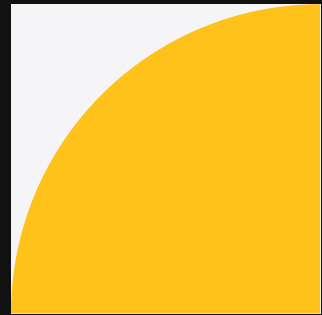


Brand guidelines · Version 1.0 · October 2026



designfit.ai

How we look, move and speak. One system for every
logo, page, ad and post.



Design, backed by data.

designfit is the data-driven design studio of SearchFIT. Everything we make has to look premium and prove it works.

Promise

**Premium design
that ranks, converts
and grows.**

Personality

**Confident. Precise.
Calm.**

Never loud, never vague. We let the work
and the numbers talk.

The idea

**A square of
evidence. A curve
of craft.**

The mark is a grid square with a sun rising
inside it. Structure plus creativity.

The family line: **designfit designs. SearchFIT grows. Dayrun manages. D23 gives insights. Hooook connects.**

The logo.

Three parts work together: the mark, the wordmark and the lockup. Use the primary lockup wherever space allows.



Primary lockup



Mark

designfit

Wordmark



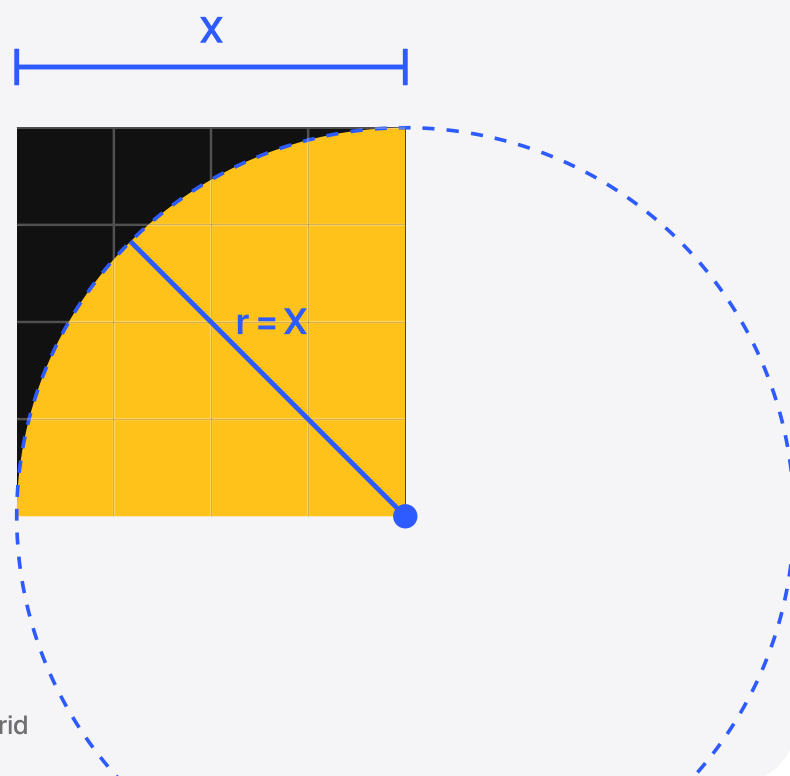
Domain lockup

Always lowercase. Write designfit, even at the start of a sentence. Never Designfit, DesignFit or DESIGNFIT.

.ai is for addresses. Use the domain lockup on OG images, merch and signage where people need the URL. Everywhere else, use the primary lockup.

Built on one unit.

The mark is a square of side X. The sun is a quarter circle of radius X, anchored to the bottom-right corner.



Clear space



Lockup min: 96 px / 25 mm wide



Mark min: 16 px / 5 mm



Gap: $0.32 \times$ cap size

Geist 600

Tracking -40

Wordmark type

One logo. Every surface.

Pick the version that keeps the mark's square visible. The sun always stays Sun, except on a Sun background.



Primary · on White or Paper



Reversed · on Ink and dark mode



On Signal Blue



On Sun · quarter turns Paper



On Coral · wordmark Ink



One colour · Ink (print, stamps, engraving)



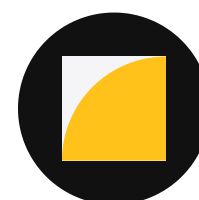
Mark · primary



Mark · reversed



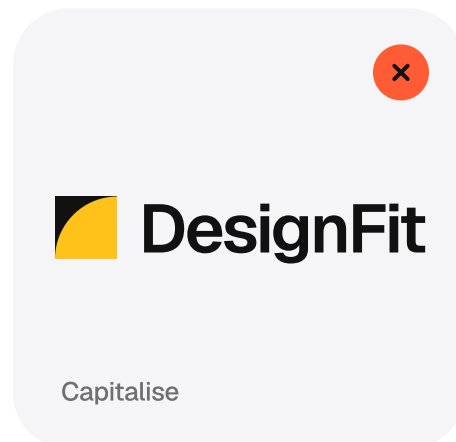
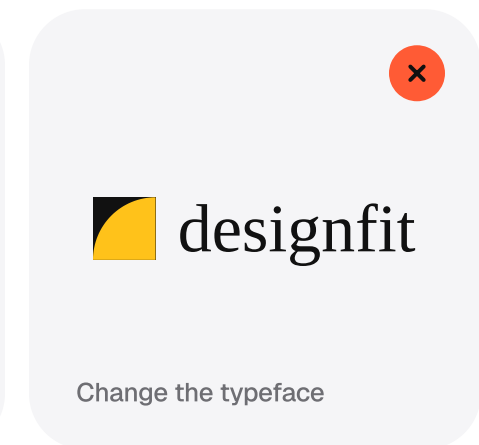
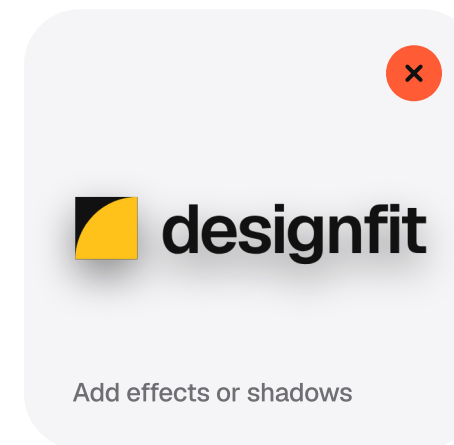
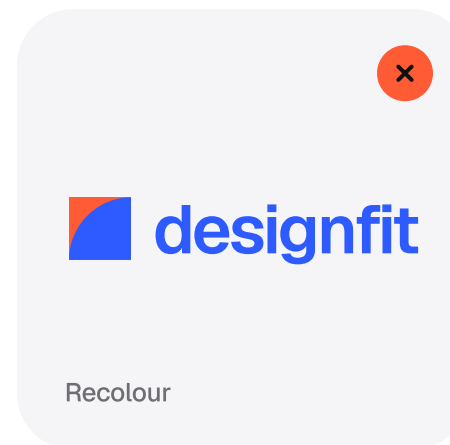
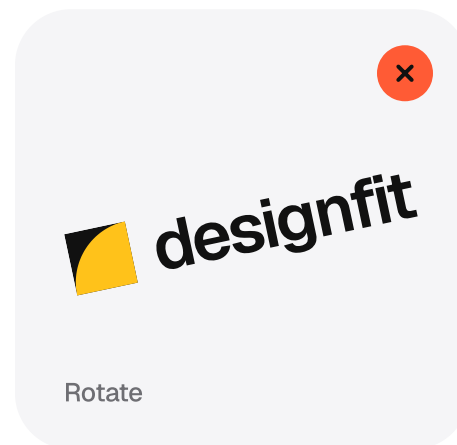
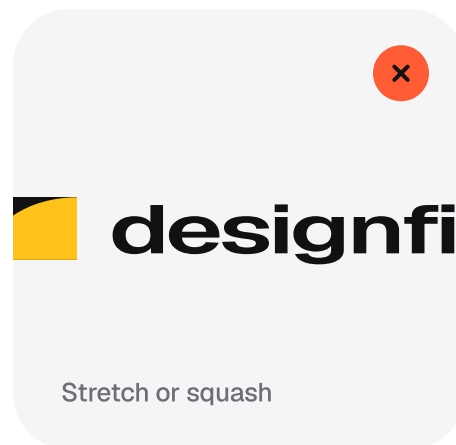
App icon · rounded container



Avatar · circle crop

Please don't.

The logo only works when it's consistent. These changes break it.

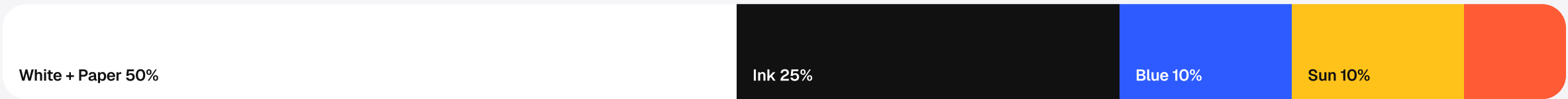


Four colours. Used boldly.

Ink and Paper carry the page. Blue, Sun and Coral are accents. Use full, flat colour. No gradients.

Ink Text, logo, dark surfaces #111111 RGB 17 17 17 CMYK 0 0 0 95	Signal Blue Actions, links, data #2D5BFF RGB 45 91 255 Pantone 2726 C	Sun The mark, highlights #FFC21A RGB 255 194 26 Pantone 123 C	Coral Energy, art, ads #FF5B35 RGB 255 91 53 Pantone Orange 021 C
White #FFFFFF	Paper #F5F5F7	Muted #6E6E73	Line #E5E5EA

Balance



Accessible pairs

Aa Ink on White · 18.9:1 · AAA	Aa Paper on Ink · 17.4:1 · AAA	Aa White on Blue · 5.2:1 · AA	Aa Ink on Sun · 11.6:1 · AAA	Aa Ink on Coral · 6.1:1 · AA	Aa × White on Coral · fails
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Geist, everywhere.

One family, tight tracking, big contrast between headline and body. Free and open source.

Aa

Geist · Google Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 \$ % + → ✓

Display

Geist 700 · 108/108 · -50

Look premium.

Headline

Geist 700 · 80/82 · -45

Built to rank.

Title

Geist 700 · 34/37 · -35

Websites that convert.

Lead

Geist 400 · 24/34 · Muted

Premium design, backed by data. Built to rank, convert and grow.

Body

Geist 400 · 18/28

We research search demand and competitors before we design, test variants after launch and measure every result in SearchFIT.

Label

Geist 600 · 15/20

[Free AI search audit](#)

تصميم يحقق النتائج.

Arabic · IBM Plex Sans Arabic

设计必须带来成效。

Chinese · Noto Sans SC

08 · Shapes

Six shapes. Endless art.

Every illustration is built from the mark's geometry.
One shape per square, flat colour, never more than
three colours per tile.



Circle



Quarter



Dome



Bowl



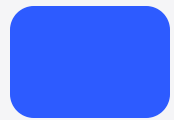
Ring



Bars (data)

Everything breathes.

Motion is slow, calm and purposeful. It guides the eye. It never shows off.



Rise

Content enters on scroll. 600 ms, ease-out, 24 px.



Breathe

The sun scales 100 to 62%. 5 s loop. Logo only.



Float

Ambient art drifts. 6 s, gentle, infinite.



Draw

Data lines draw in. 1.6 s, ease-in-out.

Interface transitions: 250 ms. Hover lift: 2 px. Always respect the reduced motion setting.

Say less. Prove more.

We write like we design: clear, short and backed by evidence.

Clear over clever.

If a reader has to think about what it means, rewrite it.

Benefits, not features.

Say what the client gets: more leads, more bookings, more visibility.

Numbers beat adjectives.

"Leads up 212%" beats "amazing results" every time.

Write this



Premium design, backed by data. Built to rank, convert and grow.

Is AI recommending you?

Websites from US\$1K. Fixed scope. No surprises.

Not this



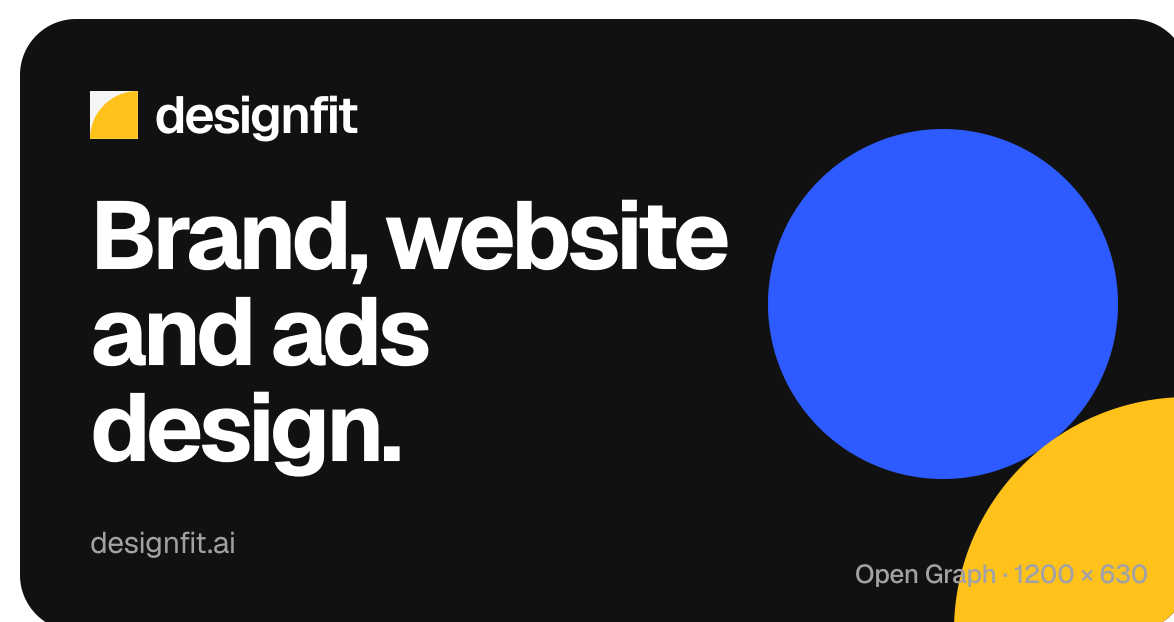
We craft synergistic, best-in-class digital experiences.

Design that fits.

Affordable packages for every budget!!!

Ready to ship.

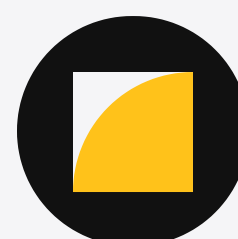
Share images, icons and banners at exact export sizes.



App icon · 512



Favicon · 32 / 16



Social avatar

Ava Chen
Creative Director



Email signature

Implementation

Add to the `<head>` of every page on designfit.ai.

```
<link rel="icon" href="/favicon.svg" type="image/svg+xml">
<link rel="icon" href="/favicon-32.png" sizes="32x32">
<link rel="apple-touch-icon" href="/apple-touch-icon.png">
<link rel="manifest" href="/site.webmanifest">
<meta name="theme-color" content="#111111">
<meta property="og:site_name" content="designfit">
<meta property="og:title" content="designfit | Brand, website and ads design">
<meta property="og:description" content="Premium design, backed by data. Built to rank, convert and grow.">
<meta property="og:url" content="https://designfit.ai">
<meta property="og:image" content="https://designfit.ai/og/home.png">
<meta property="og:image:width" content="1200">
<meta property="og:image:height" content="630">
<meta name="twitter:card" content="summary_large_image">
```

12 · Contact

Questions about the brand?

Email brand@designfit.ai for logo files, approvals and usage questions.



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