Main title 130 point Frutiger
65 Bold flush left

This is where you can add text headings or bullet items. A different color can be used to draw interest. The font needs to be legible from a distance of at least 4 feet. This is 92 pt. Frutiger Bold, flush left.

The font ITC New Baskerville can be used for body copy. It also needs to be legible from at least 4 feet. Body text should be very short and to the point. It typically should take the average reader 10 seconds or less to scan this block of text.

This is ITC New Baskerville 70 pt. flush left.

IMAGE AREA:
20” x 12”
Sharp signature shot that tells the story about a specific research area, or focus of study. An illustration or chart may also be good here.
A different color can be used to draw interest. The font needs to be legible from a distance of at least 4 feet. This is Frutiger 65 Bold set 92 pt. flush left.

Body text should be very short and to the point. It should takes the average reader 10 seconds or less to scan this block of text.

This is ITC Baskerville, 70 pt.