getstarted.ae

Writing a letter

1. Open Letterhead / getstarted-letterhead.docx in Word or Google Docs.
2. Type over the sample text. The logo and footer stay in place.
3. Save as PDF before sending.

Using the logo



Dark logo on white or light backgrounds. White logo on dark backgrounds.
Use the PNG files in Word, Docs and slides. The SVG files are for designers.
Do not stretch, recolour or add effects to the logo.

Colours

Ink: text and logo	#1a1916
Grey: secondary text	#66625a
Orange: small accents only	#d9770f
Off-white: backgrounds	#fbfaf7

Font

Space Grotesk. Install both files in the Font folder (double-click, then Install).
Bold for headings, Medium for body text. In Google Docs, pick Space Grotesk from the font list.

Contact details

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