole financial picture, with room in the middle for clarity.

The primary logo



The symbol in Cindrus Blue and Navy on white is the primary logo and the most important asset of the brand. It is used alone wherever the brand is already known (app icon, favicon, social avatar, product UI, merchandise) and together with the wordmark wherever Cindrus introduces itself.

The symbol does not illustrate money, homes, charts or arrows. It is rotation-symmetric, so it has no “right is forward” and works in every reading direction. Its meaning is built through use, not explained through pictures.

Logo configurations

Three configurations, one system. Choose by the space available, never by taste.



Symbol · primary logo · app icon, favicon, avatar, product UI, when the brand is known



Horizontal · symbol left of the wordmark · website and app headers (cindrus.com, app.cindrus.com), documents, email

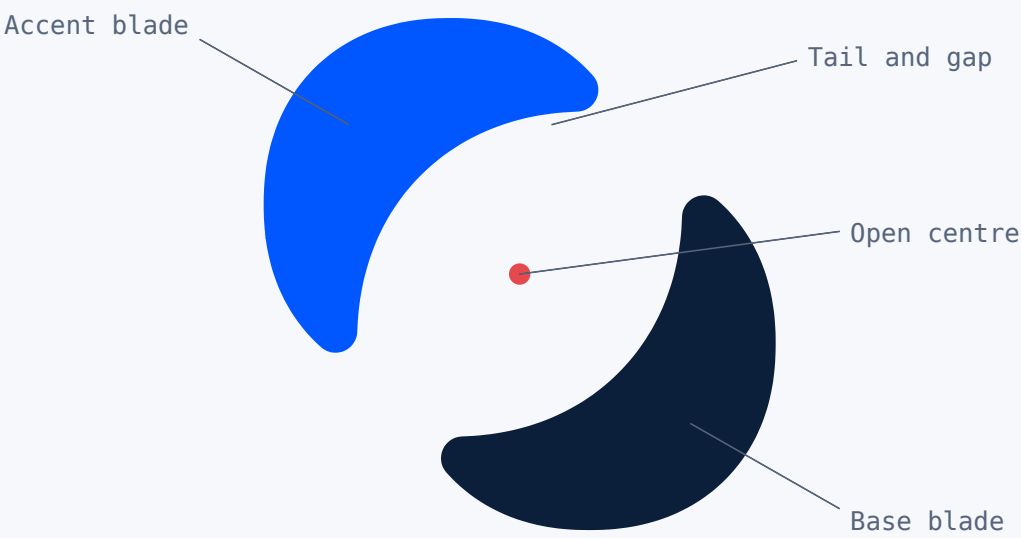


Stacked · symbol above the wordmark · footers, presentations, signage, square formats



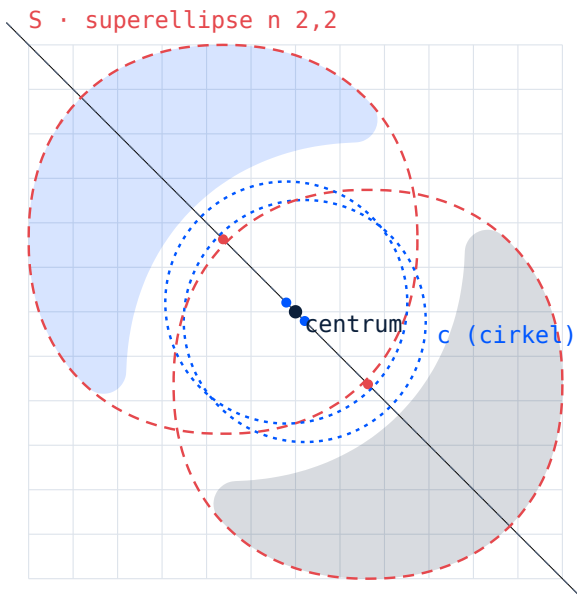
Wordmark · only where the symbol is already present nearby, or where a symbol cannot be reproduced (e.g. single-line legal text)

Anatomy



The upper-left blade always carries the accent colour. The lower-right blade carries the base colour. The open centre is part of the logo and is never filled.

Construction



Red dashed: outer superellipse S · blue dashed: inner circle c · grey diagonal: axis of symmetry

GRID	48 × 48 units · u = 4 · the symbol is 12 × 12 u
BLADE, OUTER FORM S	Superellipse, n = 2.2 · radius 4.37 u · centre (4.37 u, 4.37 u)
BLADE, INNER FORM C	Circle · radius 2.72 u · offset 2.60 u along the diagonal
SECOND BLADE	The same form rotated 180° around the centre (24, 24)
TAIL	Ends on the other blade’s outer form, offset 1.07 u
GAP	0.78 u
CORNER RADIUS	0.51 u on every convex corner
GREATEST BLADE THICKNESS	3.54 u = x, the clear-space unit
INK	39.8 % of the square field
CENTRE OF MASS	Exactly in the centre (180° symmetry) · no optical offset needed

Wordmark

Cindrus

BASE	Space Grotesk, redrawn at weight 580, tracking -2 %.
CUSTOM DETAILS	Ink traps removed in n, d, r and u so the arches join the stems cleanly; optical spacing in “Ci” and “ru”; a corner radius of about 0.8 % of cap height on every corner, the same softness as the symbol’s tips.
CASE	Always “Cindrus”: capital C, lowercase rest. Never CINDRUS or cindrus in the logo.
RULE	The wordmark is artwork. Never type “Cindrus” in Space Grotesk and call it the logo.

Lockup proportions

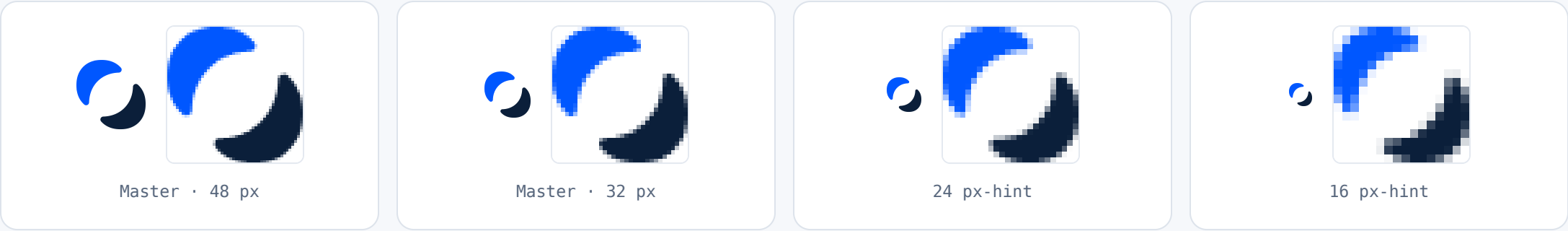
LOCKUP	SYMBOL SIZE	GAP	PROPORTION
Horizontal	1.5 × cap height of the wordmark	0.36 × symbol height	4.63 : 1 (width : height)
Stacked	2.4 × cap height	0.9 × cap height	Symbol centred over the wordmark

Clear space

The unit x is the greatest thickness of a blade, about 0.3 × the symbol’s height. Keep at least x of empty space on every side of every configuration.



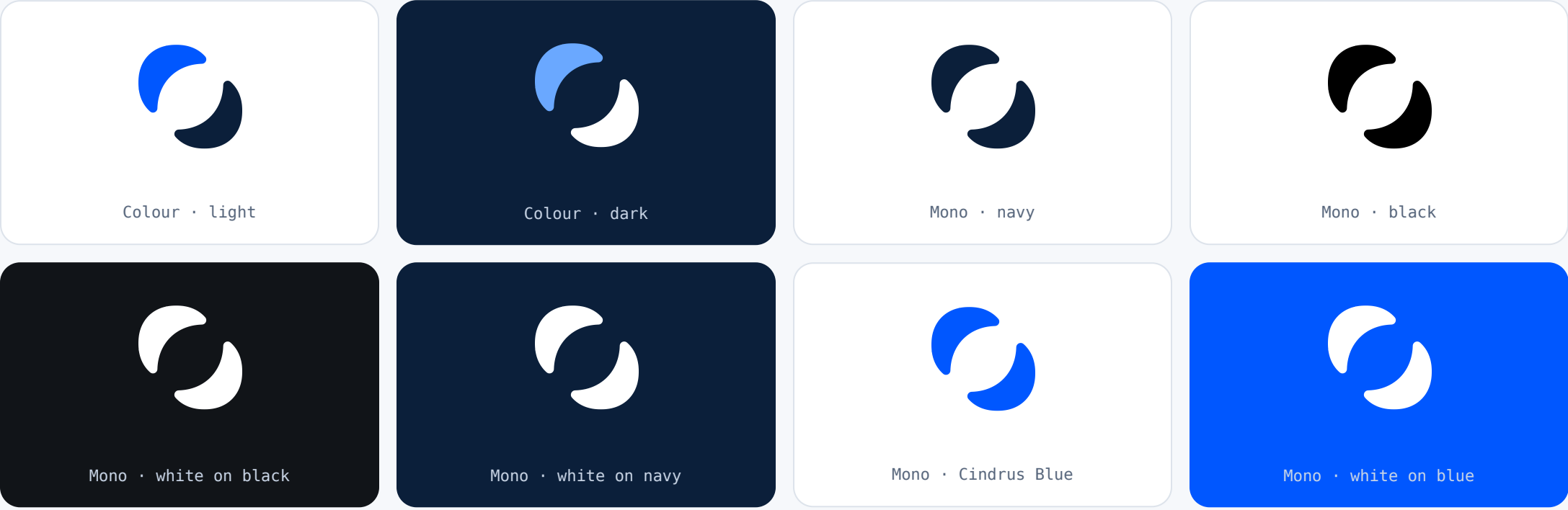
Minimum sizes



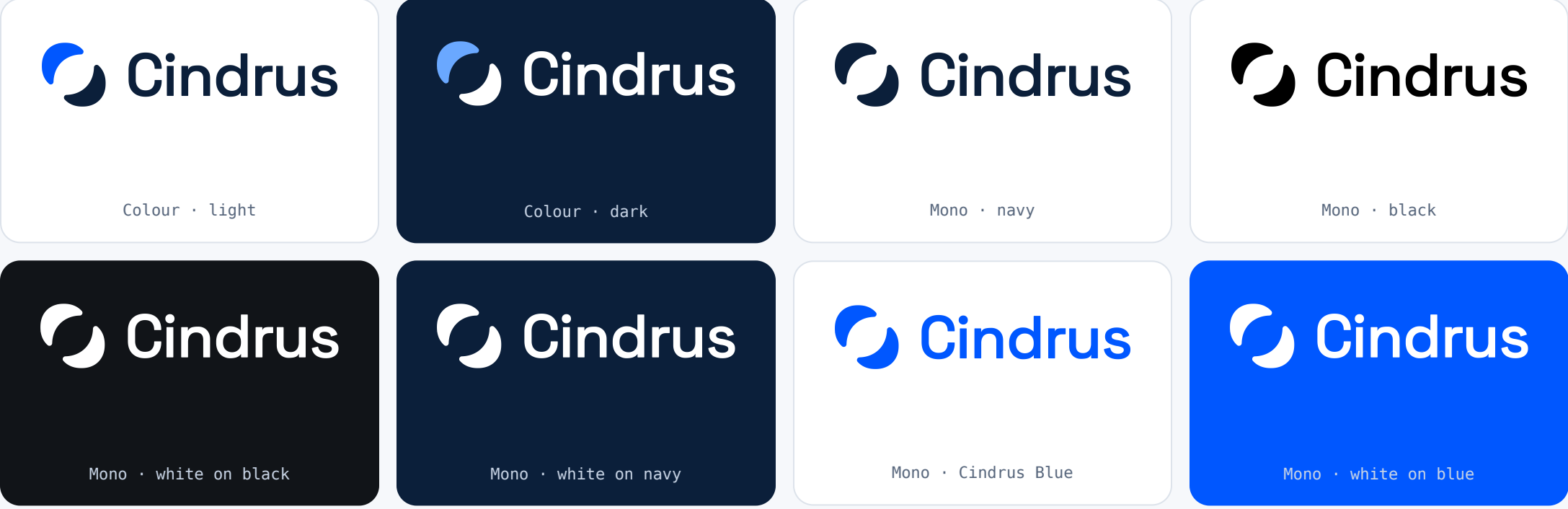
USE	RULE	MINIMUM
Symbol · digital	32 px and up: master · 20–31 px: 24 px drawing · 16–19 px: 16 px drawing	16 px
Symbol · print	Master	6 mm
Horizontal lockup · digital	Symbol height ≥ 20 px (lockup ≈ 93 px wide)	20 px high
Horizontal lockup · print	Width ≥ 25 mm (proportion 4.63 : 1)	25 mm wide
Stacked lockup	Width ≥ 64 px / 18 mm	64 px

The 16 px and 24 px drawings have wider gaps so the blades never merge. They are used automatically in the favicon files and must be used in any UI below 32 px.

Colour versions · symbol



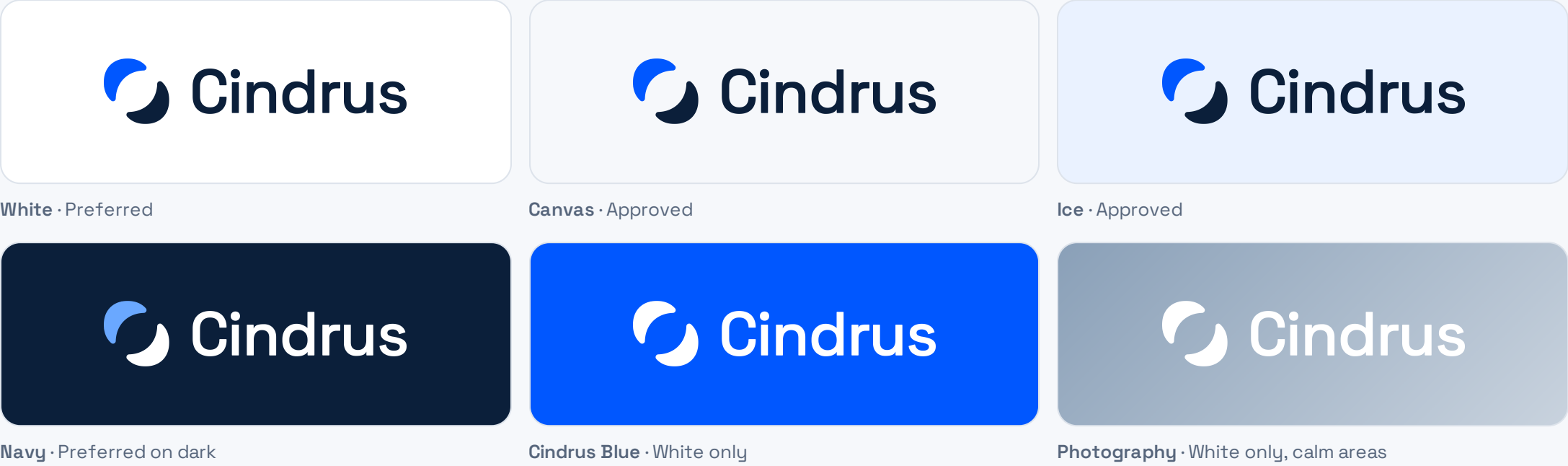
Colour versions · horizontal



Colour versions • stacked



Approved backgrounds



Placement

SURFACE	CONFIGURATION	SIZE
cindrus.com header	Horizontal, colour	Symbol 28 px high (lockup $\approx$ 130 px wide), left-aligned to the grid
app.cindrus.com header	Horizontal, colour (dark theme: colour dark)	Symbol 24 px high; use the small (24 px) lockup file
Footer	Stacked, colour dark on Navy	Stacked width 96–128 px
Email	Horizontal, colour	Symbol 28 px high; PNG at 2×
Documents and PDFs	Horizontal, colour	Top-left, symbol 8–10 mm high
Presentations	Stacked on title slide; symbol only on content slides	Symbol 24–32 px in the corner
Social avatar	Symbol, colour dark on Navy	Symbol at 54 % of the circle

App icon, favicon and avatar

The symbol fills 56 % of the app icon and 50 % of the Android maskable icon, inside the safe zone (red circle). The favicon switches to the dark version automatically in dark browser tabs.



App icon · navy
(primary)



App icon · light



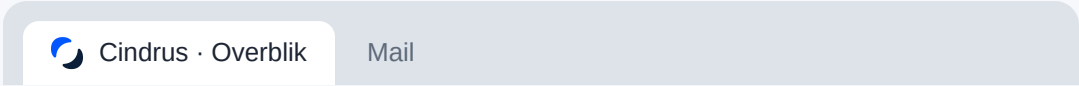
App icon · blue



Android maskable ·
safe zone



Social avatar



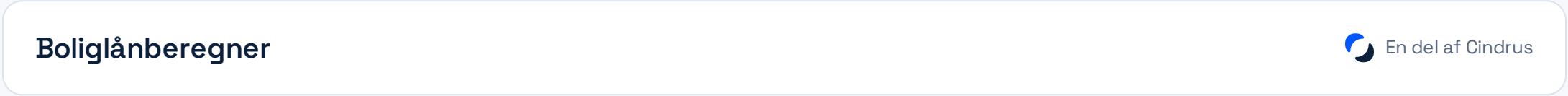
```
<link rel="icon" href="/favicon.ico" sizes="48x48">
<link rel="icon" href="/favicon.svg" type="image/svg+xml">
<link rel="apple-touch-icon" href="/apple-touch-icon.png">
<meta name="theme-color" content="#0B1F3A">
```

Co-branding



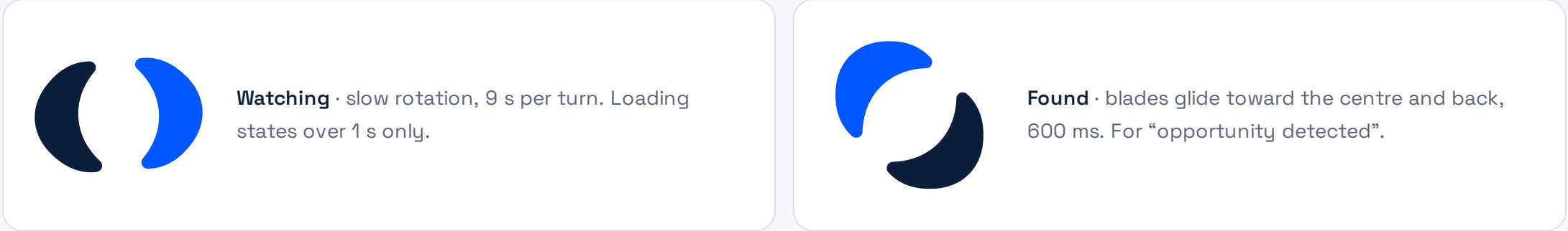
Cindrus left, partner right, separated by a hairline divider. Both logos have equal visual height; clear space x between each logo and the divider. Cindrus is never merged with, or redrawn for, a partner logo.

Endorsed sites



Endorsed lead site: the site name is set in Space Grotesk 600; the Cindrus endorsement uses the symbol + text in the header or footer.

Logo in motion



The symbol may move only to express the product’s own states. Always respect reduced-motion settings, where the symbol stays static.

Misuse



× Don't rotate



× Don't swap the blade colours



× Don't add gradients



× Don't outline



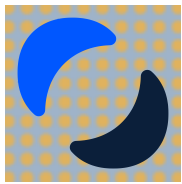
× Don't stretch



× Don't add effects



× Don't use off-palette colours



× Don't place on busy images

Colour

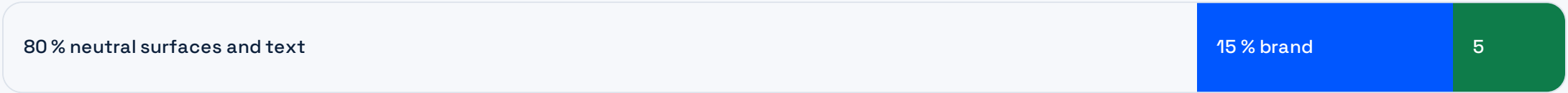
Predominantly calm and neutral. Cindrus Blue keeps its value by being used deliberately.

Core palette

Cindrus Navy #0B1F3A RGB 11 31 58 HSL 214 68% 14% CMYK 81 47 0 77* Foundation, text, dark surfaces	Cindrus Blue #0057FF RGB 0 87 255 HSL 220 100% 50% CMYK 100 66 0 0* Action, accent blade, key numbers	Blue Mid #2F80FF RGB 47 128 255 HSL 217 100% 59% CMYK 82 50 0 0* Hover on dark, secondary accent
Blue Light #6AA8FF RGB 106 168 255 HSL 215 100% 71% CMYK 58 34 0 0* Accent on dark, links on dark	Ice #EAF2FF RGB 234 242 255 HSL 217 100% 96% CMYK 8 5 0 0* Calm secondary surfaces	White #FFFFFF RGB 255 255 255 HSL 0 0% 100% CMYK 0 0 0 0* Clarity, space

* CMYK values are mathematical conversions for reference. Before the first print run, match against a Pantone / press proof and record the result here.

The 80 / 15 / 5 rule



A principle, not arithmetic. Do not make every element blue.

Scales

Blue	50 #EAF2FF	100 #D6E6FF	200 #AFCBFF	300 #6AA8FF	400 #2F80FF	500 #0057FF	600 #0046CC	700 #003599	
Navy	700 #1E3A5F	800 #13294A	900 #0B1F3A	950 #07121F					
Slate	0 #FFFFFF	25 #F6F8FB	50 #EEF2F7	100 #E4E9F0	200 #DDE3EB	300 #A9B4C4	400 #7A889C	500 #56657B	700 #33445C

Semantic colour

Positive

#0E7C4A · dark #3DD68C

Warning

#B45309 · dark #F5A524

Critical

#C0262D · dark #FF6B6B

Information

#0057FF · dark #6AA8FF

Semantic colour describes state. It never manipulates behaviour. Never use red to create urgency or green to encourage a transaction. Never rely on colour alone: pair it with text, icon or shape.

Theme tokens

TOKEN	LIGHT	DARK
--canvas	#F6F8FB	#07121F
--surface-primary	#FFFFFF	#0D1B2E
--surface-secondary	#EAF2FF	#13294A
--surface-dark	#0B1F3A	#07121F
--surface-elevated	#FFFFFF	#13243B
--text-primary	#0B1F3A	#E7EDF5
--text-secondary	#56657B	#9FB0C8
--text-muted	#7A889C	#7A889C
--text-inverse	#FFFFFF	#0B1F3A
--text-link	#0046CC	#6AA8FF
--border-subtle	#E4E9F0	#16273E
--border-default	#DDE3EB	#1C2E47
--border-strong	#A9B4C4	#33445C
--action-primary	#0057FF	#0057FF
--action-primary-hover	#0046CC	#2F80FF
--focus	#0057FF	#6AA8FF
--positive	#0E7C4A	#3DD68C
--warning	#B45309	#F5A524
--critical	#C0262D	#FF6B6B
--information	#0057FF	#6AA8FF

Contrast

TEXT ↓ / BACKGROUND →	WHITE	CANVAS	ICE	NAVY	NAVY 950	BLUE
Navy	16.5 AAA	15.5 AAA	14.7 AAA	—	1.1 × Fail	3.0 × Fail
Blue	5.5 AA	5.2 AA	4.9 AA	3.0 × Fail	3.4 AA large	—
Blue 600	7.6 AAA	7.2 AAA	6.8 AA	2.2 × Fail	2.5 × Fail	1.4 × Fail
Blue Mid	3.7 AA large	3.5 AA large	3.3 AA large	4.4 AA large	5.1 AA	1.5 × Fail
Blue Light	2.4 × Fail	2.3 × Fail	2.2 × Fail	6.8 AA	7.8 AAA	2.3 × Fail
Slate 500	5.9 AA	5.6 AA	5.3 AA	2.8 × Fail	3.2 AA large	1.1 × Fail
White	—	1.1 × Fail	1.1 × Fail	16.5 AAA	18.8 AAA	5.5 AA

Body text needs 4.5:1 (AA). Large text (≥ 24 px, or ≥ 19 px semibold) and UI graphics need 3:1. Blue Light and Blue Mid are never used for small text on white. Cindrus Blue text on Navy is not allowed; use Blue Light.

Data visualisation palette

Chart 01

#0057FF · 5.5:1

Chart 02

#0B1F3A · 16.5:1

Chart 03

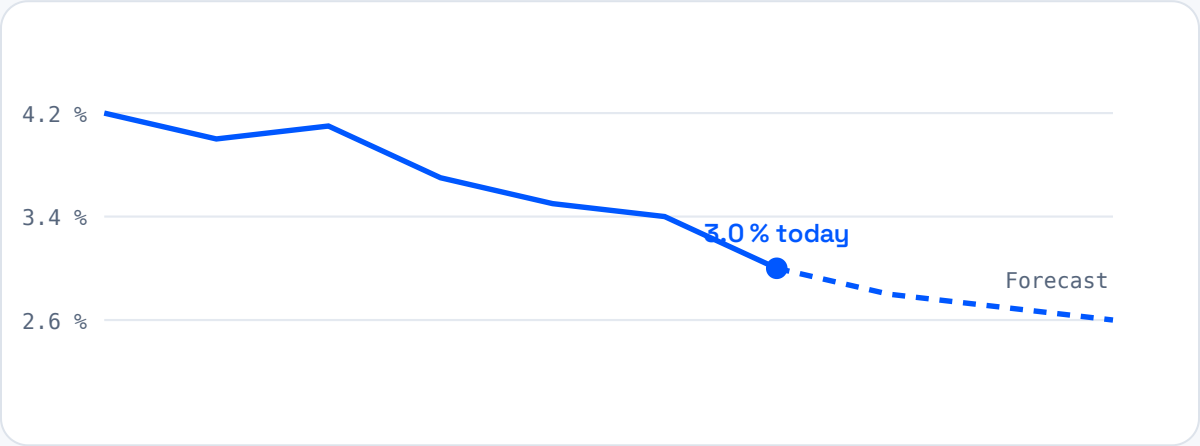
#0E8A7E · 4.2:1

Chart 04

#B45309 · 5.0:1

Chart 05

#7A889C · 3.6:1



Solid lines for history, dashed for forecasts, always labelled. Use Chart 01–05 in order. Never manipulate scales to exaggerate differences. Label series directly where possible so colour is never the only key.

Typography

Space Grotesk is the Cindrus typeface: contemporary, geometric without being sterile, and excellent for numbers.

Typeface

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789 % kr. € \$ £ - + → .

Space Grotesk, SIL Open Font License. Fallback: ui-sans-serif, system-ui, -apple-system, Segoe UI. The logo wordmark is custom artwork based on Space Grotesk and is never typed.

Weights

WEIGHT	USE
400 Regular	Body copy and supporting information
500 Medium	UI labels, data in tables, selected emphasis
600 Semibold	Headings, buttons, key numbers (default for display)
700 Bold	Only for exceptional numeric emphasis; never for running headings

Type scale

display-xl
72/76 · 600 · -3.0 % · mobile 44

Clarity. Intelligence. Direction.

display-l
56/60 · 600 · -2.5 % · mobile 38

Clarity. Intelligence. Direction.

heading-xl
40/46 · 600 · -2.0 % · mobile 30

Clarity. Intelligence. Direction.

heading-l
32/38 · 600 · -1.5 % · mobile 26

Clarity. Intelligence. Direction.

heading-m
24/30 · 600 · -1.0 % · mobile 21

Clarity. Intelligence. Direction.

heading-s
18/24 · 600 · -0.5 % · mobile 17

Clarity. Intelligence. Direction.

body-l
18/28 · 400 · +0.0 % · mobile 17

Refinancing could reduce your estimated monthly cost.

body-m
16/24 · 400 · +0.0 % · mobile 16

Refinancing could reduce your estimated monthly cost.

body-s
14/20 · 400 · +0.0 % · mobile 14

Refinancing could reduce your estimated monthly cost.

label-m
14/20 · 500 · +0.5 % · mobile 14

Refinancing could reduce your estimated monthly cost.

label-s
12/16 · 500 · +2.0 % · mobile 12

Refinancing could reduce your estimated monthly cost.

data-xl
64/68 · 600 · -3.0 % · mobile 44

1,240 DKK

data-l
40/44 · 600 · -2.0 % · mobile 32

1,240 DKK

data-m
20/28 · 500 · -0.5 % · mobile 18

1,240 DKK

Sizes in px (desktop) with the mobile size last. Use fluid scaling between them (clamp). Headings use `text-wrap: balance`.

Numbers are a brand asset

3,74 % 1.240 kr./md. 2.846.291 kr. -0,42 pp

+14.880 kr./år

Shown in Danish format.

Use tabular numerals in tables and changing values. Separate numbers visually from their labels. Show the unit. Show when a number is an estimate.

MARKET	FORMAT
Denmark	1.234.567,89 kr.
Sweden / Norway	1 234 567,89 kr
Germany / Eurozone	1.234.567,89 € (localised)
United Kingdom	£1,234,567.89
United States	\$1,234,567.89
Switzerland	CHF 1'234'567.89

Never hard-code one locale’s formatting into global components. Use the platform’s Intl formatting with the user’s locale and currency.

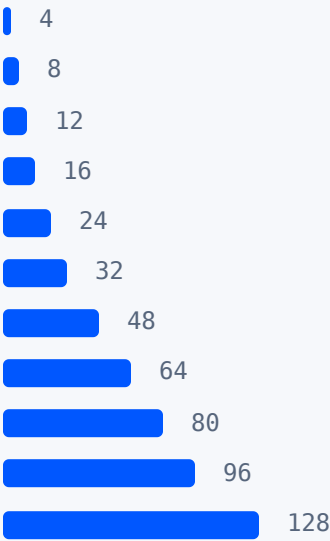
Layout, components and imagery

The interface is the strongest expression of the brand. Structure, space and data do the work; decoration doesn’t.

Grid

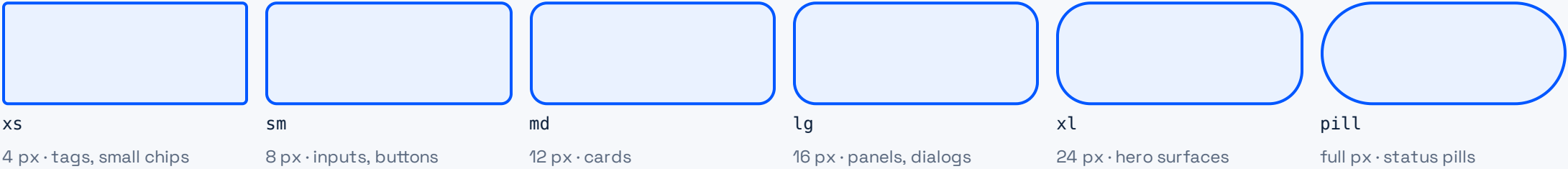
COLUMNS	12 columns, max content width 1200 px, gutter 24 px desktop / 16 px mobile, outer margin ≥ 16 px.
READING WIDTH	Long explanations max 65 characters per line.
ALIGNMENT	Every object appears intentionally placed. Left-align text; centre only short, isolated statements.

Spacing



4 px base. Components use tokens, never arbitrary values.

Radius



Modern and approachable, never soft and playful. Radius echoes the softness of the symbol’s tips.

Borders and elevation

Prefer subtle borders and surface contrast over shadows. Shadows only communicate real elevation: dialogs, menus, overlays (--shadow-overlay).

Buttons



LEVEL	TREATMENT	LABELS
Primary	Cindrus Blue, white text, radius sm	Describe the action: Calculate saving · Add mortgage · Review opportunity
Secondary	White / transparent with default border	Never: Click here · Continue now!!!
Tertiary	Text with link colour	One primary action per view

The Cindrus Insight

Opportunity detected

Updated 4 minutes ago

Your mortgage may now be worth refinancing

1,240 DKK/month, estimated

Rates have fallen 0.45 percentage points since you added your loan. Based on your current outstanding balance and today’s market rates, estimated refinancing costs included.

Review opportunity

How we calculated this

QUESTION	ANSWER IN THE CARD
What happened?	Rates have fallen.
What does it mean for me?	Refinancing may reduce your monthly cost.
How much?	Approximately 1,240 DKK/month, estimated.
How confident are we?	Based on current rates and the information available.
What can I do?	Review opportunity.

This pattern is the signature interaction of the product. Every significant insight answers the five questions, in this order.

Iconography



Monitor



Insight



Home



Secure



Notify



Explain

24 px grid, 1.75 px stroke, round caps and joins, low detail. One consistent set (a rounded open-source set such as Lucide, adjusted to 1.75 px). Icons support comprehension, never decorate.

Illustration and photography

DO

- Abstract, restrained visuals of connection, monitoring, signal and direction
- Natural, editorial, architectural, quiet photography
- Real people who look like people
- Real product UI and real numbers as the hero

DON'T

- Floating coins, rockets, piggy banks, glowing AI brains, holographic graphs
- Smiling banker, couple with house keys, handshake, skyscrapers
- Random 3D spheres and heavy gradients
- Stock photos staged around laptops and coffee

Motion

TOKEN	VALUE	USE
instant	80 ms	Hover, press
fast	120 ms	Small state changes
base	200 ms	Most transitions
slow	320 ms	Panels, number transitions
deliberate	480 ms	Insight arrival, chart updates
ease-standard	cubic-bezier(.2,0,0,1)	Default
ease-exit	cubic-bezier(.4,0,1,1)	Leaving elements

Motion communicates change, intelligence or direction: something changes
→ Cindrusr detects it → evaluates it → the user receives an insight. No
bouncing, glowing or celebration.

Product experience

Trust is not a legal page. It is a design system.

Product design principles

01	One clear next step	Important screens make the next meaningful action obvious.
02	Explain the number	A financial number without context is incomplete.
03	Progressive disclosure	Answer first, depth second.
04	Confidence through transparency	Expose assumptions and the calculation basis.
05	Calm by default	Reduce cognitive and emotional load.
06	Never hide complexity that changes the decision	Simplification must not become deception.

Trust details

Updated 4 minutes ago

Based on your current outstanding balance

Estimated refinancing costs included

Market data from 29 September 2026

Why am I seeing this?

How we calculated this

Assumptions

AI

WRONG HIERARCHY	CINDRUS HIERARCHY
AI-powered revolutionary mortgage optimisation.	You may be able to reduce your mortgage cost. Then explain how Cindrus analysed it.
AI is an enabling technology, not the hero. Outcomes first, technology last.	

Notifications, empty and error states

MOMENT	CINDRUS	NOT
Notification	Mortgage opportunity detected. Rates have moved enough that refinancing may now be worth reviewing.	👋 We haven't seen you for three days!
Empty state	No mortgage added yet. Add your mortgage to see your current position and let Cindrus watch for refinancing opportunities. [Add mortgage]	No data.
Error	We couldn't update your mortgage right now. Your existing information is safe. Try again in a moment.	ERROR 500. SOMETHING WENT WRONG.
Security	Your connection is encrypted. Every change to your data is recorded in an audit log that cannot be altered.	Bank-level security.

Markets and communication

Cindrus in every market, not a Danish product translated.

International rules

- No country-specific imagery in the masterbrand
- Correct local financial terminology, number format and currency
- Designs that survive 30–40 % longer languages
- Regulatory messaging may vary by jurisdiction; the identity may not
- Prices shown including tax in every market

Marketing

ELEMENT	PURPOSE
Eyebrow	A small context or status line
Headline	One strong outcome or idea
Supporting copy	What Cindrus does, in plain language
Primary CTA	One clear action
Proof	Real product UI or a real number, not decoration



A Cindrus ad can be just a number, excellent typography and space.

Email

ELEMENT	OPPORTUNITY EMAIL
Subject	Cindrus detected a change worth reviewing
Headline	Your mortgage may now be worth refinancing.
Key number	1,240 DKK/month
Explanation	Estimated potential saving based on your current mortgage and today’s information.
CTA	Review opportunity

Horizontal logo top-left, symbol 28 px. No manufactured urgency.

Social

Avatar: the symbol, colour dark on Navy. Content: financial education, market changes, product intelligence, data insights, product updates. Visual consistency comes from typography, Blue, Navy, Ice, data and space. No meme-finance.

Legal and partnerships

Legal text is accurate without becoming hostile; pair formal wording with a plain-language explanation. Never hide fees, assumptions, limitations or conflicts of interest. Where a recommendation may generate revenue for Cindrus, say so: users must always be able to tell what Cindrus believes is relevant from what earns Cindrus money.

Trademark and legal use

The name and the symbol are the company’s most valuable intangible assets.
Protect them from day one.

Name usage

RULE	CORRECT	INCORRECT
Spelling	Cindrus	CINDRUS, cindrus, CinDrus, Cindrus’s logo
As a proper noun	Cindrus found a potential saving.	Cindrus-ing, to cindrus
Possessive	The Cindrus app, Cindrus’ analysis (DA: Cindrus’ analyse)	The Cindrus’s
Products	Cindrus Insights, Cindrus Monitor	CindrusInsights, iCindrus, Cindr
Not an acronym	Cindrus	C.I.N.D.R.U.S.

Trademark symbols

Use ™ after the first prominent use of the name or symbol in marketing until registration is granted; use ® only in jurisdictions where the mark is registered. Never place ™/® inside the logo artwork itself; add it in the surrounding layout when required.

Status and search

STATUS · 29 SEP 2026	Not yet filed. A preliminary open web search found no brand, company or trademark named “Cindrus”. Nearest names found: CINDURA (a US trademark for nutraceuticals, unrelated class) and company names Cindus, Cindur and Cindrel. This is not a clearance.
WORD MARK TO SEARCH	CINDRUS and phonetically close variants (Cindura, Sindrus, Cinderus, Syndrus)
REGISTERS	DKPTO · EUIPO (eSearch plus, TMview) · WIPO Global Brand Database (Madrid) · UKIPO · USPTO · national registers of the target markets
FIGURATIVE SEARCH	Image search with the symbol PNG in EUIPO, TMview and WIPO; Vienna classification division 26.1 (circles, ellipses) and 1.7.6 (crescent moon, half-moon), with focus on “two opposed crescent/blade forms around a centre”
NICE CLASSES	9 (software, apps) · 36 (financial services, mortgage and loan information, net-worth overview) · 42 (SaaS, software development) · consider 35 (business data and analysis)

Filing strategy

01	Clear the word mark first	The name carries the brand. Have an IP attorney run a full clearance for CINDRUS in classes 9, 36 and 42.
02	File the word mark	Either an EU trade mark (EUTM) directly, or a Danish application as priority basis (6 months' priority), then extend via the Madrid system to the remaining markets.
03	File the symbol as a figurative mark	After the figurative image search has been reviewed. File in colour-neutral form (black) so protection covers every colour version.
04	Watch	Set up a trademark watch on CINDRUS and the figurative mark once filed.

Digital identity

Secure the same handle on every platform where Cindrus will communicate (@cindrus or the closest consistent variant) and keep the avatar identical everywhere. Domains: cindrus.com is primary; country sites and calculator sites carry the endorsed Cindrus signature.

Standards and tests

Every detail has a reason.

Do and don't • brand

DO

- Be calm
- Be specific
- Show the number
- Explain why
- Use whitespace
- Use real product UI
- Be open about uncertainty
- Give one clear next step

DON'T

- Create fake urgency
- Overuse gradients
- Use generic finance imagery
- Lead with jargon
- Make AI the answer to everything
- Overuse Cindrus Blue
- Promise guaranteed outcomes
- Hide assumptions

Quality bar

Cindrus aspires to the execution quality of the world’s strongest technology and financial software brands. Not by copying them, but by applying the same discipline. A world-class Cindrus experience feels inevitable rather than decorated: the spacing feels right, the language feels obvious, the numbers are understandable, the interaction is predictable.

The emotional progression

STAGE	FEELING
Before Cindrus	I don't know whether I'm making the right decision.
With Cindrus	I understand where I stand.
After an insight	I understand what changed.
After explanation	I understand my options.
After action	I feel in control.

That feeling of **informed control** is what Cindrus ultimately sells. A premium brand stays premium even when a user leaves.

The five-second test

Every major screen answers within five seconds: Where am I? What matters? What should I do?

The financial integrity test

Before showing a financial conclusion: What data supports it? How current is it? What assumptions were used? Is it an estimate? Could it be misread? Can we explain the calculation? **If not, the feature is not ready.**

The Cindrus test

Clarity

Can a normal person understand it?

Intelligence

Does it turn information into useful understanding?

Direction

Does the user know what matters and what to consider next?

The brand on one page



CATEGORY	Financial intelligence
PURPOSE	Help people make better financial decisions
VISION	The financial intelligence layer for your entire financial life
PROMISE	Always know when there’s a better financial move
PERSONALITY	Intelligent · Calm · Precise · Independent · Modern · Premium · Human
VOICE	Clear · Specific · Transparent · Confident · Never hype
LOGO	The two-blade symbol, Cindrus Blue + Navy; horizontal and stacked lockups with the custom wordmark
TYPEFACE	Space Grotesk
PALETTE	Navy #0B1F3A · Blue #0057FF · Blue Light #6AA8FF · Ice #EAF2FF · White
DESIGN PRINCIPLE	Explain the number
PRODUCT PRINCIPLE	Keep watching so the user doesn’t have to
TRUST PRINCIPLE	Never imply certainty where there is none

Manifesto

Money influences where we live, what we can do and how confidently we plan for the future. Yet understanding our own finances is still harder than it should be.

Important information is scattered. Products are complicated. Markets change. Rates move. And the responsibility for checking whether something better exists is left to the individual.

We think technology should do more.

Cindrus is built to understand what matters, keep watching when things change and turn financial complexity into something useful. Not more noise. Not more spreadsheets. Not more guesswork.

Clarity when things are complicated. Intelligence when there is too much information. Direction when a decision matters.

So you know where you are. You understand your options. And when something changes, you know about it.

Appendix

Asset pack

FOLDER	CONTENTS
logo/horizontal/	Horizontal lockup (symbol left) in 6 colourways, SVG + PNG, plus small (24 px symbol) versions
logo/stacked/	Stacked lockup (symbol above) in 6 colourways, SVG + PNG
logo/wordmark/	Wordmark alone in 6 colourways, SVG + PNG
symbol/	Symbol in 6 colourways: master, 24 px and 16 px drawings (SVG) and 512/1024 PNG
app-icon/	App icon navy, light and blue (SVG + 1024 PNG), iOS App Store 1024, Android maskable
favicon/	favicon.svg (switches to dark tabs), favicon.ico (16/24/32/48 with hints), apple-touch-icon, icon-192/512, maskable-512
social/	Avatar 800 × 800
tokens/	cindrus-tokens.css and cindrus-tokens.json

Design tokens (CSS)

```
/* Cindruss design tokens v2.0 · 29 September 2026 */
:root {
  --cindruss-brand-navy: #0B1F3A;
  --cindruss-brand-blue: #0057FF;
  --cindruss-brand-blue-mid: #2F80FF;
  --cindruss-brand-blue-light: #6AA8FF;
  --cindruss-brand-ice: #EAF2FF;
  --cindruss-brand-white: #FFFFFF;
  --cindruss-blue-50: #EAF2FF;
  --cindruss-blue-100: #D6E6FF;
  --cindruss-blue-200: #AFCBFF;
  --cindruss-blue-300: #6AA8FF;
  --cindruss-blue-400: #2F80FF;
  --cindruss-blue-500: #0057FF;
  --cindruss-blue-600: #0046CC;
  --cindruss-blue-700: #003599;
  --cindruss-navy-700: #1E3A5F;
  --cindruss-navy-800: #13294A;
  --cindruss-navy-900: #0B1F3A;
  --cindruss-navy-950: #07121F;
  --cindruss-slate-0: #FFFFFF;
  --cindruss-slate-25: #F6F8FB;
  --cindruss-slate-50: #EEF2F7;
  --cindruss-slate-100: #E4E9F0;
  --cindruss-slate-200: #DDE3EB;
  --cindruss-slate-300: #A9B4C4;
  --cindruss-slate-400: #7A889C;
  --cindruss-slate-500: #56657B;
  --cindruss-slate-700: #33445C;
  --cindruss-semantic-positive: #0E7C4A;
  --cindruss-semantic-warning: #B45309;
  --cindruss-semantic-critical: #C0262D;
  --cindruss-semantic-information: #0057FF;
  --cindruss-chart-01: #0057FF;
  --cindruss-chart-02: #0B1F3A;
  --cindruss-chart-03: #0E8A7E;
  --cindruss-chart-04: #B45309;
  --cindruss-chart-05: #7A889C;
  --canvas: #F6F8FB;
  --surface-primary: #FFFFFF;
  --surface-secondary: #EAF2FF;
  --surface-dark: #0B1F3A;
  --surface-elevated: #FFFFFF;
  --text-primary: #0B1F3A;
  --text-secondary: #56657B;
  --text-muted: #7A889C;
  --text-inverse: #FFFFFF;
  --text-link: #0046CC;
  --border-subtle: #E4E9F0;
  --border-default: #DDE3EB;
  --border-strong: #A9B4C4;
  --action-primary: #0057FF;
  --action-primary-hover: #0046CC;
  --focus: #0057FF;
  --positive: #0E7C4A;
  --warning: #B45309;
  --critical: #C0262D;
  --information: #0057FF;
  --font-sans: 'Space Grotesk', ui-sans-serif, system-ui, -apple-system, 'Segoe UI', sans-serif;
  --type-display-xl: 600 72px/76px var(--font-sans); --type-display-xl-tracking: -0.03em;
  --type-display-l: 600 56px/60px var(--font-sans); --type-display-l-tracking: -0.025em;
  --type-heading-xl: 600 40px/46px var(--font-sans); --type-heading-xl-tracking: -0.02em;
  --type-heading-l: 600 32px/38px var(--font-sans); --type-heading-l-tracking: -0.015em;
  --type-heading-m: 600 24px/30px var(--font-sans); --type-heading-m-tracking: -0.01em;
  --type-heading-s: 600 18px/24px var(--font-sans); --type-heading-s-tracking: -0.005em;
  --type-body-l: 400 18px/28px var(--font-sans); --type-body-l-tracking: 0em;
  --type-body-m: 400 16px/24px var(--font-sans); --type-body-m-tracking: 0em;
  --type-body-s: 400 14px/20px var(--font-sans); --type-body-s-tracking: 0em;
  --type-label-m: 500 14px/20px var(--font-sans); --type-label-m-tracking: 0.005em;
  --type-label-s: 500 12px/16px var(--font-sans); --type-label-s-tracking: 0.02em;
  --type-data-xl: 600 64px/68px var(--font-sans); --type-data-xl-tracking: -0.03em;
  --type-data-l: 600 40px/44px var(--font-sans); --type-data-l-tracking: -0.02em;
  --type-data-m: 500 20px/28px var(--font-sans); --type-data-m-tracking: -0.005em;
  --space-0: 0px;
  --space-1: 4px;
  --space-2: 8px;
  --space-3: 12px;
```

```
--space-4: 16px;
--space-5: 24px;
--space-6: 32px;
--space-7: 48px;
--space-8: 64px;
--space-9: 80px;
--space-10: 96px;
--space-11: 128px;
--radius-xs: 4px;
--radius-sm: 8px;
--radius-md: 12px;
--radius-lg: 16px;
--radius-xl: 24px;
--radius-pill: 999px;
--shadow-overlay: 0 12px 32px rgba(11,31,58,.14), 0 2px 6px rgba(11,31,58,.08);
--duration-instant: 80ms;
--duration-fast: 120ms;
--duration-base: 200ms;
--duration-slow: 320ms;
--duration-deliberate: 480ms;
--ease-standard: cubic-bezier(.2,0,0,1);
--ease-enter: cubic-bezier(0,0,0,1);
--ease-exit: cubic-bezier(.4,0,1,1);
--ease-emphasized: cubic-bezier(.3,0,0,1);
}
[data-theme="dark"] {
  --canvas: #07121F;
  --surface-primary: #0D1B2E;
  --surface-secondary: #13294A;
  --surface-dark: #07121F;
  --surface-elevated: #13243B;
  --text-primary: #E7EDF5;
  --text-secondary: #9FB0C8;
  --text-muted: #7A889C;
  --text-inverse: #0B1F3A;
  --text-link: #6AA8FF;
  --border-subtle: #16273E;
  --border-default: #1C2E47;
  --border-strong: #33445C;
  --action-primary: #0057FF;
  --action-primary-hover: #2F80FF;
  --focus: #6AA8FF;
  --positive: #3DD68C;
  --warning: #F5A524;
  --critical: #FF6B6B;
  --information: #6AA8FF;
}
@media (prefers-color-scheme: dark) { :root:not([data-theme="light"]) {
  --canvas: #07121F;
  --surface-primary: #0D1B2E;
  --surface-secondary: #13294A;
  --surface-dark: #07121F;
  --surface-elevated: #13243B;
  --text-primary: #E7EDF5;
  --text-secondary: #9FB0C8;
  --text-muted: #7A889C;
  --text-inverse: #0B1F3A;
  --text-link: #6AA8FF;
  --border-subtle: #16273E;
  --border-default: #1C2E47;
  --border-strong: #33445C;
  --action-primary: #0057FF;
  --action-primary-hover: #2F80FF;
  --focus: #6AA8FF;
  --positive: #3DD68C;
  --warning: #F5A524;
  --critical: #FF6B6B;
  --information: #6AA8FF;
} }
.tnum { font-variant-numeric: tabular-nums; }
```

Open items

ITEM	STATUS	WHAT IS NEEDED
Ice and neutral values vs. production CSS	Defined in v2.0	Production code adopts the tokens above; any deviation is resolved in favour of the token file
Print colour matching	Open	Pantone/press proof of Navy and Blue before the first print run
Trademark clearance and filing	Open	Attorney clearance of CINDRUS (classes 9, 36, 42), then filing; figurative search of the symbol
Custom font file	Optional	If the wordmark tweaks should be used in UI, a type designer builds a small custom cut of Space Grotesk in Glyphs

Changelog

VERSION	DATE	CHANGE
2.0	29 Sep 2026	New logo system (symbol, custom wordmark, horizontal and stacked lockups), construction, clear space, minimum sizes and hints; locked palette and full tokens; concrete type scale, radius, motion and chart palette; brand brief; trademark and legal use
1.0	7 Sep 2026	First formal issue