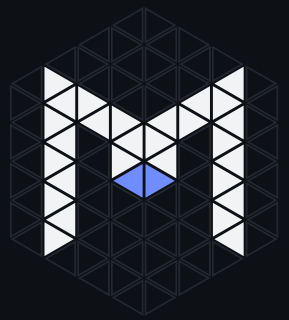
The MarketCode Brand System

One self-contained reference covering our philosophy, architecture, hex cell identity, colour, type, iconography, patterns, motion, cartography, components, voice, print, effects and 3D.



MarketCode — master mark

UK property data, ownership, valuation and AI

Self-contained offline HTML and A4 landscape PDF

Everything in one document

- Design philosophy and the brand idea
- Identity kit
- Colour
- Layout, grid and spacing
- Patterns and graphic language
- Hero and scroll storytelling
- Components
- Data visualisation
- Imagery
- Print applications
- Co-branding and partners
- Effects
- Naming and brand architecture
- Before and after
- Typography
- Iconography
- Motion
- On the map
- States
- Voice and tone
- Digital applications
- Accessibility and dark mode
- Third-party assets
- 3D

For designers

Use the hex logo construction, colour contrast tables, type scale, icons, map specs and print templates as the single reference for product and editorial work.

For engineers

Import hex/hex-logo.js, guidelines/tokens.css, ds/ds.css and icons/sprite.svg directly — never copy raw SVG polygons by hand.

For writers and partners

Follow our British English word list, dated figure conventions, third-party attribution and co-branding rules across website pages, emails, AI Analyst answers and joint reports.

One record per property.

Property decisions in the UK still depend on fragmented paperwork — title plans in one register, planning decisions in another, rating lists and energy ratings somewhere else. MarketCode turns land, buildings, ownership and commercial property into one structured, checkable record.

Evidence before opinion

Every valuation range, floor area, yield and ownership note appears alongside its source register and refresh date. We never ask a surveyor, developer or lender to trust an undated number.

Calm over spectacle

Paper, Ink, Slate and Mist — and their Night equivalents — carry almost every screen. Benchmark Blue signals action and focus. We leave out decorative boxes, glow effects, stock photographs and inflated claims.

One cell, every module

MarketCode is the collective. Our mark is a single 96-segment hexagon; each product module lights a different pattern inside that same lattice so the whole suite visibly shares one spine.

Property as structured data

MarketCode is not a consumer home-browsing portal. We cover land, commercial buildings, development sites, industrial estates, mixed-use blocks and residential stock across England and Wales.

That distinction shapes everything in this system: we never draw house or roof shapes, we favour exact British English ("property", "land", "England and Wales"), and we design interfaces for people who verify figures before committing capital.



MarketCode — master collective mark



MarketCode



Sourcing



AI Valuation



Development appraisal



AI Analyst



Insights

Our test for every design decision

What belongs in MarketCode

Large, legible type — 18 px body minimum, nothing below 15 px.

Real property records — genuine postcodes, UPRNs, registers and dates.

Open editorial space — hairlines and alignment instead of boxed cards.

Honest uncertainty — ranges and missing-record notes stated plainly.

What stays out of MarketCode

Dense spec-sheet clutter — no monospace labels, hashes or section codes.

House and roof clichés — no pitched roofs, map pins, globes or robots.

Decorative surfaces — no gradients, glassmorphism, 3D renders or stock photos.

Loud marketing copy — no exclamation marks, hype adjectives or vague filler.

MarketCode as the collective

MarketCode uses a three-level branded-house hierarchy: one master collective brand, seven Tier 1 products with accent-colour hex marks, and six Tier 2 App research domains with Ink-only hex marks sitting calmly one level below.

Master brand

MarketCode

The collective — UK land, buildings, ownership, valuation and property AI. Legal entity: RoboSapien Limited, trading as MarketCode (Co. 16079321).

Tier 1 — Products (accent-colour hex marks)

Each product carries one dedicated accent colour inside the 96-cell hex lattice so tools are distinct while remaining unmistakably MarketCode.

Sourcing

8 strategies incl. Auctions

Map search across land, off-market property, live and unsold auctions, BMV, high yield, refurb, conversion and short lease.

AI Valuation

Made by our AI Valuer · Classic AVM

Desktop value range, comparables and rental yield report (usually ready in about 6 minutes; Classic AVM covers free quick checks).

Development appraisal

Site appraisal · Refurbishment appraisal

Build cost bands, GDV, profit on cost, maximum offer and verdict (usually ready in about 10 minutes; distinct from the Site dossier lookup).

Cost Intelligence

New build · Refurb · Extension · Retrofit

3D-measured elemental cost plans and regional benchmarks feeding directly into Development appraisal.

AI Analyst

Conversational property investigation on records and maps — sourced answers, shortlists and structured reports.

Insights

Footer: Market insights

Free public residential and commercial market data, transaction volumes and yields down to postcode sector.

Data and API

UK property data API · MCP · "Connect your AI"

OpenAPI 3.1 REST endpoints and our OAuth Model Context Protocol server connecting MarketCode records to external AI tools.

Tier 2 — Research domains (Ink-only hex marks)

Inside the App workspace, six research domains group map exploration, entity records and market registers. Their marks sit in pure Ink (light) or Night Ink (dark) with zero accent colour so they never compete with Tier 1 products. Names match `app/lib/research-domains.ts` verbatim.

Market Intelligence

Prices, rents, yields, turnover and stock, with the evidence behind each figure.

Listings & Opportunities

Find advertised property and land. Refine sale or rent, auctions and new builds independently.

Comparables & Valuations

Find a property, examine sales and comparables, then value a specific address.

Land & Development

Research land and recorded designations, with constraints in map layers and filters.

Planning Intelligence

Find applications and decisions, with recorded planning context on the map.

Companies & People

Follow recorded owners and agents. Company ownership requires sign-in.

Official naming, workspaces and coverage

Workspaces and platform surfaces

Signed-in workspaces live under **Space** (Home, Updates, Properties, Library, Pipeline) and **Account & Credits** (pay as you go with credits at 1 credit = 1p, no subscriptions; live prices shown at checkout). Routes live on one domain (`marketcode.ai/sourcing/map`, `/valuation/reports`) plus `api.marketcode.ai` and `mcp.marketcode.ai/mcp` — never invent per-module subdomains.

Honest tiered UK coverage

Sold prices, EPC, ownership, leases, AI Valuation and Refurbishment appraisal cover **England and Wales**. Planning constraints and Site appraisal cover **England**. Planning applications cover **London (33 boroughs)**, and 3D building models run as our **Kensington & Chelsea pilot**.

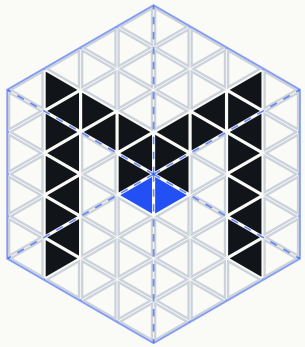
Official name	Lockup form	Do not write	Notes
MarketCode	MarketCode	Market Code, marketcode, MC	One word, capital M and C; legal entity RoboSapien Limited, trading as MarketCode.
Sourcing	MarketCode | Sourcing	Deal Finder, Parcel Search	Use "Sourcing" alone inside the app shell; includes Auctions.

Official name	Lockup form	Do not write	Notes
AI Valuation	MarketCode | AI Valuation	Instant Price, Guaranteed Value	Made by "our AI Valuer"; free model is "Classic AVM".
Development appraisal	MarketCode | Appraisal	Dev Calc, Proforma	Two plans: Site appraisal and Refurbishment appraisal (lookup = Site dossier).
Cost Intelligence	MarketCode | Cost Intelligence	CostBot, Build Estimator	3D-measured elemental cost plans (New build, Refurb, Extension, Retrofit).
AI Analyst	MarketCode | AI Analyst	AI agent, Property LLM	In prose, refer to "AI Analyst" or simply "our AI".
Insights	MarketCode | Insights	Analytics Hub	Footer navigation uses "Market insights".
Data and API	MarketCode | Data and API	AI Plugin, Data Feed	Includes Our data, UK property data API, MCP and "Connect your AI".

Identity kit

One regular pointy-top hexagon, subdivided into 96 equilateral triangle cells, generates the entire MarketCode mark family. Every product module and every App research domain lights a defined subset of cells from one source of truth in hex-logo.js.

Hex construction on the 96-cell grid



We use a pointy-top regular hexagon rather than flat-top because its triangular lattice produces exact vertical columns. That gives our master M clean vertical stems and keeps rising bar, pound, chevron and tick strokes crisp down to small sizes.

Six equilateral sectors meet at the centre. Dividing each sector edge into four produces 16 small triangles per sector, or 96 cells in total. Every cell carries a deterministic identifier (sector, ring, index) and an inset channel of 0.85 units on a 100-unit canvas so the cell structure stays visible at 24 px and above.

Each cell takes one of three states: off (a fine Mist outline on Paper, deep slate on Night), on (Ink on Paper, near-white on Night), or accent (the module colour, used in Tier 1 only).

Two-tier hierarchy: products and research domains

MarketCode separates top-level products from the App's research domains visually inside the same 96-cell grid. Products carry a dedicated accent colour and stronger cell weight; the six research domains use Ink only with lighter density so they always read one level below the products.

Tier 1 — Master mark and seven product modules

Bold silhouette plus one module accent colour. Used in headers, landing pages, reports and browser tabs.



MarketCode

Our master mark anchors every product with an architectural M and a Benchmark Blue centre.



Sourcing

A clean hexagonal lens and orange handle for finding land, off-market sites, auctions and stock.



AI Valuation

A sterling pound sign with a Benchmark Blue crossbar for sourced desktop valuations made by our AI Valuer.



Development appraisal

A crisp tick rising into green for Site appraisals and Refurbishment appraisals that test whether a plan pays.



Cost Intelligence

Three stepped elemental cost columns capped in ochre for 3D-measured build and refurbishment cost plans.



AI Analyst

Three linked nodes joined through a violet hub for conversational investigation across UK property records.



Insights

A rising chart line turning teal at its peak for public prices, rents, yields and market turnover by area.



Data and API

Opposing chevrons split by a cobalt slash for our data layers, REST API and Connect your AI via MCP.

Tier 2 — Six App research domains

Ink only, no accent colour and lighter cell density. Names match the live App navigation in research-domains.ts.



Market Intelligence

Prices, rents, yields, turnover and stock, with the evidence behind each figure.



Listings & Opportunities

Find advertised property and land. Refine sale or rent, auctions and new builds independently.



Comparables & Valuations

Find a property, examine sales and comparables, then value a specific address.



Land & Development

Research land and recorded designations, with constraints in map layers and filters.



Planning Intelligence

Find applications and decisions, with recorded planning context on the map.



Companies & People

Follow recorded owners and agents. Company ownership requires sign-in.

Horizontal and stacked lockups

Pair the hex mark with Instrument Sans SemiBold for MarketCode and Regular for the module name, separated by a fine hairline. Use horizontal lockups in navigation bars and headers, and stacked lockups on covers and square spaces.



MarketCode



MarketCode | Sourcing



MarketCode | AI Valuation



MarketCode | Development appraisal

MarketCode | Cost Intelligence

MarketCode | AI Analyst

MarketCode | Insights

MarketCode | Data and API



MarketCode
Master mark



MarketCode
Sourcing



MarketCode
AI Valuation



MarketCode
Development appraisal



MarketCode
Cost Intelligence



MarketCode
AI Analyst

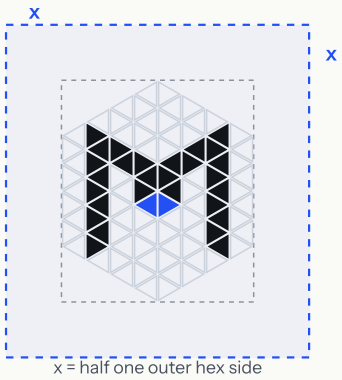


MarketCode
Insights



MarketCode
Data and API

Clear space and minimum sizes



Maintain an exclusion zone equal to half one outer hex side (marked x, or two small triangle edges) on all four sides. Keep headlines, rules and partner marks outside this zone.

Segmented from 24 px, simplified below

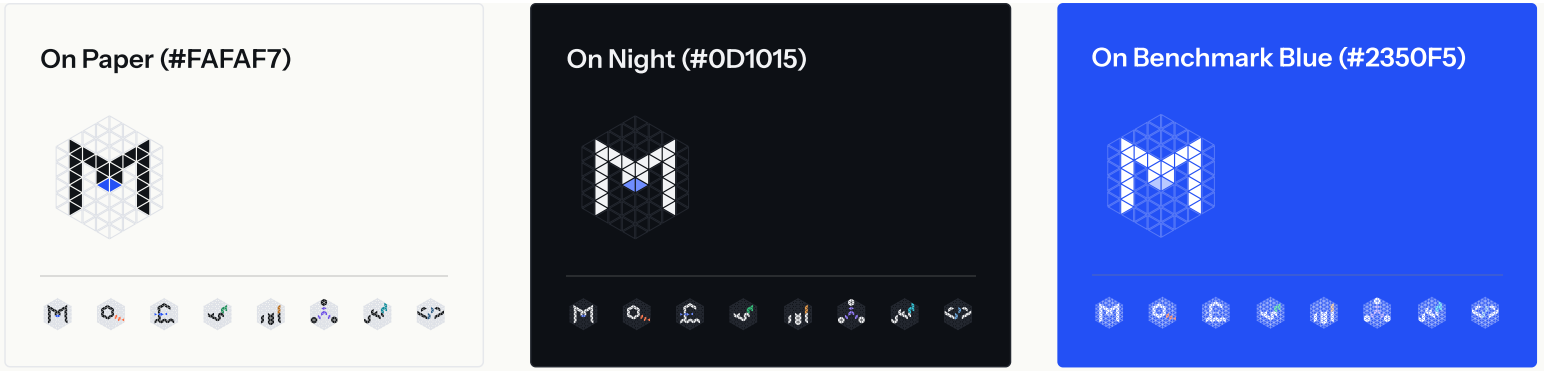
At 24 px and above, render all 96 cells with channels visible. Below 24 px, switch automatically to the simplified solid mark: a crisp outer hex outline with merged gapless glyph fills. Never render below 16 px.



Every exported SVG and DOM helper switches at 24 px by default, or accepts an explicit segments boolean.

Colourways and approved surfaces

Three grounds are approved across digital and print: Paper (#FAFAF7) for light surfaces, Night (#0D1015) for dark interfaces, and Benchmark Blue (#2350F5) for brand covers. Single-colour currentColor SVGs are available for stamps and monochrome print.



What not to do

The geometry holds the brand together. Never distort the triangles, invent cell colours, add heavy strokes that close the channels, or apply drop shadows and glow.



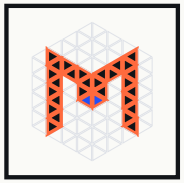
Do not stretch or squash

Scale uniformly so every segment remains a true equilateral triangle.



Do not recolour cells

Use only Ink, Paper and the single approved accent for Tier 1 modules.



Do not add heavy outlines

Never frame the hexagon in a thick box or stroke active cells across gaps.



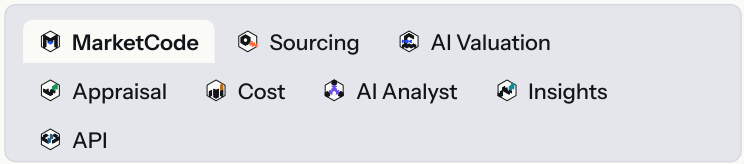
Do not add shadows or glow

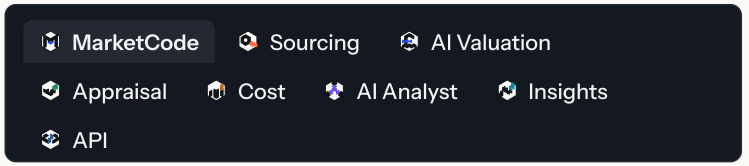
Keep every mark flat with no drop shadows, blur, gradients or glass.

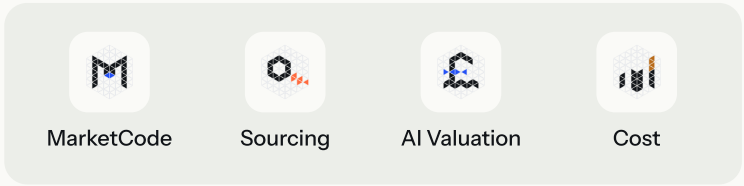
Favicons and app icons

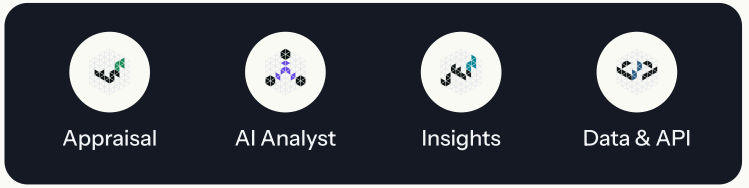
Every product and research domain ships with a generated bundle: a simplified 16 px SVG, a multi-size ICO (16, 32, 48 px), an opaque 180 px Apple touch icon on Paper with 13% padding, 192 and 512

px launcher PNGs, a 512 px maskable icon inside the 80% safe circle, and a web manifest.











Maskable 512 px safe zone

The hexagon sits well inside the central 80% circular safe zone on opaque Paper (#FAFAF7), so circular, squircle and rounded-square launcher masks never clip a vertex.

Before and after

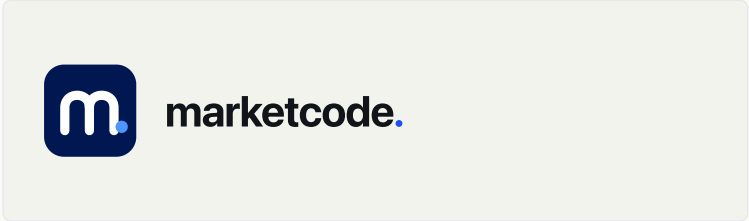
From midnight tile to hex cell.

Today's marketcode.ai grew piece by piece: a midnight-navy letter tile, generic house and sparkle icons, cool grey cards and Inter across every headline and table. The new system unifies MarketCode as a collective around one 96-cell hexagon, warm Paper and Night surfaces, Benchmark Blue with calm module accents, and Instrument Sans paired with a single Instrument Serif display line.

Logo and wordmark

One static rounded square replaced by a 96-cell hex lattice that relights into each module mark.

- Before · Today on marketcode.ai



Lowercase m with a light-blue dot inside a #001751 rounded tile. Reads as a single tool rather than a collective of property modules.

- After · New hex cell system

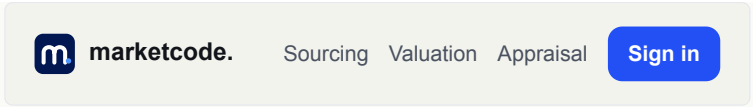


Pointy-top hexagon subdivided into 96 triangles with an architectural M and a Benchmark Blue centre. Pairs with MarketCode in Instrument Sans semibold.

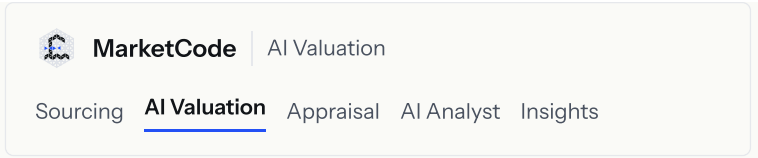
Site and product header

From a fixed dark left rail and generic top bar to a single calm header where the mark switches with the active module.

- Before · Today on marketcode.ai
- After · New hex cell header



No visual link between the mark and the product in use; bright action button competes with the navigation.

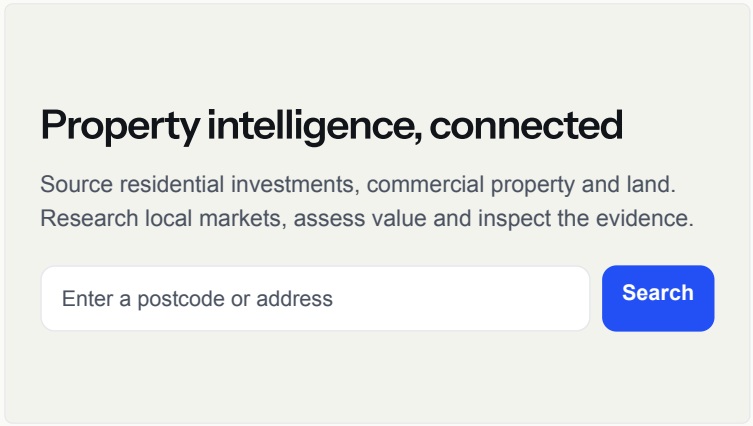


Select a tab on screen to relight the header mark. The active module name sits beside MarketCode behind a hairline divider.

Homepage hero

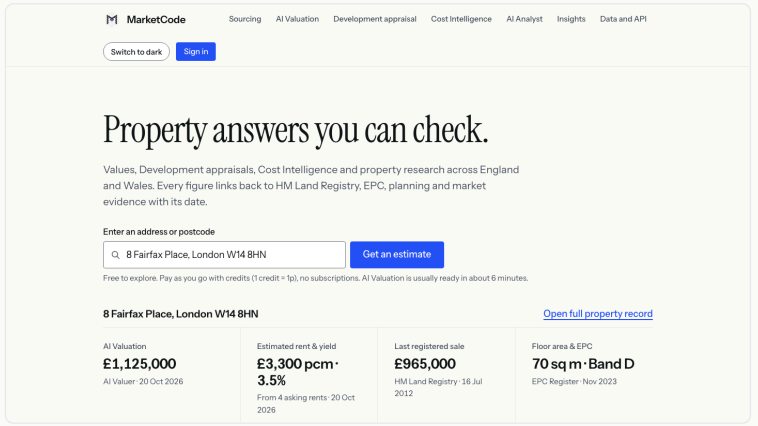
Replacing cool-grey generic SaaS framing with editorial typography and live UK property evidence.

- Before · Today on marketcode.ai



Inter headings on cool grey with generic rounded input controls and no immediate cited property record.

- After · New MarketCode hero

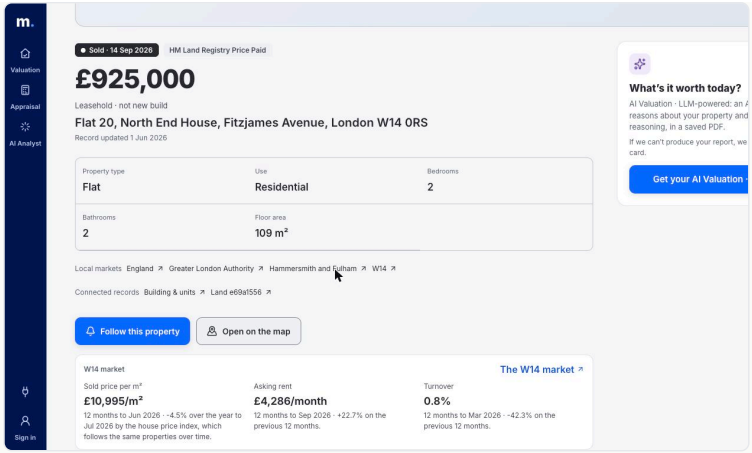


Single Instrument Serif headline leading directly into a cited freehold commercial record from HM Land Registry, VOA and EPC.

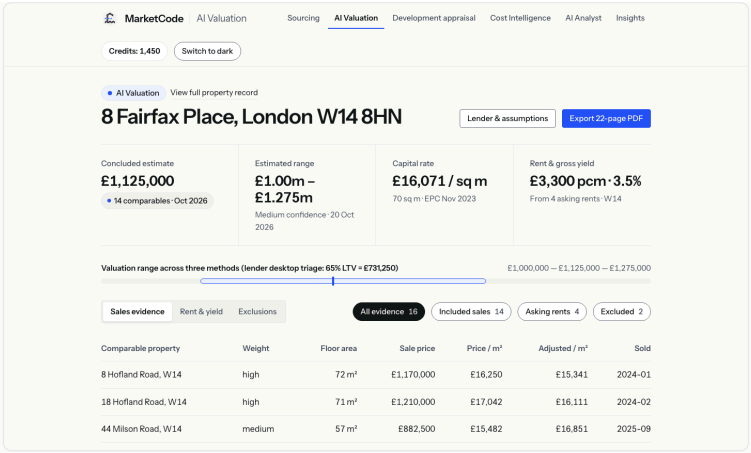
Product page

Removing house-roof navigation icons, AI sparkles and heavy dark rails in favour of calm tabular evidence.

- Before · Property record on marketcode.ai
- After · AI Valuation screen



Dark #001751 sidebar with a pitched-roof house icon for Valuation, sparkle glyphs on the AI Valuation box, and boxed white cards over cool grey.

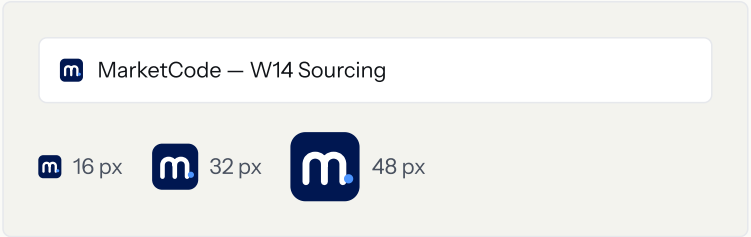


Open surface, hex Valuation glyph in the header, clear 18 px hierarchy, tabular comparable sales with sources and dates, and a six-step hex value ramp.

Favicon and browser tabs

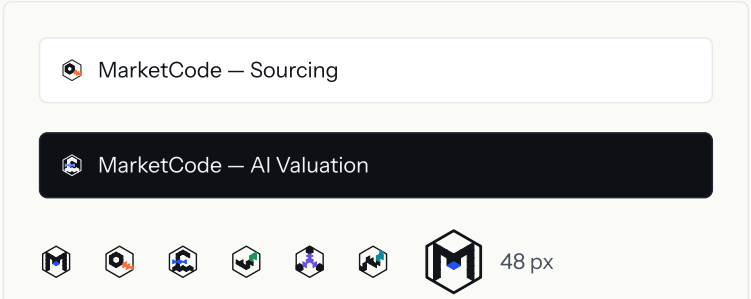
From one identical navy square across every route to a simplified hex favicon that stays sharp at 16 px and identifies the active module.

- Before · Single midnight tile



Every open tab shows the same dark box; at 16 px the lowercase m and blue dot sit tight against the rounded edges.

- After · Simplified hex favicons

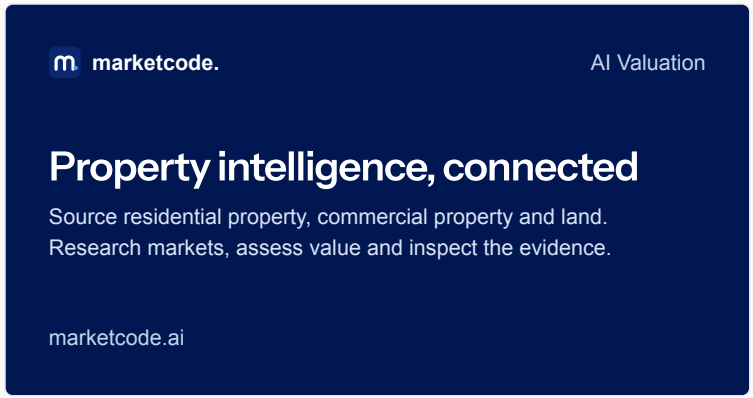


At 16 px the inner gaps merge into a crisp solid glyph inside a hex outline, distinguishing MarketCode, Sourcing, AI Valuation, Appraisal, AI Analyst and Insights.

Social share card (Open Graph)

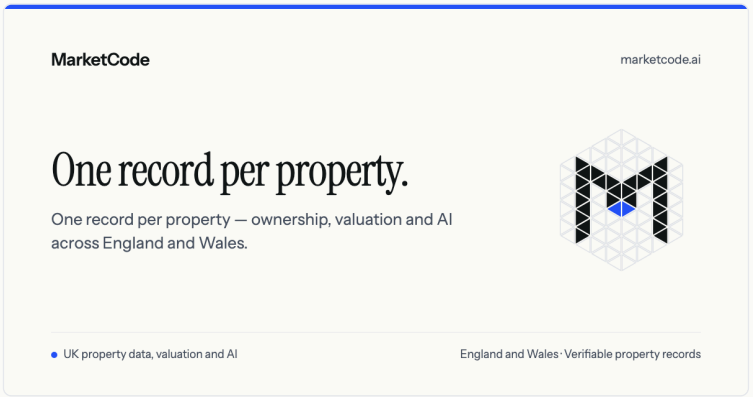
From a heavy navy rectangle to a calm Paper card with Instrument Serif display type and the 96-cell hex mark.

- Before · Today's OG card



Heavy #001751 block with Inter copy and no distinctive visual mark in social feeds.

- After · New social card



Warm Paper ground, a single Benchmark Blue top bar, Instrument Serif headline, and the 96-cell hex mark anchored cleanly on the right.

What changed at a glance

Element	Before (today's site)	After (new MarketCode system)
Mark	Lowercase m and dot on a #001751 rounded square	Pointy-top 96-cell hexagon that relights for every module
Surfaces	Cool grey #F3F5F9 and white boxed cards; navy sidebar	Paper #FAFAF7 and Night #0D1015 with Mist hairlines, no boxes around everything
Typography	Inter across headings and body (14–16 px body)	Instrument Sans (18 px+ body, 15 px floor) and Instrument Serif for one display line
Icons	Mixed stroke weights including pitched-roof houses and AI sparkles	77 open 1.75 px geometric icons on a 24 px grid covering modules, research domains, Sourcing strategies and UI chrome

Core, dark, module and data palettes

Ninety per cent of every MarketCode surface is Paper, Ink, Slate and Mist (or Night equivalents in dark mode). Benchmark Blue is our single brand colour. Marker Orange appears rarely, and module accents speak only for their own tools.

Core light palette

Paper

#FAFAF7

Default light editorial and application ground. Warm off-white that lowers glare across long reading sessions.

Ink

#111418 · 17.66:1 on Paper (AAA)

Primary headings, body copy, active table figures and lit hex segments.

Slate

#4A5260 · 7.53:1 on Paper (AAA)

Secondary prose, source attributions, dates and resting navigation links.

Mist

#E6E8EC · 1.17:1 (hairlines only)

Section dividers, table rules and unlit hex outlines (#DFE2E8). Never used for text.

Benchmark Blue

#2350F5 · 5.68:1 on Paper (AA)

Our one brand colour: primary actions, inline links, focus outlines, AI Valuation and the master mark centre.

Marker Orange

#FF6A3D · 2.72:1 (graphic only)

Rare emphasis and Sourcing accent. Never set body text in orange on Paper; Ink on orange reaches 6.49:1 (AA).

Dark mode palette on Night

On dark editorial bands, maps and dark mode we switch to Night (#0D1015). Every ink and module accent steps up in lightness so all text and indicators pass WCAG AA or AAA.

Night
#0D1015 · Dark canvas

Night Ink
#F2F3F5 · 17.16:1 (AAA)

Night Blue
#6F8DFF · 6.29:1 (AA)

Dark token	Hex	Contrast on Night	WCAG rating
Night Ink	#F2F3F5	17.16:1	AAA normal text
Night Slate	#9CA3B2	7.53:1	AAA normal text
Sourcing (dark)	#FF7D54	7.54:1	AAA normal text
AI Valuation (dark)	#6F8DFF	6.29:1	AA normal text
Development appraisal (dark)	#38C17D	8.25:1	AAA normal text
Cost Intelligence (dark)	#E59A4B	8.22:1	AAA normal text
AI Analyst (dark)	#9A82FF	6.36:1	AA normal text
Insights (dark)	#38C6D9	9.30:1	AAA normal text
Data and API (dark)	#6FA8DC	7.54:1	AAA normal text

Module accents on Paper

Use module accents only inside Tier 1 hex marks, active tab underlines and chart series belonging directly to that product. Tier 2 research domains use Ink only (no accent). Never tint full pages or override Benchmark Blue on global actions.

Module	Light hex	Ratio on Paper	Permitted use on Paper
Sourcing	#FF6A3D	2.72:1	Hex mark handle, site boundaries and active tab underlines; pair with Ink labels.
AI Valuation	#2350F5	5.68:1 (AA)	Hex mark crossbar, valuation range markers, links and primary brand actions.
Development appraisal	#1E8F5A	3.91:1 (Large)	Hex mark tick, GDV and return bars; keep body text in Ink.
Cost Intelligence	#B86B1A	3.89:1 (Large)	Elemental cost plan tiers and cost-band highlights; keep body text in Ink.
AI Analyst	#6B4EE6	5.21:1 (AA)	Hex mark hub, active AI Analyst tabs and citation indicator rules.
Insights	#0E8A9A	3.92:1 (Large)	Hex mark rising leg and trend lines; keep axis and body labels in Ink.
Data and API	#2B5B84	6.85:1 (AA)	API/MCP chevron mark, endpoint badges and developer section indicators.

Data and map palettes

Choropleth maps and density heat layers step cleanly through six lightness levels of Benchmark Blue so numeric order reads effortlessly in both colour and greyscale.

Sequential map ramp (--mc-map-1 to --mc-map-6)

#E6ECFE	#BAC9FD	#849FFA	#4E74F7	#2350F5	#1332A8

Semantic status tokens (AA verified on Paper and Night)

Positive / Confirmed

Light #156E44 (6.08:1) · Dark #4ADE96 (11.12:1)

Caution / Partial record

Light #944A00 (6.23:1) · Dark #FFB366 (10.74:1)

Error / Excluded sale

Light #B42318 (6.13:1) · Dark #FF8A80 (8.16:1)

Typography

Instrument Sans carries every interface, report and paragraph in MarketCode. Instrument Serif is reserved for a single large display line on editorial surfaces. Body copy starts at 18 px, and no label or caption drops below 15 px.

Type scale

Display line
Instrument Serif 400 · 44–72 px · 1.05 leading · -0.02em

Every plot, building and lease in one record.

Heading 1
Instrument Sans 600 · 30–40 px · 1.12 leading

8 Fairfax Place, London W14 8HN

Heading 2
Instrument Sans 600 · 24–32 px · 1.18 leading

Comparable sales within 500 metres in W14

Heading 3
Instrument Sans 600 · 24 px · 1.25 leading

Site appraisal and Cost Intelligence plan

Heading 4

HM Land Registry freehold record

Instrument Sans 600 · 20 px · 1.30 leading

Lead copy
Instrument Sans 400 · 20 px · 1.55 leading

We bring ownership titles, planning records, energy certificates and Cost Intelligence together so property teams can verify facts before acting.

Body paragraph
Instrument Sans 400 · 18 px · 1.58 leading · 62–68 ch max

Commercial and mixed-use property decisions rely on dependable public records. A single freehold plot can sit across three planning policies, two rating assessments and several historical leases. MarketCode links every figure back to the underlying register and prints the date it was published, so you can check the source before acting on an estimate from our AI Valuer.

Caption and metadata (floor)
Instrument Sans 400 · 15 px · 1.48 leading

Source: HM Land Registry Price Paid Data, updated 18 Nov 2026. Nothing in the MarketCode interface is set smaller than 15 px.

Weights and tabular figures

Three weights only

We use 400, 500 and 600. Avoid 700 or heavier weights so pages stay composed and readable at length.

400 Regular — Prose, table cells, descriptions and source lines

500 Medium — Navigation tabs, labels, links and button text

600 SemiBold — Headings, active tabs and headline figures

Tabular numerals on every figure

Apply tabular-nums to prices, floor areas, yields, title numbers and dates so columns align cleanly.

£2,840,000 · 418.0 sq m · £6,794 / sq m · 5.85%
£1,115,500 · 194.5 sq m · £5,735 / sq m · 6.12%
£ 895,000 · 178.2 sq m · £5,022 / sq m · 5.45%

Monospace is used strictly inside code blocks for Data and API or MCP snippets, never for UI metadata or labels.

Do

Do not

- **Keep body text at 18 px or above** with a line length between 60 and 68 characters.
- **Use Instrument Serif once per page** for a single large display line where editorial presence helps.
- **Set every source and date at 15 px** in Slate so provenance is legible without competing with the value.
- **Right-align numeric columns** in tables and pair them with tabular figures.
- **Drop captions or table headers below 15 px**, even inside dense data tables or map legends.
- **Use monospace as decoration** for dates, postcodes, title numbers or section kickers.
- **Add uppercase eyebrow labels or section numbers** above headings; let the heading carry its own weight.
- **Set paragraphs in Instrument Serif**; long serif text reduces scan speed on data-heavy screens.

Layout, grid and spacing

Generous vertical rhythm and 1 px Mist hairlines keep dense property records easy to scan. We avoid boxing every group of facts: clear alignment and predictable spacing carry the structure instead.

Container and breakpoints

Desktop wide

1160 px max container · 48 px outer gutter · 12 columns · 24 px gap

Used for property records, AI Valuation tables, and Site appraisal workspaces.

Tablet (960 px and below)

Fluid container · 32 px gutter · 6-column or stacked 12-column bands

Secondary rails move beneath primary evidence; data tables scroll horizontally inside their wrapper.

Mobile (640 px and below)

Fluid container · 20 px gutter · single column · 16 px gap

Address lookup stacks cleanly; record strips shift from four columns to clean vertical rows.

12-column grid compositions

Every page chooses from four proven column ratios rather than inventing ad-hoc widths.

12 columns — full-width record panel strip or comparable sales table

8 columns — primary property record, floor schedule or map canvas

4 columns — map legend, title summary or action rail

6 columns — side-by-side comparison or light / dark basemap

6 columns — side-by-side comparison or appraisal assumptions

4 columns — module block

4 columns — module block

4 columns — module block

Spacing scale

Space 1	4 px		Tight icon-to-label gap, inline micro offsets
Space 2	8 px		Label to input, badge dot spacing, tight stack
Space 3	12 px		Chip clusters, button groups, small stack
Space 4	16 px		Default stack rhythm, table cell horizontal padding
Space 5	24 px		Grid gutter, card internal padding, medium stack
Space 6	32 px		Major subsection separation, wide grid gap
Space 7	48 px		Desktop outer page margin, empty-state padding
Space 8	64 px		Editorial section breathing room
Space 9	96 px		Hero band cadence on wide viewports

Hairline structure instead of nested boxes

A typical 8 + 4 property record page relies on top and bottom Mist rules rather than wrapping each widget in a bordered card.

Primary evidence column (8 columns)

Lead summary, floor schedule table and comparable sales sit directly on Paper with horizontal hairlines. Use more space above a heading than below it so each section reads as one clear unit.

Freehold | Class E | EPC Band B

Context rail (4 columns)

Map legend, source extract and single secondary action sit alongside in a calmer measure, separated by a single hairline.

Download report

Seventy-seven icons drawn for the hex.

Every interface icon is built on a 24 px grid with an open 1.75 px stroke, round caps and round joins, using currentColor so it inherits Paper or Night ink automatically. Angles echo the 60° and 120° hex lattice where natural; hexagonal containers appear only where they clarify meaning. We never draw filled blobs or pitched-roof houses.

Grid, stroke and hex geometry

Three shared rules keep all 77 icons visually balanced at 16, 20, 24 and 32 px.



24 px canvas, 2 px quiet margin

Optical live area stays inside 2..22 so tall, wide and hexagonal shapes carry equal visual weight in toolbars and tables.



1.75 px open stroke, 60° / 120° angles

Round caps and joins soften intersections without blurring counters. Parallel strokes keep at least 2.2 px breathing room.



Land, buildings and plots, never houses

Property glyphs depict flat-roof commercial blocks, stepped elevations and top-down land plots rather than residential roof clichés.

Seven product module icons from the hex glyphs

Each Tier-1 product module icon translates its lit 96-cell hex glyph directly into a single 1.75 px line drawing.



Sourcing

Hexagonal lens with a 60° diagonal handle.



AI Valuation

Architectural sterling pound sign and crossbar.



Development appraisal

Clean geometric tick rising at 60°.



Cost Intelligence

Three stepped elemental cost columns.



AI Analyst

Three open hex nodes joined at 120°.



Insights

Rising polyline climbing to its peak.



Data and API

Opposing chevrons over a linked centre.

Complete 77-icon family

Covers all Tier-1 modules, Space, the six App research domains, all eight Sourcing strategies, property, valuation, spatial tools and UI chrome. Available in icons/svg/ and icons/sprite.svg.

MarketCode modules

- Sourcing
- AI Valuation
- Development appraisal
- Cost Intelligence
- AI Analyst
- Insights
- Data and API
- Space

Research domains

- Market Intelligence
- Listings & Opportunities
- Comparables & Valuations
- Land & Development
- Planning Intelligence
- Companies & People

Sourcing strategies

- Auction
- Refurbishment
- Conversion
- Short lease
- Off-market

Land
Below market value
High yield

Property and land

Land plot
Building
Commercial unit
Flats
Ownership title
Owner company
Planning application
Planning constraint
Flood risk
Energy EPC

Pricing and valuation

Sold price
Asking price
Valuation estimate
Rental yield
Trend up
Trend down

Maps and spatial tools

Map
Layers
Search
Filter
Compare
Comparables
Ruler
3D building model
Street view
Crosshair

Reports and sharing

Report
Download
Share
Source / citation
Date as-of

AI and integrations

Connect your AI
API
MCP

Account and controls

Alert
Saved
Settings
User
Sign in
Credits

UI chrome

Chevron
Arrow
Close
Check
Plus

Minus	Info	Lock	Copy	Sort
Menu	Sun	Moon	Play	Pause

Size check on Paper and Night

Key module and property icons tested at 16, 20, 24 and 32 px to confirm open counters on both surfaces.

On Paper (#FAFAF7)

Icon	16 px	20 px	24 px	32 px
Sourcing				
AI Valuation				
Development appraisal				
Cost Intelligence				
AI Analyst				
Insights				
Data and API				
Space				
Auction				
3D building model				

On Night (#0D1015)

Icon	16 px	20 px	24 px	32 px
Sourcing				
AI Valuation				
Development appraisal				
Cost Intelligence				
AI Analyst				
Insights				
Data and API				
Space				
Auction				
3D building model				

Do and don’t

Do · Open geometric strokes



Keep every icon at 1.75 px stroke in currentColor, use flat-roof blocks and top-down land plots, and reserve hexagonal frames for icons where the container adds meaning.

Don’t · Houses, sparkles or filled blobs



Never use pitched-roof houses, AI sparkle stars, brains, solid filled silhouettes or third-party icon packs with mismatched stroke weights.

Geometry from the grid and the map.

Our graphic language comes directly from two sources: the 60° triangular lattice of the MarketCode hex cell, and the cartographic linework of UK land plots and terrain contours. Every texture is lightweight inline SVG — never gradients, blurred glow or photographic noise.

Hex lattice fills

Triangular hex meshes drawn at 0.8 px stroke in Mist (on Paper) or Night Mist (on Night). Sparse filled cells in Benchmark Blue mark active regions without obscuring type.

Quiet lattice (theme-adaptive)

Subtle 48 px triangular field for editorial margins, report covers and wide hero corners.



Lit cell cluster

Keep lit triangles below 8% of the frame. Pair one accent cell with low-opacity neighbours.

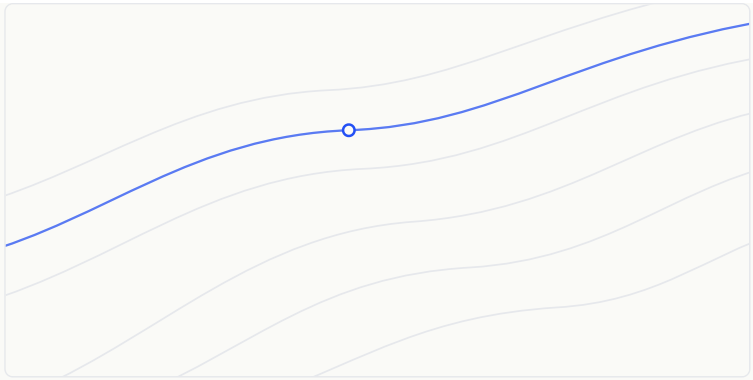


Night lattice (#0D1015)

Dark-band texture using Night Mist #23272F strokes and #6F8DFF focal cells.

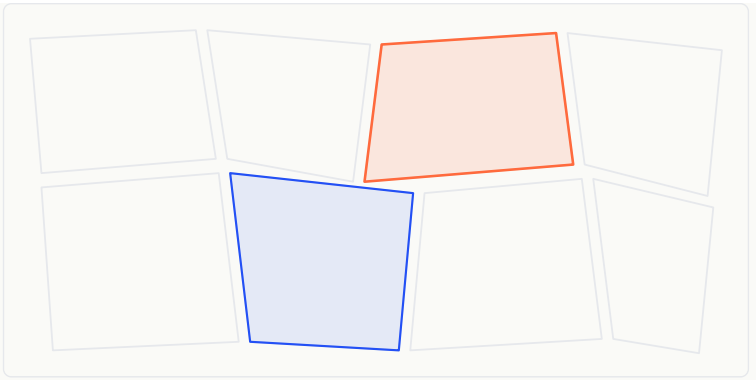
Contour and plot-outline patterns

Cartographic linework grounded in Ordnance Survey contours and HM Land Registry plot boundaries. Used for regional market reports, presentation title slides and empty-map states.



Elevation contours

Single-weight 1.2 px smooth contours with one Benchmark Blue index line. Never filled bands or noisy stippling.



Plot-outline mosaic

Flat top-down land plot polygons with street corridors between blocks. One highlighted plot in Sourcing Orange or Benchmark Blue anchors attention.

Backgrounds and section textures

Textures sit strictly behind editorial headlines or dark feature bands with an open quiet zone under the text so contrast stays above WCAG AA on both Paper and Night.

Paper band with clipped lattice

Keep the left copy zone completely clear on #FAFAF7 and anchor the hex lattice diagonally into the right margin.

Night band with clipped lattice

On #0D1015, low-contrast #1E232D mesh lines and two #6F8DFF triangles add quiet depth without any glow or gradient.

Dividers and structural rules

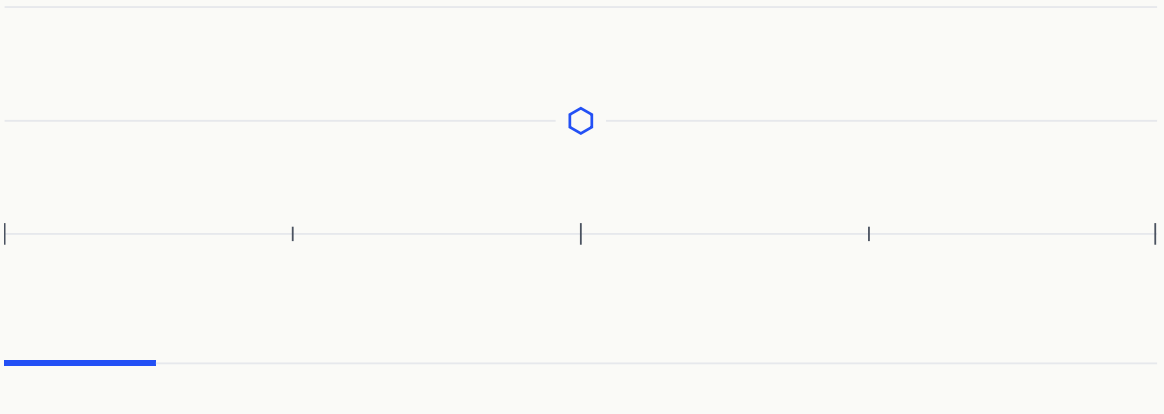
Four lightweight SVG rules separate chapters, evidence tables and product sections without enclosing content in boxes.

Mist hairline
Default section and table rule

Hex-node midpoint
Chapter and editorial breaks

Survey datum ticks
Map bands and market strips

Module accent rule
Top of module sheets and OG cards



Pattern restraint

Do

- Use at most one pattern family per page section.
- Keep background linework in Mist or Night Mist so body copy always leads.
- Clip lattice fields cleanly to a margin or corner rather than running busy lines behind paragraphs.

Don't

- Never layer hex meshes over contour lines or photographs.
- Never add radial colour glows, glass blurs or multi-stop gradients behind text.
- Never tile the full MarketCode M logo as a wallpaper pattern.

Motion

Motion in MarketCode explains state changes rather than decorating the page. We animate CSS properties cleanly, keep the headline visible on first paint, and collapse every duration to zero when reduced motion is enabled.

Logo relight and switching module

When a user moves between MarketCode products or research domains, the hexagon never rotates, scales away or fades to blank. Segments relight in place from the centre outward across twelve radial bands, staggering 25 ms per band so the full transition settles in 520 ms while the module accent shifts cleanly.

Static print sequence: MarketCode master M morphing outward into Sourcing across 520 ms.



0 ms
Start: MarketCode M

125 ms
Inner rings relight

250 ms
Mid ring opens lens

375 ms
Orange handle lights

520 ms
Settled: Sourcing

Page transitions, hero animation and scroll

0 ms — Headline and field

160 to 220 ms — Record assemble

220 to 420 ms — Data transitions

The display headline, lead sentence and search field render in the initial HTML with zero entrance delay so the headline stays the largest contentful paint.

Supporting map outlines and record rows enter with a quiet 4 to 8 px vertical settle and opacity fade once visible. No bounce, no spring overshoot, no particle fields.

Switching tabs crossfades content in 160 ms; value range bars settle horizontally in up to 420 ms while numeric figures stay readable in tabular digits.

Scroll-linked use

Reserve sticky scroll sequences for desktop storytelling where each step reveals real evidence (for example, moving from Land to Building to Property to Market on one record). Stack steps as ordinary vertical content on mobile viewports under 960 px so touch scrolling is never hijacked.

Never animate

Do not animate loading numbers from zero, do not attach parallax to body copy, do not spin or pulse the hex mark while idle, and do not mount WebGL scenes in a hero ahead of text paint.

Micro-interactions

Controls respond immediately within 160 ms using our standard ease-out curve. Feedback happens in place: a copy button confirms directly on its label, an active tab moves its 2 px accent underline, and an evidence chip opens its source detail without shifting surrounding text.

Copy feedback

Button label changes in place from “Copy MCP URL” to “Copied” for 1,800 ms, then restores without layout shift.

Tab underline

Active module tabs highlight with a 2 px bottom rule in the module accent colour over 160 ms.

Evidence popover

Source chips reveal register name, date and licence in 160 ms on click or focus, never blocking nearby figures.

Timing tokens and reduced motion

Every transition pulls from shared tokens in guidelines/tokens.css. Under prefers-reduced-motion: reduce, all duration and stagger tokens collapse to 0 ms so state changes remain clear and instantaneous.

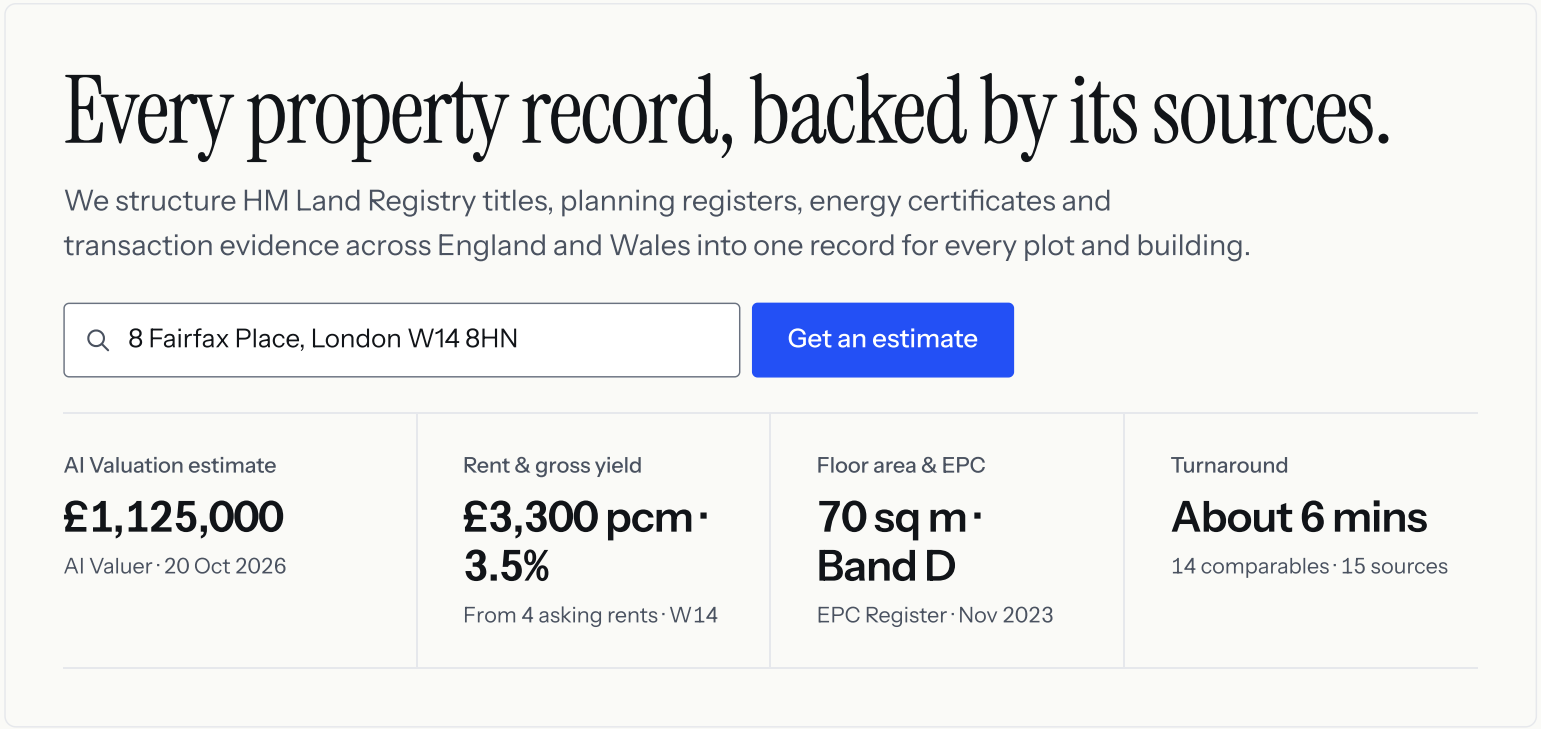
Token	Standard	Reduced motion	Use
`--mc-ease-standard`	cubic-bezier(0.22, 1, 0.36, 1)	Same (instant)	All UI, panel and hex cell transitions
`--mc-duration-fast`	160 ms	0 ms	Hover states, tab underlines, chip popovers, button press
`--mc-duration-base`	220 ms	0 ms	Panel reveals, dialogs, toast entry, section crossfades
`--mc-duration-relight-stagger`	25 ms	0 ms	Delay per radial band from hex centre outward (12 bands)
`--mc-duration-relight-segment`	220 ms	0 ms	Individual triangle fill, opacity and accent colour change
`--mc-duration-relight-total`	520 ms	0 ms	End-to-end module morph duration (300 ms spread + 220 ms)

Hero and scroll storytelling

A MarketCode hero earns attention with real property evidence in the first viewport. Never fill the top of a page with abstract gradients, stock photography or generic claims.

Three hero patterns

Hero sample — MarketCode collective landing (adapts to light and dark)



Hero sample — Product module page (AI Valuation)

AI Valuation

Inspect methodology | Get an estimate

Comparable valuations from our AI Valuer, with every source attached.

Check central value, confidence range and capital rate per sq m across commercial, mixed-use and residential stock in England and Wales.

8 Fairfax Place, W14 8HN

£1,125,000

£1.00m – £1.275m · 14 comparables · 20 Oct 2026

Hero sample — Data and API on Night surface

Connect your AI directly to UK property registers.

Query titles, planning history, Cost Intelligence and AI Valuation outputs over REST or MCP with source citations returned in every response.

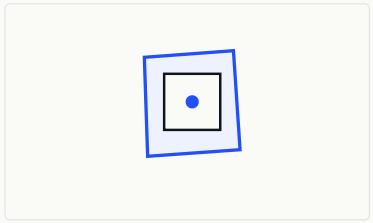
Connect your AI | MCP server and REST API · JSON schema

MCP tool call — property_valuation

```
{
  "tool": "marketcode.get_valuation",
  "arguments": {
    "uprn": "217109972",
    "basis": "market_value",
    "include_comparables": true
  }
}
```

Scroll storytelling sequence

When explaining how MarketCode turns raw registers into an AI Valuation or Development appraisal, pin one clear canvas and step through four factual stages as the reader scrolls. Never hijack native scroll speed or spin elements in 3D.



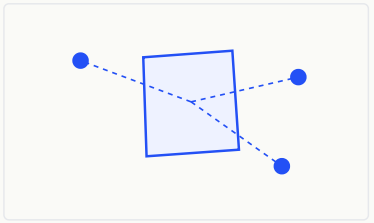
1. Locate the plot

Address resolves to UPRN and title boundary.



2. Attach registers

Land Registry, VOA area and EPC bind with dates.



3. Weight comparables

24 nearby sales indexed to November 2026.



4. Publish estimate

Central value and range ready for appraisal.

Do and do not

Do

- **Lead with real product structure**: an address lookup, a dated figure or a real MCP call in the opening viewport.
- **Keep scroll steps linear and interruptible**, using opacity and crisp stroke reveals that collapse cleanly under reduced motion.
- **Pair every animated story with static stills** when exported to PDF or slides.

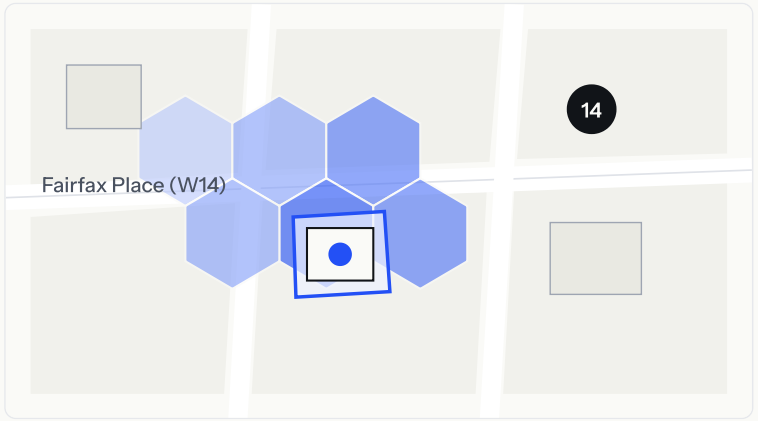
Do not

- **Use gradient mesh blobs, glowing cards or 3D isometric renders** behind hero typography.
- **Hijack wheel scrolling or lock the viewport** across long distances before showing concrete product facts.
- **Invent customer logos, unverified testimonials or placeholder disclaimer banners** to pad a hero section.

On the map

Our cartography is built as a quiet architectural surface so land boundaries, building footprints, hex heat layers and valuation pins read immediately. Basemaps stay muted on Paper and Night; colour belongs strictly to data.

Basemap: light and dark



Light basemap — Paper #FAFAF7 ground, warm #F1F1EC blocks, white road casings and Benchmark Blue hex layer.



Dark basemap — Night #0D1015 ground, #151922 blocks, #6F8DFF selection outline and lifted blue heat steps.

Layers, domain navigation, clusters and popup

Inside the App, the six Tier-2 research domains use Ink-only hex marks directly above the map toolbar. The map canvas follows the active document theme and updates on theme change.

AI Valuation

W14 8HN

8 Fairfax Place, London W14 8HN

Estimated value: £1,125,000 (£1.00m – £1.275m) · 70 sq m · Freehold · Source: AI Valuer, 20 Oct 2026.

App research domains: Market Intelligence · Listings & Opportunities · Comparables & Valuations · Land & Development · Planning Intelligence · Companies & People.

Hex heat layer — capital value per sq m

- < £4,500
- £4,500–£5,500
- £5,500–£6,500
- £6,500–£7,500
- £7,500–£8,500
- > £8,500

Outlines, markers and clusters



Selected plot outline

2.5 px Benchmark Blue stroke with translucent tint over the freehold title extent.

Building footprint

1.5 px Ink outline directly over OS MasterMap geometry, never decorative roof shapes.

Markers & selection

Comparable pins sit in Slate; the active subject adds a blue core, Paper/Night halo and focus ring.

Clusters

Solid circles with 15 px SemiBold tabular counts; click to zoom to individual titles.

Module colours on a map

Show at most two thematic layers at once so module colours stay unmistakable against Paper or Night. Tier-2 research domains remain Ink-only in navigation chrome.

Sourcing

Marker Orange (#FF6A3D / #FF7D54) flags land plots, auctions, off-market stock and active sourcing pins.

AI Valuation

Benchmark Blue (#2350F5 / #6F8DFF) drives the subject boundary, comparable pins and 6-step hex value heat layer.

Development appraisal

Appraisal Green (#1E8F5A / #38C17D) marks viable Site appraisal plots and approved planning footprints.

Cost Intelligence

Ochre Amber (#B86B1A / #E59A4B) marks 3D-measured elemental build and refurbishment cost overlays.

AI Analyst

Violet (#6B4EE6 / #9A82FF) highlights plots returned by natural-language queries and linked ownership graphs.

Insights

Teal (#0E8A9A / #38C6D9) renders postcode-sector transaction volume, rent and annual price-change choropleths.

Components

Every MarketCode screen is assembled from one framework-free stylesheet (ds.css) built on our shared tokens. Every interactive element maintains WCAG AA contrast, visible focus rings, tabular figures and a 15 px text floor in both light and dark themes.

Header, breadcrumb and pagination

The site header pairs our Tier-1 hex cell mark with product module tabs. Selecting any product relights the hexagon and updates the lockup.



MarketCode | AI Valuation

Sourcing | **AI Valuation** | Development appraisal | Cost Intelligence | AI Analyst | Insights | Data and API

Properties / London Borough of Hammersmith & Fulham / W14 / **8 Fairfax Place**

Showing 1–10 of 48 comparable sales

Previous **1** 2 3 4 5 Next

App research domain navigation

Inside the App workspace, the six research domains sit one tier below products using Ink-only 96-cell hex marks (no accent colour, lighter stroke density). They redraw automatically on theme change.



Market Intelligence



Listings & Opportunities



Comparables & Valuations

Land & Development

Planning Intelligence

Companies & People

Buttons and links

Three button hierarchies across Small (36 px), Medium (44 px) and Large (52 px) heights. Primary uses Benchmark Blue for the single main action on a screen.

Get an estimate (S) | Get an estimate (M) | Get an estimate (L) | Disabled

Download CSV (S) | Download CSV (M) | Download CSV (L) | Reset filters

HM Land Registry record for 8 Fairfax Place | Inspect Cost Intelligence breakdown

Form fields and controls

Clear labels above every field, generous 46 px minimum input height, accessible control borders and concrete recovery guidance on errors.

Property address or postcode

e.g. 8 Fairfax Place, London W14 8HN

Get an estimate

AI Valuation covers England and Wales and is usually ready in about 6 minutes.

Postcode

W14 8HN

Matched against HM Land Registry and EPC registers.

Postcode

EC1M 99Z

We could not find EC1M 99Z. Check the inward code and try again.

Appraisal plan

Site appraisal

Sourcing strategies

- [x] Land & off-market
- [x] Auctions & short lease

Valuation model

- (•) AI Valuation (about 6 mins)
- ( ) Classic AVM (free baseline)

Space alerts

- [on] Alert on new planning filings

Record panel, evidence chip and card

Every figure pairs its label, tabular value, source register and publication date. Evidence chips reveal provenance in place.

AI Valuation estimate	Last registered sale	Floor area & EPC	Build cost plan
£1,125,000	**£965,000**	**70 sq m · Band D**	**£3,280 / sq m**
AI Valuer · 20 Oct 2026	HM Land Registry · 16 Jul 2012	EPC Register · Nov 2023	Cost Intelligence · Q4 2026

Evidence chip popover — HM Land Registry Price Paid Data

Freehold transfer for 8 Fairfax Place, London W14 8HN (£965,000, completed 16 Jul 2012). Open Government Licence v3.0.

Card (sparing use)

Reserved for self-contained extracts or summaries that need gentle separation from prose. Never nest cards inside cards.

Subtle surface card

Uses the flat surface tint without a border for scope notes (such as England and Wales coverage or pay-as-you-go credit pricing, 1 credit = 1p).

Tables, tabs, filters and badges

Module colours belong strictly to Tier-1 product badges and active tabs. Metadata labels use neutral Ink on subtle surfaces.

Sourcing · AI Valuation · Development appraisal · Cost Intelligence · AI Analyst · Insights · Data and API

Sales evidence | Rental yield | Site appraisal

All 24 · Commercial 14 · Residential BTL 10

Comparable property	Weight	Floor area	Sale price	Price / m²	Sold
8 Hofland Road, W14	high	72 m²	£1,170,000	£16,250	2024-01
18 Hofland Road, W14	high	71 m²	£1,210,000	£17,042	2024-02
44 Milson Road, W14	medium	57 m²	£882,500	£15,482	2025-09

Source: AI Valuation sample report for 8 Fairfax Place, London, W14 8HN (2026-10-20). Contains HM Land Registry data © Crown copyright and database right 2026, licensed under the Open Government Licence v3.0. Contains OS data © Crown copyright and database rights 2026.

Code block, modal and sheet

Code blocks are the only monospace surface in the system. Modals and side sheets use native HTML dialog for keyboard trapping and Escape dismissal.

UK property data API & MCP — Connect your AI Copy

```
curl "https://api.marketcode.ai/v1/properties/217109972/valuation" \
  -H "Authorization: Bearer $MARKETCODE_API_KEY"
```

Modal / Sheet frame — Adjust Refurbishment appraisal

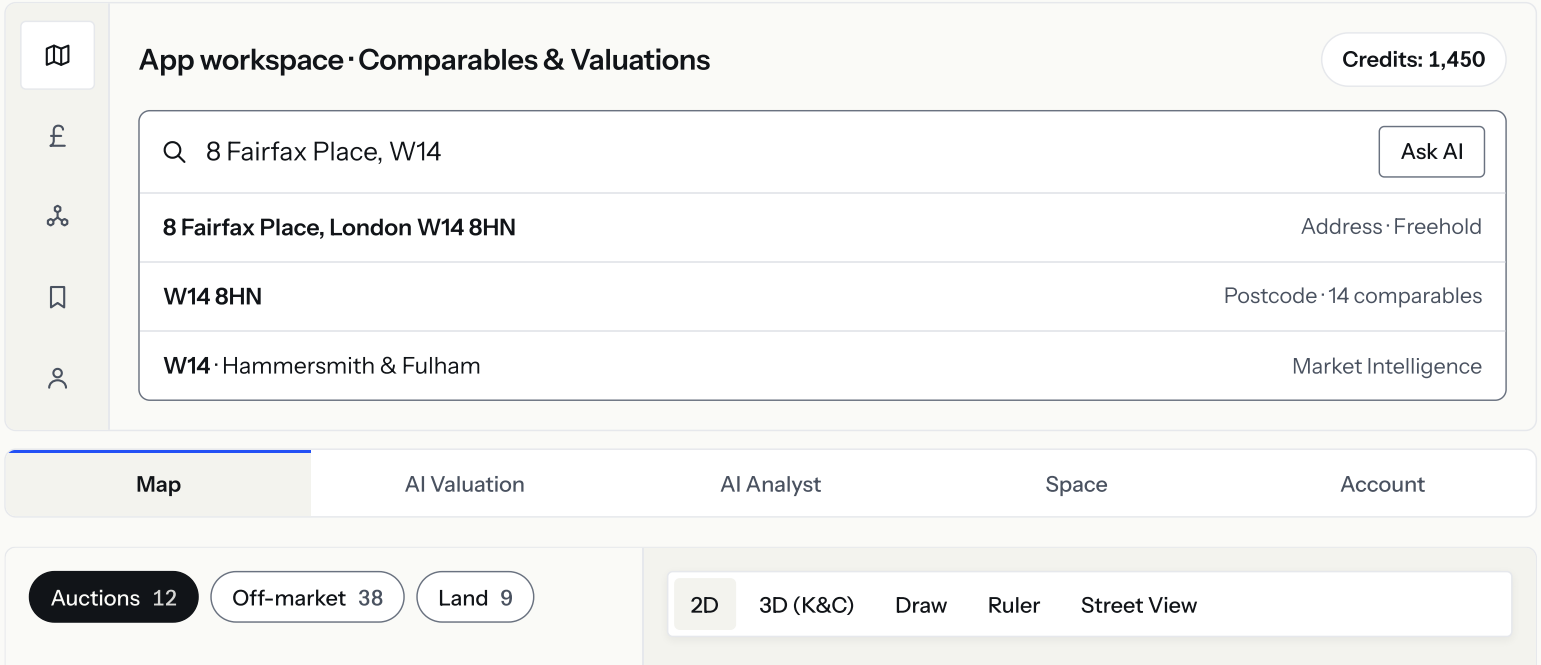
Close

Native dialog overlays use a flat surface, crisp 1 px border and calm dim backdrop without glass blur.

Cancel | Apply assumptions

App shell, map workspace chrome and omnibox

Core App workspace patterns: left icon rail and 5-slot mobile bottom bar, split-pane map workspace with Auctions/Land strategies and mobile detent sheet, plus the pattern-detecting omnibox with Ask AI handoff.



HM Land Registry titles	80% opacity
Flood zones (England)	50% opacity
3D building models (outside K&C)	Coming soon

8 Fairfax Place, London W14 8HN £1,125,000

Detached · 2 beds · 70 sq m · Last sold £965,000 (16 Jul 2012)

Order progress, credit shortfall and AI Analyst thread

Honest progress states for AI Valuation (about 6 minutes), inline credit-shortfall recovery without losing the user's brief, and cited AI Analyst threads with expandable tool-call traces.

Your AI Valuation has started

AI Valuation

8 Fairfax Place, London W14 8HN — usually ready in about 6 minutes. You can close this page; finished reports appear in Space Library.

More credits needed to start this Site appraisal

Balance: 120 credits. Top up one-off credits (1 credit = 1p, no subscriptions) and continue.

Top up credits

You

Compare 8 Fairfax Place against the closest W14 house sales and nearby asking rents.

AI Analyst

The two highest-weighted matches are 8 Hofland Road, W14 (72 m², £1,170,000, £16,250 / m², 2024-01) and 18 Hofland Road, W14 (71 m², £1,210,000, £17,042 / m², 2024-02). Nearby asking rents include Hofland Road, W14 at £3,475 pcm (2026-04) and Sinclair Road, W14 at £3,400 pcm (2025-08).

▶ Inspect 3 register tool calls

Credits, ledger, deal pipeline and ownership sign-in gate

Account credit chips (amber low-balance warning below 200 credits), one-off top-up packs, receipts ledger, Space deal pipeline board and the sign-in gate for corporate ownership.

Credits: 1,450 | Low balance: 120 credits

1,000 credits
One-off top-up · 1 credit = 1p

5,000 credits
One-off top-up · no subscription

25,000 credits
Team top-up · VAT receipt

Date	Item	Property	Status	Receipt
20 Oct 2026	AI Valuation report	8 Fairfax Place, London W14 8HN	Settled	PDF
18 Oct 2026	Site dossier lookup	Rear yard off Blythe Road, W14 0HD	Settled	PDF

Prices are read live from /v1/meta/pricing at checkout.

Sourced 2

Rear yard off Blythe Road, W14 0HD
0.068 ha · Site dossier checked

Appraising 1

8 Fairfax Place, London W14 8HN
AI Valuation £1,125,000 · 3.5% gross

Offer 1

44 Milson Road, W14
57 m² · £882,500 · 2025-09

Company ownership requires sign-in

Sign in to view HM Land Registry corporate proprietor records and linked portfolios in line with our data licence.

Sign in

States

Every MarketCode surface accounts for what happens before data arrives, when nothing matches, when a register is unavailable, when work succeeds and when a connection drops. Say plainly what happened and what the reader can do next.

Empty

Explain why the view is empty (strict filters vs first run) and offer the direct recovery action. Avoid filler illustrations and apology clichés.

No registered sales match these filters

No freehold commercial sales above 500 sq m were recorded within 250 metres in the past 12 months. Widen the radius to 1 km or include long leasehold transfers.

Expand radius to 1 km | Reset filters

No saved properties yet

Search an address or title number to save commercial buildings, land plots and active Site appraisals into this shortlist.

Search an address

Error

Name the exact problem and show what remains usable. When one public register is slow or unavailable, keep the rest of the property record visible.

Postcode or title number

EC1M 99Z

EPC register temporarily unavailable

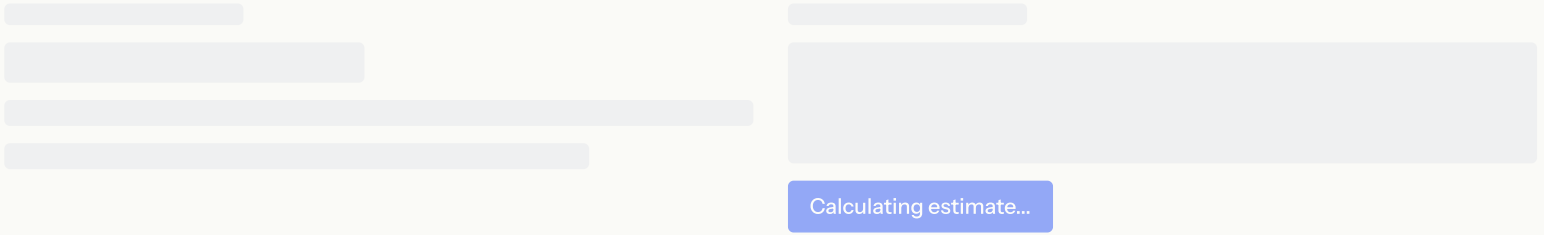
HM Land Registry transfers for 8 Fairfax Place (£965,000 Jul 2012) remain available below. Retry to fetch energy performance data.

We could not find postcode EC1M 99Z in the Royal Mail PAF or Land Registry index. Check the inward code and try again.

Retry EPC lookup

Loading

Match the exact layout of the incoming record panel or table so nothing jumps when data lands. Skeletons use a flat Mist opacity pulse that pauses automatically under reduced motion.



Calculating estimate...

Success

Confirm completed saves, exports and background appraisals concisely, with a direct link to open or undo the result.

Property saved
8 Fairfax Place, London W14 8HN added to your Space shortlist.

Dismiss

Refurbishment appraisal saved

Updated with Q4 2026 Cost Intelligence benchmarks on 25 Nov 2026.

Open report

Offline

State clearly that the device is offline, print the timestamp of the cached record, keep saved data readable and disable live lookups until reconnection.

You are offline — showing cached record from 25 Nov 2026, 14:15

Saved property records and PDFs remain readable. Running a new AI Valuation or refreshing live registers requires a connection.

Reconnect | Get an estimate

Data visualisation

Charts, tables and dated figures

Charts in MarketCode exist to make property evidence easier to verify, never to decorate a page. Keep axes quiet in Mist and Slate, use direct labels instead of floating legends, and cite the register and date below every figure.

Figures with source and date

Every headline number is set in Instrument Sans 600 with tabular numerals, followed immediately by its source register and date at 15 px in muted ink.

AI Valuation · 8 Fairfax Place, W14

£1,000,000 – £1,275,000

£1,125,000 central · £3,300 pcm (3.5% gross yield) · AI Valuer, 20 Oct 2026 · 14 comparables

Site appraisal · Rear yard off Blythe Road, W14

£3,280 / sq m · 19.4% PoC

6 residential units across 0.068 ha

Market Intelligence · W14 postcode district

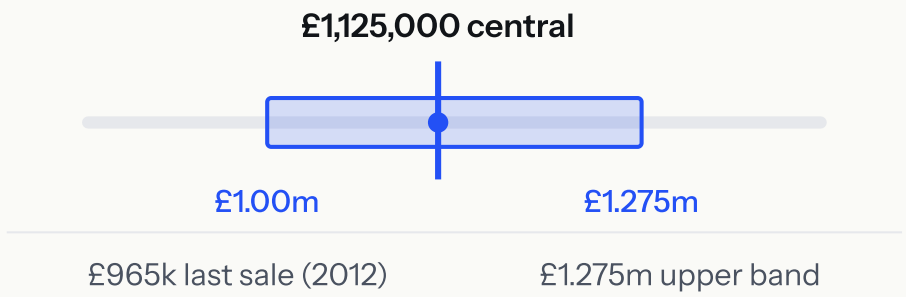
594.21 index (−6.5% YoY)

Down from 636 peak (Aug 2025) to Jul 2026 · W14 two-bed asking yield 4.97–5.08% · MarketCode market facts, 20 Oct 2026

Core chart patterns

Valuation range bar (AI Valuation · lender triage & investor)

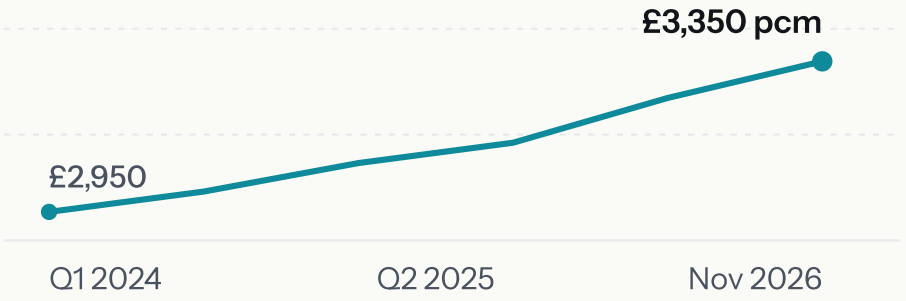
Show the interval honestly alongside the central estimate and comparable span. Colours read live from CSS tokens.



8 Fairfax Place, London W14 8HN · 65% LTV (£731,250) inside desktop band · 14 comparables, 2 excluded · 20 Oct 2026.

Trend line (Insights · postcode sector)

Use a single crisp line in Insights teal with direct endpoint values — no heavy gridlines or area gradients.



W14 8 postcode sector median asking rent.

Comparable sales table (8 Fairfax Place, London, W14 8HN)

Left-align addresses and weight; right-align floor areas, sale prices, price per m² and sold month with tabular numerals. Every row is read from examples.json (generated from the 2026-10-20 AI Valuation sample report).

Property	Weight	Floor area	Sale price	Price / m²	Sold
8 Hofland Road, W14	high	72 m²	£1,170,000	£16,250	2024-01
18 Hofland Road, W14	high	71 m²	£1,210,000	£17,042	2024-02
44 Milson Road, W14	medium	57 m²	£882,500	£15,482	2025-09
10 Augustine Road, W14	medium	68 m²	£775,000	£11,397	2024-01
10 Redan Street, W14	medium	89 m²	£1,175,000	£13,202	2025-02

Source: AI Valuation sample report for 8 Fairfax Place, London, W14 8HN (2026-10-20). Contains HM Land Registry data © Crown copyright and database right 2026, licensed under the Open Government Licence v3.0. Contains OS data © Crown copyright and database rights 2026.

Plain English, backed by records.

We write in first-person British English ("we") for people who buy, value, develop and analyse UK property. Short sentences, concrete nouns and zero exclamation marks.

Clear, not clever

Say "find land" instead of "surface off-market opportunities". Cut any phrase that reads like a sales slide.

Confident, not loud

Let dates, sample sizes and register citations carry the authority. Never use hype adjectives or exclamation marks.

Honest about limits

When private occupational rents or small comparable sets limit precision, say so plainly beside the figure.

Words we use and avoid

Use	Avoid	Why
property	~~home~~	We cover land, buildings, commercial stock and residential assets.
land or plot	~~parcel, land parcel~~	Plain British English used by surveyors and HM Land Registry; "parcel" is US mapping jargon.
UK or England and Wales	~~Great Britain~~	Match the exact legal jurisdiction of each public register.
our AI	~~AI agent or LLM~~	Describe the tool plainly instead of exposing engineering acronyms.
estimate	~~guaranteed value~~	Valuations are dated statistical ranges, never promises.
Get an estimate	~~Unlock insights~~	Name the concrete action and result in sentence case.

Before and after rewrites

Context	Before	After
Website hero	Unlock next-generation AI real estate insights across Great Britain and supercharge your pipeline.	**One record for every property in England and Wales — ownership, planning, AI Valuation and comparable sales in one place.**

Context	Before	After
Sourcing	We discovered 42 high-potential off-market land parcels ready for development.	**42 freehold land sites match your area and planning filters in Oxfordshire.**
AI Valuation	Our proprietary LLM calculates the exact guaranteed value of your home in seconds.	**Our AI Valuer estimates £1,000,000 to £1,275,000 for 8 Fairfax Place, W14 (usually ready in about 6 minutes), based on 14 comparable sales and 4 asking rents.**
Residential BTL	Get a free instant estimate and unlock amazing rental yields across Great Britain.	**Estimate sale value and gross rental yield across England and Wales — pay as you go with credits (1 credit = 1p), no subscription.**
Empty / error	Oops — we could not find enough comps for this parcel.	**Only 2 industrial sales were recorded within 1 km in the past 24 months. Widen the radius to 3 km to include 9 nearby sales.**

Button labels

Get an estimate

Avoid: Unlock insights

Run Site appraisal

Avoid: Supercharge your deal

Connect your AI

Avoid: Deploy our LLM agent

In practice: website, email and AI Analyst

Website — Sourcing and AI Valuation

Know what a site is worth before you make an offer.

We join HM Land Registry boundaries, planning decisions, energy certificates and comparable sales into one record per property across England and Wales. Every figure displays its source and refresh date so your team can check the evidence before committee.

Email — Saved site alert (SME developer)

Subject: Site appraisal ready — Rear yard off Blythe Road, W14 0HD

Your Site appraisal for Rear yard off Blythe Road (0.068 ha, 6 residential units) is ready in Space. Cost Intelligence benchmarks build cost at £3,280 / sq m (Q4 2026), giving 19.4% projected profit on cost.

AI Analyst answer (residential investor & lender triage)

Direct first sentence, cited dates and an explicit statement of what is not public.

Our AI Valuer estimates £1,125,000 (£1,000,000 to £1,275,000, medium confidence) for 8 Fairfax Place, London W14 8HN (70 sq m freehold, rebuilt 2004–05, EPC Band D, Flood zone 2), backed by 14 included comparables (2 non-open-market transfers excluded) and 4 asking rents indicating £3,300 pcm (3.5% gross yield). A 65% LTV loan (£731,250) sits within the desktop band before panel-valuer instruction.

> What is not in the public record: internal condition since the Nov 2023 EPC and any private tenancy terms are unrecorded. Confirm internal condition before committing funds.

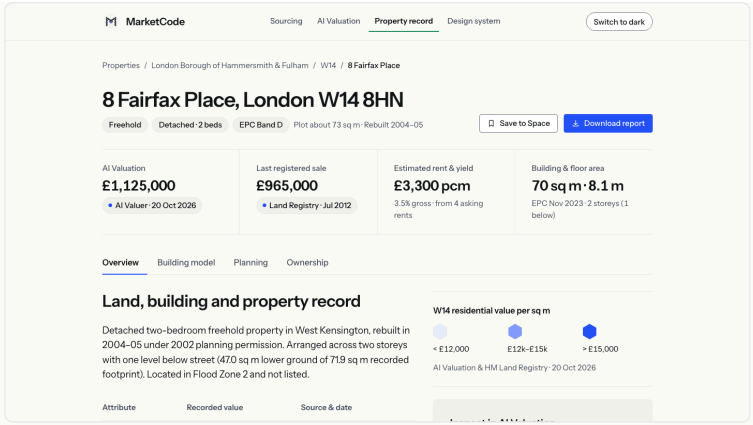
Sources: HM Land Registry Price Paid Data · EPC Register (Nov 2023) · AI Valuation report (20 Oct 2026).

Real screens and our own maps. No stock.

We never illustrate MarketCode with stock photos of agents, glossy glass towers, house keys or 3D renders. Our imagery comes from two authentic sources: our own product screens carrying real UK property evidence, and our own cartography drawn from building footprints, plot boundaries and local market layers.

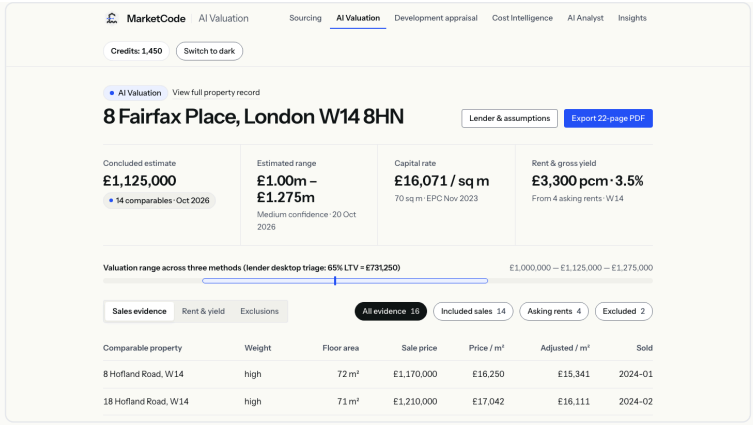
Product screens as primary photography

Show working views across Sourcing (all eight strategies including Auctions), AI Valuation (made by our AI Valuer, usually ready in about 6 minutes), Development appraisal (Site appraisal and Refurbishment appraisal), Cost Intelligence, AI Analyst, Insights and our Kensington & Chelsea 3D building model pilot — carrying real W14 property evidence and visible register sources.



Property record · Flat, head-on framing

Crop cleanly around the title summary, comparable evidence and register citations with a 1 px hairline rule. Never tilt screens in 3D or add heavy drop shadows.



AI Valuation · Legible evidence first

Show real comparable tables and sources at readable scale rather than shrinking a full browser window until numbers turn illegible.

Our own cartography

Every map visual is rendered from our own footprint, plot and transaction layers. Match the basemap to the page surface: Paper light maps on light sections, Night dark maps on dark bands.



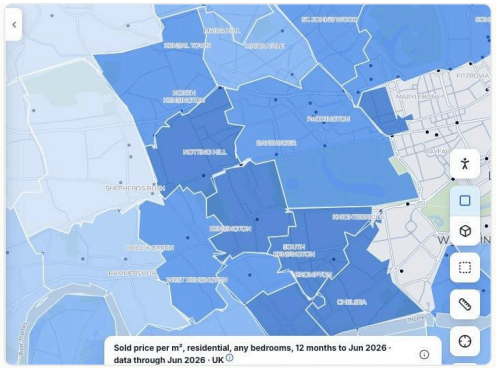
Building footprints · Light

W14 Brook Green footprints outlined by recorded use class inside the sector boundary.



Building footprints · Night

Matching dark cartography for Night #0D1015 sections, decks and dark-mode workspaces.



Market choropleth · Insights

West London sold price per sq m sectors using the sequential Benchmark Blue ramp with legend and source date.

Cropping, ratios and attribution

Use three disciplined aspect ratios across web pages, slides and print reports, always edged with a 1 px hairline rule and captioned with location, source and date.

16 : 9

Wide editorial & map hero

For full-width map crops, homepage features and presentation slides. Keep streets and legends clear of overlaid text.

4 : 3

Product evidence screen

Default crop for AI Valuation tables, property records and Development appraisal breakdowns. Always flat, never skewed.

1200 × 630

Social & Open Graph card

Paper ground, Benchmark Blue top bar, Instrument Serif headline and the 96-cell hex mark. Never crowded screenshots.

What we never use

If an image does not come from our live product or our own map layers, it does not belong in a MarketCode page, report or deck.

Never use

Stock photography

No smiling estate agents, handshakes, brass keys on oak tables, or generic Canary Wharf glass towers.

Never use

3D renders & mockups

No angled floating laptops, isometric 3D houses, glassmorphic overlays or glossy shadow boxes.

Never use

AI cliché artwork

No glowing neon brains, purple sparkle trails, abstract neural webs or synthetic cityscapes.

Never use

Unattributed placeholders

No blurred lorem-ipsum screens, invented figures labelled “Illustrative” or maps stripped of source and date.

Website, app shell, social, email and slides

Every digital surface inherits the same restraint: live hex marks, crisp horizontal alignment, Benchmark Blue on primary actions and generous Paper or Night breathing room.

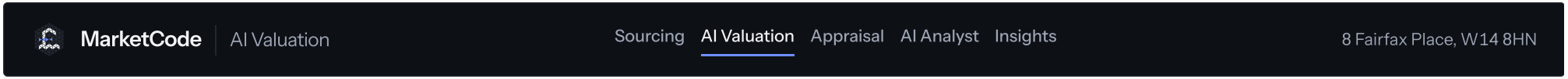
Website header and product app shell

The public website keeps the master MarketCode M anchored on Paper. Inside the application shell, switching modules relights the hex cell in place and adds the module name beside a hairline divider.

Public website header (Paper specimen)

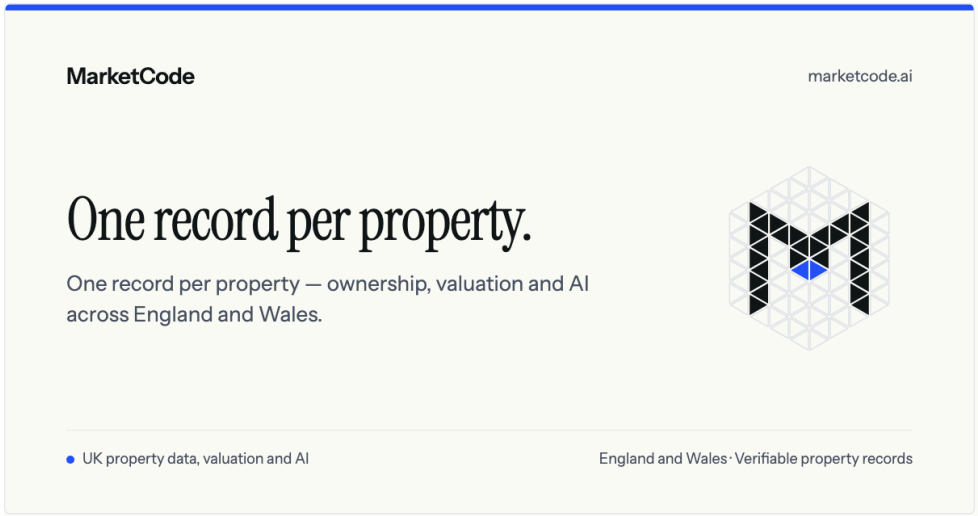


Product app shell header (Night specimen · AI Valuation active)

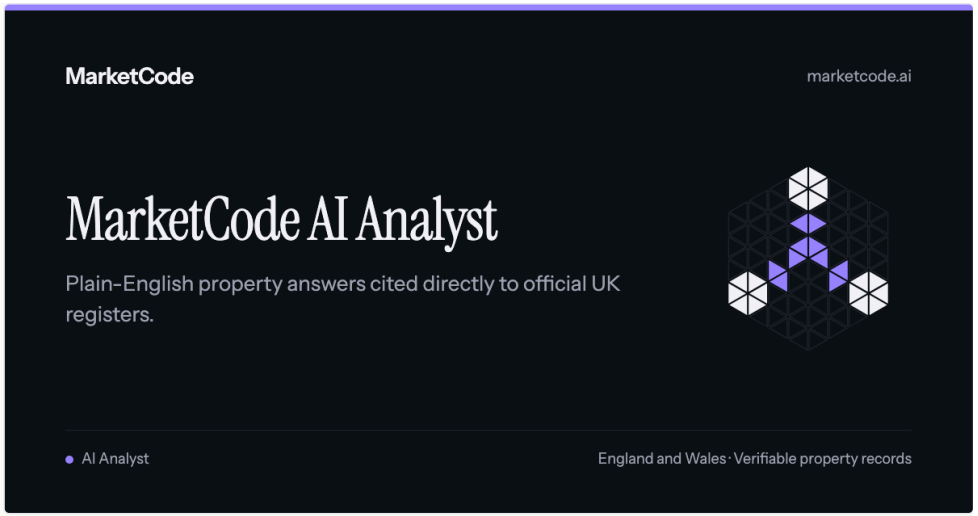


Open Graph cards and social profiles

Open Graph cards run at 1200 × 630 px with a single Instrument Serif display line, one plain-English summary and the live 96-segment mark. LinkedIn and X banners pair Night with our module marks.



Master Open Graph card (1200 × 630) on Paper with Benchmark Blue top rule.



AI Analyst Open Graph card (1200 × 630) on Night with stepped-up violet rule.



LinkedIn profile banner (1584 × 396); paired with 400 × 400 light and dark hex avatars and 1500 × 500 X banner.

Email signature and presentation title slide

Email signature (table-safe HTML · adapts to mail client theme)

Research Team
Property Research · MarketCode

research@marketcode.ai · **marketcode.ai**
RoboSapien Limited, trading as MarketCode (Co. 16079321)

No banner graphics, social icon strips or bloated disclaimers bolted to the bottom.

Presentation title slide (1920 × 1080 PNG template)

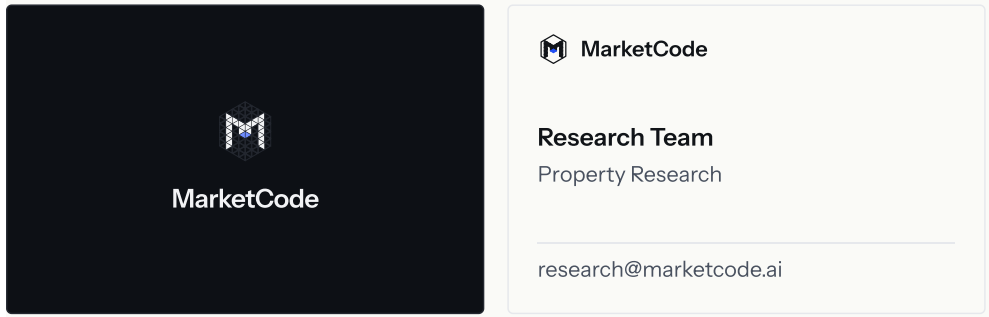


16:9 deck opener on Paper with Instrument Serif title and module footer strip.

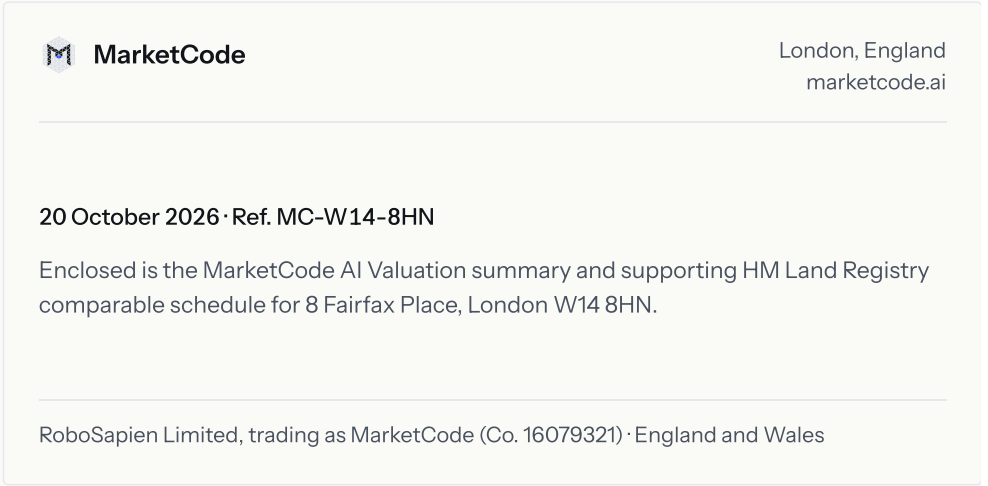
Stationery, reports, sheets, banners and signage

Print carries the exact same typography, proportions and uncoated Paper warmth as our digital surfaces. Specify uncoated 120 gsm off-white stock for stationery and reports, and matte 350 gsm dyed stock for business cards. Each specimen below shows exact print ink and stock colours.

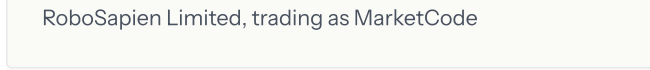
Stationery: business card, letterhead and compliment slip



Business card (85 × 55 mm) — Night front, Paper back. Ready-to-print PDF exported in assets/templates/.

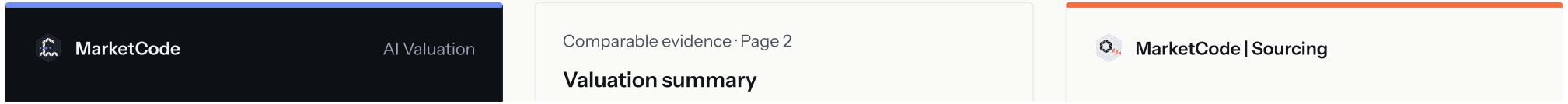


Letterhead (A4 · 210 × 297 mm) — 22 mm margins, 11 pt Instrument Sans body, tabular reference header.



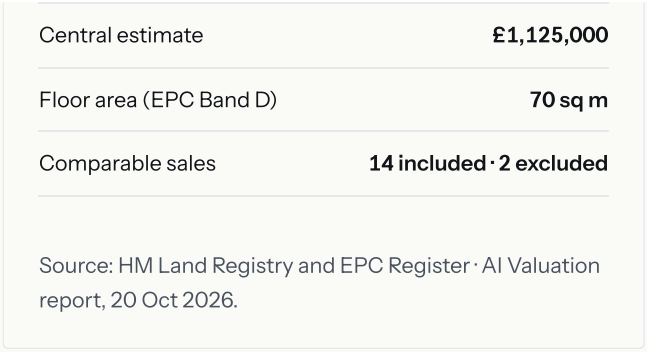
Compliment slip (DL · 210 × 99 mm) — Uncoated Paper stock, single Mist rule.

AI Valuation report (cover and inner page) and product sheet

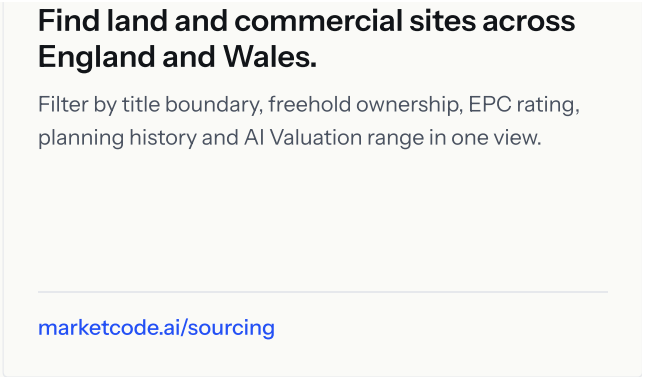




AI Valuation report cover (A4) — Night cover with Valuation accent bar and dated headline range.



AI Valuation inner page (A4) — Open Paper tables, tabular figures and source footer on every page.

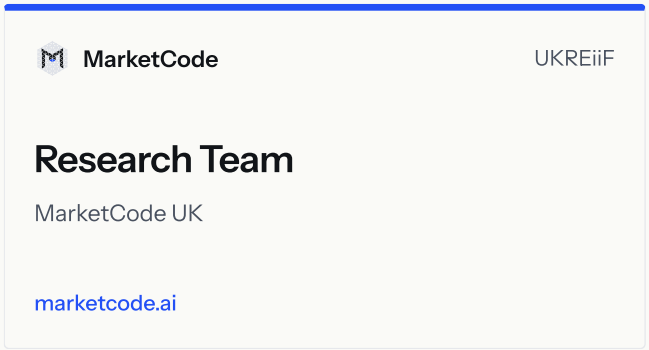


One-page product sheet (A4) — Module colour restricted to the top hairline and hex mark.

Events and physical environments



Roll-up banner (850 × 2000 mm) — Keep headline in the upper two-thirds so tables never block it.



Event badge (A6 · 105 × 148 mm) — Name legible at 2 metres; clean Benchmark Blue top bar.



Office and architectural signage — Matte anodised dark aluminium (#0D1015) with crisp white silkscreened hex mark and wordmark.

Readable for everyone, on Paper and Night

Accessibility is built into our tokens rather than audited at the end. Every text size, contrast ratio, focus outline, motion rule and dark-mode step is enforced across web, app and print.

Non-negotiable standards

Standard	MarketCode rule	How we enforce it
Minimum text size	18 px body · 15 px hard floor	No UI label, table cell, source note or footer ever drops below 15 px.
Text contrast	WCAG AA minimum (4.5:1); AAA for prose	Ink on Paper is 17.66:1; Slate is 7.53:1; Night Ink is 17.16:1; Night Slate is 7.53:1.
Non-colour cues	Never rely on hue alone	Links keep underlines, active tabs carry a 2 px bar, and status messages state the outcome in words.
Keyboard focus	2 px Benchmark Blue ring, 3 px offset	Visible :focus-visible outlines on every link, button, tab and map control on Paper and Night.
Reduced motion	Instant swap under prefers-reduced-motion	hex-logo.js checks the media query automatically and collapses the 520 ms relight to 0 ms.
Vector semantics	role="img" and clear aria-label	Informative hex marks announce their module name; decorative duplicates use aria-hidden="true".

Light and dark mode parity

Dark mode is not an inverted screenshot. We remap every surface, rule and accent token cleanly via [data-theme="dark"] and prefers-color-scheme: dark, and redraw every canvas and SVG demo on the mc-theme event.

Paper (#FAFAF7)

Primary text in Ink (#111418), secondary text in Slate (#4A5260), focus ring in Benchmark Blue (#2350F5).

Night (#0D1015)

Primary text in Night Ink (#F2F3F5), secondary text in Night Slate (#9CA3B2), focus ring in Night Blue (#6F8DFF).



Dark-mode token pairing

Role	Light token (Paper)	Dark token (Night)	Why it steps up
Canvas	#FAFAF7	#0D1015	Deep neutral charcoal avoids pure-black halation.
Primary text	#111418 (17.66:1)	#F2F3F5 (17.16:1)	Near-white softens harsh contrast against Night.
Muted text	#4A5260 (7.53:1)	#9CA3B2 (7.53:1)	Exact contrast match across light and dark modes.
Hairlines & unlit hex	#E6E8EC / #DFE2E8	#23272F	Quiet structure that never competes with data.
Brand blue	#2350F5 (5.68:1)	#6F8DFF (6.29:1)	Lighter blue stays crisp on dark maps and headers.

Working alongside partners and integrations

MarketCode data appears inside lenders' underwriting packs, brokerage research and external AI workspaces via MCP ("Connect your AI"). Co-branding keeps both names equal, calm and clearly separated.

Equal partnership lockup

MarketCode | Partner Name

Match the optical cap height of both wordmarks, separate them with a 1 px divider, and keep at least 0.5× hex height clear space on each side.

Data and API / MCP integration

MarketCode | MCP · Connect your AI

When MarketCode connects to external assistants via Model Context Protocol, keep the attribution factual: "Works with", never implying endorsement.

Data attribution lockups

When embedding a MarketCode valuation range, comparable table or title summary inside a third-party report or application, place one quiet attribution line beneath the figure.

Data by **MarketCode** · 25 Nov 2026

Estimate by **MarketCode AI Valuer** · 25 Nov 2026

Co-branding rules

Do

Lead with MarketCode on joint reports published on marketcode.ai; lead with the partner when published inside the partner's platform.

Cite public source registers (HM Land Registry, VOA, EPC) separately from MarketCode attribution — we never claim Crown copyright data as our own.

Do not

Do not recolour the MarketCode hex mark to match a partner's brand palette. Use monochrome currentColor only when the whole lockup sits in single-colour print.

Do not merge the hex cell with another company's symbol or place an "×" glyph directly touching the hexagon perimeter.

Third-party assets

Respect every mark we do not own.

MarketCode connects to third-party AI assistants through Data and API (MCP) and builds every property record from public UK registers. Third-party logos and institutional names follow strict ownership, licensing and visual restraint rules: we never redraw another company's mark, we never place government crests on our pages, and we never imply endorsement.

AI and LLM client marks ("Works with")

Used in "Connect your AI" and Data and API (MCP) setup rows. We only ever publish official artwork obtained directly from each vendor's brand or press page. Because no official vector files are bundled in this repository, the layout below uses neutral named placeholder tiles and lists the exact source for each mark.

Works with · MarketCode MCP server (neutral placeholder tiles until official vendor files are placed)

C **Claude** Web & desktop	CC **Claude Code** Terminal MCP	G **ChatGPT** Custom MCP	Ge **Gemini** Google AI
GC **Gemini CLI** Terminal MCP	Cu **Cursor** Editor MCP	VS **VS Code** Agent MCP	W **Windsurf** Devin Desktop

Client	Role on marketcode.ai	Where to obtain official artwork
Claude & Claude Code	Primary MCP connector & CLI guide	anthropic.com/brand (Anthropic press & brand kit)
ChatGPT	Primary custom MCP server guide	openai.com/brand (OpenAI brand guidelines)
Gemini & Gemini CLI	Primary CLI MCP guide	about.google/brand-resource-center (Google Brand Resource Center)
Cursor	Editor MCP configuration	cursor.com/brand (Cursor official brand assets)
VS Code	Editor agent MCP configuration	code.visualstudio.com/brand (Microsoft Visual Studio Code brand guide)
Windsurf	Devin Desktop MCP configuration	cognition.ai/press (Cognition / Windsurf press assets)

Do · Official artwork, even rhythm

- Use only unmodified official SVG or PNG artwork from the vendor's brand portal, or neutral initial tiles when no official file is stored.
- Match optical height across a row (24 px or 28 px) with generous spacing of at least one full mark width between tiles.
- Keep an entire row consistently monochrome (currentColor) or consistently full colour — never mix the two.
- Label rows "Works with" or "Connect your AI" to state technical compatibility plainly.

Don't · Redraw, frame or imply endorsement

- Never trace, redraw or simplify a third-party logo in our own icon stroke weight.
- Never place a third-party client mark inside the MarketCode hex cell or lock it up beside our wordmark.
- Never label compatibility rows "Partners", "Backed by" or "Official integrations" unless a written partnership exists.

Institutions and public data sources

UK public registers are credited in plain text with the required licence and copyright statement. Open Government Licence v3.0 explicitly excludes departmental logos, crests and the Royal Arms, so we never display government emblems or crests on our pages.

Institution / register	Required text attribution and licence
HM Land Registry	Source: HM Land Registry Price Paid Data and Inspire Index Polygons, Open Government Licence v3.0.
Ordnance Survey	Contains OS data © Crown copyright and database right 2026.

Institution / register	Required text attribution and licence
EPC Register (MHCLG)	Source: Energy Performance of Buildings Register (MHCLG), Open Government Licence v3.0.
Valuation Office Agency (VOA)	Source: VOA Rating List, Open Government Licence v3.0.
Environment Agency	Source: Environment Agency flood risk datasets, Open Government Licence v3.0.
Office for National Statistics (ONS)	Source: Office for National Statistics, Open Government Licence v3.0.
Companies House	Source: Companies House register, Open Government Licence v3.0.
Local planning authorities	Source: Local planning authority registers via planning.data.gov.uk, Open Government Licence v3.0.

Record rows & property figures

8 Fairfax Place, London W14 8HN · £1,125,000 AI Valuation (range £1,000,000–£1,275,000) · Freehold · 70 sq m
Source: HM Land Registry Price Paid Data and EPC Register, as at 20 Oct 2026.

Site and product footers

RoboSapien Limited, trading as MarketCode (company number 16079321). Contains HM Land Registry, VOA, EPC Register, Environment Agency, ONS and Companies House data licensed under the Open Government Licence v3.0. Contains OS data © Crown copyright and database right 2026.

AI Valuation & Development appraisal reports

Provenance: 14 comparable sales from HM Land Registry Price Paid Data (as at 20 Oct 2026); floor area from EPC Register (Nov 2023); flood zone 2 from Environment Agency. Coverage: England and Wales for AI Valuation and Refurbishment appraisal; England for Site appraisal and planning constraints; London (33 boroughs) for planning applications.

Maps and spatial legends

Sold price per sq m, W14 8 sector · HM Land Registry with EPC floor areas · Contains OS data © Crown copyright 2026. 3D building models cover the Royal Borough of Kensington & Chelsea pilot (41,325 models).

Partner and customer logos

We only display a customer or partner logo after receiving written permission specifying the approved file, placement and duration. When we have no approved logos to display, we do not invent a grey logo wall — we show verifiable evidence instead.

Empty state: show evidence, not placeholder logo walls

Replace “Trusted by leading firms” placeholder strips with a plain statement of the public registers and coverage behind every MarketCode record.

HM Land Registry Ordnance Survey VOA Rating List

EPC Register Environment Agency Companies House

Checklist before publishing any third-party logo

- Written permission stored in the brand repository with date, contact and scope.
- Original vector artwork supplied by the owner — never scraped from social avatars or redrawn.
- Equal optical weight, plain neutral ground, and immediate removal on request or contract end.

Effects

We use movement to explain a change. Keep the property, result or next action in focus.



Scatter / assemble

Focus restored · 0 px blur



Raised sheet · 8 px

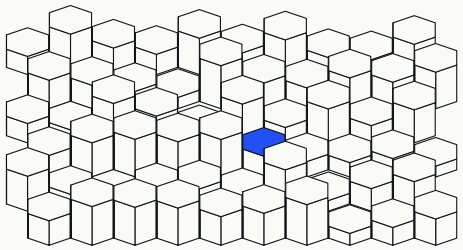
Particles resolve to the shared MarketCode mark. Focus resolves to sharp geometry; depth resolves to a stable sheet.

Use and limits

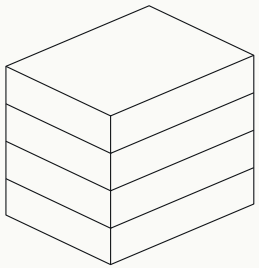
Effect	Allowed	Timing token
Particles	Hero once per page; assemble or scatter on a module switch. Never an endless loading loop.	--effect-assemble: 600 ms; --effect-scatter: 400 ms
Focus	Depth behind sheets and menus; a loading-to-ready reveal. Never blur text. Maximum 12 px.	--effect-focus: 240 ms
Depth	One sheet entering, or a module switch. One soft shadow; parallax ≤ 8 px.	--effect-depth: 320 ms
Easing	All effects settle without overshoot.	--effect-ease: cubic-bezier(0, 0, .58, 1)
Never	Glow, neon, gradients on text, glass, confetti or decoration that competes with a result.	
Performance	Target under 2 ms of effect work per frame; at most one effect running; devicePixelRatio ≤ 2. Profile on the target device. If over budget, show the end state.	
Access	Reduced motion shows the end state. Pause off screen and in hidden tabs. Keep controls keyboard accessible; never encode status through motion alone.	

3D

We show footprints, storeys and spatial relationships as diagrams. Flat surfaces and Ink linework keep the evidence readable.



Fixed-seed hex field



Four storeys · flat roof

Static orthographic-style view: fixed-seed heights and a flat-roof footprint extruded to four storeys.

Materials and light

Paper faces, Ink edges, flat shading. No PBR shine, glow, reflections or photographic renders. One soft key light; no shadow maps.

Camera

Prefer orthographic projection. Keep elevation between 20° and 40°, azimuth changes within 10°, and no automatic orbit. Preserve the footprint and flat roof in view.

Fallback and access

Keep the SVG for offline use, script failure, unavailable WebGL or context loss. Reduced motion uses the same complete still. Keep meaning in the caption, with no drag or hover required.

Colour

Use Paper, Ink and Mist tokens. One module-accent element at a time; this neutral example uses Benchmark Blue for the selected cell.

Performance

Mount after first paint, only when visible. Cap devicePixelRatio at 2; render on demand and stop off screen or in a hidden tab. Budget under 150 KB of added JavaScript transferred, including three.js if not already shared. Measure the delivered bundle; use the SVG if it exceeds the budget.

Build from evidence

Reuse the footprint-to-storeys sequence and restrained city framing. Use a fixed seed for sample fields. Label inferred heights in a real property view; never invent architectural detail.