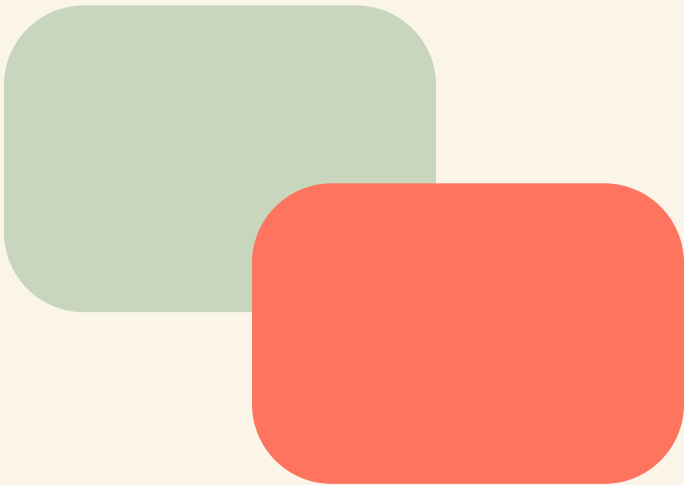


kindgrid

Good work.
Better together.

A warm identity for a fictional team platform that makes shared work feel simple and approachable.

LOGO / COLOR / TYPE / ICONS / APPLICATIONS



A little warmth goes a long way.

A rounded K pairs a steady upright with two open arms. The three-part construction feels welcoming, while the bold lowercase wordmark keeps the identity grounded.

01 **Helpful**

02 **Human**

03 **Confident**

A compact system that can move from an app icon to a product launch.



DESIGN INTENT

One identity. A useful set of assets.

Use the full lockup for introductions. Use the mark when space is limited and the brand is already clear.



PRIMARY LOCKUP / LIGHT



REVERSED LOCKUP / DARK



Standalone mark



Standalone wordmark / fixed artwork



App tile / same mark

A palette with a clear job.

Use the core neutrals for most surfaces. Reserve accent color for emphasis and a small number of actions.

Forest

#283D35

RGB 40 / 61 / 53

Cream

#FAF4E9

RGB 250 / 244 / 233

Coral

#FF745F

RGB 255 / 116 / 95

Sage

#C7D6BC

RGB 199 / 214 / 188

TYPICAL BRAND COMPOSITION



Forest on cream for body copy. Use forest on coral or sage for short labels.

A voice you can read.

Supporting typography for websites, product screens and communications. The logo remains supplied artwork.

DM Sans

Open shapes and a friendly rhythm support a helpful voice. Bold headlines bring warmth; regular body copy keeps instructions practical and clear.

Aa Bb Cc Dd Ee Ff Gg
0123456789 / & + ?

REGULAR 400 / BOLD 700

A SIMPLE DIGITAL SCALE

Good work.

Display / 48 px / Bold

Your next step, clearly.

Heading / 28 px / Bold

A short sentence that explains what happens next. Keep the language useful and direct.

Body / 16 px / Regular / 24 px line height

Continue

Label / 14 px / Bold

Small details. One family.

Six original interface icons share the same grid, optical weight and corner treatment.



Workspace



Connections



Tasks



Team



Insights



Security

24

px base grid

Consistent outline

Rounded line ends

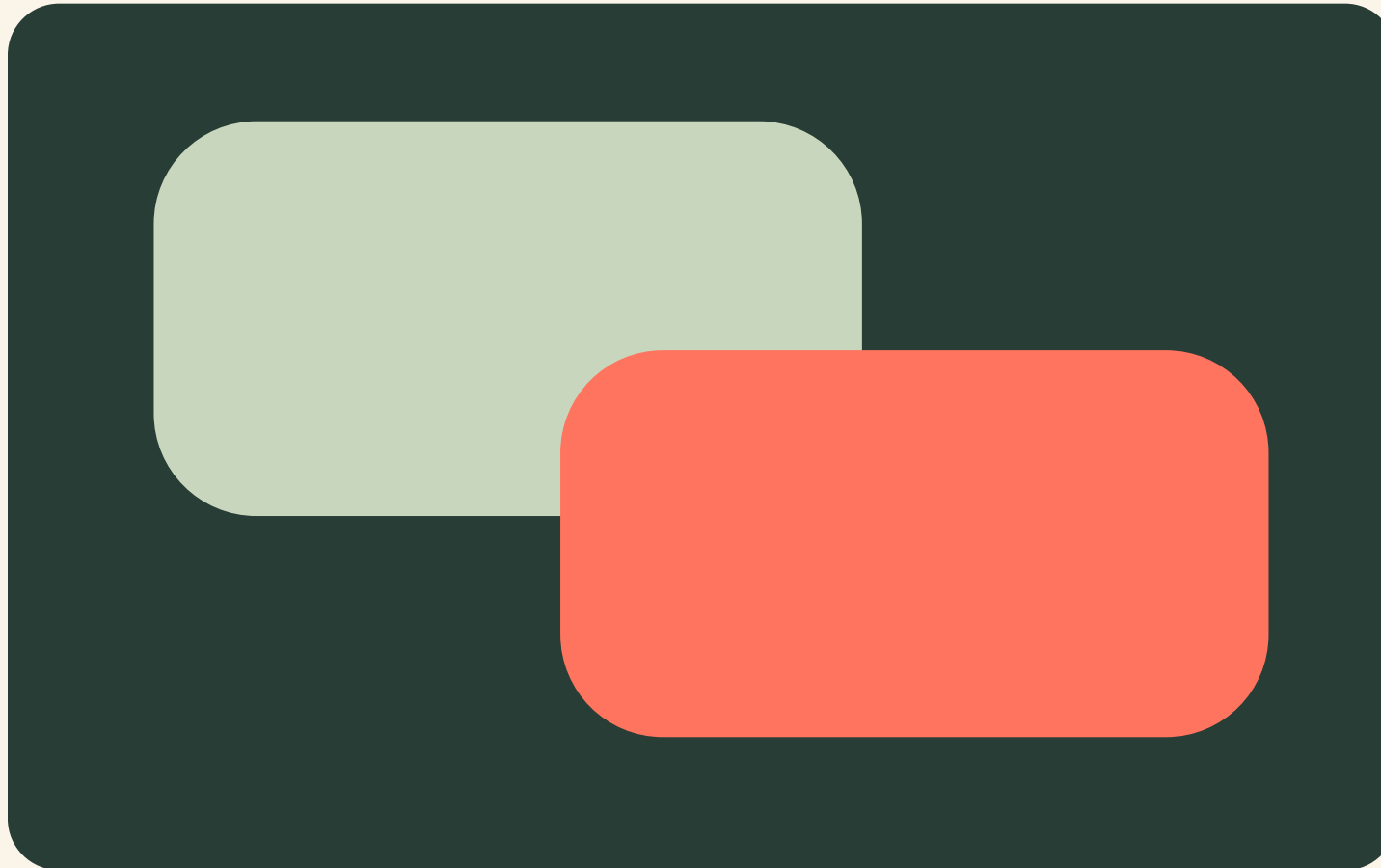
Optical centering

One color per icon

Keep the brand mark separate from navigation icons. Add a text label when the action may be unfamiliar.

Soft frames

Use rounded panels, generous padding and open groupings. Coral draws attention; sage provides a quiet supporting surface. Keep each composition friendly and uncluttered.



01 / REPEAT WITH INTENT

Choose one visual motif per composition. Let repetition create recognition.

02 / GIVE CONTENT ROOM

Use generous outer margins and a consistent spacing rhythm. Keep decoration away from body copy.

03 / KEEP THE LOGO INTACT

Supporting shapes can scale and crop. The logo keeps its original proportions.

A system that works on screen.

Concept interface. Sample content demonstrates the identity; it does not represent a live product.

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Overview

Team space

Tasks

Insights

Team space

Everything your team needs, in one place.

3

Active spaces

12

Shared tasks

4

Next steps

YOUR WORK

Welcome checklist

Ready

Shared priorities

In progress

Weekly check-in

Planned

FIRST-RUN EXPERIENCE

A good place to start

Bring your team and its next steps together.

Start a shared space

INDEPENDENT SAMPLE / FICTIONAL B2B SAAS BRAND

08 / 10

Recognizable beyond the product.

A launch card, header and product message carry the same palette, type, icons and visual language.

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Less chasing.
More teaming.

A clearer way to work.

Explore the platform

A dark green launch card with rounded corners. It features the 'kindgrid' logo in white at the top left. Below it, the text 'Less chasing. More teaming.' is written in a large, white, sans-serif font. Further down, the phrase 'A clearer way to work.' appears in a smaller white font. At the bottom left, there is a red pill-shaped button with the text 'Explore the platform' in white. On the right side, there are two overlapping rounded rectangles: a light green one on top and a red one on the bottom.

SOCIAL / LAUNCH CARD

kindgrid

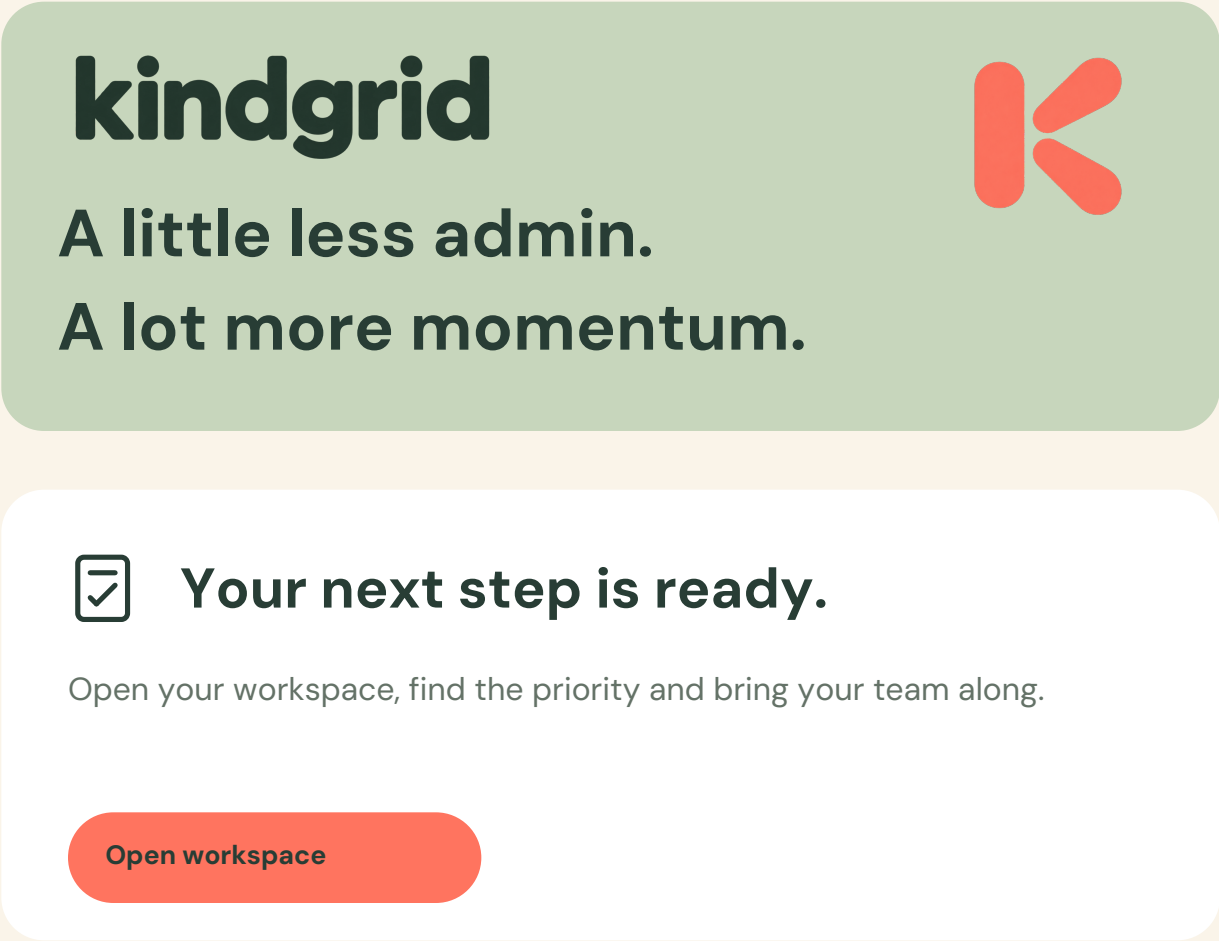
A little less admin.
A lot more momentum.



 Your next step is ready.

Open your workspace, find the priority and bring your team along.

Open workspace

A light green header card with rounded corners. It features the 'kindgrid' logo in dark green at the top left. To the right of the logo is a large red 'K' icon. Below the logo, the text 'A little less admin. A lot more momentum.' is written in a dark green, sans-serif font. Below this is a white card with rounded corners. Inside the white card, there is a dark green pill-shaped button with a white checkmark icon and the text 'Your next step is ready.' in dark green. Below this button, the text 'Open your workspace, find the priority and bring your team along.' is written in a smaller dark green font. At the bottom of the white card is another red pill-shaped button with the text 'Open workspace' in white.

HEADER + PRODUCT MESSAGE

Keep the system consistent.

Practical rules for using the concept assets together.



Clear space = at least 1/4 of the mark height.

Starting sizes: mark 24 px / lockup 160 px wide.

USE THE SUPPLIED ARTWORK

- Keep the logo proportions and spacing intact.
- Choose the supplied light or dark version.
- Keep the wordmark lowercase.
- Avoid stretching, glow, shadows and busy backgrounds.

ABOUT THIS SAMPLE

Independent fictional brand concept. Existing generated logo artwork is preserved in this presentation. Supporting typography, icons and layouts demonstrate the proposed identity system.

Production handoff: vector logo masters, final color calibration and small-size checks before release.

Typeface: DM Sans / Google Fonts