An identity for shared power.

Commonlight is a fictional collective of community funds. An independent identity study in agency, shared resources and collective ownership, without generic charity imagery.

01 / SHARED GROUND

COMMONLIGHT

Shared resources. Collective power.

Equal-sized forms meet around a shared space. A clear wordmark pairs open typography with a steady, grounded rhythm.

02 / IN COMMON

commonlight

A softer alternative: overlapping circles frame collaboration, paired with a direct lowercase wordmark.

Two distinct starting points for discovery, not two variations of the same symbol.

DIRECTION 01 / A SMALL, USEFUL SYSTEM

Ink	Warm white	Growth	Clay
#282138	#F7F5ED	#DCE9A8	#D98870

Use ink for text on the supporting colours. Keep clear space around the wordmark of at least 1/4 of its capital-letter height.

TYPE / EDITORIAL + PRACTICAL

A voice with conviction.

Noto Serif Display / headlines

Clear information. Everyday use.

Noto Sans / body, navigation, editing

COMMONLIGHT COMMONLIGHT

Vector-first.
Mono and reverse.

Make the mechanism clear. Make engagement easy.

One developed homepage direction, with a clear route for prospective partners and a responsive reading order. Fictional organization. Independent design study.

HOMEPAGE / DESKTOP

COMMONLIGHT

About us · Our approach · For funds · FAQ · Partner with us ↗

A COLLECTIVE FUNDING MECHANISM

Shared resources. Stronger shared futures.

A fictional network of community funds, sharing resources and decisions. Working together to strengthen their sustainability.

Partner with us ↗ · About us

LED BY FUNDS.
OWNED TOGETHER.

Find your way into Commonlight.

For community funds
Understand the collective approach.
Explore the mechanism ↗

For funding partners
Connect with a collective funding model.
Partner with us ↗

For our collective
See how shared governance works.
Meet Commonlight ↗

MOBILE

COMMONLIGHT ☰

A COLLECTIVE FUNDING MECHANISM

Shared resources. Stronger shared futures.

A fictional network of community funds, sharing resources and decisions.

Partner with us ↗

About us

Led by funds. Owned together.

DRAFT SITEMAP / 10 PAGES

Home · About us · Our approach · Governance · For funds
Partner with us · Learning & resources · Updates · FAQ · Contact

Illustrative structure and labels; no real funding round is implied.

IMPLEMENTATION PRIORITIES

Reusable CMS sections for staff. Keyboard focus, readable contrast and touch targets. Mobile reflow and browser checks before handover.

Independent fictional brief | No real affiliation