

Kommon Poll

BRAND GUIDELINE

2026

Kommon Poll

LOGO

LOGO WORDMARK

The Kommon Poll logo is a custom wordmark designed to communicate clarity, intelligence, movement, and trust. It combines a distinctive stylised K symbol with a clean, modern wordmark that is highly legible across product interfaces, reports, presentations, and marketing material.

The logo should be treated as a complete brand asset. Do not recreate it by typing the name in a similar font. Always use the approved master logo files.

Kommon Poll

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LOGO

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PRIMARY LOGO

Use the primary blue logo on light backgrounds, especially white or very light grey surfaces. This is the preferred version for websites, dashboards, reports, proposals, pitch decks, and marketing collateral.

The primary logo should have sufficient white space around it and should not be placed over busy imagery, complex gradients, or low-contrast backgrounds.

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INVERSE LOGO

The inverse logo is designed for use on dark backgrounds, especially #0E1E31, black, or other high-contrast dark surfaces.

Use the inverse version when the primary logo does not provide enough contrast or when the design requires a darker, more premium brand environment.

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CLEAR SPACE

Always maintain clear space around the logo. The minimum clear space should be equal to the height of the lowercase o in the wordmark on all sides.

This ensures the logo remains readable and does not compete with surrounding text, icons, images, or interface elements.

MINIMUM SIZE

To preserve legibility, the full horizontal logo should not be used below:

- Digital: 140 px wide
- Print: 35 mm wide

For smaller applications, such as favicons, app icons, social avatars, or compact UI placements, use the standalone K symbol instead of the full wordmark.

LOGO MISUSE

Do not alter the logo in ways that reduce consistency or legibility.

Do not:

- Stretch, compress, or distort the logo.
- Change the logo colours.
- Add shadows, glows, outlines, or effects.
- Rotate or tilt the logo.
- Place the logo on low-contrast backgrounds.
- Recreate the wordmark using a font.
- Separate or rearrange the symbol and wordmark.
- Add taglines or extra text too close to the logo.
- Use the primary blue logo on dark backgrounds where contrast is poor.
- Use the inverse white logo on light backgrounds.

USAGE PRINCIPLE

The logo should always feel clean, confident, and data-led. It should support the brand's positioning as an AI-powered social listening and intelligence platform: modern enough for fast-moving digital teams, but credible enough for enterprise decision-makers.

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WHAT THE LOGO REPRESENTS

The Kommon Poll identity is built around the idea of turning scattered public conversations into structured intelligence.

The stylised K represents several ideas at once:

Connection

The angled strokes suggest different signals coming together. This reflects how Kommon Poll gathers mentions, comments, reviews, news, and online conversations from multiple sources.

Direction and movement

The forward-leaning geometry gives the mark a sense of momentum. It positions Kommon Poll as a product that helps brands move from passive monitoring to active decision-making.

Data interpretation

The sharp but simple construction reflects the platform's purpose: converting raw, messy social data into clean insights, trends, sentiment, and reports.

Modern intelligence

The combination of structured geometry and soft curves gives the logo a contemporary SaaS feel. It avoids looking overly corporate while still feeling credible, analytical, and enterprise-ready.

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HOW THE LOGO IS CREATED

The Kommon Poll logo is constructed from two parts:

The K Symbol

The K is built using a strong vertical stem and two angled strokes. The form is geometric, balanced, and intentionally simple so it remains recognisable at small sizes. The rounded edges soften the mark, making it feel approachable rather than rigid.

The Wordmark

The wordmark uses wide, rounded letterforms to create a clean and modern appearance. The circular forms in the letters add friendliness and recall the idea of polling, feedback loops, dashboards, and audience signals.

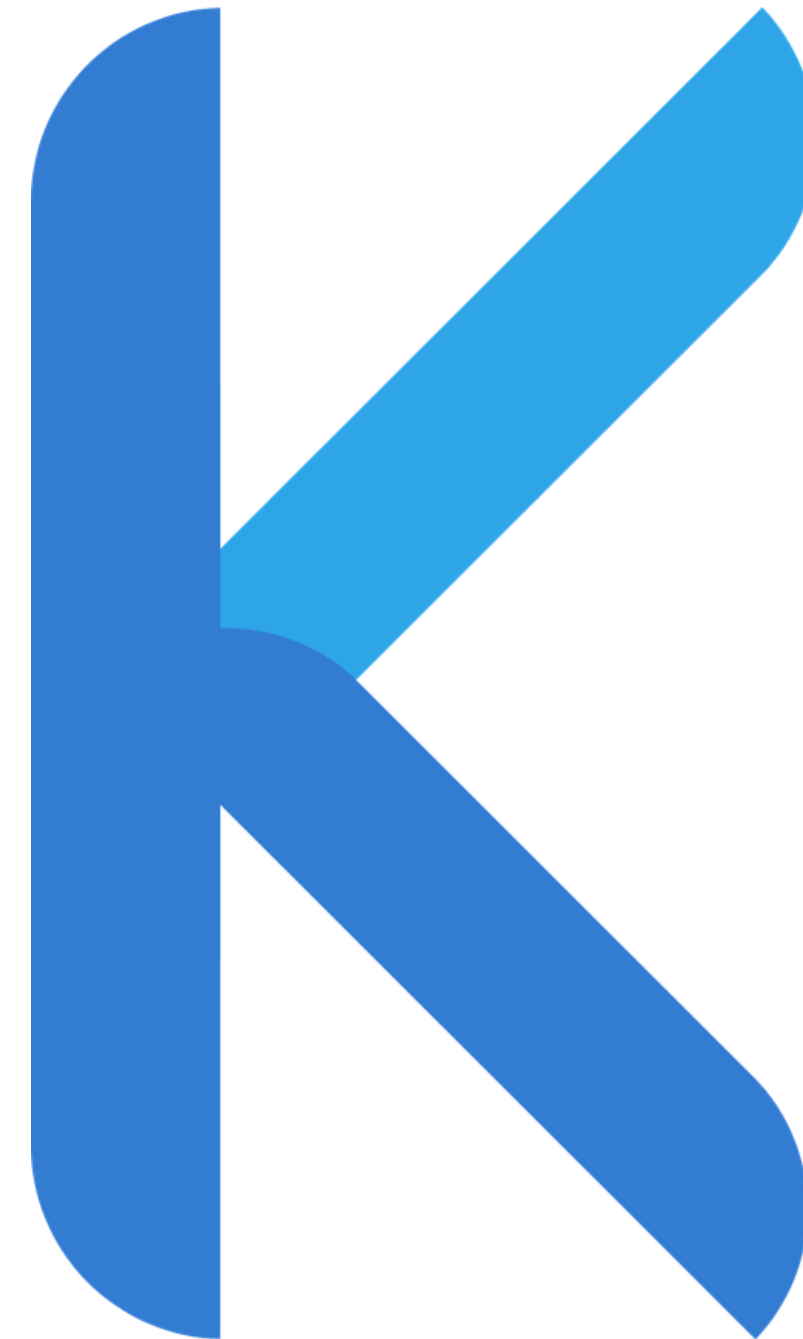
Kommon Poll

LOGO

ICON

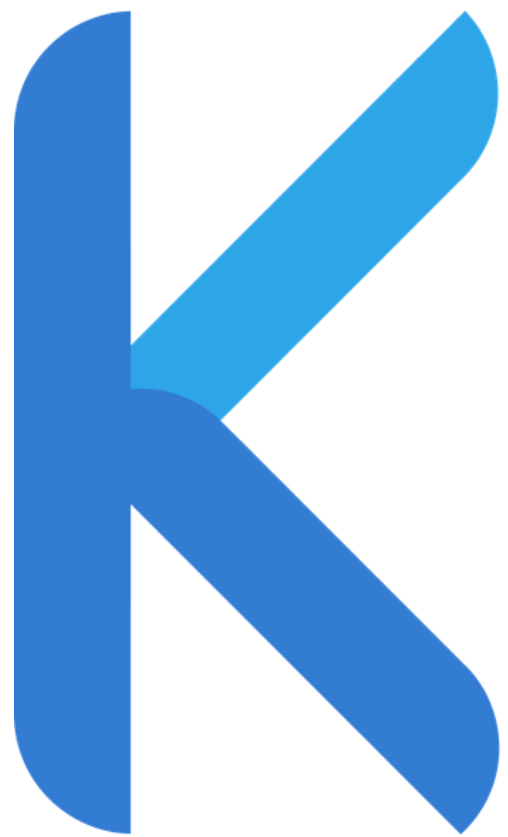
The Kommon Poll icon is a stylised K mark designed to represent connection, clarity, and forward movement. Its vertical stem gives the brand a stable, confident foundation, while the angled strokes suggest signals, conversations, and data streams converging into one intelligent platform. The rounded edges make the mark feel accessible and digital-first, while the sharp directional structure reflects speed, analysis, and decision-making.

Built using the Kommon Poll blue system, the icon balances trust and energy, making it suitable for use across product interfaces, app icons, social avatars, favicons, and compact brand placements where the full wordmark may not be practical.



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LOGO



PRIMARY ICON



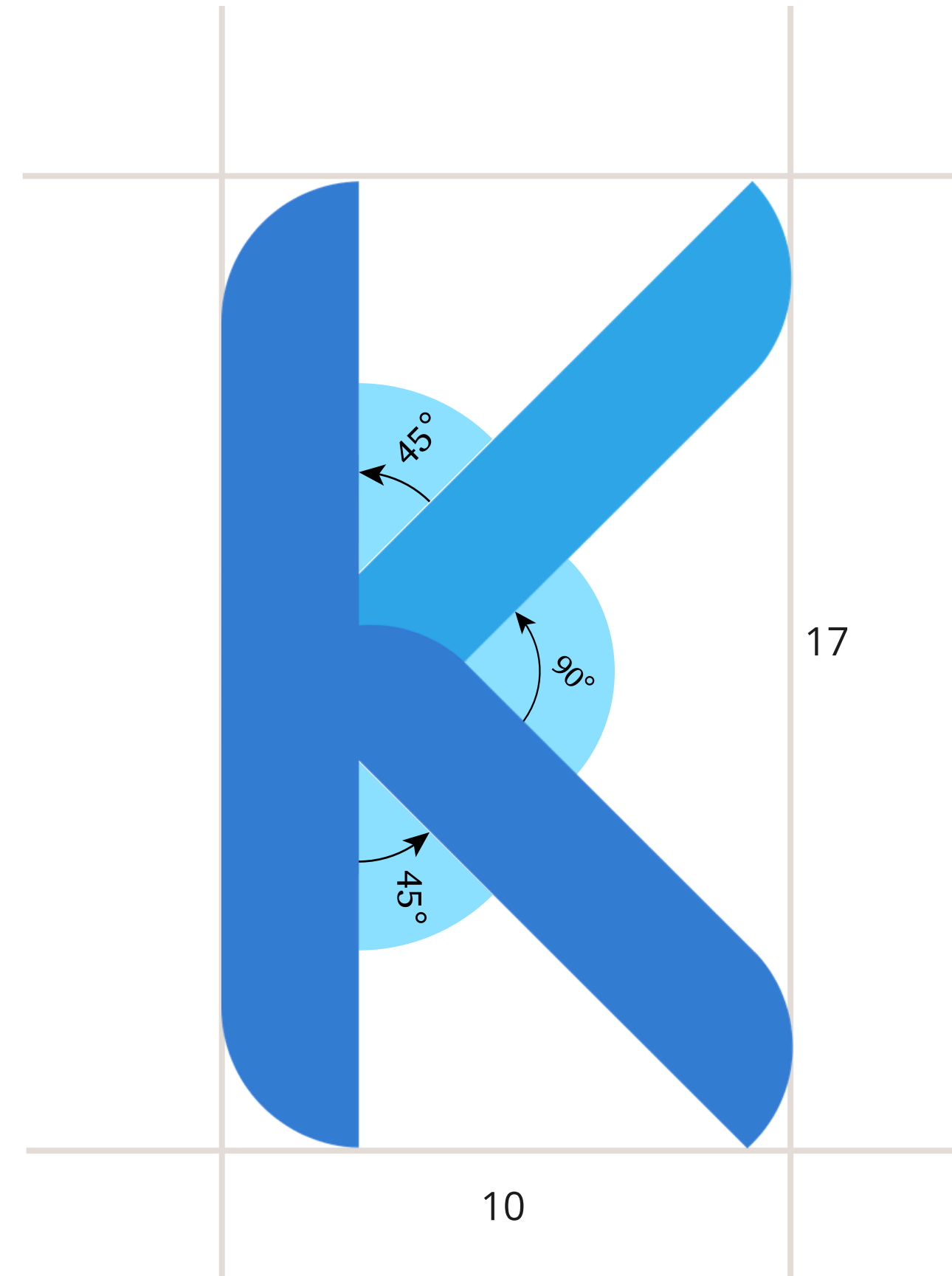
INVERSE ICON

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ICON STRUCTURE

The Kommon Poll logo is a custom wordmark designed to communicate clarity, intelligence, movement, and trust. It combines a distinctive stylised K symbol with a clean, modern wordmark that is highly legible across product interfaces, reports, presentations, and marketing material.

The logo should be treated as a complete brand asset. Do not recreate it by typing the name in a similar font. Always use the approved master logo files.



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COLOR SYSTEM

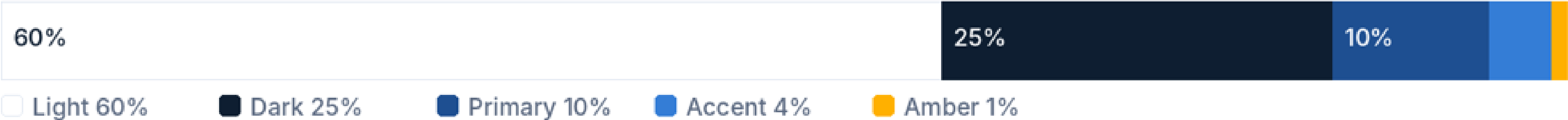
CORE PALETTE

The Kommon Poll colour palette is built around a focused blue system supported by a strong dark neutral, white space, and a high-contrast signal colour. The palette is designed to feel modern, intelligent, credible, and product-led, while remaining flexible enough for dashboards, reports, presentations, marketing collateral, and product UI.



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RECOMENDED USAGE RATIO



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PRIMARY BLUE – #1E4F91

Primary Blue is the main Kommon Poll brand colour. It represents trust, clarity, structure, and analytical depth. It should be used for key brand moments such as primary buttons, navigation highlights, headers, branded sections, and important interface elements.



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LOGO ACCENT BLUE – #347DD6

Logo Accent Blue adds energy and digital freshness to the identity. It should be used as a secondary highlight colour for icons, links, active states, chart elements, and visual accents. It works best when used sparingly alongside Primary Blue or Dark Accent.



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DARK ACCENT / BACKGROUND – #0E1E31

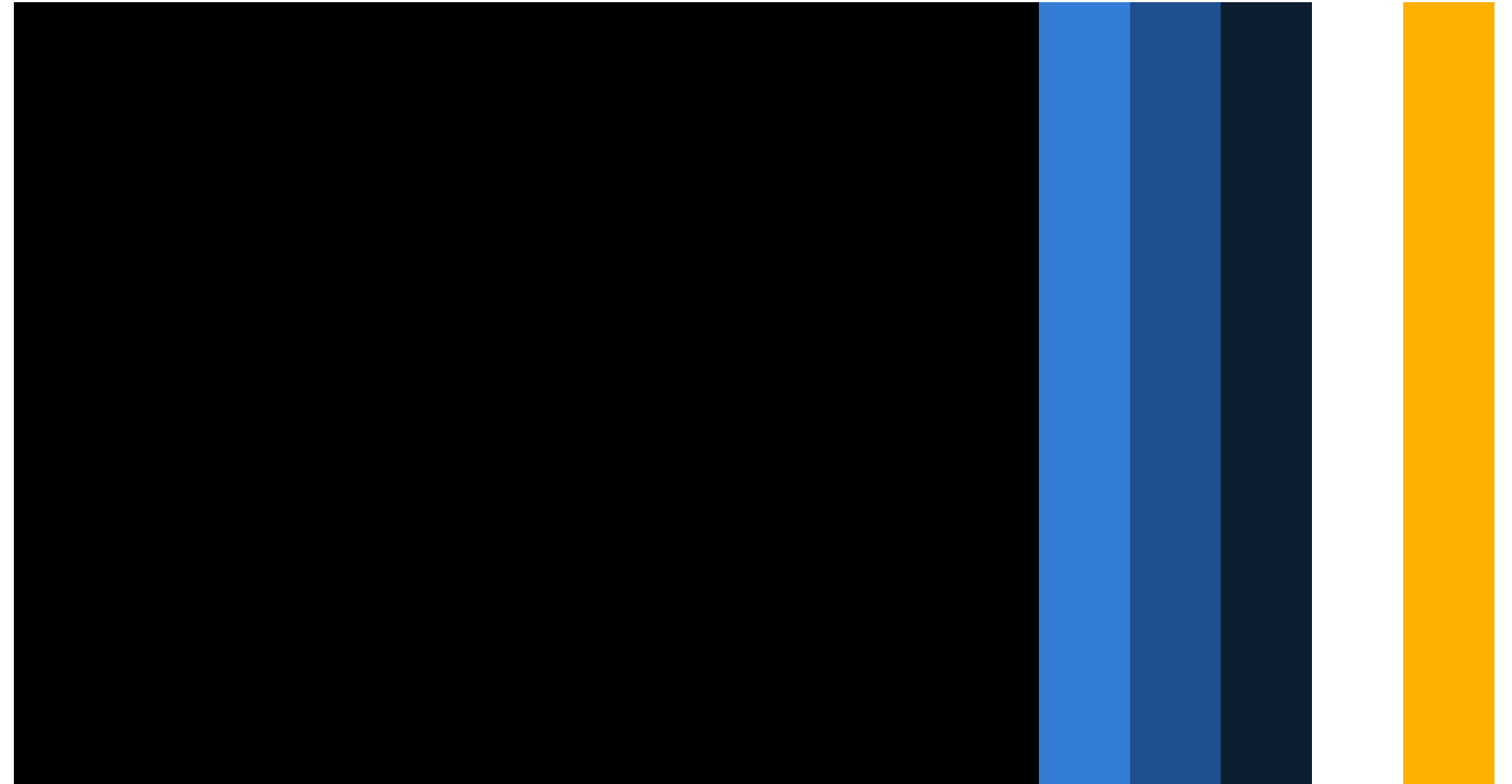
This is the preferred dark background and black alternative. It creates a premium, modern SaaS feel while being softer and more refined than pure black. It should be used for dark sections, hero backgrounds, footers, presentation covers, dashboard headers, and inverse logo placements.



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BLACK – #000000

Black should be used sparingly. It may be used in technical, print, or high-contrast contexts, but should not replace #0E1E31 as the main brand dark colour.



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WHITE – #FFFFFF

White is the primary background and spacing colour. It keeps the brand clean, modern, and easy to read. It should be used generously across dashboards, reports, documents, cards, and product interfaces.



CONTRAST ACCENT / SIGNAL AMBER – #FFB000

Signal Amber is the recommended contrast colour. It adds warmth and high visibility to an otherwise blue-led palette. It should be used selectively for spike alerts, warnings, key callouts, important notifications, “new insight” tags, and moments that require immediate attention. It should not be overused as a decorative colour.



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PRIMARY BRAND COMBINATION

#1E4F91 + #347DD6 + #FFFFFF

This is the core Kommon Poll combination. It should be used for most everyday brand and product applications. Primary Blue provides trust and structure, Logo Accent Blue adds energy, and White keeps the interface clean and breathable.

Recommended uses:

- Website sections
- Dashboard cards
- Product UI
- Buttons and links
- Brand presentations
- Proposal documents



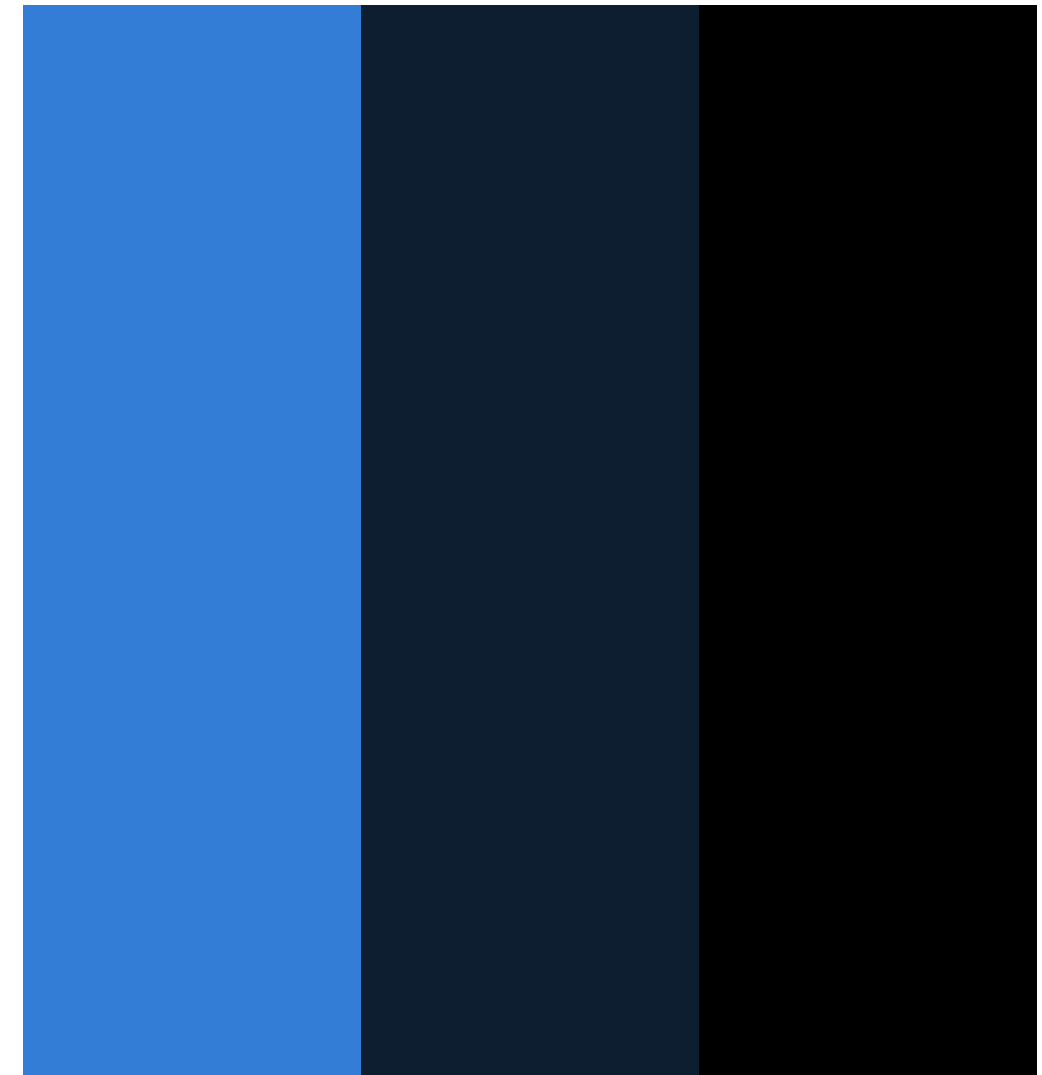
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PREMIUM DARK COMBINATION

#0E1E31 + #FFFFFF + #347DD6

This combination creates a more premium, high-impact visual style. It is best suited for hero sections, pitch decks, report covers, dark dashboard headers, product launch visuals, and high-value marketing material.

Use White for text, #347DD6 for accents, and #0E1E31 as the background. Avoid using #1E4F91 as text on #0E1E31 because the contrast is too low.



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CLEAN INTERFACE COMBINATION

#FFFFFF + #0E1E31 + #1E4F91

This is the preferred combination for clean product screens, reports, and documentation. White should dominate the layout, #0E1E31 should be used for headings and body text, and #1E4F91 should be used for primary actions and selected states.

This combination creates a professional interface that feels clear, serious, and easy to navigate.



ACCESSIBILITY AND CONTRAST GUIDANCE

For readability, always ensure strong contrast between text and background.

Recommended combinations:

- White text on #0E1E31
- White text on #1E4F91
- #0E1E31 text on White
- #1E4F91 text on White
- #FFB000 accents on #0E1E31

Avoid these combinations for important text:

- #1E4F91 text on #0E1E31
- #347DD6 text on White for small body copy
- #FFB000 text on White
- Blue text over complex images or gradients

When in doubt, use #0E1E31 for text on light backgrounds and White for text on dark backgrounds.

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TYPOGRAPHY

Kommon Poll uses a clean, modern typography system that balances strong brand presence with everyday readability. The type pairing is designed to feel professional, digital-first, and accessible across product interfaces, reports, presentations, websites, and marketing material.

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PRIMARY TYPEFACE: RED HAT DISPLAY

Red Hat Display is used for titles, headings, hero statements, section headers, major callouts, and high-impact brand messaging. Its geometric structure and confident letterforms give Kommon Poll a modern SaaS feel while remaining clear and approachable.

Recommended uses:

- Page titles
- Presentation covers
- Website hero headings
- Report titles
- Section headers
- Large metric callouts
- Campaign headlines

Recommended weights:

- Bold / 700 for main titles and hero headlines
- SemiBold / 550 for section headers
- Regular/ 400 for smaller headings and UI labels

Bold
Bold Italic

Aa Aa

SemiBold
SemiBold Italic

Aa Aa

Regular
Regular Italic

Aa Aa

SECONDARY TYPEFACE: OPEN SANS

Open Sans is used for general text and functional communication. It is highly legible at smaller sizes, making it suitable for dashboards, reports, product UI, captions, descriptions, emails, and longer written content.

Recommended uses:

- Body copy
- Paragraphs
- Form labels
- Dashboard descriptions
- Reports and proposals
- Captions and footnotes
- Table content
- UI helper text

Recommended weights:

- Regular / 400 for body text
- SemiBold / 600 for emphasis and labels
- Bold / 700 for important UI text or short highlights

Bold
Bold Italic

Aa

Aa

SemiBold
SemiBold Italic

Aa

Aa

Regular
Regular Italic

Aa

Aa

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TYPOGRAPHY HIERARCHY

Hero Title

Red Hat Display Bold, 48–72 px
Used for major website and presentation headlines.

Page Title

Red Hat Display Bold, 32–48 px
Used for report covers, dashboard page titles, and major section openings.

Section Heading

Red Hat Display SemiBold, 24–32 px
Used to divide content into clear, scannable sections.

Subheading

Red Hat Display Medium or SemiBold, 18–22 px
Used for supporting headings, card titles, and smaller content groups.

Body Text

Open Sans Regular, 14–16 px
Used for general reading content, descriptions, reports, and interface text.

Small Text / Captions

Open Sans Regular, 11–13 px
Used for footnotes, chart labels, metadata, timestamps, and supporting UI details.

TYPOGRAPHY PRINCIPLES

Typography should feel clear, structured, and analytical. Red Hat Display should create strong brand moments, while Open Sans should support readability and practical use. Avoid using too many font weights in a single layout. A clean hierarchy using size, weight, spacing, and colour is preferred over decorative styling.

Headings should usually be set in #0E1E31 or #1E4F91, while body text should primarily use #0E1E31 on light backgrounds and #FFFFFF on dark backgrounds. Accent blue #347DD6 may be used for links, active states, and selected labels, but should not be overused for long-form text. Do not use decorative, script, serif, or novelty typefaces in Kommon Poll branded material. The typography should always support the brand's positioning as a modern AI-powered social listening and intelligence platform.

Kommon Poll

CO-BRANDING

Co-branding applies when Kommon Poll appears alongside Synapse AI or an external partner, client, integration, reseller, event, or campaign brand. The goal is to show the relationship clearly without weakening the Kommon Poll identity or creating confusion about ownership.

Kommon Poll

CO-BRANDING WITH SYNAPSE AI

Kommon Poll is a product by Synapse AI, so the two brands may appear together when communicating company ownership, product portfolio, corporate credibility, or official business material.

Recommended wording:

- Kommon Poll by Synapse AI
- A Synapse AI product
- Powered by Synapse AI
- Built by Synapse AI

When used together, Kommon Poll should remain the primary product brand. Synapse AI should act as the parent-company endorsement rather than competing with the product identity.

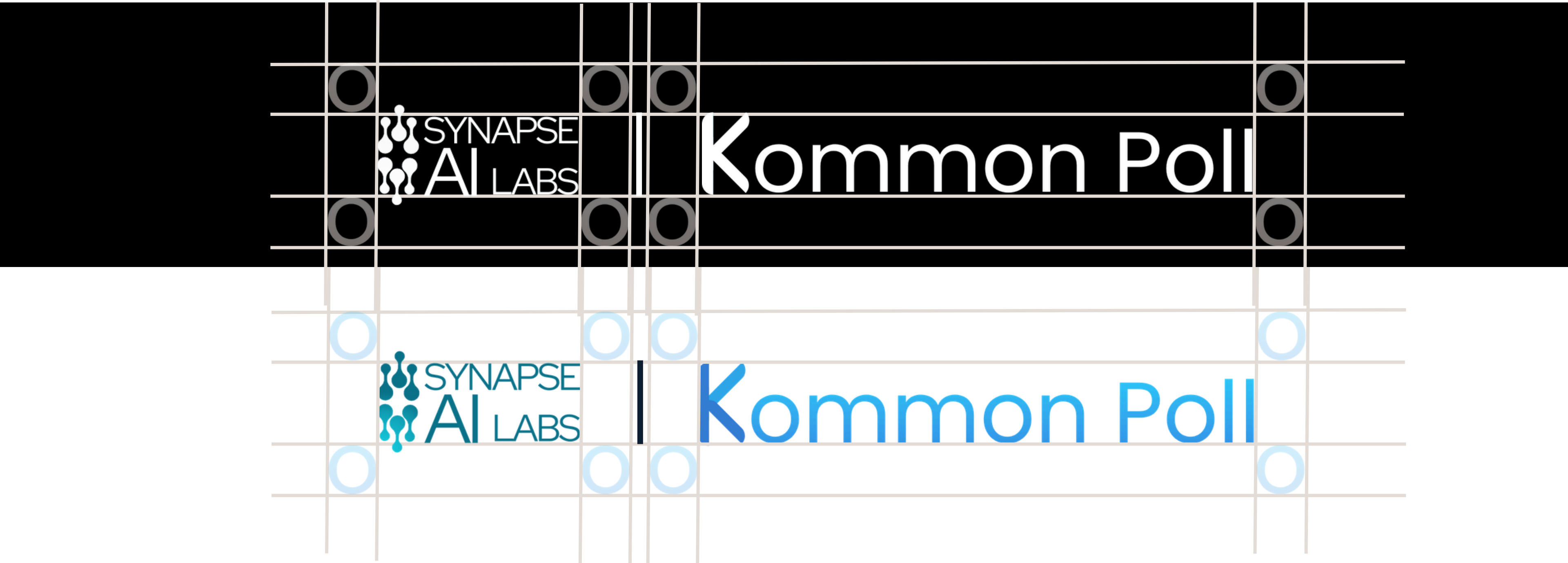
Use this structure for:

- Corporate profiles
- Pitch decks
- Proposals
- Investor material
- Product footers
- Legal or company ownership references
- Press and media kits

Do not make Synapse AI visually larger than Kommon Poll in product-led material unless the communication is specifically about Synapse AI as the company.

Kommon Poll

CO-BRANDING WITH SYNAPSE AI



CO-BRANDING WITH PARTNERS

When Kommon Poll appears with a partner logo, both brands should be presented in a balanced and neutral way. The lockup should not imply endorsement, ownership, sponsorship, or certification unless that relationship has been formally approved.

Partner lockups should use a simple horizontal layout:

Kommon Poll logo | Partner logo

Both logos should be visually similar in height, separated by a thin vertical divider or adequate spacing. Neither logo should overpower the other unless the communication intentionally requires a lead brand

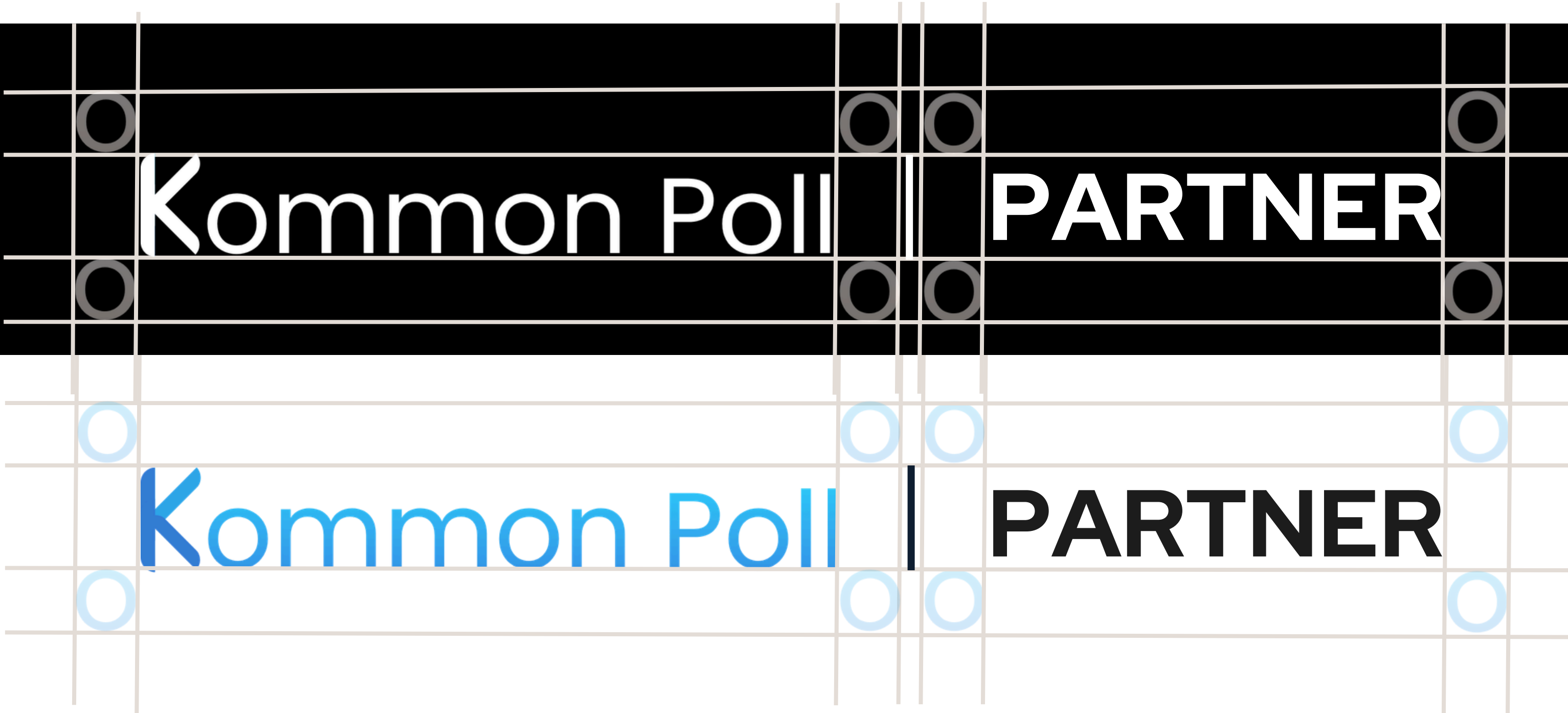
Use partner co-branding for:

- Joint reports
- Client dashboards
- Case studies
- Events and webinars
- Integration announcements
- Partnership pages
- Co-authored research or insights
- Sales and implementation material

Maintain clear space around both logos. The minimum space between Kommon Poll and the partner logo should be at least the width of the Kommon Poll icon or equivalent visual spacing.

The divider, if used, should be subtle and neutral. Use #DCE4EF on light backgrounds or a low-opacity white divider on dark backgrounds.

CO-BRANDING WITH PARTNERS



CO-BRANDING WITH PARTNERS

Size and Hierarchy

In standard partnership lockups, both logos should appear at the same visual height. If Kommon Poll is the host, owner, or lead product, the Kommon Poll logo may appear first and slightly more prominent. If the partner is the lead brand, their logo may appear first, but Kommon Poll should still remain clear and legible.

Avoid using logos at very different sizes unless the brand hierarchy has been intentionally approved.

Backgrounds

Use co-branding lockups on clean, high-contrast backgrounds.

Recommended backgrounds:

- White
- Very light grey
- #0E1E31
- Simple dark gradients using the Kommon Poll palette

Avoid placing co-branded lockups over busy photography, complex illustrations, chart-heavy screenshots, or low-contrast backgrounds.

CO-BRANDING WITH PARTNERS

Co-branding Misuse

Do not:

- Add unapproved colours to the co-branding lockup.
- Stretch, distort, or recolour either logo.
- Place the logos too close together.
- Use different logo heights without a clear reason.
- Put the Kommon Poll logo inside a partner's logo system.
- Make partner branding look like part of the Kommon Poll logo.
- Use co-branding to imply a partnership that does not exist.
- Place co-branded lockups over busy images.
- Add shadows, outlines, glows, or effects to force contrast.
- Use old or unofficial logo files.

Usage Principle

Co-branding should feel clean, balanced, and intentional. The relationship between Kommon Poll, Synapse AI, and partner brands should be clear at a glance, while preserving the integrity and recognisability of each brand.

Kommon Poll

USAGE TERMS

The term “Marks” refers to any brand asset used to identify Kommon Poll, including the Kommon Poll name, logo, icon, wordmark, colour system, typography, product screenshots, design elements, and any other visual or verbal identity associated with the brand.

By using the Kommon Poll Marks, you acknowledge that they are owned by Synapse AI Labs and that any goodwill created through their use belongs to Synapse AI Labs. Permission to use the Kommon Poll Marks is limited, non-exclusive, non-transferable, and subject to these brand guidelines.

Kommon Poll

PERMISSION TO USE THE MARKS

You may use the Kommon Poll Marks only when the use is accurate, approved, and consistent with these brand guidelines. The Marks may be used to refer to Kommon Poll as a product, platform, partner, vendor, integration, or service provider, provided that the use does not mislead users or imply a relationship that does not exist.

Permission to use the Marks is limited in the following ways:

- Only use the Kommon Poll Marks in accordance with these brand guidelines.
- Do not alter, distort, recolour, recreate, or modify the Marks.
- Do not use the Marks in a way that suggests ownership, endorsement, certification, sponsorship, or partnership unless formally approved.
- Do not feature the Kommon Poll Marks more prominently than your own company name, product name, or brand identity.
- Do not use the Kommon Poll name, logo, or icon as part of your own company name, product name, app name, domain name, social media handle, or branded campaign name.
- Do not use confusingly similar names, logos, icons, colours, or design elements that may make users believe your product or service is owned by, operated by, or officially affiliated with Kommon Poll.
- Do not place the Marks on offensive, misleading, illegal, harmful, or inappropriate content.
- Do not use the Marks in a way that damages or weakens the Kommon Poll brand.

PRODUCT AND INTEGRATION REFERENCES

If your product, service, or content references Kommon Poll, the reference must be clear and accurate. You may state that your organisation uses Kommon Poll, integrates with Kommon Poll, or is supported by Kommon Poll only if that statement is true and current.

Approved wording may include:

- “Powered by Kommon Poll”
- “Social listening by Kommon Poll”
- “Data analysed using Kommon Poll”
- “Integrated with Kommon Poll”
- “Kommon Poll partner” — only where a formal partnership exists

Do not imply that Kommon Poll has endorsed, built, certified, or approved your product unless this has been agreed in writing.

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REVIEW AND UPDATES

Synapse AI Labs may review the use of the Kommon Poll Marks and may request changes where the use is inconsistent with these guidelines or may create confusion. These guidelines may be updated from time to time, and users of the Marks are expected to make reasonable updates to remain aligned with the latest version.

Synapse AI Labs may withdraw permission to use the Kommon Poll Marks at any time. If permission is withdrawn, use of the Marks must stop promptly.

USAGE PRINCIPLE

The Kommon Poll Marks should always be used in a way that protects the clarity, credibility, and integrity of the brand. Every use should reinforce Kommon Poll's position as a modern AI-powered social listening and intelligence platform.