

## Primary Headline

Upon opening the brochure, this is the first panel (page) most people see and begin to read. It is where you want to make your “elevator pitch” (your brief but compelling statement of purpose). The headline and copy are larger than elsewhere in this brochure. For the Headline, use 13 point Helvetica Bold with single spacing. Use 10.5 Times or Times New Roman (again with single spacing) for the body copy. Also, if you can’t make your pitch (your best case) in two paragraphs or (preferably) less, then you should rethink and rewrite what you want placed on this panel.

**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 flowing together in one larger column of information. To adjust placement of elements on all panels, just add or remove “returns” after the copy you’ve placed above.**

### More Information Contact:

Name of Organization  
Street Address  
City, State, Zip Code  
Phone Number

