

DEZMOLAB · CASE STUDY

Haldane & Co — Visual System and Collateral

A restrained visual system for a 60-person consultancy whose decks were undoing the credibility of their work.



Haldane & Co · Management Consulting
Graphic Design · 7 weeks · Jun — Jul 2025

Overview

CLIENT

Haldane & Co

INDUSTRY

Management Consulting

ROLE

Design studio of record

DURATION

7 weeks · Jun — Jul 2025

SERVICES

Art direction, Visual identity, Editorial design, Template systems

TECHNOLOGY

Adobe Illustrator, InDesign, Figma, Google Slides, PowerPoint

The client challenge

Haldane's partners were winning work on reputation and losing it on presentation. Nine competing deck templates circulated internally, charts were rebuilt from scratch for every engagement, and a typical proposal took two days of designer-free formatting.

Research

We audited two years of outgoing material and interviewed the people actually assembling it at 11pm before a pitch.

- Audit of 180 client-facing documents across four practice areas
- Competitive review of the six firms Haldane loses pitches to
- Interviews with 8 consultants and 2 EAs on real production constraints
- Pain points: no chart standard, no image direction, fonts absent on half the laptops

Strategy & Brand Direction

The direction was deliberately quiet: ink-on-paper typography, generous margins and a single accent used with discipline.

- Positioning line — evidence over theatre — carried through every layout decision
- One typeface family, four weights, a strict 12-column editorial grid
- Accent colour reserved exclusively for data and calls to action
- Photography direction: real people, real rooms, no stock handshakes

Design Process

We designed the hardest artefact first — a 40-page diagnostic report — so every rule was pressure-tested before it became a guideline.

- Three art-direction routes presented, one refined over two rounds
- Master pages for cover, section break, data spread, appendix and case page
- 18-chart library with locked colour ramps and annotation styles
- Fonts and templates deployed centrally so nothing depends on local installs

Rollout

A system nobody uses is decoration, so we shipped the training with the files.

- Templates delivered natively for InDesign, PowerPoint and Google Slides
- Two live enablement sessions plus a 20-minute recorded walkthrough
- Asset library hosted internally with a naming and versioning convention
- Quarterly review retained for the first year

Final Showcase

Stationery, reports, proposals, event collateral and a social kit — all from one grid and one type scale.

- Print: reports, folders, business cards, conference boards
- Digital: proposal decks, one-pagers, LinkedIn and newsletter templates
- Data: a chart library that survives being edited by non-designers

Deliverables

- 72-page brand and visual guidelines
- Proposal, report and pitch template systems
- Editorial illustration and data-visualisation library
- Social, event and print collateral kit

Results

3x

Inbound qualified leads

-64%

Time to produce a proposal

+41%

Proposal-to-meeting rate

1 system

Replacing 9 rogue templates

Client testimonial

“The work finally looks like the thinking behind it. Partners stopped rebuilding decks and started sending them the same day.”

Tom Ashworth — Managing Partner, Haldane & Co

Gallery



Brand collateral and stationery system



Report and proposal spreads

Conclusion

Haldane & Co came to DEZMOLAB with a business problem, not a design brief. We diagnosed it, shipped against it and measured the outcome — and the work is still running in production today.

Work with DEZMOLAB

We design, build and grow digital products for startups, businesses and enterprises. If you have a problem shaped like this one, we should talk.

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