



Brand guidelines

Everything you need to show MertAGI.

- 01 The brand
- 02 Names
- 03 Logo
- 04 Colours
- 05 Typefaces
- 06 MAGI
- 07 Voice
 - Beside Partner.Shop
 - Files and contact

Why MertAGI *exists*.

Purpose

Everyone who can trade should be able to — in their own language, without a back office, without handing over their money.

Mission

MAGI runs the work of trade — research, checks, negotiation, orders, shipping, sales, invoices and books — inside the limits the company sets, with a record of every step.

Vision

A trader anywhere can buy and sell with anyone, in any language, as safely as a large company.

The name

Seven letters, seven words: Market, Execution, Reasoning and Trade — Autonomous Governance Intelligence.

What we hold to

- You're the boss; MAGI keeps to your limits.
- The money stays in the company's own account.
- Every step leaves a record.
- We say what is built and what is not.

How we write *our names*.

MertAGI

The company and the platform. One word: capital M, lower-case ert, capital AGI — never Mertagi, MERTAGI or Mert AGI. Keep MertAGI in writing. In every language, pronounce it as one word, “Mertagi”; do not spell out the letters.

Partner.Shop

Every company’s own shop, at company.partner.shop.

Miner

People without a company of their own who earn a share for a verified find.

MAGI

The AI that does the work. Always in capitals.

Trade Stamp

The fee on each purchase order and sales invoice MAGI issues (German Handelsstempel, Turkish Ticaret Damgası, Arabic ختم التجارة).

MAGI world

The game-like view of a company: an island with a harbour and a market.

The square *and the word.*

The emerald square sits on the height of the M, a third of the letter height before the word. Use the files — never set the logo in type yourself.



CONSTRUCTION • SQUARE 0.45 EM • GAP 0.3 EM • IT READS LEFT TO RIGHT IN EVERY LANGUAGE: THE SQUARE STAYS TO THE LEFT OF THE WORD, IN ARABIC TOO.

The files

The logo consists of a small green square followed by the text "MertAGI" in a black, serif font.

On light grounds

SVG · PDF · PNG

The logo consists of a small green square followed by the text "MertAGI" in a white, serif font.

On dark grounds

SVG · PDF · PNG

The logo consists of a small black square followed by the text "MertAGI" in a black, serif font.

Black

SVG · PDF · PNG

The logo consists of a small white square followed by the text "MertAGI" in a white, serif font.

White

SVG · PDF · PNG

The logo consists of a small green square followed by the text "MertAGI" in a white, serif font, all contained within a black rectangular box.

On an ink tile

SVG · PDF · PNG



The square

SVG · PDF · PNG



The square, black

SVG · PDF · PNG



The square, white

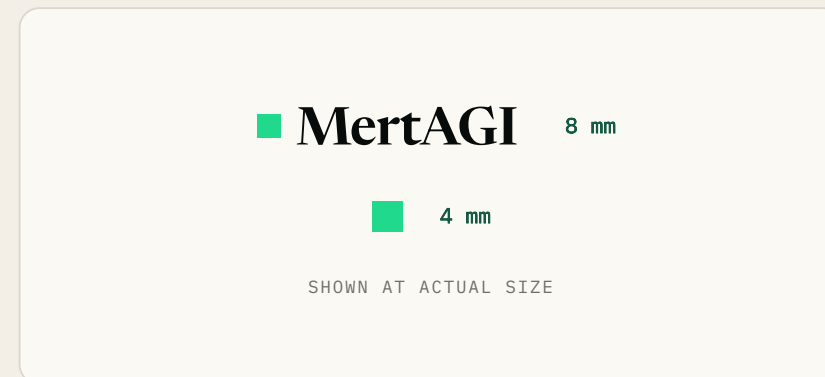
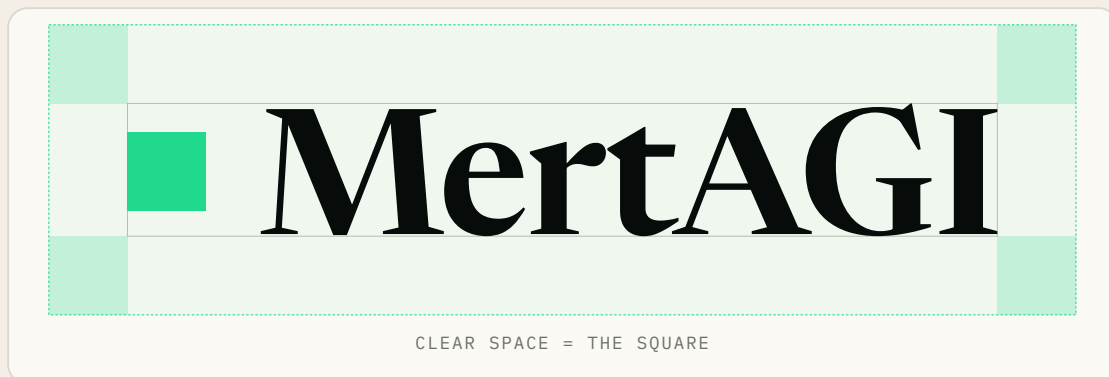
SVG · PDF · PNG



App icon

SVG · PDF · PNG

Clear space and smallest size



- Clear space: at least the square's size on every side.
- The square stays emerald on light and dark grounds; black or white only where one colour is required.
- The logo is horizontal only; where the space is square, use the square or the app icon.
- Nothing is written over the logo, and the name is never typed in its place — use the files.
- Smallest size: the logo 24 px high on screen and 8 mm in print; the square alone 16 px and 4 mm.
- Never stretch, rotate, outline, shadow, animate or recolour the logo, and never place it on a busy picture.
- It reads left to right in every language: the square stays to the left of the word, in Arabic too.
- Beside Partner.Shop: its own red logo, never recoloured, never below its 32 px capsule, never merged with ours into one lockup.

What we don't do

■ MertAGI

✓ This is right

■ MertAGI

✗ Don't stretch

■ MertAGI

✗ Don't rotate

□ MertAGI

✗ No outline

■ MertAGI

✗ Don't recolour



✗ Not on busy pictures

■ MertAGI BETA

✗ No text on top

■ MertAGI

✗ Don't retype

MertAGI ■

✗ Don't swap sides

Ink, paper, *emerald*.

Emerald marks the square and what can be acted on — never body text on light grounds.

	Ink #070C0A · RGB 7 12 10 C 79 61 53 91 · U 91 60 43 90 Grounds and text		Ink 2 #0E1512 · RGB 14 21 18 C 76 57 53 88 · U 87 57 45 87 Surfaces on ink		Paper #F3EFE6 · RGB 243 239 230 C 5 5 9 0 · U 4 4 7 0 Light grounds
	Paper 2 #FBF9F4 · RGB 251 249 244 C 2 2 4 0 · U 2 2 3 0 Cards on paper		Paper 3 #E7E1D4 · RGB 231 225 212 C 10 10 16 0 · U 8 7 12 0 Lines and quiet areas		Emerald #21D98C · RGB 33 217 140 C 64 0 61 0 * · U 57 0 56 0 * The square, actions, highlights
	Mint #9DF0CB · RGB 157 240 203 C 35 0 27 0 * · U 29 0 23 0 * Emphasis on ink		Jade #1B6E55 · RGB 27 110 85 C 76 20 62 35 · U 83 15 65 27 * Actions on paper		Brass #C9A45C · RGB 201 164 92 C 14 29 65 12 · U 11 25 65 8 * Limits, approvals, stamps

C = Coated (PSO Coated v3, FOGRA51) · U = Uncoated (PSO Uncoated v3, FOGRA52) · * outside CMYK

CMYK values from the ECI's standard offset profiles, PSO Coated v3 (FOGRA51) and PSO Uncoated v3 (FOGRA52): relative colorimetric with black-point compensation. Emerald and mint lie outside CMYK on both papers, jade and brass on uncoated paper; they print duller. Where emerald must glow, print it as a spot colour: by Pantone's published values PANTONE 7479 C is the nearest (ΔE_{00} 3.2), to be matched on a drawdown. Ink prints as the profile's rich black, small black type as 100 K.

Contrast

	INK	INK 2	PAPER	PAPER 2	PAPER 3
Ink		Aa 1.06:1 not for text	Aa 17.17:1 AAA	Aa 18.72:1 AAA	Aa 15.12:1 AAA
Ink 2	Aa 1.06:1 not for text		Aa 16.13:1 AAA	Aa 17.59:1 AAA	Aa 14.21:1 AAA
Paper	Aa 17.17:1 AAA	Aa 16.13:1 AAA		Aa 1.09:1 not for text	Aa 1.14:1 not for text
Paper 2	Aa 18.72:1 AAA	Aa 17.59:1 AAA	Aa 1.09:1 not for text		Aa 1.24:1 not for text
Paper 3	Aa 15.12:1 AAA	Aa 14.21:1 AAA	Aa 1.14:1 not for text	Aa 1.24:1 not for text	
Emerald	Aa 10.66:1 AAA	Aa 10.02:1 AAA	Aa 1.61:1 not for text	Aa 1.76:1 not for text	Aa 1.42:1 not for text
Mint	Aa 14.78:1 AAA	Aa 13.89:1 AAA	Aa 1.16:1 not for text	Aa 1.27:1 not for text	Aa 1.02:1 not for text
Jade	Aa 3.20:1 large type only	Aa 3.00:1 large type only	Aa 5.37:1 AA	Aa 5.86:1 AA	Aa 4.73:1 AA
Brass	Aa 8.39:1 AAA	Aa 7.89:1 AAA	Aa 2.05:1 not for text	Aa 2.23:1 not for text	Aa 1.80:1 not for text

The figure is the contrast ratio (WCAG 2.2). AAA ≥ 7:1 · AA ≥ 4.5:1 · large type only ≥ 3:1

Three voices *in type*.

Your Business *on Autopilot*.

Newsreader

Headlines; the italic carries the turn of a sentence. The wordmark is Newsreader at weight 600 — use the logo files, not the font.

Weights: Display 460 · Italic 460 · Deck 500 · Mark 600
In the kit: fonts/Newsreader · 1.003 · variable + static

Buying, selling, logistics and bookkeeping: MAGI does it all in your name, around the clock, and documents every step. Your money stays in your account.

Schibsted Grotesk

Text and interface.

Weights: 400 · 500 · 600 · 700
In the kit: fonts/Schibsted_Grotesk · 1.100 · variable + static

REGISTRATION 01.10.2026

LAUNCH 11.11.2026

0123456789 · € \$ %

IBM Plex Mono

Labels and figures in tables.

Weights: 400 · 500
In the kit: fonts/IBM_Plex_Mono · 2.3 · static weights

شركتک علی الطیار الآکی.

Noto Naskh Arabic · IBM Plex Sans Arabic

Arabic headlines and text.

Weights: Naskh 400–700 · Plex Arabic 400 · 500 · 600
In the kit: fonts/Noto_Naskh_Arabic · 2.021 · variable + static
fonts/IBM_Plex_Sans_Arabic · 1.101 · static weights

To install, open the files and choose Install. The variable fonts are for Figma, Adobe, macOS and Windows; the files in static/ are for programs without variable fonts, such as Canva or Microsoft Office. Install one of the two per family, not both. For a web page: the WOFF2 files in web/. All free under the SIL Open Font License; each family comes with its licence (OFL.txt).



06 · MAGI

The AI *has a face.*

MAGI is shown as itself: a friendly green machine. It is always named as an AI, never speaks with a human voice and is never shown as a person.

- Nothing is written over MAGI.

How we *speak*.

- 01 Plain and concrete: what MAGI does, for whom, within which limit.
- 02 Figures with their source; examples marked as examples.
- 03 No overclaim — never “fully autonomous”, “certified” or “guaranteed”.
- 04 Whenever money moves, say that MAGI asks first above the limit and that a person releases every payment.
- 05 German uses du and Turkish sen; English is direct; Arabic is formal and warm.

Beside Partner.Shop

Partner.Shop is every company's own shop. Where both brands appear, each keeps its own logo and its own clear space.



PARTNER.SHOP

- Beside Partner.Shop: its own red logo, never recoloured, never below its 32 px capsule, never merged with ours into one lockup.
- Partner.Shop — Every company's own shop, at company.partner.shop.

