

# CAREER INTELLIGENCE WORKBOOK - DESIGN GUIDELINES

Title and heading font: Futura (Condensed Medium) 18px

\*Only the headings that have colourful mention in table of contents should be coloured in the book pages with an underline.

\*Sub-headings should be in black with no underline

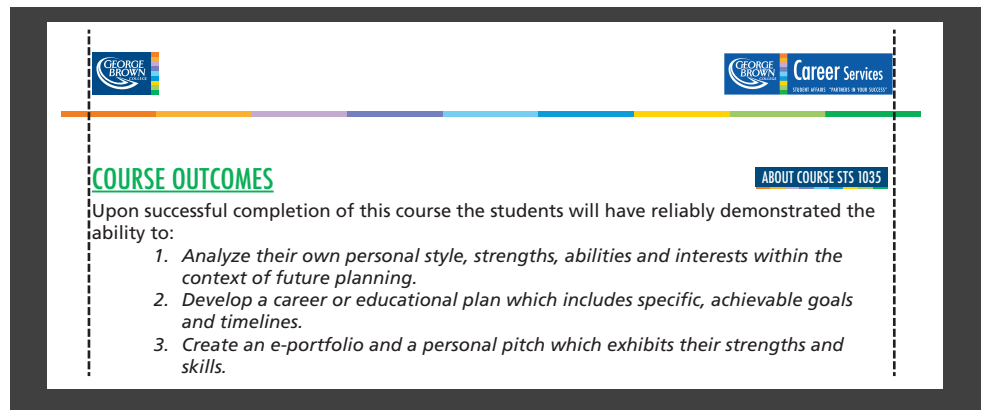
Body font: Frutiger LT Std (55 Roman) 12px

Page font: Frutiger LT Std (55 Roman) 9px

Website URL font: Frutiger LT Std (55 Roman) 9px

## Alignment

All the content (text or image) should stay within the start of the GBC logo and end of Career Services Logo (ref img below)



## Bullet points and bold

Black bullets should not be used. Use bullets of the following colours.



To highlight the text avoid bolding the text. Instead highlight it with any of the following colours.



Add simple animation wherever possible

Font size can be changed. However, please maintain font ratio