

Brand guidelines **for affiliates**

How to use the FastComments name, logo, and claims when you promote us. Short version: use the files in this kit as they are, link with your code, and say you're an affiliate.

1. Logo

The logo is the FastComments mark next to the FastComments.com wordmark. Use the black logo on light backgrounds and the white logo on dark backgrounds. Use the mark on its own only where the full logo doesn't fit, such as avatars and small mobile banners.



fastcomments-logo-black



fastcomments-logo-white



fastcomments-mark-black



fastcomments-mark-white

Clear space and minimum size

Keep empty space around the logo equal to half the height of the mark on every side. Don't place the full logo smaller than 120 px wide on screen, or the mark smaller than 16 px tall.



2. Logo don'ts

Don't	Why
Recolor the logo, or use colors other than black and white	The brand is monochrome. Color versions look like a different company.
Stretch, squash, rotate, or crop it	Always scale the logo proportionally from the supplied files.
Add shadows, outlines, gradients, or effects	Effects blur the mark at small sizes.
Place it on busy photos or low-contrast backgrounds	Use the black logo on light, the white logo on dark.
Rebuild the wordmark in another font	Use the supplied SVG or PNG files.
Combine it with your own logo into a single lockup	A combined logo implies a partnership that doesn't exist. Show the two logos separately.

3. Color

FastComments is black and white. Blue is used for links and small accents, never as a background or for the logo.

	Name	HEX	RGB	Use
	Ink	#0A0A0A	10, 10, 10	Logo, headlines, buttons, dark backgrounds
	Paper	#FCFCFC	252, 252, 252	Light backgrounds, text on dark
	Graphite	#444444	68, 68, 68	Body text and supporting copy
	Link Blue	#5286EC	82, 134, 236	Links and accents only

4. Typography

The FastComments site and all kit materials use **Inter**, a free font from Google Fonts (fonts.google.com/specimen/Inter). Headlines pair a light weight with a bold phrase for emphasis. Buttons and labels are semibold.

Live comments for **any website**

Role	Weight
Headlines	Light (300), with the key phrase in Bold (700)
Buttons and labels	Semibold (600)
Body text	Regular (400)

5. Writing about FastComments

The name

Write	Not
FastComments	Fast Comments, Fastcomments, FASTCOMMENTS, FC
FastComments.com (when naming the website)	fastcomments.io, FastComment

Claims

Use the approved claims in `swipe-copy.md`. Each one lists the `fastcomments.com` page it comes from. Don't promise a free plan (there is a 30-day free trial, not a free tier), discounts, coupon codes, or uptime figures, and don't describe features that aren't on `fastcomments.com`.

Competitors

Promote FastComments on its own merits. Don't name competitors or compare FastComments against them in ads, banners, or copy.

Identity

Don't present yourself as FastComments, a FastComments employee, or an official partner. Don't create social accounts, domains, or ads that use the FastComments name or logo as their own identity.

6. Links and disclosure

Your link

Every link must point to the homepage with your code:

`https://fastcomments.com/?via=YOUR_CODE`

The code is read on the homepage only. A link to pricing, demos, or docs does not credit you, even with ?via= added.

Disclosure

Tell your audience you earn a commission, clearly and near the link, in every place you promote FastComments: posts, emails, videos, and banners on pages where the relationship isn't already disclosed. Examples:

- "I earn a commission if you sign up through this link."
- "Affiliate link" or #ad on social posts

Add `rel="sponsored"` to affiliate links on web pages.

Questions

Contact us at fastcomments.com/contact-us and include your affiliate code.