VERSION 1.0

2026



commercefy

Brand Guidelines

& Mood Board

DIGITAL AGENCY · LONDON, UNITED KINGDOM

01 — BRAND ESSENCE

Smart digital solutions, built block by block.

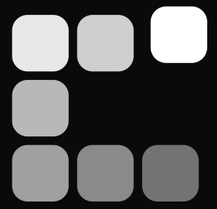
Commercefy is a digital agency in London. We design websites, build brand identities, and grow businesses with SEO, content and AI-powered video. The brand should feel like the work: clear, precise and quietly confident.

WHAT WE DO

Website design · Branding
SEO · Content · AI video

WHERE

London, United Kingdom
Clients worldwide



THE MARK

Six blocks form a C. The seventh lifts off.

Structure meets the moment an idea becomes a product.

Modular

Systems that scale, piece by piece.

Precise

Every pixel and word on purpose.

Confident

Bold type, plain speech, no clutter.

Tech-forward

Modern tools, timeless taste.

02 — LOGO

Primary lockup

Use the full lockup wherever space allows. Pick the version with the most contrast against its background.



ON LIGHT · INK ON MIST / PAPER

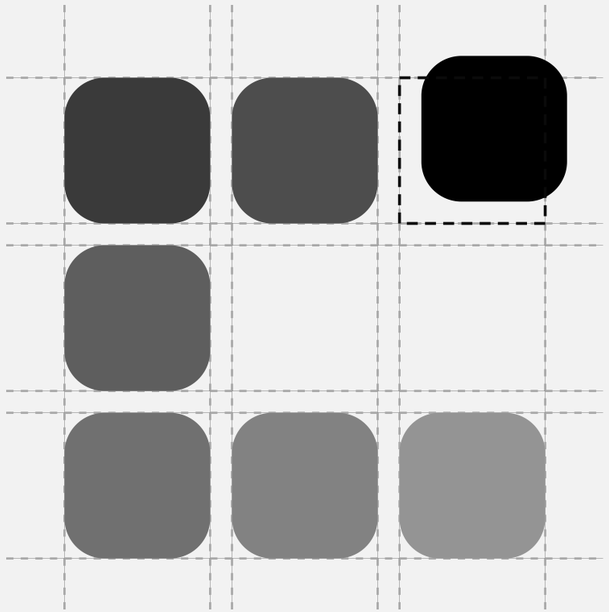


ON DARK · PAPER ON INK

02 — LOGO

Construction, space & variants

GRID · 3 × 3 MODULES



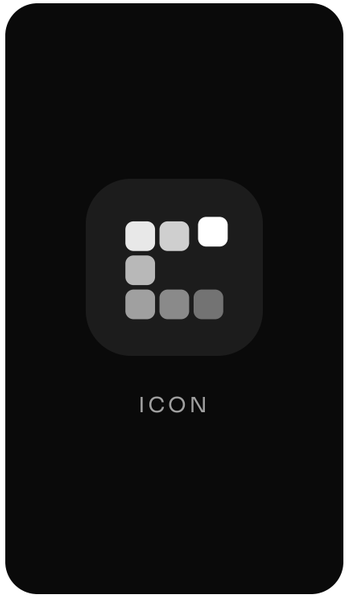
Each block = 1 module. Gap = 0.15 module. Corner radius = 0.28 module.

The seventh block lifts 0.15 module up and right from its grid cell.

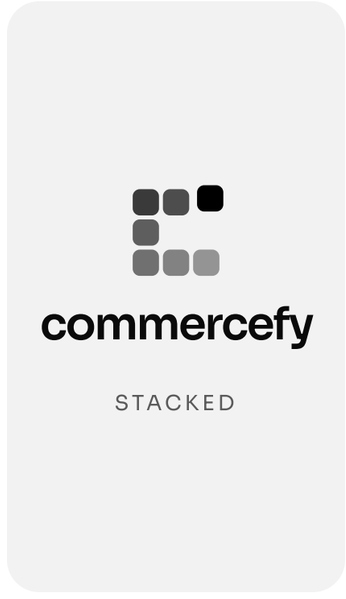
CLEAR SPACE

Keep one block of empty space on every side. Nothing enters this zone.











Minimum size — lockup 120 px / 30 mm wide Icon 24 px / 6 mm Below 32 px use the one-colour icon

02 — LOGO

Don’ts

Always use the supplied artwork. Never redraw, distort or decorate the logo.



Don’t stretch or squash



Don’t rotate



Don’t add colours outside the palette



Don’t add shadows or effects



Don’t change the typeface



Don’t place on low-contrast backgrounds

03 — COLOUR

Palette

Black and white do the talking; greys add depth. Volt is the single spark — used sparingly for highlights, calls to action and the lifted block.

PRIMARY

Ink

HEX #0A0A0A
RGB 10 10 10
CMYK 0 0 0 96

PRIMARY

Paper

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

SECONDARY

Volt

HEX #C8F23C
RGB 200 242 60
CMYK 17 0 75 0

Graphite

#2B2B2B · 43 43 43

Steel

#737373 · 115 115 115

Mist

#D9D9D9 · 217 217 217

Start Today →

Volt on Ink

Ink on Volt

✕ Volt text on white

USAGE BALANCE

Ink 45 · Paper 30 · Greys 20 · Volt 5 max

04 — TYPOGRAPHY

GOOGLE FONTS · FREE

Aa

Sora

A geometric sans with a technical edge. One family for everything — logo, headlines, body and UI.

Display

SemiBold 600 · 64–96 px · −4% tracking

Heading

SemiBold 600 · 32–48 px · −3%

Subheading

SemiBold 600 · 22–28 px

Body — We design websites, build brand identities and grow businesses with SEO, content and AI video.

Regular 400 · 16–20 px · 1.6 lh

CAPTION · LABEL · EYEBROW

Light 300 · 12–14 px · +20% · caps

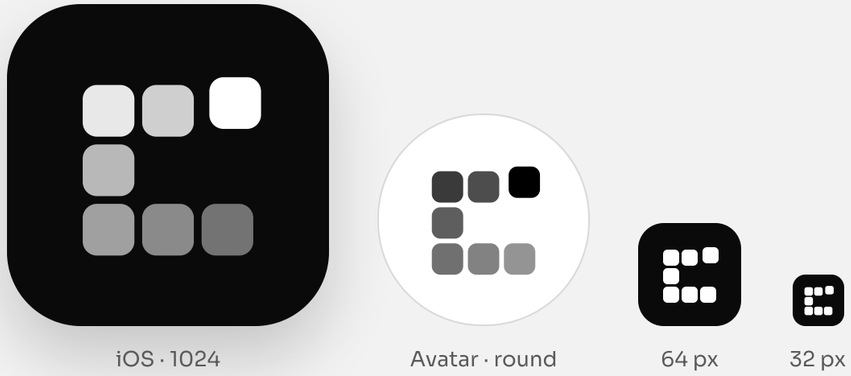
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abcdefghijklmnopqrstuvwxyz

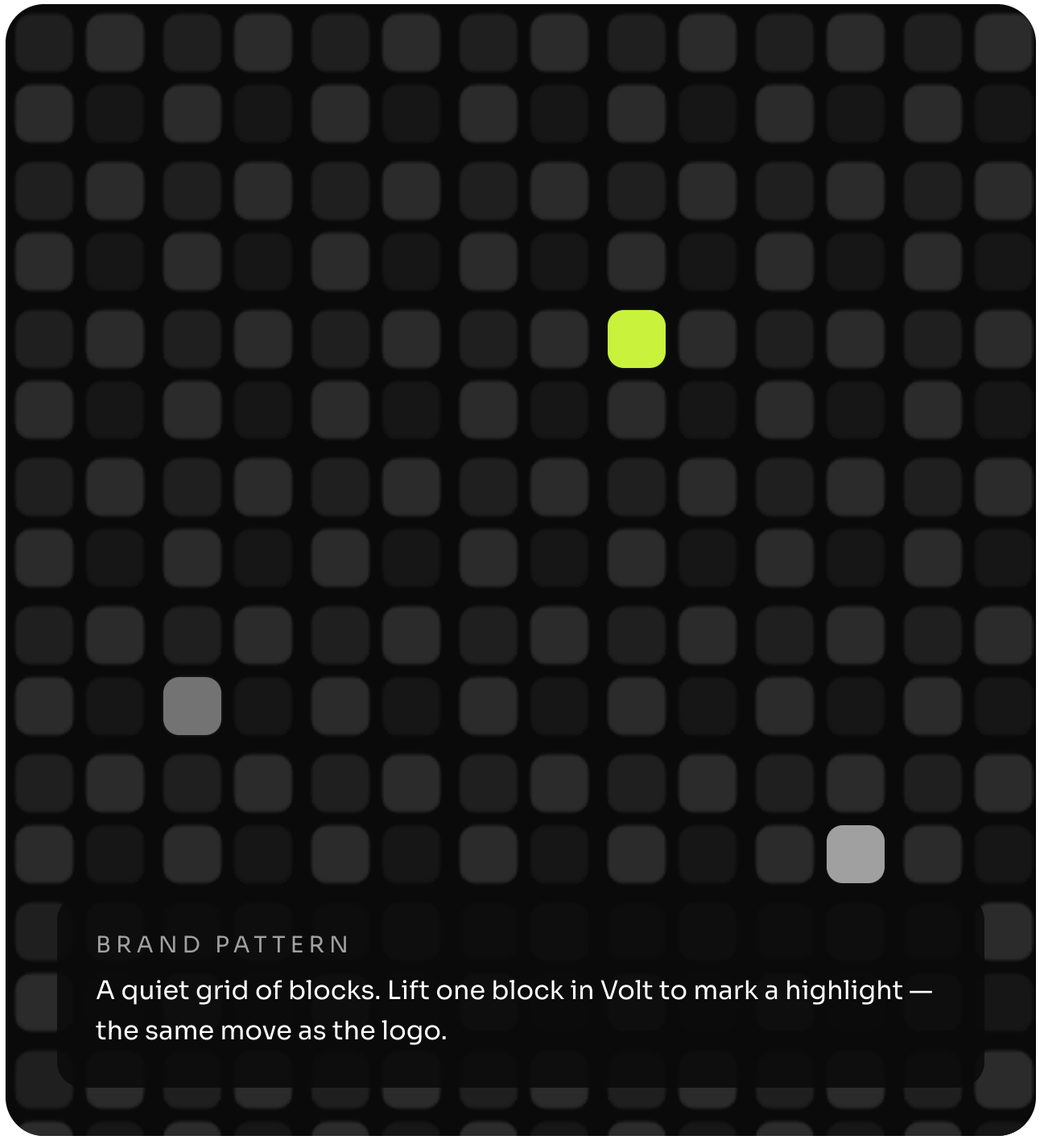
0123456789 £ $ € & @ % → ✓

05 — ICON & PATTERN

App icon, favicon & brand pattern



Use the gradient icon at 48 px and above. Below that, switch to the solid one-colour icon so the blocks stay crisp.

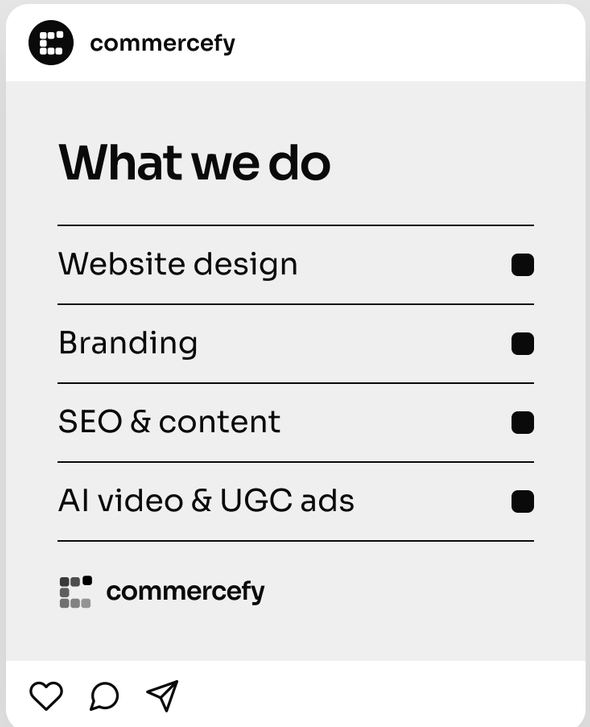


06 — APPLICATIONS

Social media

One big idea per post. Bold Sora headlines, lots of black, the block grid as texture. Logo small, bottom-left.





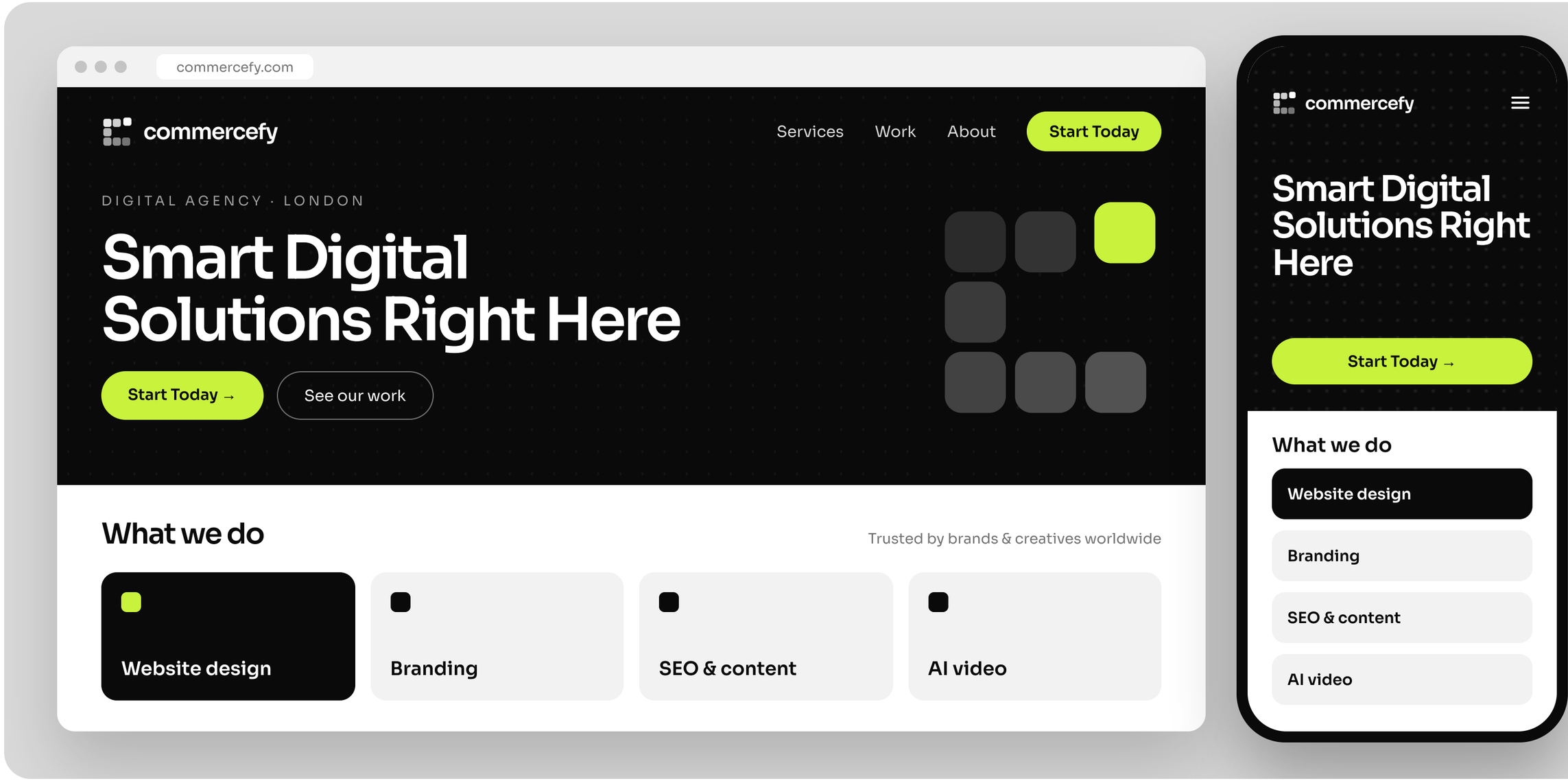




06 — APPLICATIONS

Website

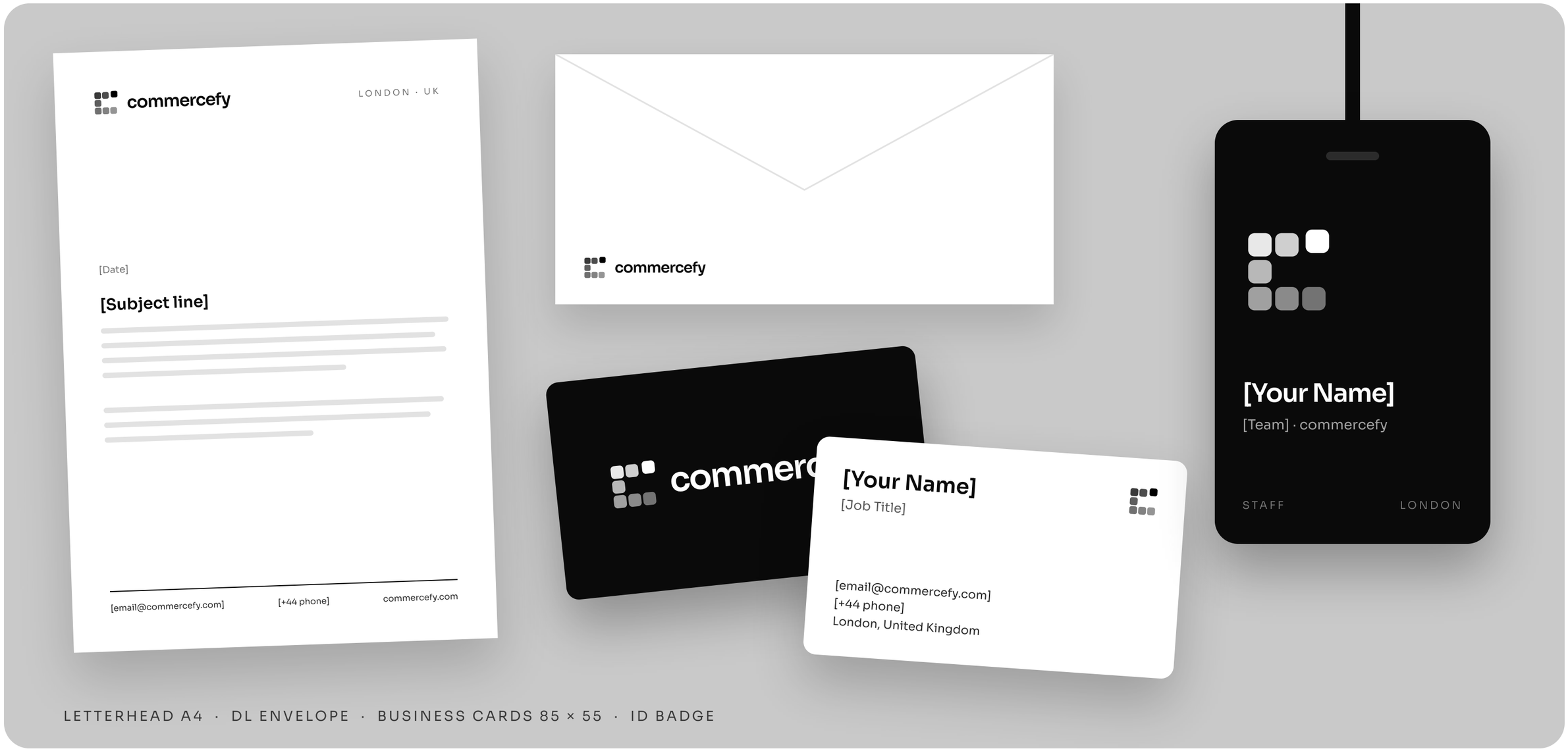
Dark hero, white content, pill buttons. Blocks become cards; Volt marks the primary action.



06 — APPLICATIONS

Stationery & branding

Print on uncoated white or black stock. Keep layouts sparse — the logo and one line of type do the work.

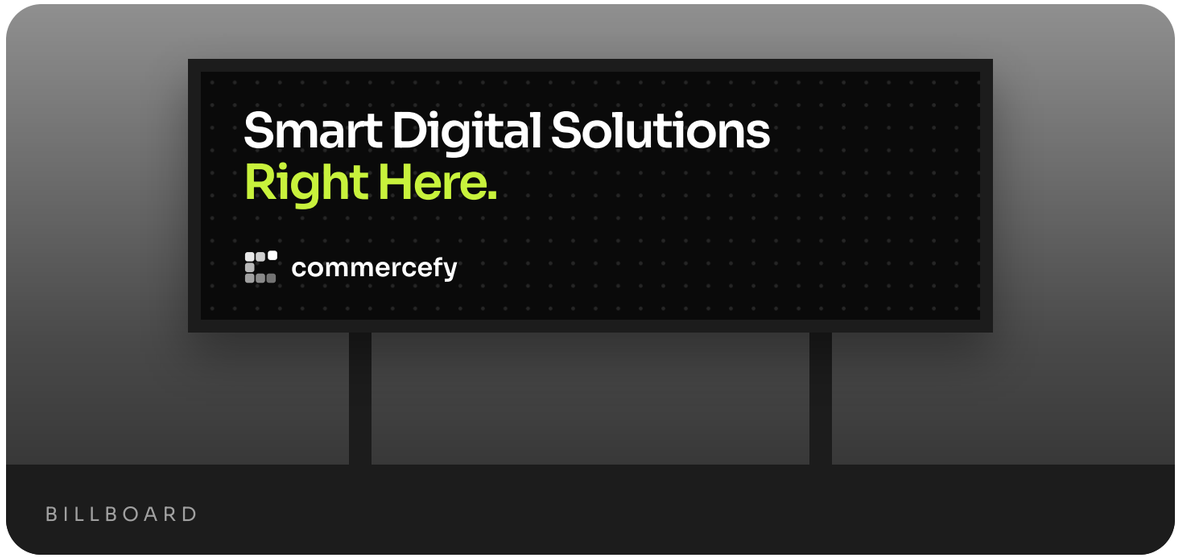


LETTERHEAD A4 · DL ENVELOPE · BUSINESS CARDS 85 × 55 · ID BADGE

06 — APPLICATIONS

Display mockups

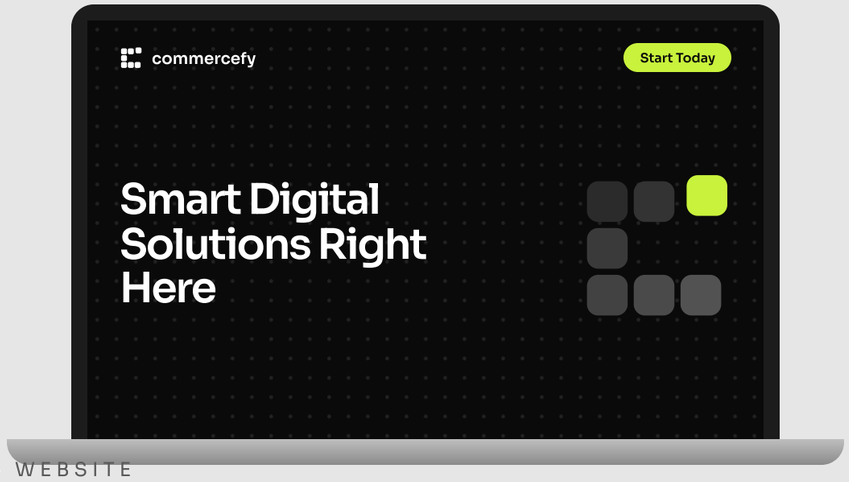
Out-of-home, office and screens. Large scale, high contrast, nothing else on the canvas.



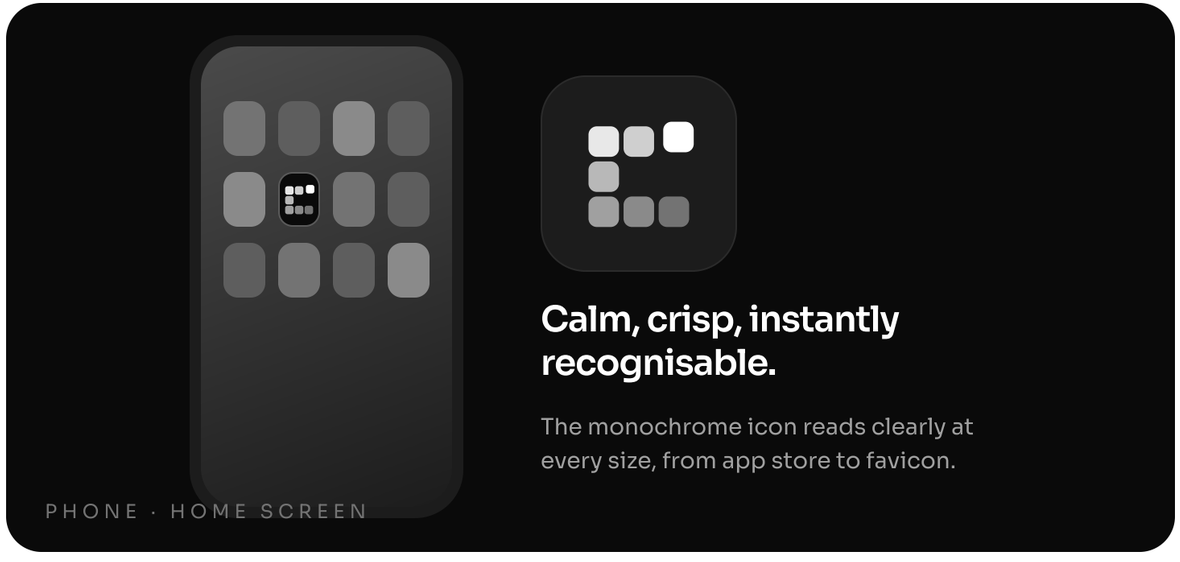
BILLBOARD



OFFICE SIGNAGE · BLACK ACRYLIC



LAPTOP · WEBSITE



PHONE · HOME SCREEN

Commercefy

Brand mood board · 2026

Modular · Precise · Confident · Minimal · **Tech-forward**

commercefy

PRIMARY LOCKUP · DARK

TYPEFACE — SORA

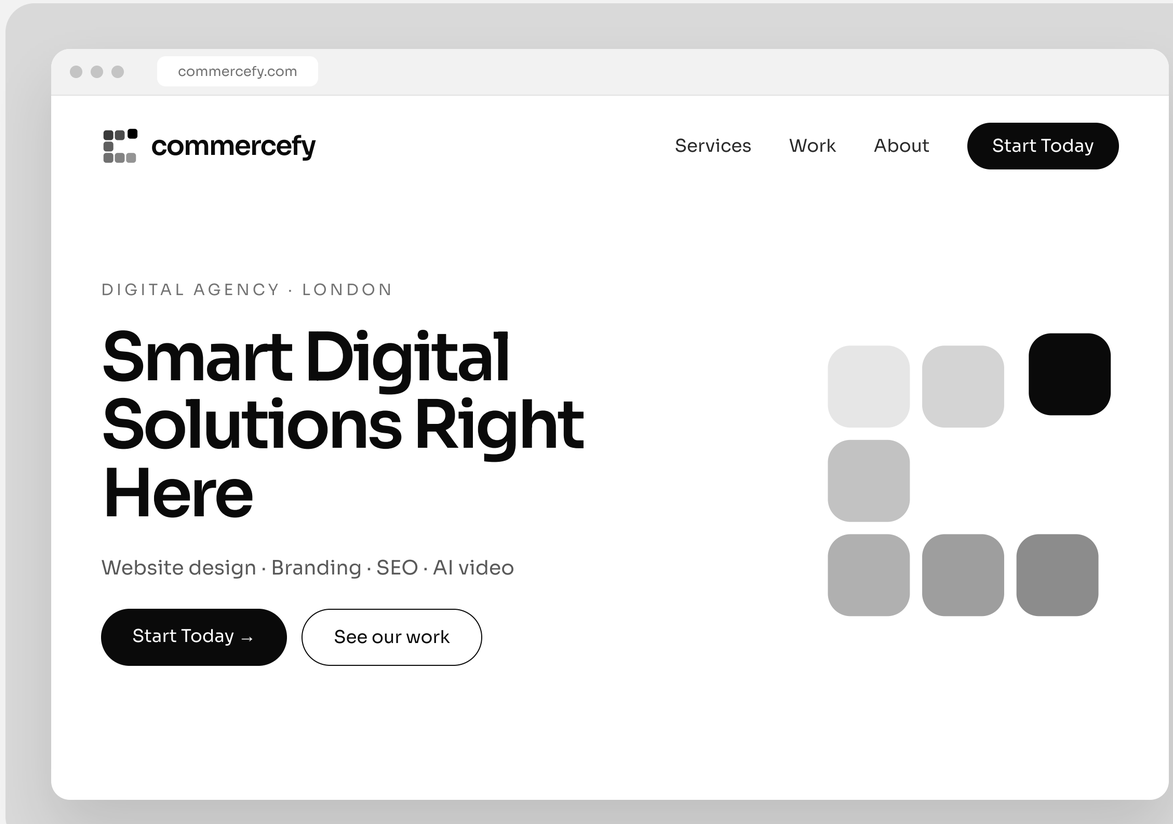
Aa

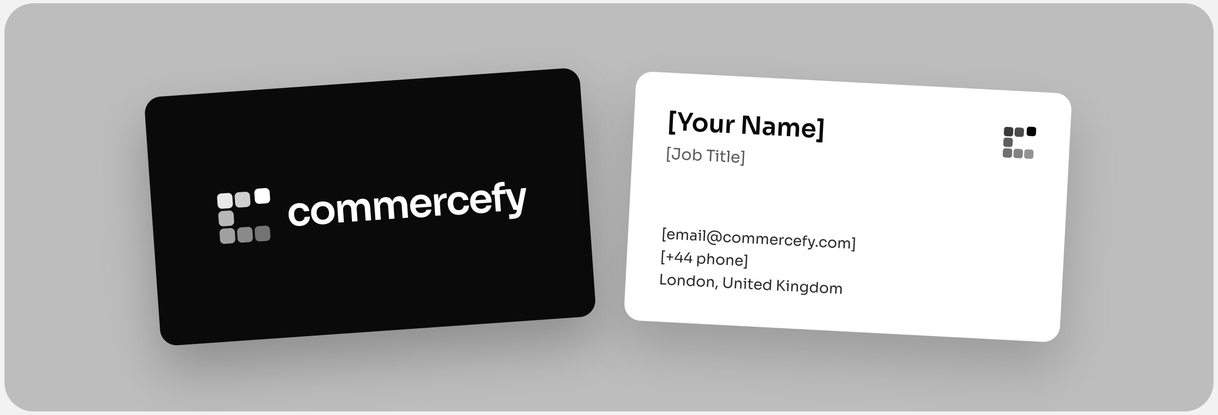
SemiBold 600	Wordmark · Headlines
Regular 400	Body · UI
Light 300	Captions · Details

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — £ & @ →

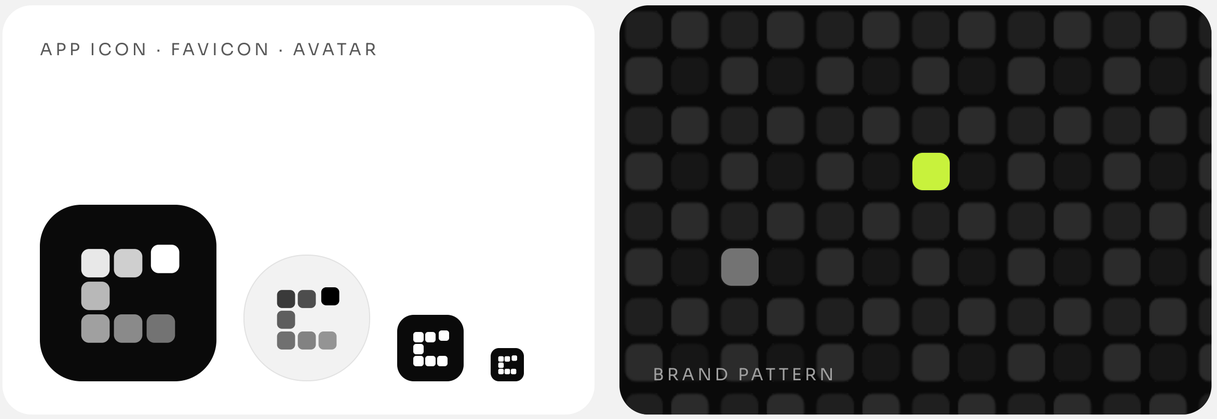
PALETTE

Ink	#0A0A0A
Volt · secondary	#C8F23C
Graphite	#2B2B2B
Steel	#737373
Mist	#D9D9D9
Paper	#FFFFFF





APP ICON · FAVICON · AVATAR





commercefy

Smart Digital Solutions Right Here.

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