Benchr Brand Guidelines

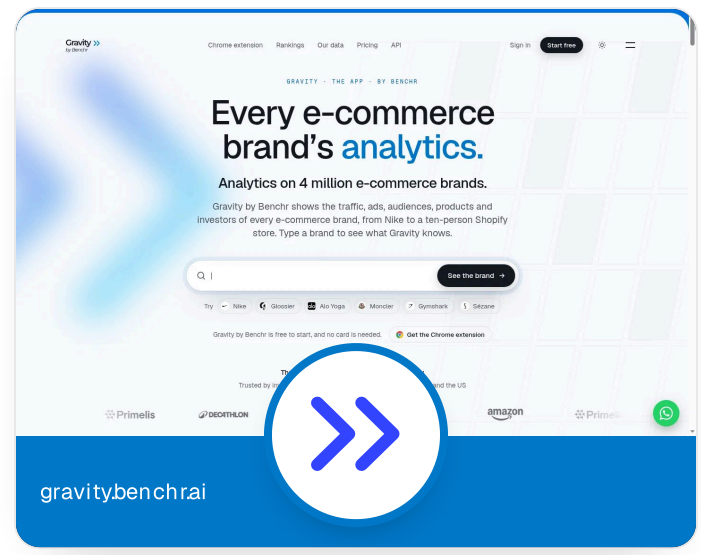
Unofficial · read from gravity.benchr.ai

Gravity

Gravity indexes 4 million e-commerce brands: estimated traffic, social audiences, live Meta ads, products, prices and investors. Free to start.

What are Benchr's brand colors and fonts?

Benchr uses Geist for both headings and body text. Its main brand color is blue **#0077C7** (RGB 0, 119, 199), alongside dark gray **#141920**, white **#F8FAFD** and green **#25D366**. Read from gravity.benchr.ai on 25 November 2026.

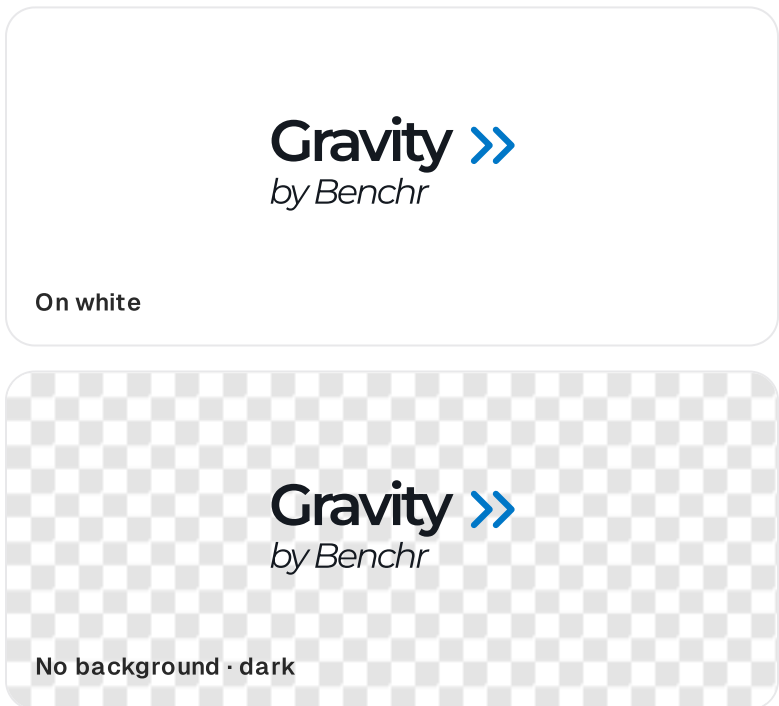


VISUAL IDENTITY

Brand	Benchr
Website	gravity.benchr.ai ↗
On Gravity	Benchr's Gravity profile →
Main color	Blue #0077C7
Palette	11 colors
Headings	Geist
Body text	Geist
Logo	SVG · PNG · JPG
Favicon	SVG
Mode	Light
Read on	25 November 2026
Status	Unofficial

Benchr Logo: Transparent PNG and SVG Download

The Benchr logo read from gravity.benchr.ai is available here as SVG, transparent PNG and JPG. It is displayed at 73 × 32 px in the site's header, about 2.3 times wider than it is tall. The site's favicon is provided as SVG.



“Copy” puts the logo on your clipboard: paste it into Figma (Ctrl or Cmd + V) to get an editable vector. The checkered tiles show the logo with no background. PNG files have a transparent background and measure 2000 × 882 px. The single-color versions are recolors of the logo read from the site. The Benchr name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Benchr.

Benchr Brand Colors: Palette and HEX Codes

Benchr's main brand color is blue **#0077C7** (RGB 0, 119, 199), declared as a brand color in the site's code. The homepage also uses dark gray **#141920**, white **#F8FAFD**, green **#25D366** and blue **#0073DE**.

HEX	Color	RGB	HSL	CMYK	Observed use
#0077C7	**Blue** Brand	0, 119, 199	204°, 100%, 39%	100, 40, 0, 22	Declared as --accent, icon, logo, fill, text
#141920	**Dark gray** Ink	20, 25, 32	215°, 23%, 10%	38, 22, 0, 87	Button
#F8FAFD	**White** Background	248, 250, 253	216°, 56%, 98%	2, 1, 0, 1	Background, button, icon, fill
#25D366	**Green** Secondary	37, 211, 102	142°, 70%, 49%	82, 0, 52, 17	Button, fill
#0073DE	**Blue** Surface	0, 115, 222	209°, 100%, 44%	100, 48, 0, 13	Background, fill
#005BAA	**Blue**	0, 91, 170	208°, 100%, 33%	100, 46, 0, 33	Declared as --accent-fort, fill, text
#06090E	**Black**	6, 9, 14	218°, 40%, 4%	57, 36, 0, 95	Background, button, icon, fill
#51565D	**Dark gray** Text	81, 86, 93	215°, 7%, 34%	13, 8, 0, 64	Icon, link, text
#0052B4	**Blue**	0, 82, 180	213°, 100%, 35%	100, 54, 0, 29	Text
#D97757	**Red**	217, 119, 87	15°, 63%, 60%	0, 45, 60, 15	Icon
#3186FF	**Blue**	49, 134, 255	215°, 100%, 60%	81, 47, 0, 0	Icon

CMYK values are computed from the screen values and are indicative. Click a color to copy its code.

Benchr Fonts

On its homepage, Benchr sets both its headings and its body text in Geist. The font is hosted by the site itself.

Aa

Geist

Used for: headings, subheadings, body text, buttons, menu

Regular 400 600

Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Aa

Geist Mono

Loaded by the site, with no identified use on the homepage

Regular 400 500

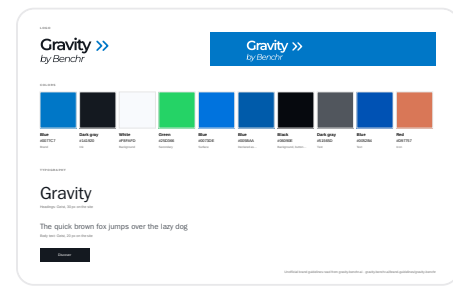
Hosted by the site itself. Its license is not known: check with the type foundry before reusing it.

Export the Benchr Brand Kit

Benchr's colors and fonts read from gravity.benchr.ai are ready to copy as CSS variables, as design tokens in JSON and as a Tailwind configuration.

Figma

Copy the brand board, then paste it into Figma (Ctrl or Cmd + V). If pasting does nothing, drag the SVG board into your Figma file.



Files

To create Figma variables, open the Variables view, create a collection and drag the variables file into it (Professional plan and above). The tokens file can be imported into Figma with the Tokens Studio for Figma ↗.

CSS variables

```
:root {
  --color-brand: #0077C7;       /* blue */
  --color-ink: #141920;         /* dark gray */
  --color-background: #F8FAFD;  /* white */
  --color-secondary: #25D366;   /* green */
  --color-surface: #0073DE;     /* blue */
  --color-blue: #005BAA;        /* blue */
  --color-black: #06090E;       /* black */
  --color-text: #51565D;        /* dark gray */
  --color-blue-2: #0052B4;      /* blue */
  --color-red: #D97757;         /* red */
  --color-blue-3: #3186FF;      /* blue */
  --font-heading: Geist, "Geist Fallback", system-ui, sans-
```

Design tokens (JSON)

```
{
  "color": {
    "brand": {
      "$value": "#0077C7",
      "$type": "color"
    },
    "ink": {
      "$value": "#141920",
      "$type": "color"
    },
    "background": {
      "$value": "#F8FAFD",
      "$type": "color"
```

Tailwind CSS

```
// tailwind.config.js
module.exports = {
  theme: {
    extend: {
      colors: {
        gravitybenchr: {
          brand: '#0077C7',
          ink: '#141920',
          background: '#F8FAFD',
          secondary: '#25D366',
          surface: '#0073DE',
          blue: '#005BAA',
          black: '#06090E',
```

Benchr's Visual Identity in Use

Gravity » by Benchr

Home Products About Contact

Gravity

Gravity indexes 4 million e-commerce brands: estimated traffic, social audiences, live Meta ads, products, prices and investors. Free to start.

Discover | Learn more | Contact us | A link to a page

ROLE	FONT	WEIGHT	SIZE	COLOR	DETAILS
Headings	**Geist**	Medium 500	30 px	#141920	letter-spacing -0.6px · line-height 37.5px
Subheadings	**Geist**	SemiBold 600	16 px	#ffffff	line-height 24 px
Body text	**Geist**	Regular 400	20 px	#51565d	line-height 35px
Buttons	**Geist**	Medium 500	13.5 px	#fcfcfc	line-height 20.25px
Menu	**Geist**	Regular 400	14 px	#51565d	line-height 20px
Button 1	background **#141920**		text #fcfcfc		radius 999px
Button 2	background **#f1f4f8**		text #51565d		radius 999px
Button 3	background **transparent**		text #141920		radius 999px

Benchr Brand Guidelines FAQ

What are Benchr's brand colors and fonts?

Benchr uses Geist for both headings and body text. Its main brand color is blue **#0077C7** (RGB 0, 119, 199), alongside dark gray **#141920**, white **#F8FAFD** and green **#25D366**. Read from gravity.benchr.ai on 25 November 2026.

What does the Benchr logo look like?

The Benchr logo read from gravity.benchr.ai is available here as SVG, transparent PNG and JPG. It is displayed at 73 × 32 px in the site's header, about 2.3 times wider than it is tall. The site's favicon is provided as SVG.

How do I download the Benchr logo?

The Benchr logo can be downloaded on this page as SVG, transparent PNG and JPG, in a dark and a light version. The “Download all” button bundles every file into one.

Can I use the Benchr logo?

The Benchr name and logo are trademarks of their owner, and Gravity does not grant any right to use them. Using them to refer to the brand is usually tolerated, but check Benchr's own brand guidelines or ask the company before any commercial use.

What are Benchr's brand colors?

Benchr's main brand color is blue **#0077C7** (RGB 0, 119, 199), declared as a brand color in the site's code. The homepage also uses dark gray **#141920**, white **#F8FAFD**, green **#25D366** and blue **#0073DE**.

What is Benchr's main color HEX code?

Benchr's main brand color is blue **#0077C7**: RGB 0, 119, 199, HSL 204°, 100%, 39%, CMYK 100, 40, 0, 22 (approximate).

What font does Benchr use?

On its homepage, Benchr sets both its headings and its body text in Geist. The font is hosted by the site itself.

Is Benchr's font free to use?

Geist is hosted by Benchr's own website and its license is not known: check with the type foundry before using it.

How do I use Benchr's colors in Figma or in code?

In Figma, copy the brand board from this page and paste it, or import the variables file. In code, copy the CSS variables, the Tailwind configuration or the design tokens in JSON from the Export section.

Where do these brand guidelines come from?

They were read automatically by Gravity from the gravity.benchr.ai homepage on 25 November 2026: the colors, fonts and logo are those the site displays. They are not official and may differ from Benchr's internal brand book.

Who are the Benchr brand guidelines for?

This page brings together Benchr's visual identity as it appears on its website: color codes, fonts, ready-to-download logos and files for Figma or code. It is useful for anyone who needs to talk about the brand, work with it or draw inspiration from it.

The Benchr team: share a single link with partners, agencies, retailers and journalists so they find the right logo, colors and fonts right away, without email back-and-forth or outdated files. Claim this brand. Why claim it: the brand corrects its own logo, colors and information; its partners, search engines and AI assistants then find the right assets, which helps its visibility in search; it can respond to the data published on its Gravity page; and it can receive its Gravity badge, to display on its website or announce on LinkedIn.

Designers: get the exact HEX, RGB and CMYK codes, the fonts and the logo as SVG or transparent PNG, and bring the palette into Figma in a few clicks.

Developers: copy the CSS variables, the Tailwind configuration or the JSON design tokens to build for Benchr without guesswork.

Agencies and freelancers: prepare a proposal, a campaign or a pitch for Benchr that respects its identity from the very first mockup.

Marketing and partnership teams: create co-branded visuals, ads or event materials that match the brand's look.

Journalists, bloggers and content creators: illustrate an article or a video about Benchr with the logo and colors used on its website.

Retailers and marketplaces: present Benchr's products in a store or a catalog with the right brand elements.

Students and branding enthusiasts: study how Benchr builds its visual identity and compare it with its competitors'.

Commercial use of the logo and brand assets requires Benchr's permission: see the notice at the bottom of this page.

Benchr (gravity.benchr.ai) presents itself as: “Gravity indexes 4 million e-commerce brands: estimated traffic, social audiences, live Meta ads, products, prices and investors. Free to start.” This page gathers its visual identity as it appears on the site: 11 colors with their codes, 2 fonts and their uses, and the logo ready to download.

Unofficial brand guidelines, read automatically from the gravity.benchr.ai homepage.

English · Français · Deutsch · Español · Italiano · Português · Türkçe · हिन्दी

Brand guidelines read automatically from **gravity.benchr.ai** on 25 November 2026. Colors, logos and fonts are those of the site; roles (brand, secondary…) are estimated from the homepage.

Fonts belong to their foundries: this page does not offer them for download. Unofficial brand guidelines. The Benchr name, logo and brand assets are trademarks of their owner. Gravity is not affiliated with or endorsed by Benchr.

About this brand reference

This page presents design elements — colors, typography, logo and related assets — identified automatically from Benchr's publicly accessible website, for identification and reference purposes only. Color values and font names are factual information. Logos, word marks, icons, images and other brand elements remain the exclusive property of their respective owners and are displayed here solely to identify and reference the brand.

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