Cover Design
Organization’s intention here

overview
[Project information, summary of the organization’s context; problem statement]

site intention
[what is the goal of the website …]

brand attributes
[adjectives that describe the site experience]

brand application
[how will the brand mark apply to the website]

visual references
[web and non-web imagery capturing an aspect of your essence]

[What do you want the audience to think, feel and do after seeing your communication]

tone and image
[What style do you require – informal, warm, humorous, direct, functional, …]

messages
[The single most important message you want the target market to take from the activity – the one sentence that summarises your unique selling point. What are the features, benefits and value, prioritise the top 5 features and/or facts about the program/service and its value to the target audience]

who are your competitors
[Other non-profits active in your field of influence. What are their messages?]
**Logo typeface**
ITC Stone Sans
Semibold

**Simply Money.**

- **Visuals:**
  - 100% Black
  - 80% Black
  - 60% Black
  - 40% Black

**Colors:*
- **Blue**
  - CMYK: 100:84:0:0
  - RGB: 20:72:159
- **Green**
  - CMYK: 100:33:100:25
  - RGB: 0:103:57
- **Purple**
  - CMYK: 68:100:0:0
  - RGB: 107:44:145
- **Light grey**
  - CMYK: 40:0:0:20
  - RGB: 158:165:181
- **Dark grey**
  - CMYK: 20:0:0:70
  - RGB: 86:102:112

**Simply Money.**

**Logo typeface**
ITC Stone Serif

**15pt Online alternative**
ITC Stone Serif

**EPERIANIMA VELENIM ILLITION NIAS DICHI OMNIHIL LIQUATA EA SI ACCUS.**
Molut anis untem faceperibus eatem quatemp erundelectia quaeper naten issume cus ariat fuga.

**12345678910**
Simply Money.
Place your artifact design in here
Intention: