

MAGENTO 2.4.8 · MARTFURY MULTI-STORE

Brand Guidelines

Visual identity system for the three storefronts. Colors, logos, typography and UI rules below match the M2 design-lock prototypes exactly, so the build stays consistent across every page and every store.

MarketPlace

Store 1 · Marketplace · USD

TechStore

Store 2 · Electronics · USD

FreshMarket

Store 3 · Grocery · CLP

Prepared by Iosif Peterfi · Client: Louis Oswaldo · 2026-08-06 · v1.0 (Round 1)

The system

Three distinct storefronts running on one Magento instance and one shared component library (Martfury / MageBig). Each store owns a colour and a personality; everything else — spacing, typography scale, components, iconography — is shared so the platform feels like one well-built family.

SHARED FOUNDATIONS

Layout

12-column grid, 1200px max content width, 24px gutter.
Cards and sections snap to an 8px spacing scale (8 / 16 / 24 / 32 / 48).

Corners & shadow

Rounded corners per store (4–8px). One soft elevation: 0
2px 8px rgba(0,0,0,.06) for cards and sticky header.

Iconography

Line icons, 1.5–2px stroke, rounded caps. Consistent 24px grid. Store accent colour used sparingly for emphasis only.

Imagery

Product shots on white / neutral. Lifestyle banners allowed in hero only. Keep backgrounds clean so pricing and CTAs stay legible.

NEUTRALS (ALL STORES)



Ink

#1F2430



Body text

#56607A



Muted

#8A93A5

Border

#F7FAF0

Surface

#F5F6F8

White

#FFFFFF

TYPE SCALE (SHARED)

H1	Grandes ofertas hoy	40/32px · 800
H2	Categorías destacadas	28/22px · 700
H3	Nombre del producto	18/16px · 700
BODY	Texto de descripción y detalles del producto.	14-16px · 400
MICRO	ENVÍO GRATIS	11px · 700 · +2 track

Store 1 — MarketPlace

General marketplace · USD · Spanish · Martfury Layout 01

Personality: bold · deal-driven · energetic

LOGO



Primary — on light



Reversed — on dark



App icon / favicon

Clear space = height of the bag mark on all sides. Minimum width 120px digital. Never recolour the wordmark outside the palette below; "Place" always carries the amber.

COLOUR

Amber — Primary

#FCB800 · 252, 184, 0

Amber Dark

#E5A600 · hover

Blue — Link

#0D6EFD

Ink

#222222

Surface

#F5F5F5

Sale / Price

#E53935

TYPOGRAPHY

Headings: Poppins (700/800)

Body/UI: Inter / system

Fallback in build: "Segoe UI", Helvetica, Arial. Bold, tight headings; generous weight = marketplace energy.

COMPONENTS

Comprar ahora

-50%

Buttons: amber fill, ink text, 4px radius. 3px amber underline on active nav. Price badges in sale-red.

Store 2 — TechStore

Electronics / tech · USD · Spanish · Martfury Layout 02

Personality: clean · precise · modern

LOGO



Primary — on light



Reversed — on dark



App icon / favicon

"Tech" bold, "Store" light — the weight contrast is the signature; keep it. Clear space = height of the chip mark. Minimum width 120px digital.

COLOUR



Blue — Primary

#2962FF · 41,98,255



Blue Hover

#1C4FD6

Blue Tint

#E8EEFF



Green — In stock

#00C853



Ink

#222222

Surface

#F6F8FA

TYPOGRAPHY

Headings: Inter / Manrope (600/700)

Body/UI: Inter / -apple-system

Fallback in build: -apple-system, "Segoe UI". Tight letter-spacing (-0.5px) on headings for a crisp tech feel.

COMPONENTS

Ver producto

En stock

Buttons: blue fill, white text, 6px radius. Hero gradient uses blue #10256B → #2F8FFF (kept bright for legibility).

Store 3 — FreshMarket

Retail / grocery · CLP · Spanish · Martfury Layout 03

Personality: fresh · friendly · trustworthy

LOGO



Primary — on light



On dark (mark keeps colour)



App icon / favicon

Always pair the leaf mark with the wordmark; "Supermercado Online" descriptor sits beneath. Clear space = height of the leaf circle. Minimum width 130px digital.

COLOUR



Green — Primary

#4CAF50 · 76,175,80



Green Dark

#388E3C · hover

Green Tint

#C8E6C9



Orange — Offers

#FF9800



Orange Dark

#E68900



Ink

#2D2D2D

TYPOGRAPHY

Headings: Nunito (700/800)

Body/UI: Nunito Sans / system

Fallback in build: "Segoe UI", Helvetica, Arial. Rounded, warm letterforms suit a friendly grocery brand.

COMPONENTS

Agregar al carro

Oferta

Buttons: green fill, white text, 8px radius (softest of the three). Orange reserved for promos & price drops.

Usage rules

Applies to all three stores. These keep the identity consistent as pages are built in M3.

LOGO DO & DON'T

✓ Do

- Keep the clear space around every logo
- Use the reversed version on dark headers/footers
- Use the square icon for favicon, app tile & social avatar
- Respect the two-tone wordmark split

✗ Don't

- Recolour, stretch, rotate or add shadow to the logo
- Swap a store's colour onto another store's logo
- Place the logo on a busy photo without a solid chip behind it
- Rebuild the wordmark in a different font

COLOUR DO & DON'T

✓ Do

- Use one primary colour per store as the dominant accent
- Keep body text on the neutral Ink / Body values for readability
- Use sale-red / orange only for prices & promos
- Meet AA contrast: white text only on the darker primary shades

✗ Don't

- Mix two stores' primaries on the same page
- Put white text on light-amber or light-green fills
- Use pure black (#000) — use Ink instead
- Introduce new accent colours outside these palettes

HANDOVER

Assets: logos in M2-design-lock/logos/ — horizontal wordmark, square icon, and reversed variants per store (SVG, scales cleanly to any size and exports to PNG on request).

Fonts: recommended web fonts (Poppins / Inter / Nunito) are free Google Fonts; the current prototypes fall back to system fonts so nothing blocks the build. Swap in the brand fonts during M3 theming.

These guidelines are Round 1 — say the word and any colour, name or font can be adjusted before M3 locks it in.