hellodesign

Identity at a glance

A working sample for the editable proposal cover.

Colour

Charcoal
#1A1A1A

Yellow
#FFD800

White
#FFFFFF

Set yellow lettering on charcoal for the cover. Use charcoal on white or yellow for light pages.

Typography

Bold for the greeting

Regular for details

Use Helvetica Neue for the greeting, project and date. The logo is supplied artwork and stays separate from editable type.

Using the proposal cover

Replace the name in the greeting and the project and date in the footer.

Keep the original logo at the upper left. Scale it proportionally and leave space around it.

Export to PDF and check that the greeting fits and the footer stays legible on one page.