

 BRAND GUIDELINES

What does that car **really** sell for?

Logo, colour, type, charts and voice for carsoldfor.com and everything that carries its name.

carsoldfor shows the price a car actually sold for, with the math shown: how many sales, over what window, and what counts as a sale. The brand has one job, to look and sound like a number you can check.

01 Logo

02 Colour

03 Typography

04 Contrast

05 Charts and numbers

06 Components

07 Voice

08 Link previews and social

01 · LOGO

The roofline.

One blue stroke that reads two ways: the roofline of a fastback and a price line. The green dot at the end is the sale. The wordmark is lowercase **carsoldfor** with a muted **.com**.



Primary, on dark. carsoldfor.com/logo.svg



On light: email, print. carsoldfor.com/logo-light.svg



Mark alone: phone header (600px and under), avatars.



App icon and favicon: mark on a dark rounded plate.
carsoldfor.com/favicon.svg



Below 20px tall, use the mark alone (16px minimum).

RULES

- Clear space: two dot-diameters on every side.
- The name is always lowercase: **carsoldfor**, even at the start of a sentence. Write **carsoldfor.com** when it is the address.
- Never lock a tagline into the logo. The tagline sits beside or below it.

NEVER

- Recolour the stroke or the dot. Blue line, green dot, nothing else.
- Put the dark logo on a photo or a light page. Use the light file.
- Rebuild the wordmark in a live font. It is Inter Tight converted to outlines.

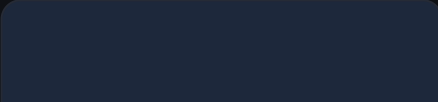
Download every logo file at carsoldfor.com/brand.

02 · COLOUR

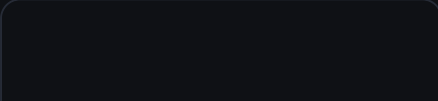
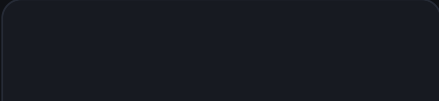
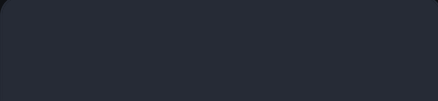
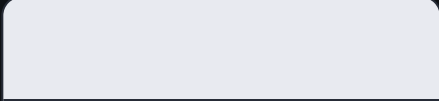
Blue is the brand. Green is the sale.

Dark first, like an auction screen at night. Blue carries the brand, links and sold prices. Green appears where a sale or a gain happened, the same way the dot ends the logo. Every colour has one job.

BRAND AND DATA

 Blue #4F8EF7 rgb 79 142 247 Brand, links, primary button, sold dots on charts.	 Green #3ECF8E rgb 62 207 142 The logo dot. Prices up. Never decoration.	 Orange #FF8000 rgb 255 128 0 Asking-price lines, prices down.
 Violet #9B6CF5 rgb 155 108 245 Open-top versions (Spider, Cabriolet) on charts.	 Red #FF5C5C rgb 255 92 92 Errors and red flags only, always with a word.	 Blue tint rgba (79, 142, 247, 0.12) Hover fills, selected rows.

SURFACES AND TEXT

 Base #0F1115 rgb 15 17 21 Page background.	 Card #171A21 rgb 23 26 33 Cards, footer, inputs.	 Raised #1C2029 rgb 28 32 41 Badges, raised cards, tooltips.
 Border #262B36 rgb 38 43 54 Every 1px divider.	 Text #E8EAF0 rgb 232 234 240 Headings, prices, primary text.	 Muted #8B93A7 rgb 139 147 167 Labels, axes, secondary text.

Light palette, for email and print only: ink #12151B, muted #5B6475, blue #1F5FD6, up #15803D, down #B45309, dividers #E3E6EC. The site has no light mode. Down is orange, not red: a falling price is news, not an error.

03 · TYPOGRAPHY

Two faces, **straight numbers.**

Inter Tight

600 · 700 · display only

What does that car **really** sell for?

The logo's own face. Page titles, headline prices, link previews, email headlines. One 45 KB file, font-display: swap.

System sans

SF Pro · Segoe UI · Roboto

57 sold, 18 didn't sell, 22 for sale

Body, tables, nav, forms, buttons. Already on every device.

Tabular figures

font-variant-numeric: tabular-nums

\$306,000**+24.1%****\$1,859,900****-8.4%**

On every price, count and percent, in both faces. Columns line up, and numbers don't jump when they update.

SCALE: NINE SIZES

44 · Inter Tight 700
home hero (32 on phones)

What does that car **really**...

24 · Inter Tight 700
page title, headline price

Porsche 911 Turbo (993)

20 · Inter Tight 700
KPI values

\$306,000

16 · system 600
section and card titles

Sales and asking prices

14 · 13 · system
body · buttons, nav, tables

Hammer-equivalent prices, one record per VIN.

12 · 11 · system
captions, axes · caps labels

SOLD, 12 MO MEDIAN

04 · CONTRAST

Readable first.

Measured WCAG 2 ratios for every pair we use. Body text needs 4.5:1, large text (24px, or 19px bold) 3:1. Every text pair below passes except white on blue, which we never use.

	PAIR	HEX	RATIO	WCAG
Aa	Text on base	#E8EAF0 on #0F1115	15.7:1	AAA
Aa	Muted on base	#8B93A7 on #0F1115	6.1:1	AA
Aa	Muted on card	#8B93A7 on #171A21	5.7:1	AA
Aa	Blue link on card	#4F8EF7 on #171A21	5.4:1	AA
Aa	Green (up) on base	#3ECF8E on #0F1115	9.5:1	AAA
Aa	Orange (asks, down) on base	#FF8000 on #0F1115	7.5:1	AAA
Aa	Violet on card	#9B6CF5 on #171A21	4.9:1	AA
Aa	White on blue: never	#FFFFFF on #4F8EF7	3.2:1	Large text only
Aa	Ink on blue: primary button	#0F1115 on #4F8EF7	5.9:1	AA
Aa	Email: ink on white	#12151B on #FFFFFF	18.3:1	AAA
Aa	Email: muted on white	#5B6475 on #FFFFFF	6.0:1	AA
Aa	Email: link on white	#1F5FD6 on #FFFFFF	5.7:1	AA

DO

- Primary buttons: ink #0F1115 on blue. 5.9:1.
- Pair every colour with a word or a sign:
+24.1%, for sale, didn't sell.
- On white, the green dot is decoration only (3.0:1).

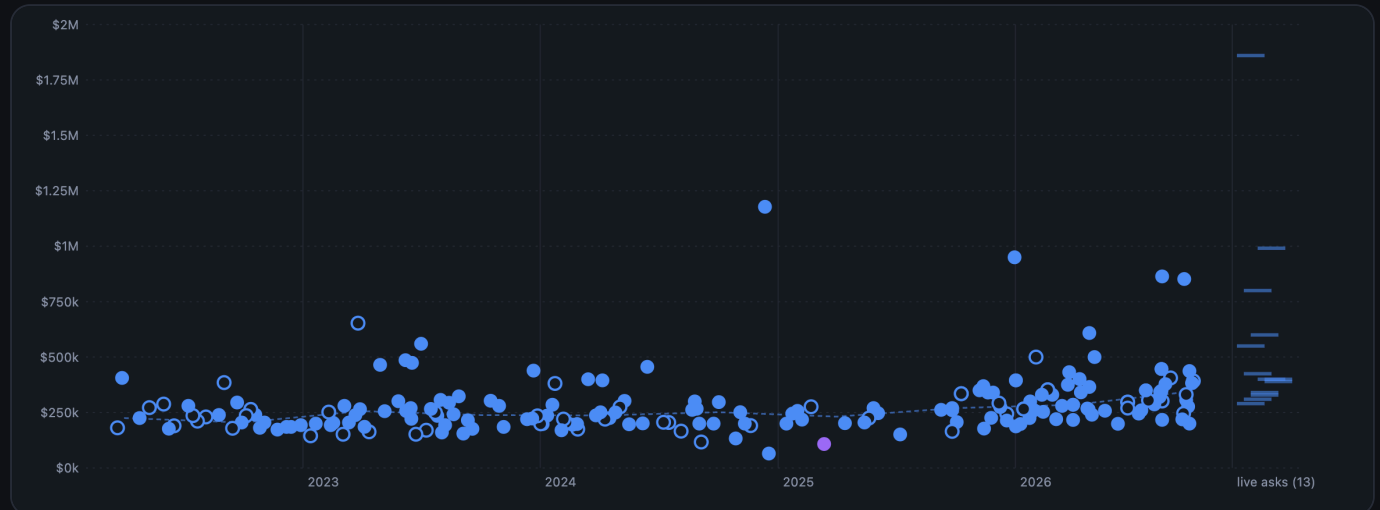
DON'T

- Put white text on the blue. It is 3.2:1 and fails at button size.
- Use the border colour for text. It is a divider (1.3:1).
- Mark a falling price red. Red means something is wrong.

05 · CHARTS AND NUMBERS

The chart is the signature.

Every dot is a real car that really sold. A screenshot of any carsoldfor page should be recognisable from the chart alone.



- Sold
- Didn't sell (reserve not met)
- Open-top version
- Trend
- Live ask, one per car
- Comp range (estimates)

CHART RULES

- One dot per sale. One car, one VIN, counted once.
- Never draw a line across a gap with no sales. No smoothing, 3D or gradients on data.
- Every chart states its count and window.
- Axes muted, gridlines in the border colour.

NUMBER FORMATS

Price	\$306,000
Axis, tight spaces	\$306k · \$1.86M
Estimate	~\$10,000
Change	+24.1% · -8.4%
Range	\$178k-\$950k
Date	2026-10-07 · Oct 7, 2026
Miles, estimated	~18,000

Dates: ISO in tables, written out in prose. Minus is a true minus (-), ranges use an en dash. The tilde goes in front, never behind.

06 · COMPONENTS

The pieces.

BUTTONS

Search

Show more

Primary: blue fill, ink text, 13px 600. Secondary: blue outline. One primary per view.

Search

Not: white on blue, 3.2:1.

SEARCH

Any car, VIN or dealer

Search

Card fill, 1px border, 10px radius. The search box is the front door: on every page, in the header.

KEY NUMBERS

\$306,000

SOLD, 12 MO MEDIAN
57 sales · \$178k–\$950k

\$399,989

LIVE ASK MEDIAN
22 for sale

+30.7%

ASK OVER SOLD
median ask vs 12-mo sold

Value, label in caps, then what it rests on. A number without its count is not finished. Live, 993 Turbo page.

TAGS AND CHANGES

for sale

est.

+24.1%

-8.4%

~\$10,000

TABLES

Date	Year	Body	Status	Price (comp)	Reported	Miles	Color	Seller	Location	VIN	
2026-10-31	1997	Coupe	for sale	—		18,000~	Black	Broad Arrow	Las Vegas, Nevada, USA	WP0ZZZ99ZVS370854	listing ↗
2026-10-12	1995	Coupe	for sale	—		41,404	Black	Collecting Cars	Bielefeld, DEU	WP0ZZZ99ZTS370610	listing ↗
2026-10-08	1997	Coupe	for sale	—		52,000~	Silver	Bring a Trailer	Pompano Beach, Florida, USA	WP0AC2999VS375292	listing ↗
2026-10-07	1997	Coupe	for sale	\$550,000		28,268	White	Exotics Hunter	Boca Raton, FL, USA	WP0ZZZ99ZVS371008	listing ↗
2026-10-07	1996	Coupe	for sale	—		39,987	Yellow	Ferrari of Rancho Mirage	Rancho Mirage, CA, USA	WP0ZZZ99ZTS370785	listing ↗
2026-10-07	1998	Coupe	for sale	\$799,995		4,865	Yellow	Graham Rahal Performance	Brownsburg, IN, USA	WP0ZZZ99ZWS370627	listing ↗

Newest first. Seller shows the dealer or the auction house that sold it, linked when we know their site. VINs in blue link to the car's history.

SHAPE

Radius

6 tags and tooltips, 10 buttons, inputs and cards, 16 hero cards, 999 pills.

Edges

Surfaces step base, card, raised. Each with a 1px #262B36 border.

Depth and space

Flat, no shadows. A 4px spacing grid: 4, 8, 12, 16, 24, 32, 48.

07 · VOICE

Show the math. Name the trick.

Our reader buys, sells or deals these cars and has been sold an asking price dressed up as a value. They trust a number when they can see what it is built from. So every number tells them.

HOW WE SOUND

- Every price says what it is, how many, over what window: **\$306,000 median of 57 sales, last 12 months.**
- Plain words, short sentences. Say the number, then what it means.
- Name the trick: an ask is not a sale, a race car is not a road car, a buyer's premium is part of the price.
- Prices fall as plainly as they rise: **down 8.4%**, never "crash".

HARD LINES

- No best, #1, steal, must-see, investment-grade, hidden gem.
- No exclamation marks, emoji or urgency.
- Estimates always carry ~ and are called the SoldFor Estimate.
- Name the dealer or auction house that sold the car.
- carsoldfor is lowercase, always. No em-dashes.

WORDS WE USE

sold	The hammer fell or the dealer confirmed a sale. Prices are hammer-equivalent.
asking / for sale	Listed, not sold. Never mixed into a sold median.
didn't sell	Bid to a number, reserve not met.
SoldFor Estimate	What a car should sell for, from comparable sales. Always ~.

REWRITES

INSTEAD OF	WRITE
The 993 Turbo is a hot investment!	993 Turbos sold for a median \$306,000 over the last 12 months (57 sales).
Market value: \$5.3M	LaFerrari: \$5.86M median of 11 sales, Apertas included. Coupes alone: \$5.30M (9).
Great deal, 35% below market!	Listed 35% under its SoldFor Estimate (~\$10,000, from 33 sales). Example figures.

Test before it ships

Read it as someone who overpaid for a car last year. Can they see what every number is built from? If not, add the count or cut the claim.

08 · LINK PREVIEWS AND SOCIAL

Every share is an ad.

The 1200 × 630 image that shows when a carsoldfor page is shared in iMessage, Slack or X. It says what the car is, the number, what the number is, and whose it is.



Half size, with numbers from the 993 Turbo page, October 2026.

PREVIEWS

- Car name, the headline number, what it is and how many, the trend, the logo. Nothing else.
- The number on the preview is the number on the page. Never a second calculation.

SOCIAL

- Posts reuse the preview design at 1080 × 1350: one car, one number, its count, the chart, the logo.
- Bio: **What does that car really sell for?** and carsoldfor.com.
- Avatar: the mark on the dark plate (the app icon).

The tagline is **What does that car really sell for?** everywhere. "really" is the accent word, in blue on dark, in bold in plain text. Questions or press: hello@carsoldfor.com.