

A CONVERSATION, IN THE RIGHT PLACE.

Feedback, right where it belongs.

CommentKit

Figma-like comments on any website.
A warm identity for precise, human feedback.

The pin says where. The speech bubble says feedback. Rounded curves, Persimmon and Graphite keep that simple idea recognizable across the product and beyond.



Organic curves. Everyday clarity.

Persimmon & Graphite / Organic identity

01 / RECOGNITION

One mark. Room to breathe.

Use the clean symbol for daily product work; add print character only when there is space.



CommentKit

PRIMARY HORIZONTAL LOCKUP



CommentKit

**FLAT**
32 px+**DETAILED**
128 px+**ONE COLOR**
Single ink

ALSO INCLUDED / STACKED LOCKUPS + STANDALONE WORDMARKS

CLEARSPACE

x = 1/8 of the full symbol canvas.

Keep at least x of empty space around the symbol or complete lockup.

16–24 px: micro favicon.

32 px+: clean flat mark.

128 px+: detailed artwork.

Preserve the supplied proportions. Do not stretch, rotate, add shadows or put grain inside the micro mark. Use the standalone pin for on-page comments.

O2 / PALETTE

Warm signal. Quiet foundations.

Persimmon marks open feedback. Graphite and Stone anchor the UI. Cobalt identifies localhost.

Graphite #121316	Warm Stone #F7F6F2	Persimmon #FF5733	Cobalt #3B82F6	Muted #68665F	Soft line #DEDAD2
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READABLE TEXT PAIRINGS

Aa Graphite on Stone 17.18:1	Aa Stone on Graphite 17.18:1
Aa Graphite on Persimmon 5.89:1	Aa Dark link on Stone 5.54:1

SUPPORTING UI COLORS

	Dark link	#B83216
	Success	#15803D
	Error	#B91C1C
	Info	#1D4ED8

Calculated sRGB contrast for these exact pairs. All exceed 4.5:1 for normal text. Always pair status colors with a label or icon.

Use Graphite on Persimmon. Stone on Persimmon is only 2.91:1; keep that pair for non-text decoration.

WHITE / #FFFFFF - light cards. Full light / dark semantic tokens are included.

03 / VOICE IN TYPE

Friendly curves. Clear words.

Bricolage brings personality to the identity. DM Sans keeps longer reading and product UI easy.

BRICOLAGE GROTESQUE / DISPLAY

Aa**CommentKit**

Wordmark 700 / headlines 600.

Use for short, confident lines with generous space.

DM SANS / BODY & PRODUCT

Aa**Feedback belongs here.**

Body 400 / labels 500 / emphasis 600.

Use for paragraphs, navigation, UI and documents.

01 Let the mark lead

Keep headlines short and the message specific.
Sentence case feels direct and approachable.

02 Keep the product clear

Use flat vectors and clean reading surfaces in the
interface. Grain belongs outside working content.

03 Make texture optional

Large artwork can use fine grain, gently irregular
curves and a subtle offset-print edge. Do not stack
effects.

Variable font originals and licenses are bundled. Lettering in supplied SVG logos is outlined; install the fonts to edit live text in new layouts.

04 / IN THE WORLD

Same character. Different spaces.

Repeat the color, symbol and direct voice. Let the amount of texture follow the size of the surface.



ON-PAGE FEEDBACK

Feedback, right where it belongs.

Comments, drawing, and feedback on your website.



COMMENT / DRAW / RESOLVE

commentkit.dev



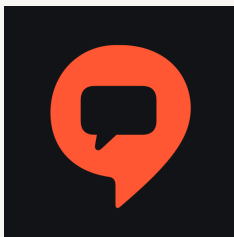
Feedback, right where it belongs.



Comments. Drawing. Context.

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OPEN GRAPH / 1200 x 630



A clear signal, even in the toolbar.

Use the clean app tile for launchers and profiles.
Use the standalone pin for comments on a page.

SOCIAL POST / 1080 x 1080

VOICE CHECK

Helpful. Specific. Human.
Say what happened and what to do next.

05 / PUT IT TO WORK

Start with what people will see.

Prioritize assets for your actual channels. The full checklist tracks delivered files and future work.

01 Launch essentials

Build recognition in daily use.

- Logo suite + light / dark variants
- Palette, fonts + usage guidance
- App icon + favicon family
- Social avatar + sharing image
- Core message + product description
- Email identity + launch artwork

02 Growth toolkit

Make recurring work repeatable.

- Sales / investor presentation
- Case study + one-page overview
- Blog, social + campaign templates
- Screenshot + demo-video system
- Docs, help-center + release assets
- Press kit + partner co-branding

03 When relevant

Add when the channel needs it.

- Business cards + stationery
- CMYK print-production artwork
- Events, signage + merchandise
- App-store listing graphics
- Motion identity + sound
- Localization + regional variants

ABOUT THIS HANDOFF

Digital first. SVG logos contain editable vectors and outlined lettering. PNG exports are for sRGB digital use. Original variable fonts and licenses are included. CMYK print-production files are a future deliverable.

FONT SOURCES github.com/ateliertriay/bricolage

Reference-based reconstruction. The identity is rebuilt from the supplied style image, not an exact trace of an original master. Messaging is proposed. The pack is the canonical artwork source for the website, product UI and emails. Check the consuming applications and deployment before publishing.

github.com/googlefonts/dm-fonts