

**Do not  
use the  
margin  
area  
to add  
content  
of any  
kind**

**You can design  
using this entire area**

This column  
will only have headings

and or information that  
can be placed here

but can arrange in  
different ways, as long  
as your layouts are  
following the guides

This column  
will only have headings

1 pica

**serena**

Assignment heading

Classification  
then sub classification  
if any

then timeline

then 2 characteristics

then specific typeface  
used here

**williams**

**serena**

**Classification of Type**

**Sans Serif**

19th Century  
20th Century

**Characteristics:**

- Lack of serifs
- Little to no contrast between thick and thin parts of the letter

**Typeface used:**

Avenir Black

**williams**

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williams

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