David Fenoulhet Design

Brand Guide
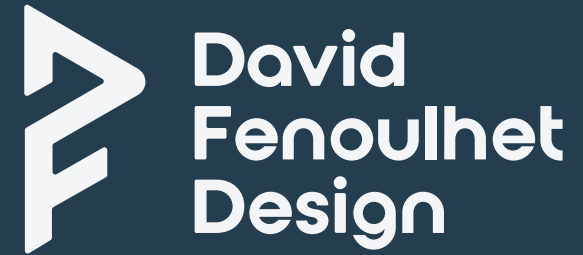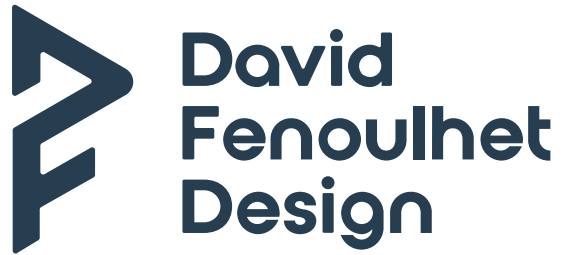
The
Logo
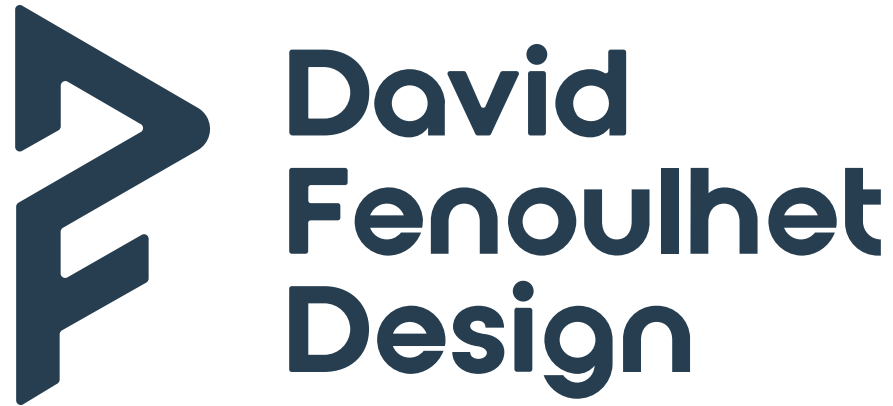
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QUALY

David
Fenoulhet
Design

David
Fenoulhet
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Brand Colours

Industrial Blue
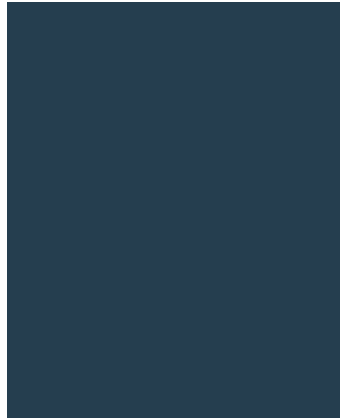
Brick Red

Dark Gray

Light Gray
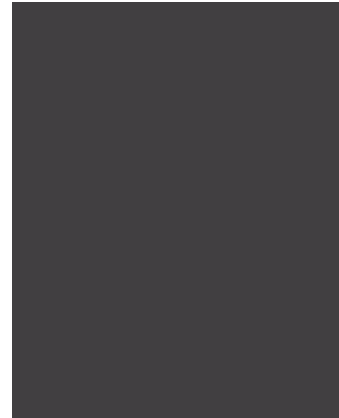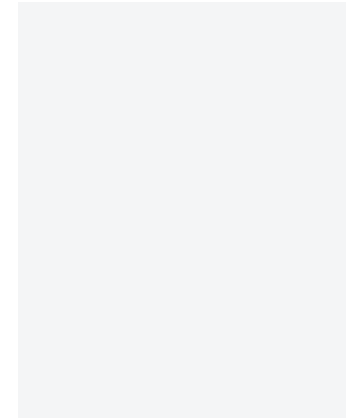
#1EDCFF

#F17822

#545960

#EBEBEB

▶▶▶

Colour Palette

Industrial Blue is to be used as the primary colour when designing, with the accent of Brick Red to draw attention to key areas. The shades of gray and white are then used for body text, to separate sections on a page, or for parts of a design that are lower on the hierarchy of importance.

Typo-
graphy

Aa

**A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z**

a b c d e f g h i j k l
m n o p q r s t u v w
x y z

Heading 1 — 48 px
Heading 2 — 40 px
Heading 3 — 30 px
Heading 4 — 24 px
Heading 5 — 22 px
Heading 6 — 20 px

Body Copy — 18 px

Heading Font

Qualy

Body Font

Montserrat - Regular

Qualy

HEADING FONT

Aa

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll MmNn Oo Pp
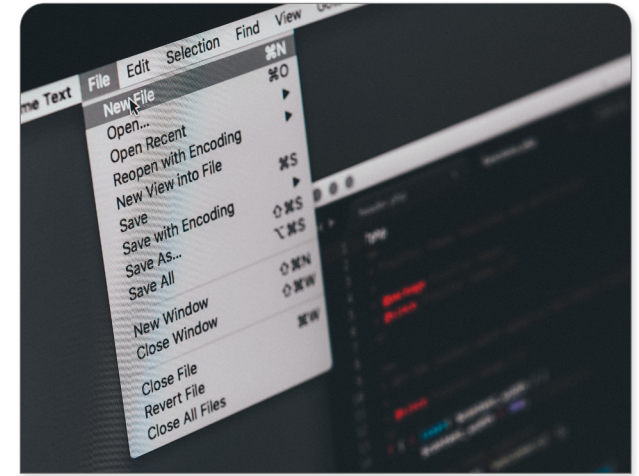Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

Montserrat - Regular

BODY COPY

Aa

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk Ll
MmNn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Stock Photos

Our Approach

When stock photography is used, we want to use imagery that shows some sort of graphic design action being taken. Trying to avoid faces so that it could feasibly be anyone on the design team and also to indicate slightly that this is a generic stock image meant to convey the action being taken. Look for these images in a fairly neutral palette - i.e. blacks, whites, or grays. If there are some with hints of blue and red that match brand colours these could also be used.