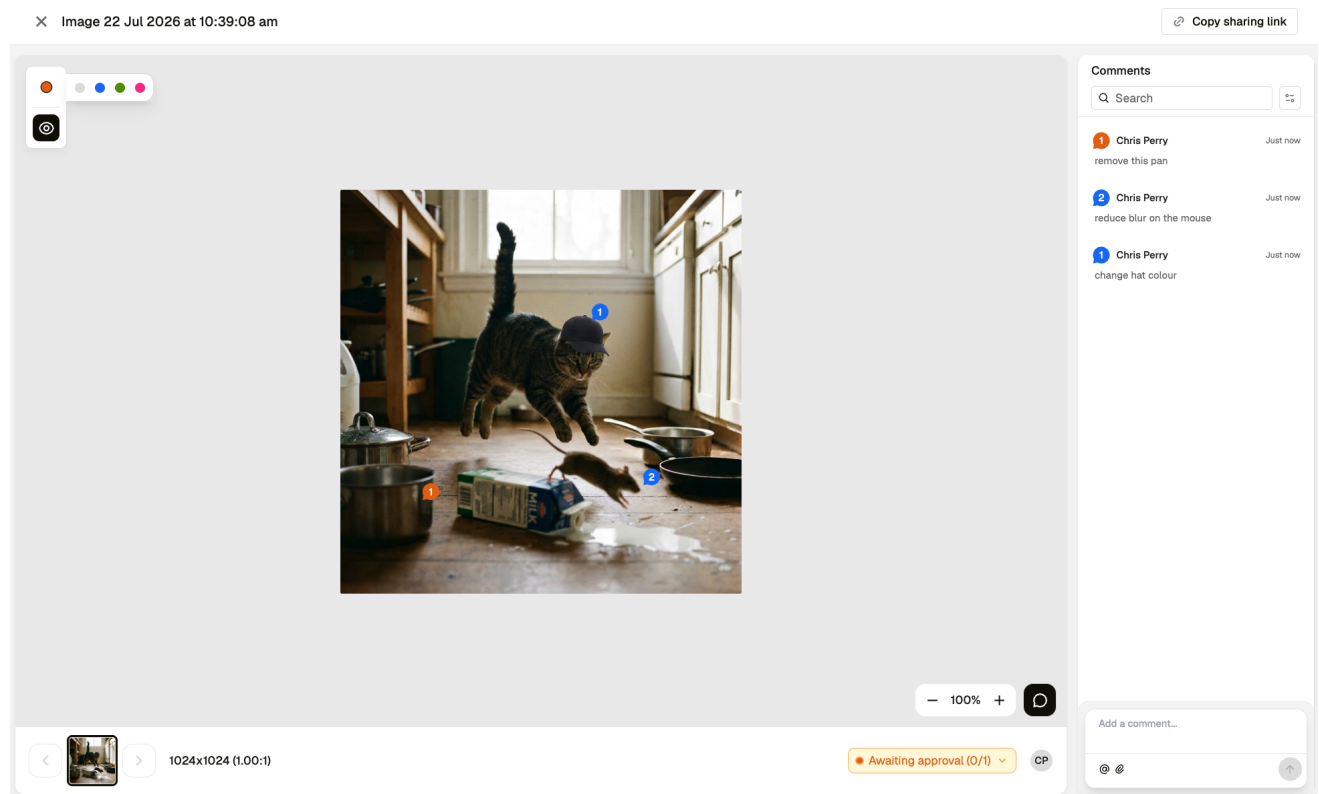


Introducing colour-coded annotation pins

We're introducing **colour-coded, auto-numbered annotation pins**, so heavily marked-up work stays readable.

Pins used to look identical to one another. On a densely annotated asset that made it hard to tell which pin belonged to which comment, impossible to group related points together, and once more than a handful of pins were placed they began to obscure the artwork being reviewed. Annotation became less useful the more it was used — and the rounds with the heaviest feedback are usually the rounds that matter most.

Reviewers can now choose a colour for a pin, each pin is numbered within its colour, and pins can be hidden whenever a clear view of the work is needed.



What's new

- **Choose a colour before you drop a pin** — A toolbar on the asset offers blue, grey, orange, green, and pink. Your selection stays active for the pins that follow, so a set of related points can share a colour.
- **Pins numbered automatically** — Each pin is numbered in sequence within its own colour, so an orange 1 and a blue 1 can sit on the same asset without confusion.
- **A matching badge on the comment** — The same colour and number appears against the comment in the panel, linking marker to feedback without needing to click.
- **Hide pins to see the work** — Turn all pins off to view the artwork uninterrupted. Nothing is deleted — the comments panel continues to list every comment with its badge.
- **See the pin while you write** — Dropping a pin opens the comment box with that pin shown above it, and the pin can be dragged to reposition while you type. Dismissing the box removes the pin, so cancelling never leaves a marker with no comment attached.

Why it matters

- **Annotation that holds up under heavy feedback** — Colour and numbering keep a densely marked-up asset legible, so detailed rounds stay workable.
- **Group feedback by theme, not by person** — Colour is chosen by the reviewer rather than assigned per user, so one reviewer can use it to separate copy points from layout points on the same asset.
- **Faster to act on** — Matching badges let the person making changes tie each comment to its place on the artwork at a glance.
- **The work stays visible** — Reviewers can clear the pins at any point to assess the creative on its own terms before returning to the feedback.

What's next

- **More annotation types** — Boxes, areas, and text highlights alongside pins, for feedback that covers a region rather than a point.

Who it's for

- Brand and content teams
- Creative and production teams
- Legal and compliance teams
- External and client-side reviewers
- Agencies and cross-functional enterprise teams

What this unlocks

Colour and numbering make annotation scale with the work. Detailed feedback can be grouped, matched to the artwork instantly, and cleared away when it gets in the way — so the most demanding review rounds are the ones that benefit most.

Give it a try and let us know what you think! 