3.1- Off page

https://docs.google.com/spreadsheets/d/1B-z1xw7QKuh9p-lheRFt8FbRdCnXeWvMSwtUx78zYjQ/edit?usp=sharing

3.2 on-page

https://www.canva.com/design/DAGYffWJR7k/S-hA78jQRz0gKTSIjhdgkw/edit?utm_content=DAGYffWJR7k&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton