PRIVATE AUTOMOTIVE
COLLECTIONS

ACERVO

Brand Strategy & Digital Product Identity

A digital home for exceptional automotive collections.



VERSION 1.0 NOVEMBER 2026 ACERVOGROUP.COM

INK ON CELESTE. THE HOUSE, THE RULE, THE CAR

A collection deserves more than storage.

The records of a serious collection live on paper and in a slide deck, and finding one invoice can take weeks. The brand was designed before the first screen, because a collector decides in seconds whether a tool deserves his cars.

PURPOSE

A transferable digital passport for every car, and for the collection the structure its owner already keeps in his head: cars, garages, parts, documents, and who changed what.

POSITIONING

Not a fleet tool, not a marketplace. A private platform where management is the wedge and private sales are the second act. Mexico first, global access, by invitation.

PROMISE

Order, continuity, nothing lost. The product never verifies authenticity; it guarantees procedure. The AI proposes, a person decides, the system records who.

AUDIENCE

Collectors, the managers who run their collections, and the professionals around them. Often in a garage, on a phone, on a bad connection.

Discreet

Luxury that does not announce itself. Ink on ivory, one accent, no gold leaf. Private by default.

Permanent

The passport outlives the owner and the software. One report per car; every change logged with author and date.

Precise

Numbers, part numbers and dates are content, never decoration. Serif for the house, sans for the system.

Heritage, not nostalgia

A heraldic griffin and an engraved GT, drawn in ink. Engravings are for empty states; the interface stays clean.

Accountable

Trust comes from procedure. Who, when, before and after. No identity documents are stored.

STRATEGIC DECISION	WHAT IT RULES OUT	WHERE IT SHOWS IN THE PRODUCT
Management is the wedge	Building sale, auction or import flows before the garage works.	Navigation is built around the car: Coches, Garajes, Piezas, Documentos, Actividad.
Procedure over verification	Any copy that promises authenticity. Any AI output that writes to a record on its own.	Every proposal is a confirmation step; every write is logged with who and on what.
Restraint as seriousness	Gold, chrome, car photography as wallpaper, decorative gradients.	Dark canvas, ivory text, one orange rule under the title. Photos belong to the collector's cars.

The visual language of Acervo.

LOGO SYSTEM

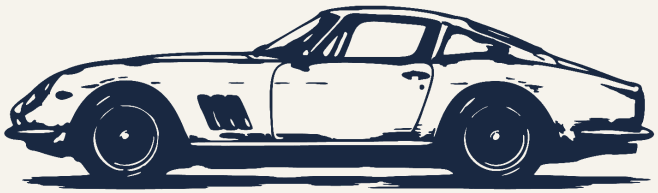
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A rampant griffin holding a shield with the house initial, drawn as a single colour engraving: ink on light, ivory on dark, never a third colour. The lockup is griffin, double orange rule, wordmark. Five variants at 24, 40 and 64 px; the 24 px head in a ring is the app icon.

The wordmark is live type: Cormorant Garamond with 18% tracking. The sub line is Manrope Medium with 30% tracking.

ILLUSTRATION IN THE SAME HAND



A classic GT vectorised in the engraving's stroke. Full engraving above 480 px, ink silhouette from 200 px. Six empty state engravings: vehicle, patio, garage, closed door, parts, documents.

BRAND PALETTE

INK	MIDNIGHT	IVORY	BONE	CELESTE	ORANGE	CHAMPAGNE
#1C2B43	#0F1A2B	#F6F3EC	#ECE6D9	#BFD3DE	#E07A2E	#B8975A

Orange is the only action signal and only as a line: the double rule, the active tab, the floating button. Status comes from a separate functional set, warm and desaturated for ivory. The dark canvas is a mode of the same tokens, not a second brand.

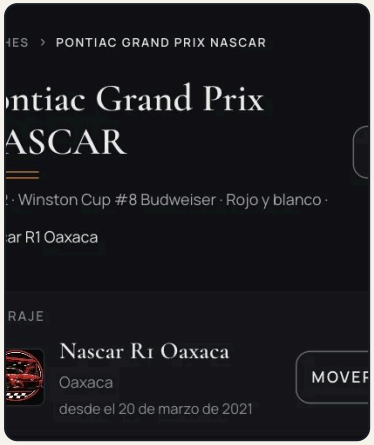
TYPOGRAPHY 20 TEXT STYLES

DISPLAY 48	Ferrari 296 GTS	Cormorant 600
HEADING 24	Estadísticas de la colección	Cormorant 600
BODY 15	2002, Winston Cup #8 Budweiser, rojo y blanco	Manrope 400
LABEL 13	EXPORTAR INFORME	Manrope 600
NUMERAL 40	1,210	Cormorant 500

One rule: the serif is for what the house says, never below 24 px; the sans is for what the system says, never above 18 px. If it is set in Cormorant, the house is speaking.

A brand that behaves like the product.

Five principles connect the identity to the interface. Each one is a constraint the design system enforces, shown with a real screen from production.



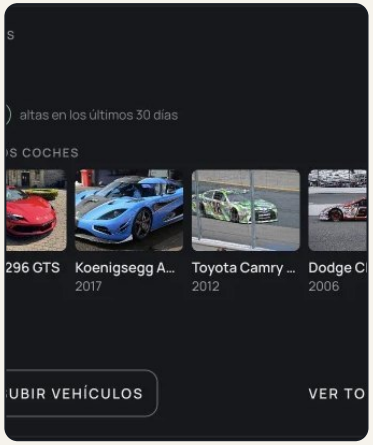
Clarity over decoration

The only ornaments are the griffin and the double rule. No gradients, no mood colour, one accent as a line.



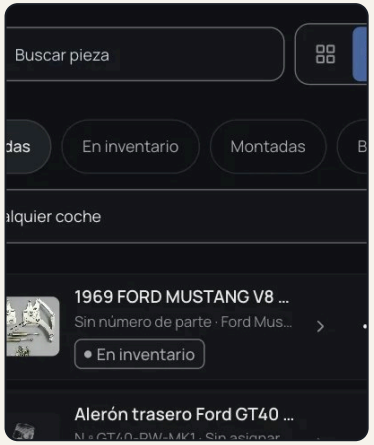
Structure before complexity

Navigation mirrors the data model, centred on the car. Every other entity is a relation of it.



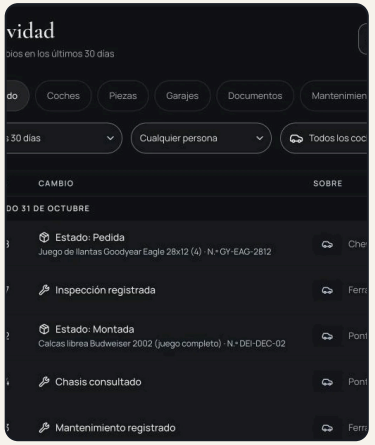
Information deserves hierarchy

Serif for names and headline numbers, sans for labels and data, uppercase meta at 11 px.



Precision without friction

One hand free in a garage. 44 px targets, 56 for garage actions, search before filters.



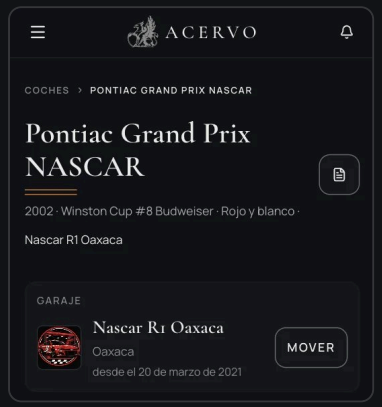
Trust through record

Every write logged with who and on what. Every AI proposal ends in a confirmation.

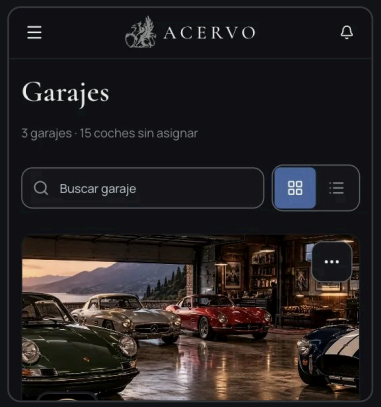
From identity to interface.



Resumen. Serif for the collection name and the headline count, sans for everything the system says, orange only on the active tab.



Passport. Garage, documents, parts, history.



Garajes. Photo cards, 56 px actions.



Piezas. Status chips from the functional set.

Typography

Two voices, one rule. Names and counts in Cormorant; labels, data and controls in Manrope. The serif never drops below 24 px except for garage names and tile values.

Colour

Night canvas #111316, cards #17191D, text #ECECEA. Primary actions use a lighter ink so they read on dark surfaces without becoming a second brand colour. Orange appears twice on this screen.

Space and radius

A 4 px scale and four radii (4, 6, 12, 24). Cards on 12, chips and the floating button on full. A fixed 236 px side navigation on desktop, a 16 px gutter on mobile.

Motion and status

Three durations (120, 200, 300 ms). Status chips come from the functional set, never from brand colours. Every destructive action has its own red and a confirmation.

Evidence

Captures of the deployed application on a 28 car test collection, not mockups.

Consistency at every level.

TOKEN COLLECTIONS FIGMA, READ NOVEMBER 2026

COLLECTION	CONTENTS	RULE IT ENFORCES
Color primitivo	67 raw values: core, sky, orange, status, a 16 step night scale.	Never used in screens. Only semantic tokens reach a component.
Color semántico	61 tokens, modes Claro and Oscuro: surface, text, primary, accent, border, focus, chart, logo, engraving.	Dark mode is a mode switch, not a redesign.
Color funcional	Neutral, info, success, warning, process, error. Background, border and text per mode.	Status is never expressed with brand colours.
Tipografía	Two families, sizes 10 to 70, four weights, 20 text styles.	Serif at 24 px or more for the house; sans at 18 px or less for the system.
Espaciado	A 4 px base; touch minimum 44, garage 56.	Touch targets are a token, so accessibility is a build constraint.
Radios, elevación, movimiento	Four radii; three shadows as ink alpha; three durations and three easings.	Shadows are ink, never black. Every transition has the same tempo.

MATURITY, STATED HONESTLY

Version 1 library, published from Figma and consumed by the app through a check that rejects raw colour values. Dark mode has known gaps in elevation and chrome; the brand mark is placed only through one component.

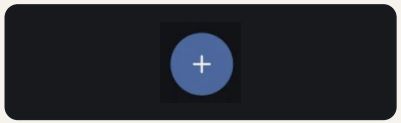
COMPONENTS IN PRODUCTION



Primary. Ink, 44 px.



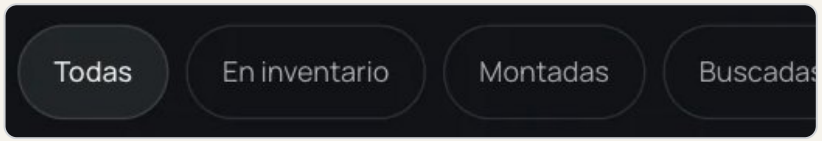
Secondary. Outline on surface.



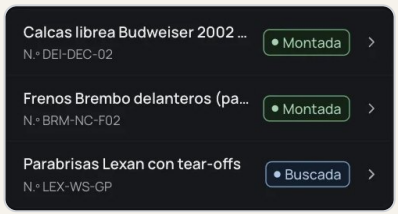
Floating add. Full radius, 56 px.



Garage action. 56 px.



Filter chips. Orange underline is the only accent.

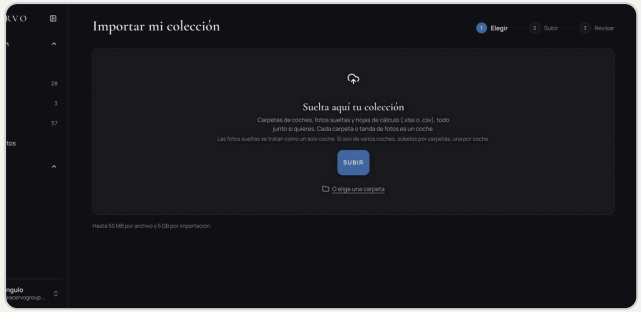


Rows and status chips. Functional colours.

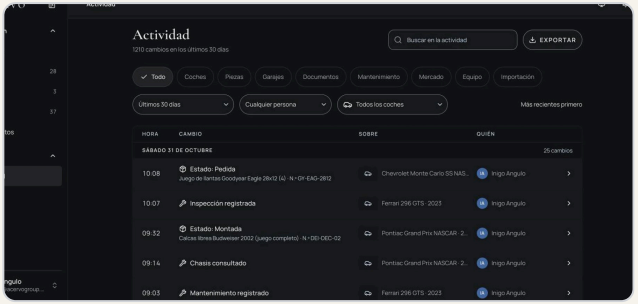


Chart card. Orange as one sector.

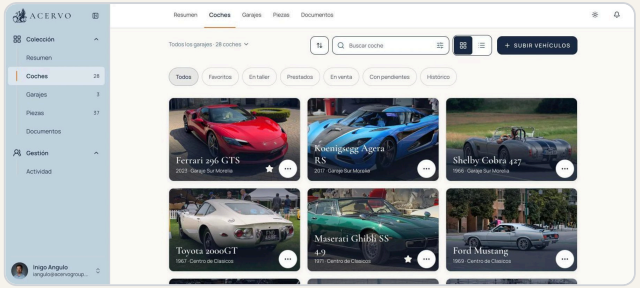
One identity. Every interaction.



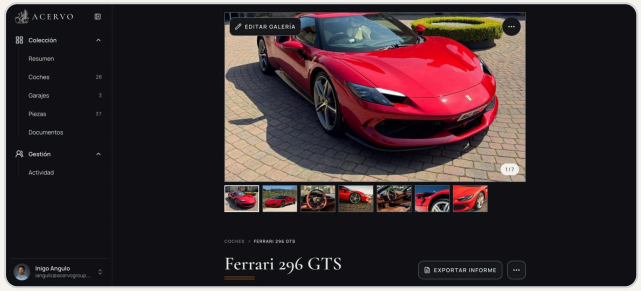
AI assisted intake. Drop folders and photos, one folder per car. Recognition proposes, the owner confirms. One title, one instruction, one action.



Record. Actividad, filtered by period, person and car, exportable.



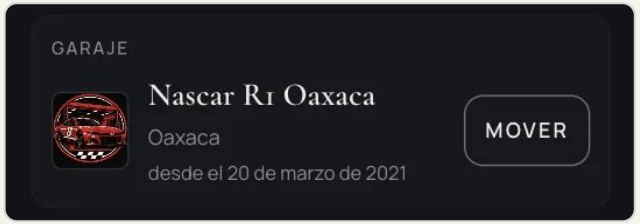
Light mode. Ivory canvas and celeste chrome, same components, same tokens in Claro.



Document output. The per car report on the brand's ivory, built from the same tokens. The passport is designed to leave the software.



Responsive. Garages as full width photo cards on a phone, 56 px actions.



Relations and forms. The garage card inside a passport: meta label, serif name, sans details, one outlined action.

Four signals carry the identity across every screen: the griffin in the header, serif for names, sans for data, orange as a line. The identity is not a skin over the product; it is what makes a new screen recognisable before its content is read.

A living product identity.

CORE IDENTITY PRINCIPLES

- **Ink, ivory and a griffin.** One emblem, one wordmark, one engraving style.
- **Two voices.** Cormorant for the house, Manrope for the system. The split is the hierarchy.
- **Orange is a line.** Never a fill, never a background, never text.
- **Status is functional.** Its own set, in both modes.
- **The object first.** The collector's photographs are the only photography.

CONSISTENCY RULES

- Screens are built from published library instances; nothing drawn by hand inside the interface.
- No raw colour values in code. A component consumes a semantic token or it does not ship.
- The brand mark is placed only through one component, never redrawn.
- Every list has search before filters and one floating add action.
- Accessibility is an acceptance criterion: AA contrast, visible focus, 44 px targets.

EVOLVING THE IDENTITY

- New features inherit the car centred model and the existing components before any new pattern is proposed.
- Dark mode is a token mode with known gaps; they are resolved in tokens, not patched per screen.
- Print and export reuse the same tokens, so reports and passports look like they came from the same house.
- When in doubt, remove. A pattern that needs a new colour or a new typeface is a signal the problem is structural.

BEFORE A NEW SCREEN SHIPS THE COHERENCE CHECK

1. Model

Does it hang off a car, a garage, a part or a document? If not, the structure is wrong before the design is.

2. Components

Built from published instances. Anything local is a candidate, not a precedent.

3. Voice

Serif only for what the house says, 24 px or more. Everything the system says is Manrope, 18 px or less.

4. Colour

Semantic tokens only; status from the functional set; orange as a line. Verified in both modes.

5. Record

Every write logged with who and on what; every AI proposal ends in a confirmation. Tested on a phone before PASS.

Built around the things worth preserving.

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