BRAND IDENTITY · 2026



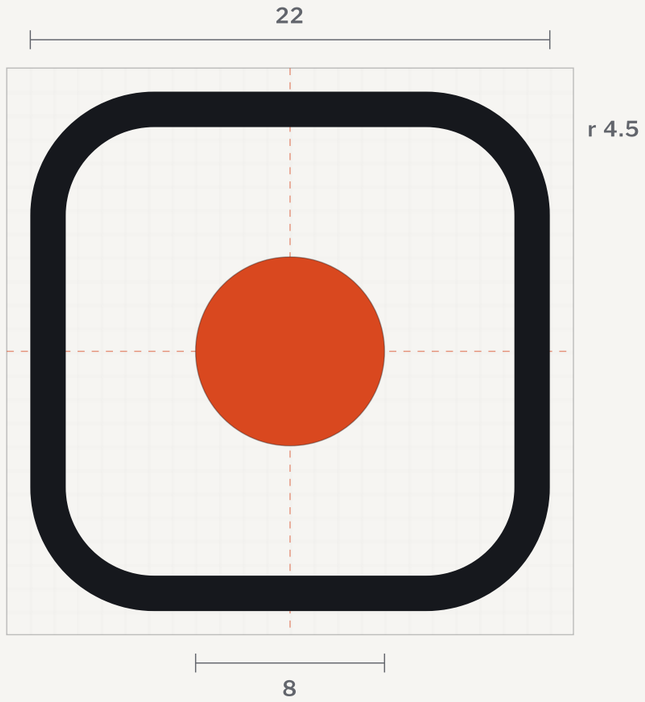
Proofsheet

The project record for design work.

The mark

A rounded square frame with an orange dot at its center, drawn on a 24-unit grid.

FRAME	22 × 22 units
STROKE	1.5 units
CORNER RADIUS	4.5 units
DOT	8 units, centered



Lockup

The mark with the Proofsheet wordmark, set in Libre Franklin Bold.

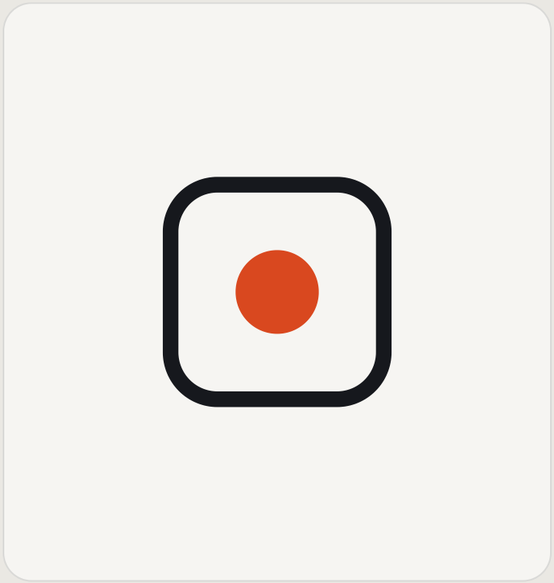




MARK	GAP	WORDMARK	TRACKING	ALIGNMENT
22 units	10 units	Libre Franklin Bold, 15 units	−1%	Centered on the mark

Variations

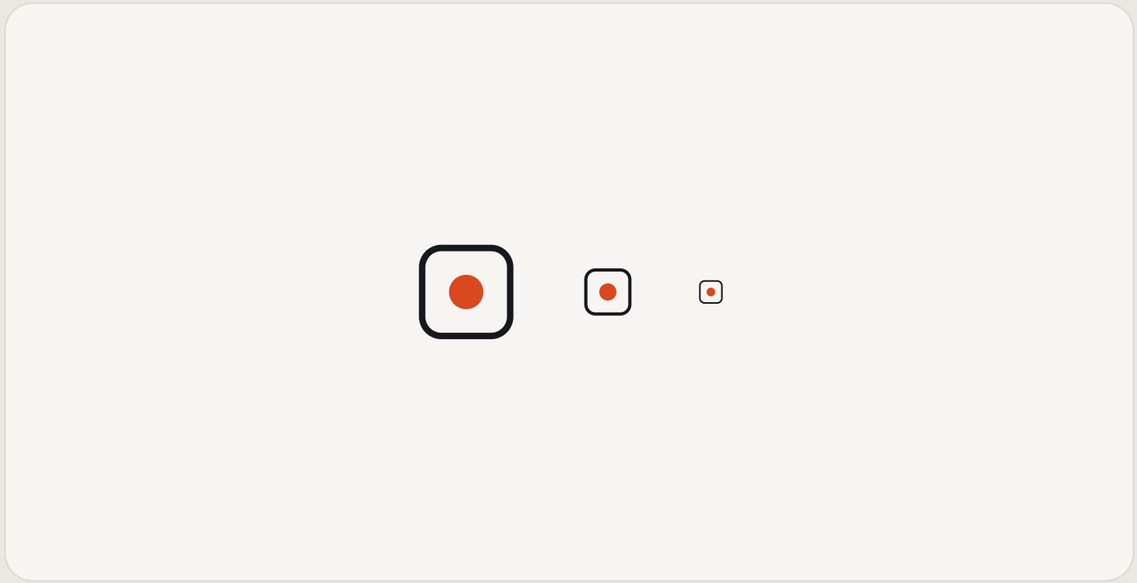
Ink and Proofsheet Orange on light backgrounds; light ink and Bright Orange on dark. The same drawing holds up at small sizes.



MARK · LIGHT



MARK · DARK



MARK AT 64, 32 AND 16 PX

Color

A warm, paper-toned neutral palette with one accent.

Proofsheet Orange
HEX #D9481F
RGB 217 72 31

Ink
HEX #16181D
RGB 22 24 29

Background
HEX #EAE8E3
RGB 234 232 227

Panel
HEX #F6F5F2
RGB 246 245 242

Body
HEX #3E4148
RGB 62 65 72

Mute
HEX #62656C
RGB 98 101 108

Bright Orange
HEX #FF6B3D
RGB 255 107 61
ACCENT ON DARK

PROJECT STATUS COLORS — Draft #8C9099 · Sent #D9A441 · Revisions #E4572E · Approved #3FA36B

Aa

Libre Franklin

Regular **Medium** **SemiBold** **Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & · → ↗

DISPLAY · SEMIBOLD · −3.5%

Every design. Every version.

HEADING · SEMIBOLD · −3%

Ready for production.

BODY · REGULAR

Keep each client's brand standards, designs and approvals together, one project at a time.

LABEL · SEMIBOLD · UPPERCASE · +12%

BRAND STANDARDS

WORDMARK · BOLD · −1%

Proofsheet

Libre Franklin is licensed under the SIL Open Font License 1.1.

Logo usage



CLEAR SPACE

Keep at least half the mark's height clear on every side.

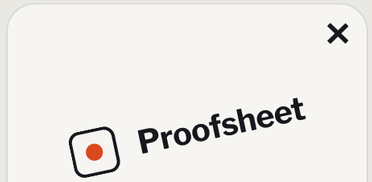


MINIMUM SIZE

Mark: 16 px on screen, 0.25 in in print. Lockup: 96 px wide on screen, 1 in wide in print.



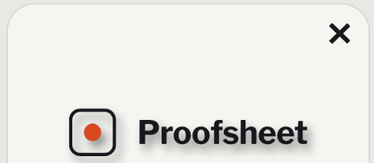
Don't stretch or squash it.



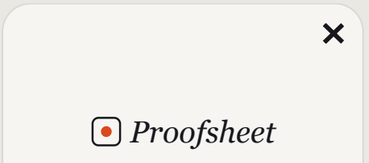
Don't rotate it.



Don't recolor the dot.



Don't add shadows or effects.



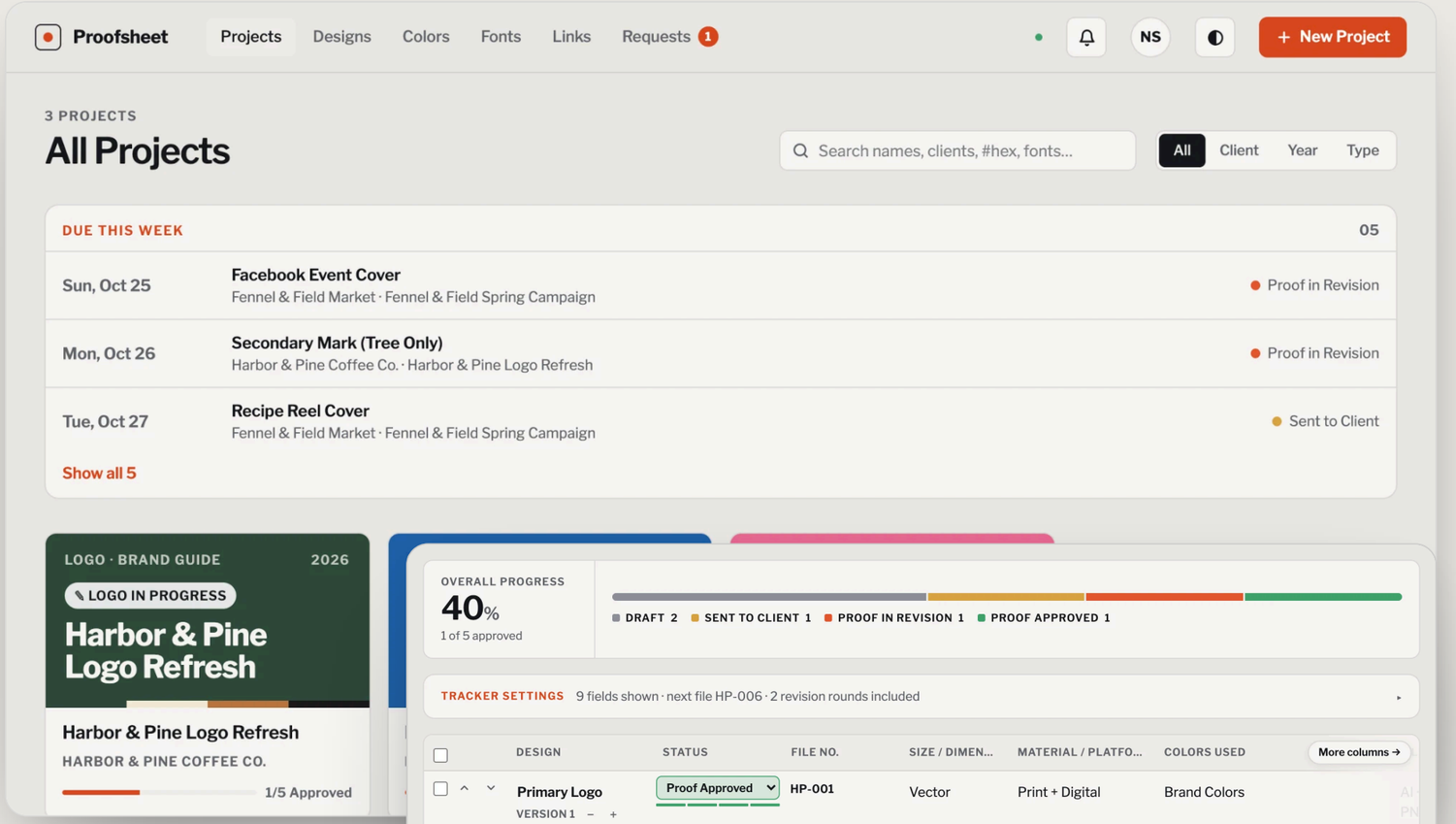
Don't retype the wordmark.



Don't place it on low-contrast colors.

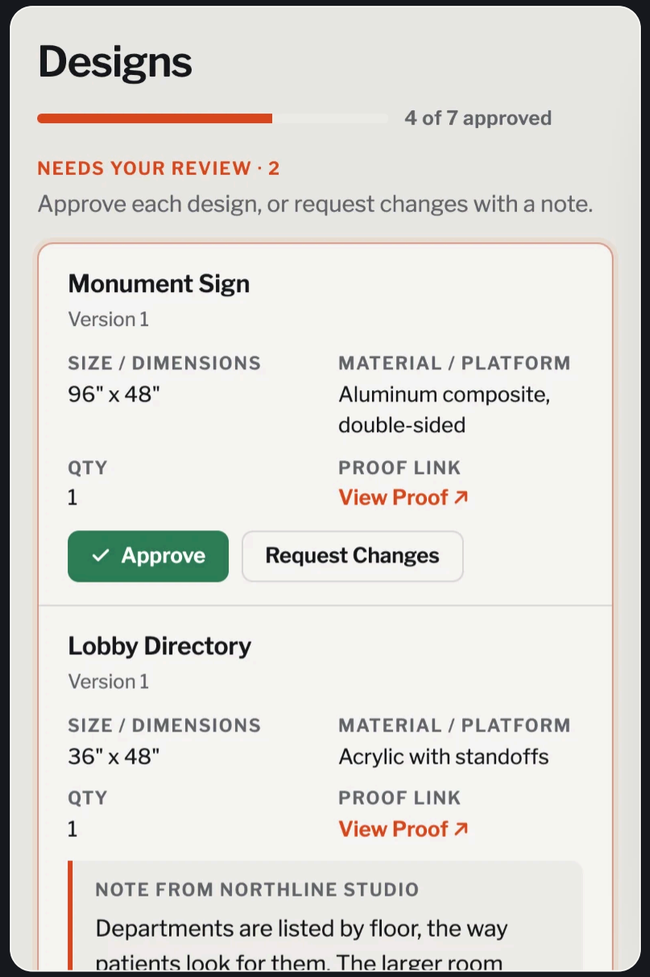
In use

The website and the app share one palette, one typeface and one mark.

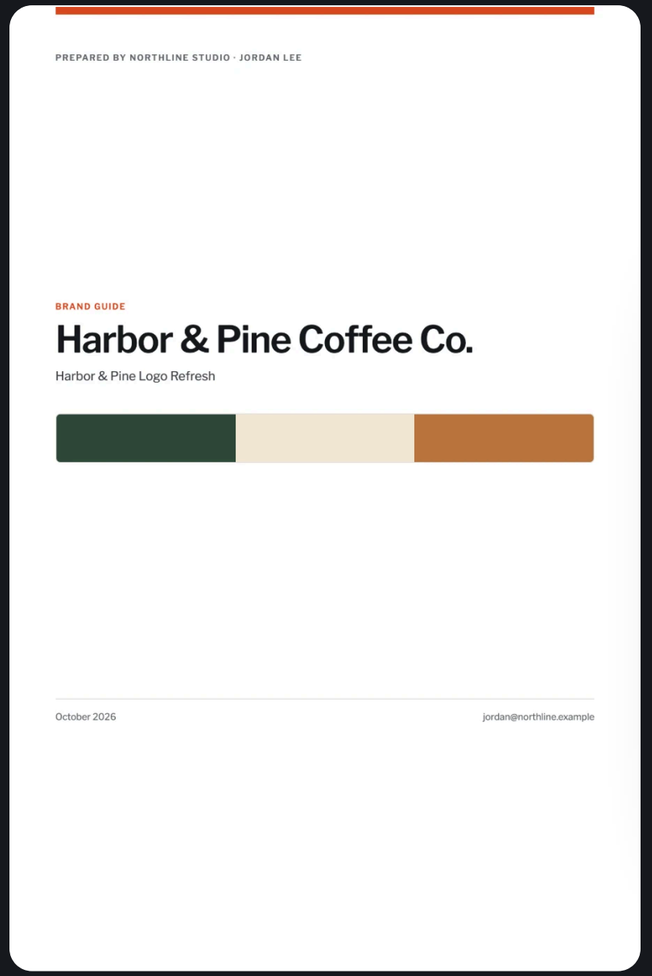


WEBSITE

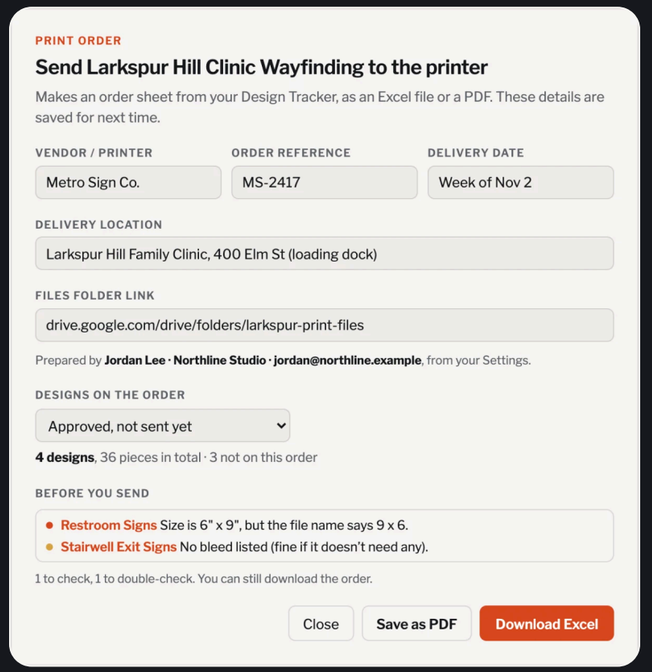
APP · DESIGN TRACKER



CLIENT PAGE



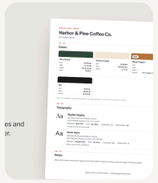
BRAND GUIDE PDF



PRINT ORDER

Inside Proofsheet

Proofsheet's own brand standards live in Proofsheet, the same way a client's do.



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