This is a Headline for the Inside Panels. Use 1 or 2 lines.

The copy headline above should be about 12 point Helvetica Bold with single spacing. Use a color that's readable and goes with the overall color palette. Black type is usually the safest choice.

This is the first paragraph of the narrative copy found in this brochure. It is the place where you begin detailing your offer to your reader.

For the body copy, choose either the 9 or 10 point Times or Times New Roman font. Use single spacing…but use double spacing between each of your paragraphs.

For optimum readability, don't write too-long paragraphs. Break them up into digestible pieces of information. Think USA Today rather than a book (in the case of a brochure, less is more). A good rule of thumb is to not have any paragraph be more than 3-4 sentences long (give or take a sentence).

This is a Subhead for the Inside Panels. Feel Free To Use More Than One Subhead Throughout Brochure.

Your subheads should be about 11 point Helvetica Bold with single spacing. Use the same color as you used with the Headline. For the copy underneath the subhead, use the same as the copy underneath the Headlines.

Important: When you type onto this page, you may move the information on the other two panels to your right. This is because all of these elements are actually connected and flowing together in one larger column of information. To adjust placement of elements on all panels, just add or remove as many "returns" as are needed.

- **Bulleted copy goes here.**

- **Use 11 point Helvetica Bold with 1-, 1.5-, or 2-line spacing. Use a color that's readable and goes with the overall color palette.**

- **Include only the key points and keep it concise!**

- **About 4-7 bullets is a good target to shoot for.**

- **Too many bullets and your readers will by pass them.**

- **Too few bullets and you probably don't have enough quality information to warrant a brochure.**

This is a Subhead for the Inside Panels. Use 1 or 2 lines.