Typeface: Arial

Logo: 14 pt Bold

Tagline: 12 pt italics

Branding Statement: 11 pt Italics

Centre the logo/tagline at the top in the header.

Centre the branding statement and the website in the footer.

Font Colour (on a MAC): Dark Blue

To insert bullets in the tagline, press “option” 8 (MAC)

Other: Press “symbols”, select the “bullet”, place it in the tagline.