Markly

BRAND QUICK REFERENCE

A brand your first designer will keep.

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.

PALETTE

Ultramarine	Graphite	Redline	Bond	Plate	Pass	Reject
#2230C3	#3F4450	#E23A1E	#FAFAF7	#15161C	#2F6B4F	#93261A
PRIMARY	SECONDARY	ACCENT	SURFACE	INK	SUCCESS	DANGER

TYPE

Aa — **Geist** — 500 · 700
Headlines & display

Aa — **Inter** — 400 · 500 · 700
Body & UI copy

Aa — **JetBrains Mono** — 400 · 700
Data, captions, code

MARK

SYMBOL · ONE COLOR · LIGHT · ONE COLOR · DARK

Clear space: a quarter of the symbol's height on every side.
Minimum: 10 mm print / 16 px screen for the symbol — below that, use the favicon file. Never scale the full lockup under 40 mm in print.

VOICE

EXACTING · CANDID · QUICK · UNPRETENTIOUS · CRAFT-OBSESSED

SOUNDS LIKE US
“Five concepts, seven files each, contrast-checked.”

NEVER LIKE THIS
“World-class branding powered by cutting-edge AI.”

NEVER

× Recolor the mark outside the palette, or set it below 3:1 contrast.

× Redraw the wordmark in another typeface.

× Stretch, rotate, outline, or add shadows and glows.

× Put the full-color mark on photography without a surface-colored plate.