



Markly

A brand your first designer will keep.

SPEC
PRIMARY
STYLE

GEIST / INTER + JETBRAINS MONO
#2230C3 · ULTRAMARINE
CLINICAL

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Foundation.

MISSION

Markly reads a plain description of your company and does what a studio does: argues about the mark, checks the contrast, tests the favicon at 16 pixels, and hands you the files. Five logo concepts in seven variants each, tokens as paste-ready CSS, a paginated brand book, a cheat sheet for the wall. In a morning, not in six weeks.

VISION

Every startup ships with a real identity from day one — not a placeholder logo the founders apologize for at the seed round, but a system their first design hire inherits without wincing.

VALUES

THE CRITIC IS THE PRODUCT

Every mark faces an adversarial design critique before it ships. Generic gets rejected. Two marks in our own library were sent back twice before they passed.

FILES, NOT MOODBOARDS

The deliverable is SVG variant sets, tokens.css, and a paginated book. If a developer can't paste it, it isn't done.

LEGIBLE AT 16 PIXELS

Every favicon is rasterized and measured at favicon size. A mark that dies small does not ship.

CONTRAST IS A GATE, NOT A TASTE

Every palette runs through WCAG contrast checks. Accessibility is verified, never promised.

A PERSON WROTE THIS

Every sentence in the book passes a de-slop edit. If it reads like a press release, it goes back.

PERSONALITY

exacting / candid / quick / unpretentious / craft-obsessed

TAGLINES

A brand your first designer will keep.

The files a studio would hand you.

Type your company. Get your identity.

How we sound.

01

Specific beats superlative

- DO** ☐ Five concepts, seven files each, contrast-checked.
- DON'T** ☐ World-class branding powered by cutting-edge AI.

02

Show the rejection

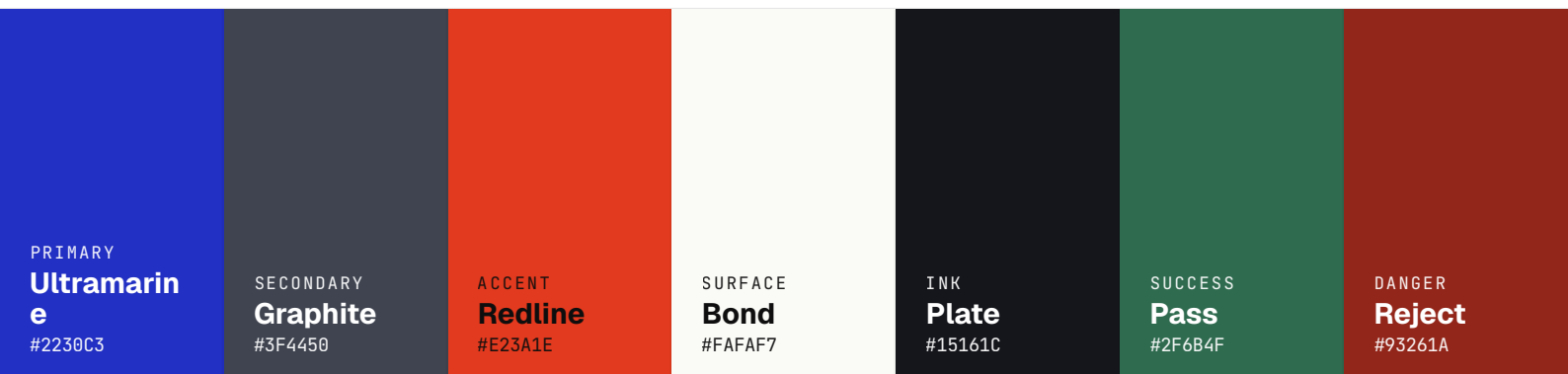
- DO** ☐ The critic sent this mark back twice before it passed.
- DON'T** ☐ Every logo is crafted to perfection.

03

Studio talk, script speed

- DO** ☐ The book lands before your coffee goes cold.
- DON'T** ☐ Experience the seamless magic of AI-powered branding.

Palette.



	ROLE	NAME	HEX	USAGE
	PRIMARY	Ultramarine	#2230C3	The working blue of blueprints and proofing pens. Carries the mark, links, and every button that commits to something.
	SECONDARY	Graphite	#3F4450	Rules, table furniture, secondary labels. The pencil layer under the ink.
	ACCENT	Redline	#E23A1E	The critic's pen. Rejection strikes, misuse overlays, the one thing per surface that must be seen first. Never body text.
	SURFACE	Bond	#FAFAF7	Bond - paper white. Default page, book, and app background.
	INK	Plate	#15161C	Press-plate black with a cold cast. Body text and line work.
	SUCCESS	Pass	#2F6B4F	Gates passed: contrast checks, favicon legibility, a critic verdict of PASS.
	DANGER	Reject	#93261A	Failed gates and hard errors. Deliberately darker than Redline: the critic annotates in Redline, the system fails in Reject.

PROPORTIONS



SURFACE

PRIMARY

SECONDARY

ACCENT

Surface leads; primary speaks; accent is scarce on purpose.

Typography.

DISPLAY
GEIST

Markly

TEXT
INTER

Markly reads a plain description of your company and does what a studio does: argues about the mark, checks the contrast, tests the favicon at 16 pixels, and hands you the files. Five logo concepts in seven variants each, tokens as paste-ready CSS, a paginated brand book, a cheat sheet for the wall. In a morning, not in six weeks.

MONO
JETBRAINS MONO

markly.com / v1.0 / hello@markly.com

CHARACTER SET

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 &?!%()

WEIGHTS

Aa 500 **Aa** 700

Geist is a working tool's face — drawn for interfaces and code, at home in the terminal - and - Figma world Markly's founders live in. Inter keeps long specimen text quiet. JetBrains Mono sets what Markly refuses to hype: hex values, gate results, file names.

**Markly**

VERTICAL



SYMBOL

**Markly**

MONO-POSITIVE

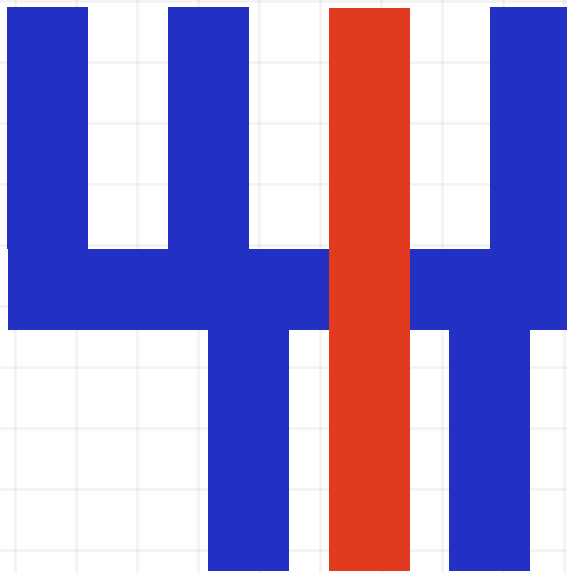
**Markly**

MONO-REVERSE

01 • COUNTER • RECOMMENDED PRIMARY

The M's counter is not painted on the disc; it is cut out of it. One compound path, one color, and the hole is a real hole — set the mark on any ground and the ground shows through. That is the whole argument of the product in one construction: we don't decorate claims, we build things you can check. The critic sent two earlier versions of this mark back before the knockout was genuine. You can read that story in the counter itself: it survived the same gate every client mark faces.

concept-1-counter.svg

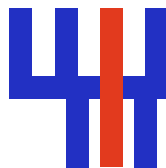


Markly

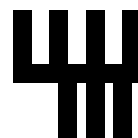


Markly

VERTICAL



SYMBOL



Markly

MONO-POSITIVE



Markly

MONO-REVERSE

02 • VERNIER

A vernier is the instrument where everything is misaligned except the answer. Three ticks above the datum bar run on one pitch, two below run on another, and the pitches agree at exactly one place — the full-height stroke, the only vermilion in the mark. That is the critic's protocol drawn as a tool: reject every near miss, keep the one true reading. Every edge sits on a 64-unit module, so at favicon size each unit lands on one screen pixel. The company that measures favicons at 16 pixels drew this mark in favicon pixels; you can count them.

concept-2-vernier.svg



VERTICAL



SYMBOL



MONO-POSITIVE

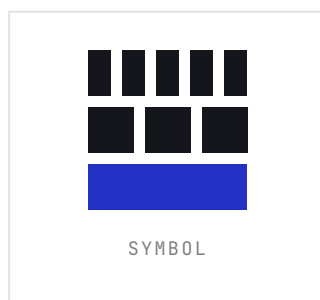
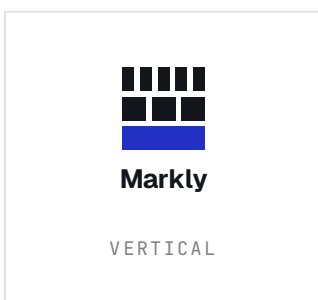


MONO-REVERSE

03 • CARET

The proofreader's insertion mark, caught mid-correction. The caret rises in vermillion — corrections are made in red pencil — and the typeset rule parts to admit it, cut edges running parallel to the caret's legs at a constant 32-unit clearance. The two shapes never touch. Editors have used this exact gesture for a century to say "something belongs here," and that is Markly's job description: the brief arrives as a line of type, and the identity gets inserted. The break in the rule is what keeps a chevron from being an arrow; cover it and the mark dies, which is how you know the break is doing the work.

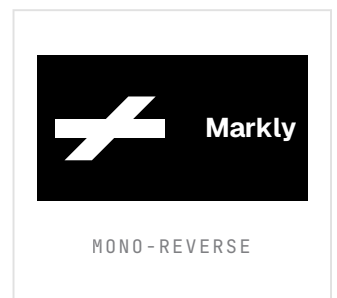
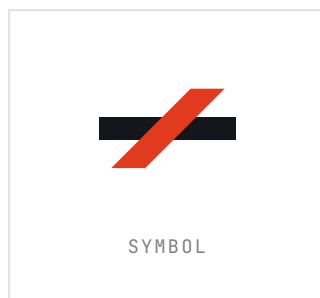
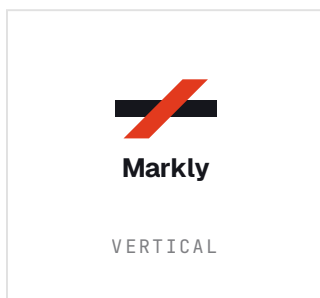
concept-3-caret.svg



04 • FIVE THREE ONE

A square cut into three registers: five slivers, three blocks, one bar. That is the pipeline at its own cardinality — five concepts drawn, a shortlist argued over, one identity shipped. The eight working blocks stay in ink; the survivor ships in brand indigo. Red is withheld on purpose: red is the critic's rejection ink elsewhere in this system, and this mark only shows what survived. Every dimension is a whole 64-pixel cell, so the 16px favicon renders each cell on exactly one pixel — the countdown stays countable at any size. Five, then three, then one.

concept-4-five-three-one.svg



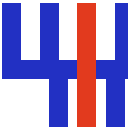
05 • STRIKE

Where the Caret inserts, the Strike deletes. One standing line of type in ink; one decisive 45-degree stroke through it in the critic's red. Markly's pitch is that generic gets rejected, and this is the rejection itself — the most honest glyph the brand owns. There is no circle around it, so it never reads as a road sign; it reads as a struck line. Every edge is 45 or 90 degrees and the terminals are cut dead horizontal, the way a plotter would end them. The strike runs a shade heavier than the line it deletes — vermillion reads lighter than ink, and the deletion must win. Together with the Caret it completes the editor's two fundamental gestures: put this in, take this out.

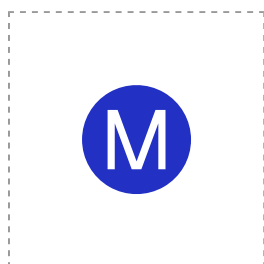
concept-5-strike.svg

Marks & reversals.

Every concept ships as seven files. The matrix shows the stacked lockup, the isolated mark, and both single-color reversals; `wordmark.svg` and `favicon.svg` complete the set on disk.

	VERTICAL	SYMBOL	MONO-POSITIVE	MONO-REVERSE
01 COUNTER				
02 VERNIER				
03 CARET				
04 FIVE THREE ONE				
05 STRIKE				

CLEAR SPACE



One quarter of symbol height, all sides.
Nothing enters the zone.

MINIMUM SIZE



10 MM • ACTUAL SIZE



16 PX • ENLARGED

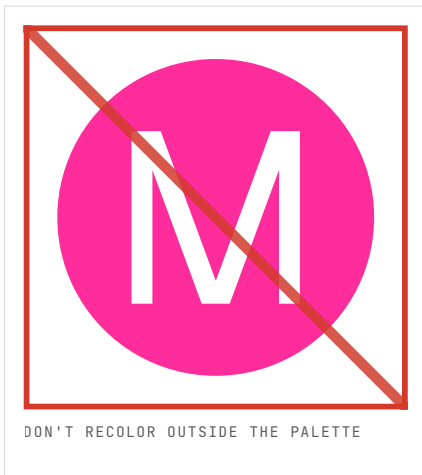
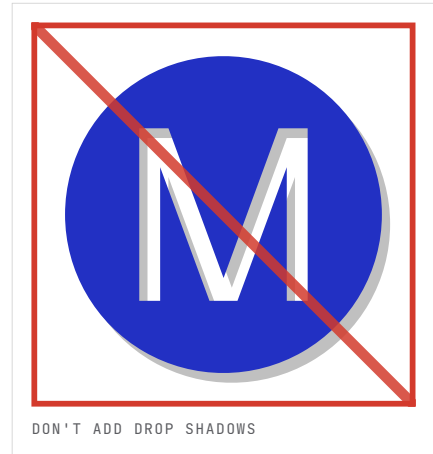
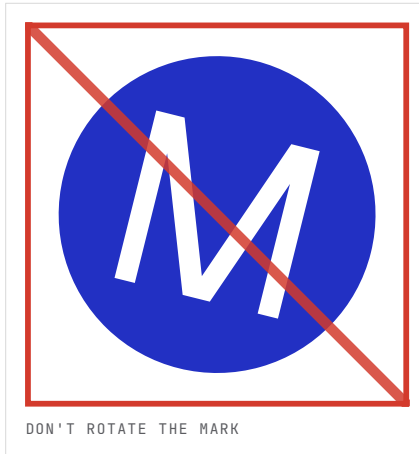
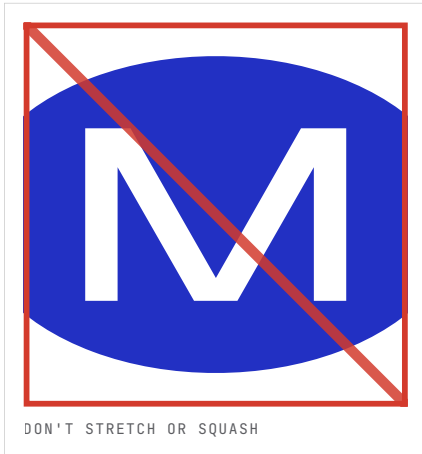
Below these sizes use `favicon.svg`;
never set the full lockup under 40 mm in
print.

NEVER

- Reset the wordmark in another typeface.
- Full color on photography without a surface plate.

Misuse.

Each treatment below is generated from the real mark, so abuse is recognized on sight — not argued about. The strike is not part of the logo.



Tokens.

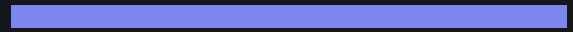
LIGHT



The light surface.

Primary

DARK



The dark surface.

Primary

SPACING

TOKEN	VALUE	
spacing.xs	4px	
spacing.sm	8px	
spacing.md	16px	
spacing.lg	24px	
spacing.xl	40px	
spacing.2xl	64px	

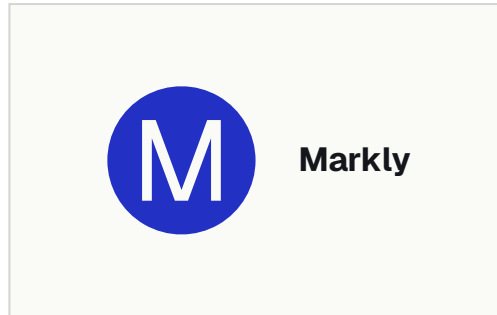
TYPE SCALE

TOKEN	VALUE	SAMPLE
type.caption	12px	Aa
type.body	15px	Aa
type.lead	18px	Aa
type.h3	22px	Aa
type.h2	28px	Aa
type.h1	38px	Aa
type.display	56px	Aa

Applications.

The system in service. Every piece below is set from the shipped SVG files and palette tokens — nothing is retouched.

A / BUSINESS CARD



85.6 × 54 MM • FRONT / REVERSE

B / APP ICON



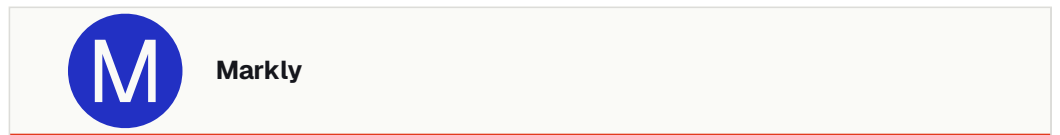
180 PX

64 PX

32 PX

SYMBOL ONLY BELOW 64 PX • NEVER THE FULL LOCKUP

C / EMAIL HEADER



600 PX HEADER • LOCKUP LEFT • ACCENT RULE

The Markly story

THE PROMISE

Type a plain description of your company. Before the coffee is done, you have five logo concepts in seven files each, a palette that passes contrast law, tokens your developer can paste, and a paginated brand book a studio would recognize as work.

THE STORY

Every startup does its branding twice. Once at day zero, badly: a logo picked in a rush, a hex code lifted from a screenshot, a font someone had installed. And once around the first real raise, expensively, when the placeholder starts costing credibility in rooms the founders aren't in.

Markly collapses those two passes into one honest one. Under the hood it is a pipeline of specialists: a foundation writer, a palette system with WCAG contrast gates, a logo library, and an adversarial critic that scores every mark against a rubric and rejects what a design director would reject. The critic is not a metaphor. Our own primary mark — the M die-cut from a disc — was sent back twice: first because the knockout was fake (surface-colored paint pretending to be transparency), then because the outlined letterform was corrupted in a way we had talked ourselves into calling a quirk. The system caught what we rationalized. That is the product.

THE POSITIONING

For founders and small product teams who need an investor-ready identity this week, Markly is the AI brand designer that hands over the actual files — marks, variants, tokens, book — with quality enforced by gates instead of promised by adjectives. Logo generators give you a PNG. Markly gives you the system underneath it.

PREMIUM RULES

1. Never ship a mark the critic hasn't passed. A rejection with reasons beats an approval without them.
2. Print the gates. Contrast ratios, favicon coverage at 16 pixels, and critic verdicts appear in the book, not in a private log.
3. The preview is real work. What you see before paying is the same craft as what you download after; it is never crippled to force an upgrade.
4. No hype, ours or yours. "Revolutionary" and "world-class" are banned from our copy, and we will argue with you before putting them in yours.
5. Files over screenshots. Everything shown is downloadable, and everything downloadable is editable.

VOICE IN ACTION

- A 404: "This page didn't pass review. The rest of the site did."
- A confirmation: "Brief received. The critic is uncapping its red pen — your book lands in about ten minutes."
- A hard message: "Your palette failed the contrast gate: 2.7:1 where 4.5:1 is required. We moved Ultramarine two steps darker so body text passes. The original hex is in the appendix if you want to argue for it."