

BRAND IDENTITY AND ART DIRECTION

Promer

*Building and evolving an AI
commerce brand*

Brand identity | Art direction | Brand narrative | Verbal identity



PROJECT OVERVIEW

One identity across two product moments

Promer is an AI-native platform for small and mid-sized e-commerce businesses. The first phase created a distinct world around the myth of Prometheus. In 2025, I evolved the same identity into a brighter, more approachable and product-led system. The logo and central spark remained while color, imagery and voice moved closer to daily use.

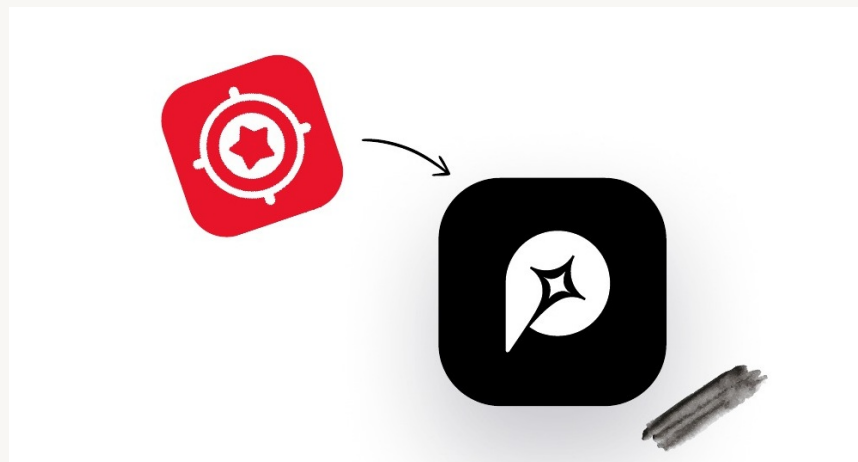
ROLE AND SCOPE

End-to-end creation across both phases: big concept, mythology, brand story, logo, visual identity, verbal direction, brand book content, guidelines and applications.



From AliHunter to Promer

AliHunter began in 2019 with a focused promise: help merchants discover winning products. As the product expanded into a broader AI platform for content, advertising and store operations, it needed an identity that could hold a larger ambition. Promer carried that momentum forward while giving the next chapter its own name, story and visual world.



2019 ALIHUNTER

PROMER NEXT CHAPTER

THE BIG CONCEPT

Giving the product a mythology

The central metaphor came from Prometheus, the figure who brought fire to humanity. Fire represented knowledge made usable: a source of light, agency and progress placed in human hands. For Promer, the spark carried the same idea. It gave merchants more capacity to act while keeping the person at the center of the story.

Fire became a metaphor for capability, not spectacle.



THE MEANING WITHIN THE NAME

Where the two ideas meet

PROMPT

the language used to guide AI



PROFESSIONAL

the merchants Promer was built for

Promer

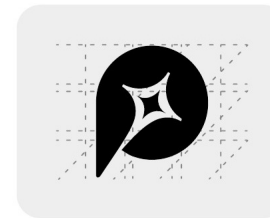
The identity sat at that meeting point: a capable AI platform made for people building commerce with limited time and resources.

IDENTITY CORE

A prompt and a spark

The outer silhouette combines the letter P with a prompt dialogue. The inner shape is an AI spark, also read as a shooting star. The mark remained fundamentally unchanged across both phases, giving the evolving system a stable center.

P. Prompt. Spark.



Mark construction

The Promer logo seamlessly blends **#Smart** innovation with **#Innovative** symbolism, portraying a brand that is both **#Friendly** and **#Trustworthy**. The clean and **#Simple** design emphasizes usability, while the shooting star reflect Promer's **#Helpful** and forward-thinking solutions, creating a memorable and accessible brand identity.

#Smart

#Innovative

#Friendly

#Trustworthy

#Simple

#Helpful



Prompt dialog/
P letter



AI Spark/
Shooting star

What the brand kept

The P-shaped mark, the spark, the black and white base, the orange accent and the belief in AI as practical empowerment continued into 2025. These constants allowed the system to move without making Promer feel like a different company.

Color Palette

Promer's black-and-white logo ensures clarity and versatility. Black conveys strength and professionalism, while white symbolizes openness and simplicity. This monochrome scheme keeps the logo recognizable and consistent across various backgrounds and media.

White (55%) HEX #FFFFFF RGB 255, 255, 255 CMYK 0%, 0%, 0%, 0%	Black (20%) HEX #000000 RGB 0, 0, 0 CMYK 0%, 0%, 0%, 100%	Outer Space (10%) HEX #444444 RGB 68, 68, 68 CMYK 0%, 0%, 0%, 73%	Silver (10%) HEX #CCCCCC RGB 204, 204, 204 CMYK 0%, 0%, 0%, 20%	Orange (5%) HEX #F85F42 RGB 248, 95, 66 CMYK 0%, 61%, 73%, 3%
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PHASE ONE FOUNDATION

Color Palette

Primary Colors (85%)

White (55%) HEX #FFFFFF RGB 255, 255, 255 CMYK 0%, 0%, 0%, 0%	Black (20%) HEX #000000 RGB 0, 0, 0 CMYK 0%, 0%, 0%, 100%	Orange (10%) HEX #F85F42 RGB 248, 95, 66 CMYK 0%, 61%, 73%, 3%
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Promer's **black-and-white** logo offers clarity and versatility, with black representing strength and white symbolizing simplicity. However, incorporating **gradient colors** could enhance its AI feel, making it brighter, more active, and tech-savvy.

Gradient Colors (15%)

#8FAFFF	#928FFF	#C4DAFF
#FFD0D1	#FFD3C0	#FFF6E6

2025 EVOLUTION

PHASE ONE

Building the world

The first phase placed the mythology in the foreground, then translated it into a visual language for repeated use.

PHASE ONE FOUNDATION



Ancient myth inside a modern system

Classical painting gave the story weight and memory. Contemporary cityscapes brought it into the present. Ink strokes added a human, imperfect gesture against the precision of an AI product.



Classical painting, contemporary technology and the gesture of ink.



Turning the story into a usable language

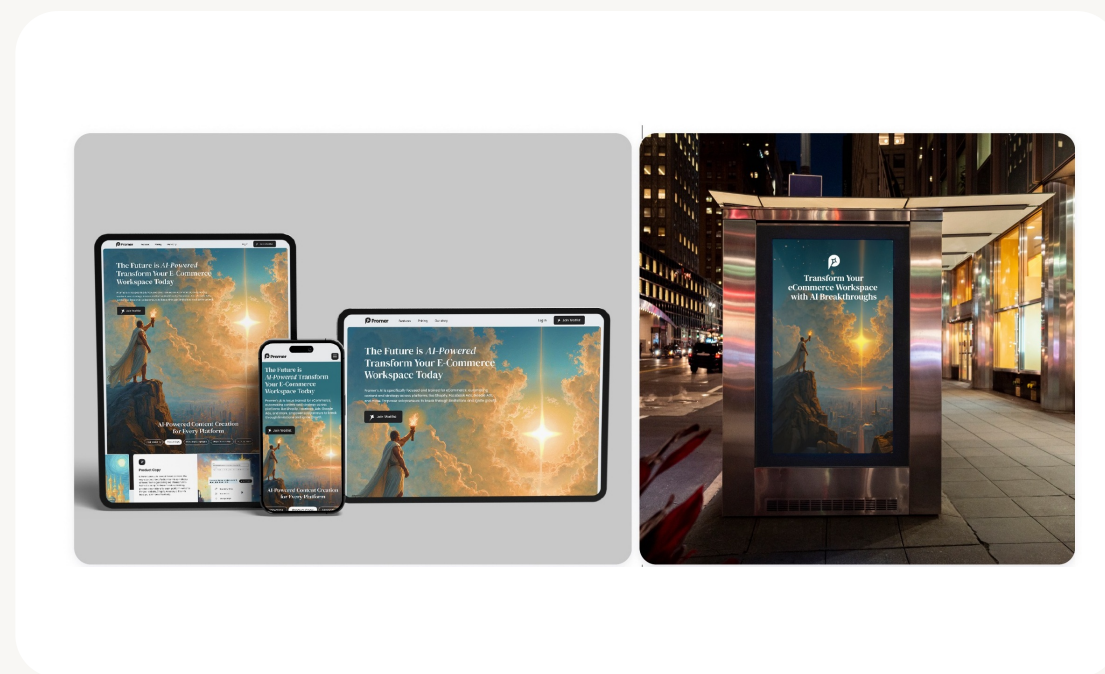
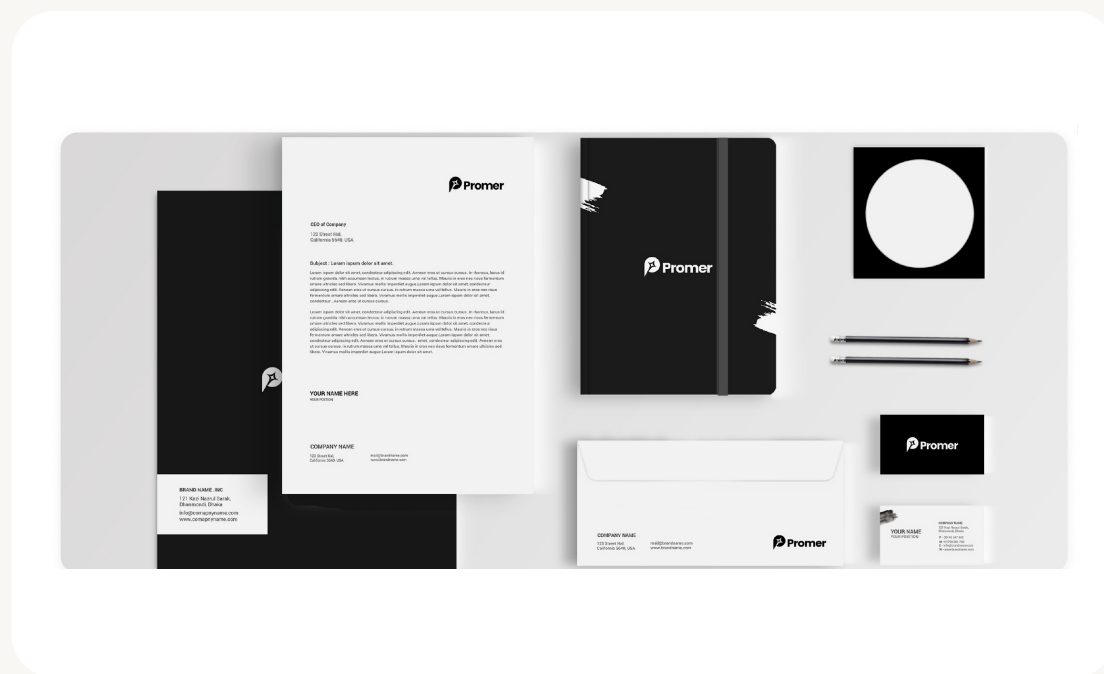
The image displays six design reference cards for the 'Promer' brand, organized into three categories: Color, Type, and Illustration/Photography.

- Color Palette:** This card defines the brand's color scheme. It features five primary colors: White (hex #fff), Black (hex #000), Outer Space (hex #000080), Silver (hex #cccccc), and Orange (hex #ff4500). Each color is accompanied by its hex code and a list of CMYK and RGB values. A paragraph explains that the black-and-white scheme ensures clarity and versatility, while the orange provides a modern touch. Below the text, there are six small squares showing the Promer logo in various color combinations.
- Typography:** This card outlines the typographic choices. It lists three fonts: Poppins (used for main text and primary content), DM Serif Text (used for headings and emphasis), and Montserrat (recommended for Vietnamese text). Each font is shown in its Light, Regular, Bold, and SemiBold weights. The card also includes a large 'Aa' logo.
- Illustration:** This card showcases four black-and-white line drawings. The first shows a star inside a circle, representing a medal. The second shows a man with curly hair and a beard, wearing a hat and holding a laptop. The third shows a man and a woman in a professional setting, with the woman pointing at a presentation board. The fourth shows a woman with curly hair and glasses, also pointing at a presentation board.
- Photography:** This card features four photographs of people. The first is a man with curly hair and a beard, wearing a hat. The second is a woman with long dark hair, holding a white cup. The third is a woman with long brown hair, smiling. The fourth is a woman with long brown hair, smiling, with a laptop in the foreground.

APPLICATIONS

From guideline to application

The first system moved into use across stationery, brand collateral, digital formats and campaign-scale placements. The visual language could shift in scale while remaining recognizable, from a small icon to a public-facing image.



THE TURNING POINT

When the product moved closer to everyday use

By 2025, Promer's audience and role were clearer. The platform was speaking more directly to solopreneurs and small to mid-sized commerce businesses. The identity needed to feel immediate, practical and easy to enter. The original story still belonged to Promer, but it no longer needed to lead every interaction.

The task was to rebalance the identity around a more focused product.



Phase Two

The same spark, brought closer to the product.

PROMER

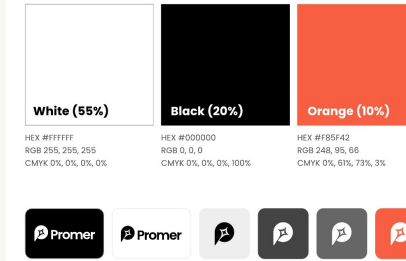
A lighter expression of the same idea

Black, white and orange remained the foundation. Pale gradients introduced light and movement. Prometheus returned in quieter black and white linework while the spark became a small decorative signature.

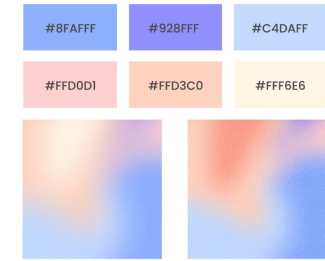


Color Palette

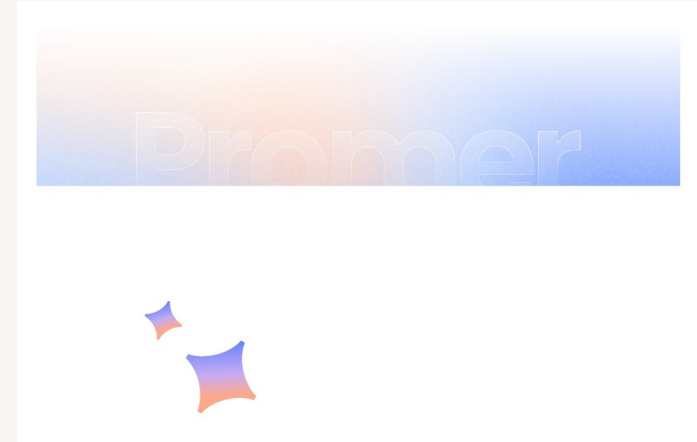
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VERBAL IDENTITY

A more human voice

PHASE ONE

Confident

Direct

Motivational

PHASE TWO VERBAL IDENTITY

2025 EVOLUTION

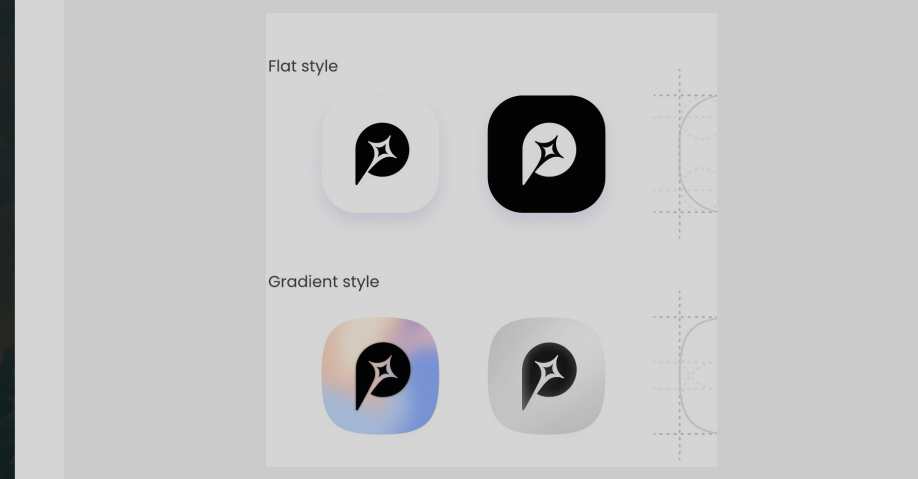
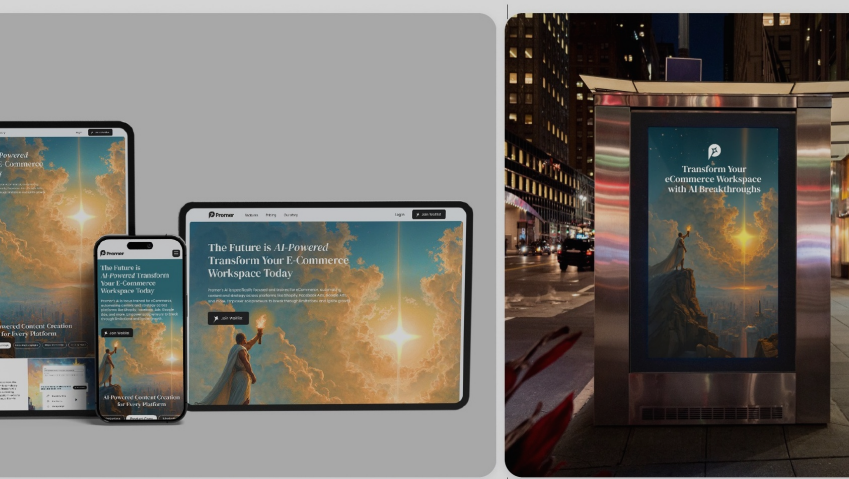
Clear

Friendly

Lightly witty

Always human

The earlier voice was confident and motivational. In 2025, I brought it closer to ordinary conversation with firm rules against jargon, inflated claims and generic AI language.



CLOSING

One brand across two moments

Across both phases, the core idea stayed intact: AI could place useful capability in the hands of merchants. What changed was the way that idea needed to appear and speak. Building, using and then evolving the same system turned the brand book into a record of a living practice.

A brand can move and still remain itself.

