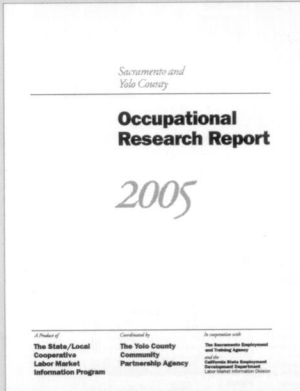


The cover

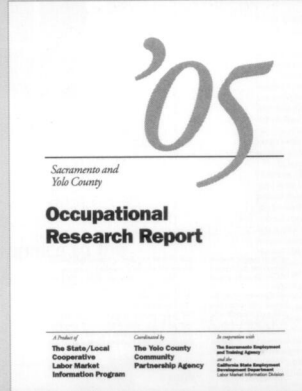
A report cover should appear businesslike, direct, and answer at least two questions: What is this report? Who is it from? With no need to

entertain or advertise, use type as graphics to convey not only the content but the visual interest, too. Suggestions:



Keep it simple

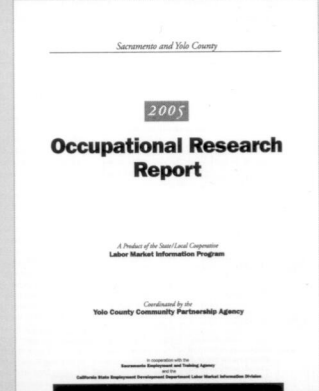
Visual continuity is important. To maintain it, use the two type families you used inside, then heighten their contrasts. How? By manipulating size and value (black/gray). Note, for example, how the bold title contrasts with the airy, gray serif name and date.



Type is the graphic

(Left) The huge date makes a handsome statement, its weight offset by the smaller but blacker title. Not just any typeface will do: At this size, look for graceful curves. At the bottom, three categories of information form a neat base on a three-column grid.

(Right) Note the interaction of weight (light/heavy) and value (black/gray). While not as dramatic, centered type is perfectly acceptable—and lots easier to do well.



Hazardous area

Very narrow columns of justified type—the kind illustrated here—need your keen eye. They tend to leave unsightly “rivers” of space between the words.

My preferred solution is to edit. One can also adjust word- and letter-spacing to allow the spaces to s-t-r-e-t-c-h and compress more than usual.

Lorem ipsum dolor sit amet, consectetur cing elit, diam nonnumy eiusmod tempor. Ut labore dolore magna aliquam erat citation ullamcorper laborisali voluptat. Duis autem vel eum irure dolor sit in voluptate velital son