

BRAND BRIEF

The Canadian Friend, Faith in Action

FONTS

H1: Athelas, all caps, 23pt.

H2: Athelas, bold italic, 18 pt.

H3: Athelas, italic, 15 pt.

H4: Athelas, all caps, bold, 12 pt.

H5: Athelas, italic, 12 pt.

Table of contents, header: Athelas, all caps, bold italic, 12pt

Photo caption: Athelas, italic, 8 pt.

Body: Adobe Garamond Pro, regular, 11 pt.

Footnotes: Adobe Garamond Pro, regular, 7 pt.

Query: Adobe Garamond Pro, italic, 11 pt.

PHOTOS

Cover photos should take up the entire front page of the issue, with a **3p0** margin.

All photos should be transered to black and white while maintaining enough contrast for printing.

GRID

The issues should be set up in a two-column grid with a gutter of **1p6**.

COLOUR

The entire document should be black and white for printing.