

The logo for 'defacto' features the word in a lowercase, rounded sans-serif typeface. The letters 'de' and 'to' are dark grey, while the 'facto' portion is rendered in a vibrant rainbow gradient, transitioning from purple on the left to blue, green, and yellow on the right. The 'a' and 'c' are particularly stylized, with the 'c' having a small gap at its base.

defacto

optimizing customer experience