

Picture page-size, logo bottom right

Cover sheets are always produced featuring a campaign picture. The picture must be page-size and bleed. The headline is on the picture, in the upper third, left-aligned.

The logo (B2C) is placed on the bottom right. You may use the B2B logo consistently throughout the inside of the printed form (e.g. bottom left).

Template format: 420 x 297 mm

Fonts in the template:

1 / Headline

Font: Helvetica Neue 45 Light

Size: 45 pt

Line spacing: 49.5 pt

Character spacing: 200

Colour: white/black

2 / Subline

Font: Helvetica Neue 45 Light

Size: 14 pt

Line spacing: 15,4 pt

Character spacing: 200

Colour: white/black

3 / Logo

Height: 12 mm

Position: bottom right, aligned with picture edge



Picture page-size, logo top left

If the background is too busy on the bottom right, you should place the logo on the top left.

Template format: 210 x 297 mm

Fonts in the template:

1 / Headline

Font: Helvetica Neue 45 Light

Size: 45 pt

Line spacing: 49.5 pt

Character spacing: 200

Colour: white/black

2 / Subline

Font: Helvetica Neue 45 Light

Size: 14 pt

Line spacing: 15.4 pt

Character spacing: 200

Colour: white/black

3 / Logo

Height: 12 mm

Position: top left, aligned with picture edge

