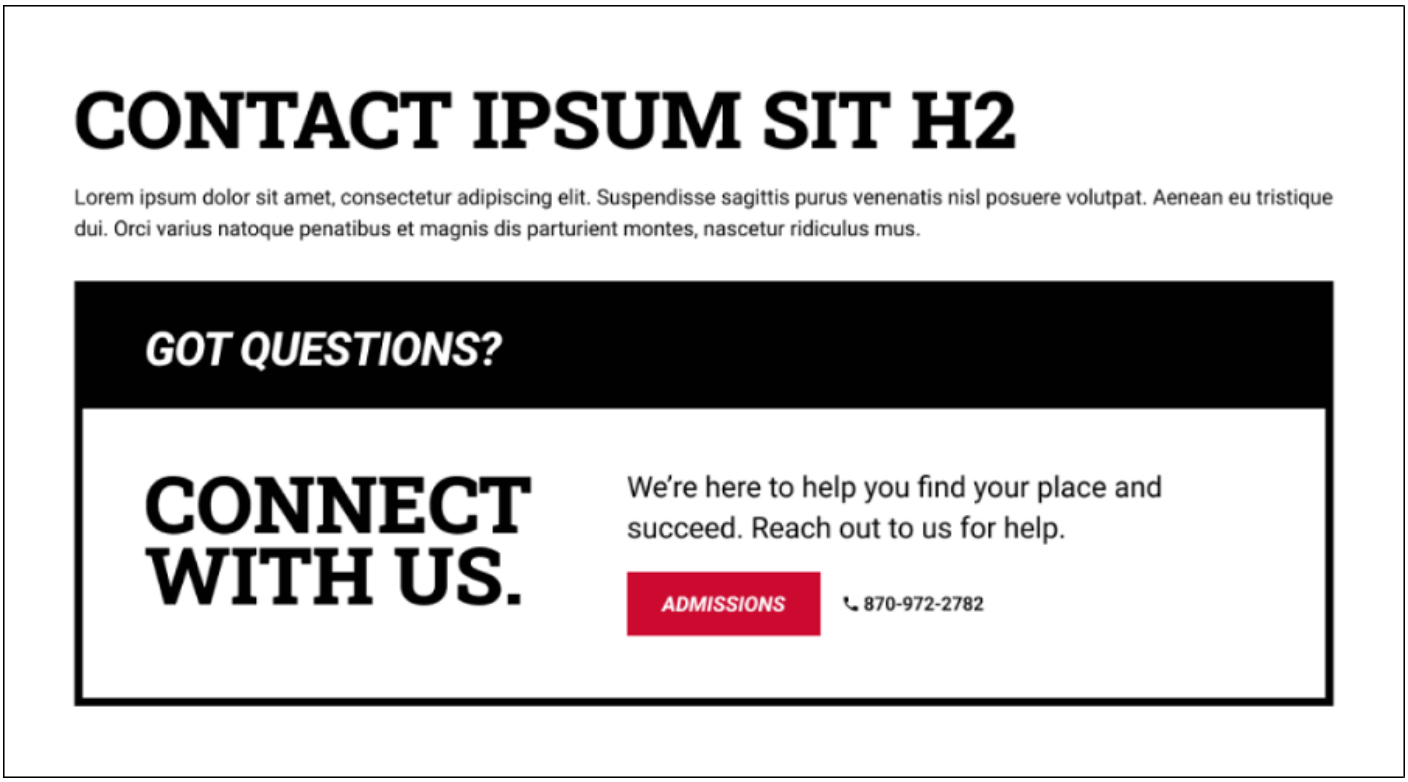
Typographic Patterns

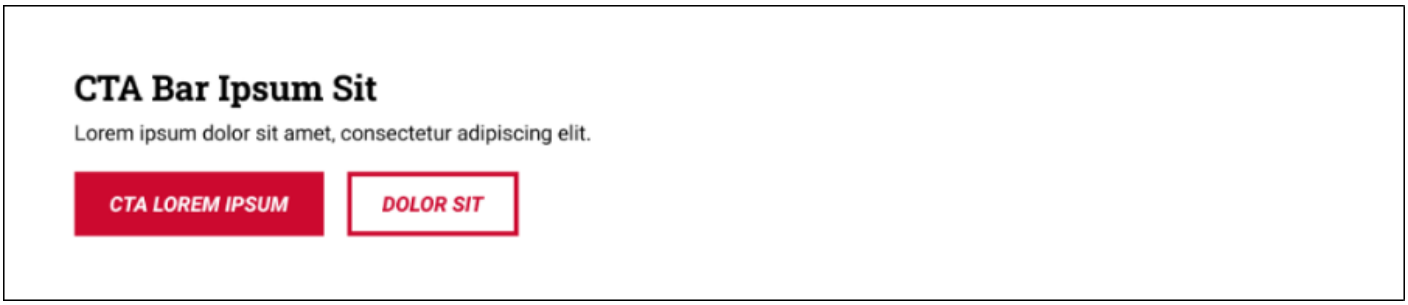
- Contact
- CTA Bar
- Outcomes Feature
- Quote
- Statistics
- Stats + Photo

Contact



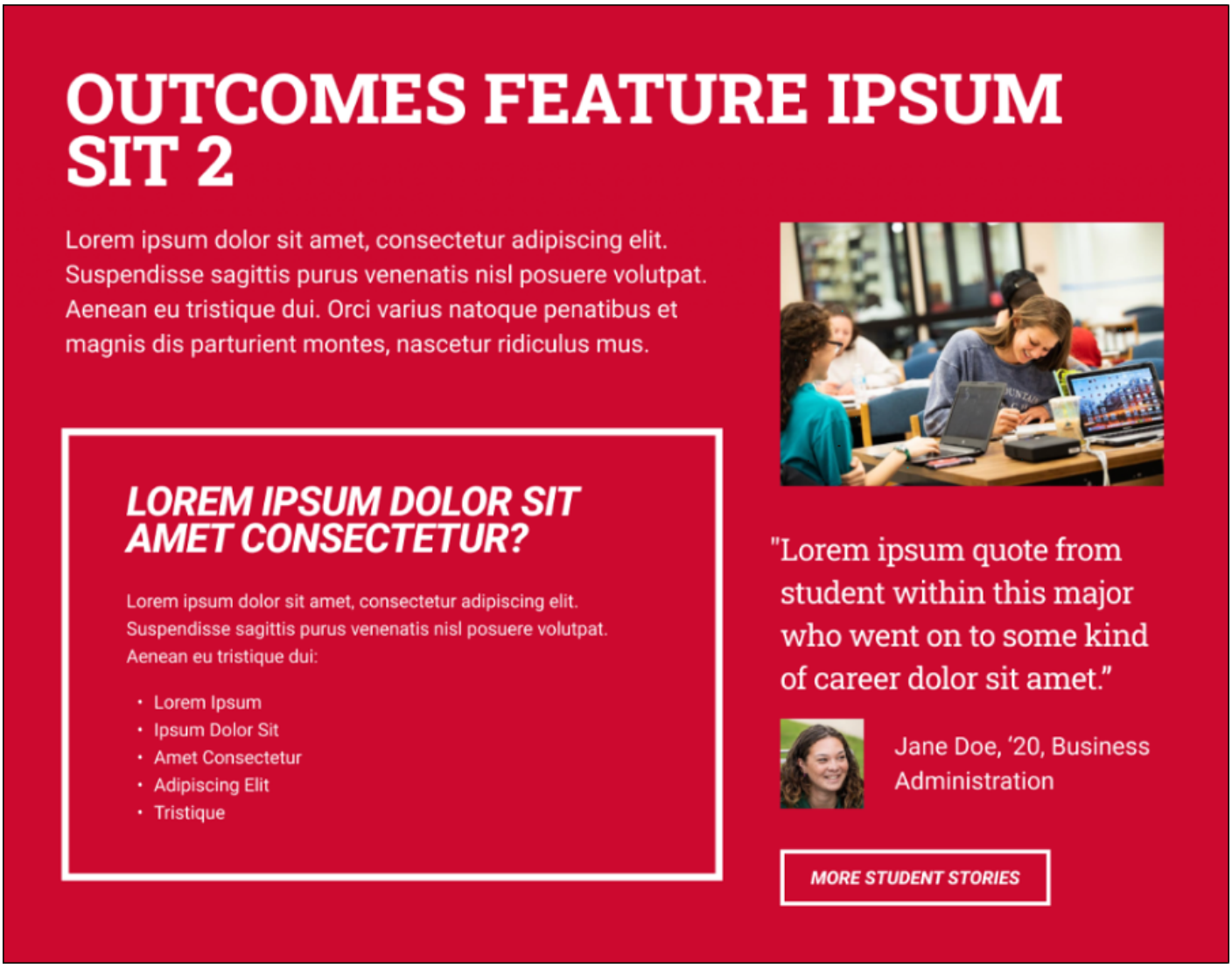
Use Case	**When you want to share contact information for a person or office**
Limitations	**N/A**
What's Required?	**The eyebrow, section heading, introduction, and button are all required**
What's optional?	**Phone number**

CTA Bar



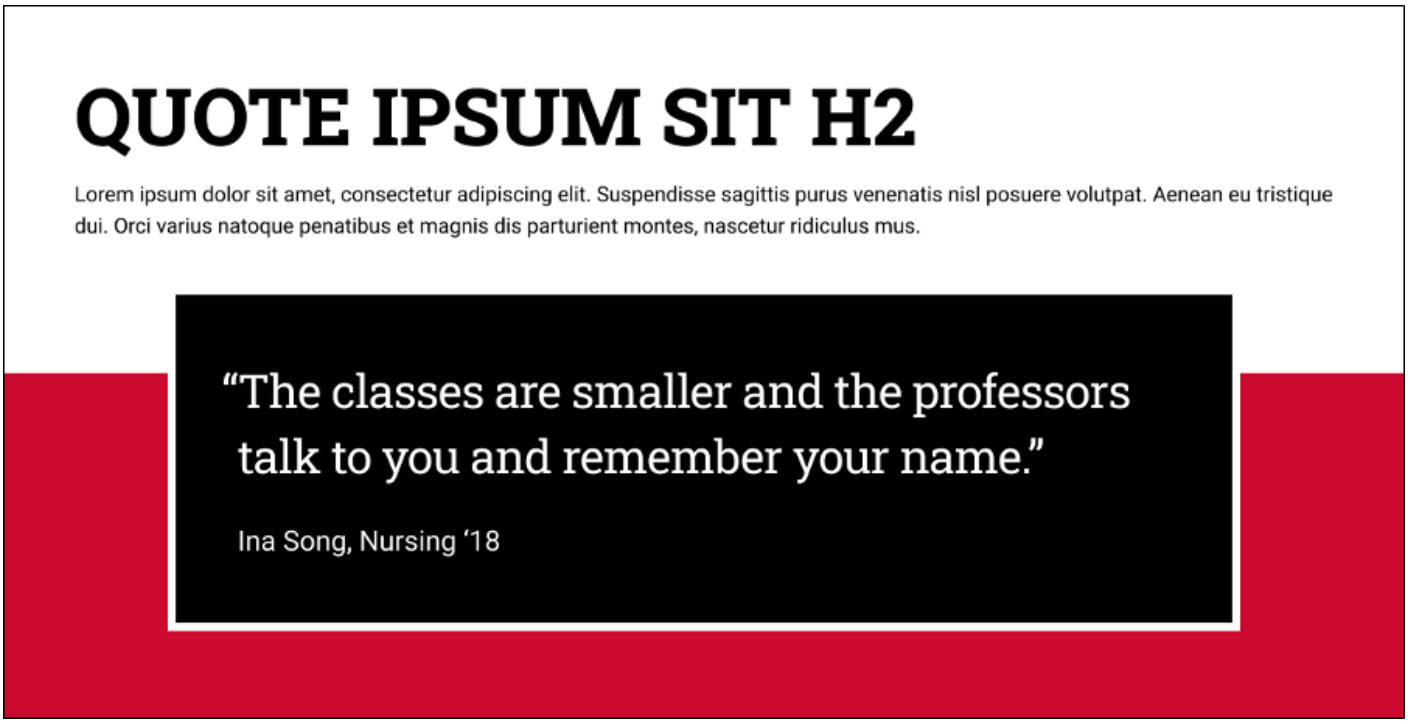
Use Case	**When you want to link to 1 or more places side-by-side to each other**
Limitations	**N/A**
What's Required?	**There must be a section heading, introduction, and at least one primary button**
What's optional?	**1 additional primary button and 2 secondary buttons are optional**

Outcomes Feature



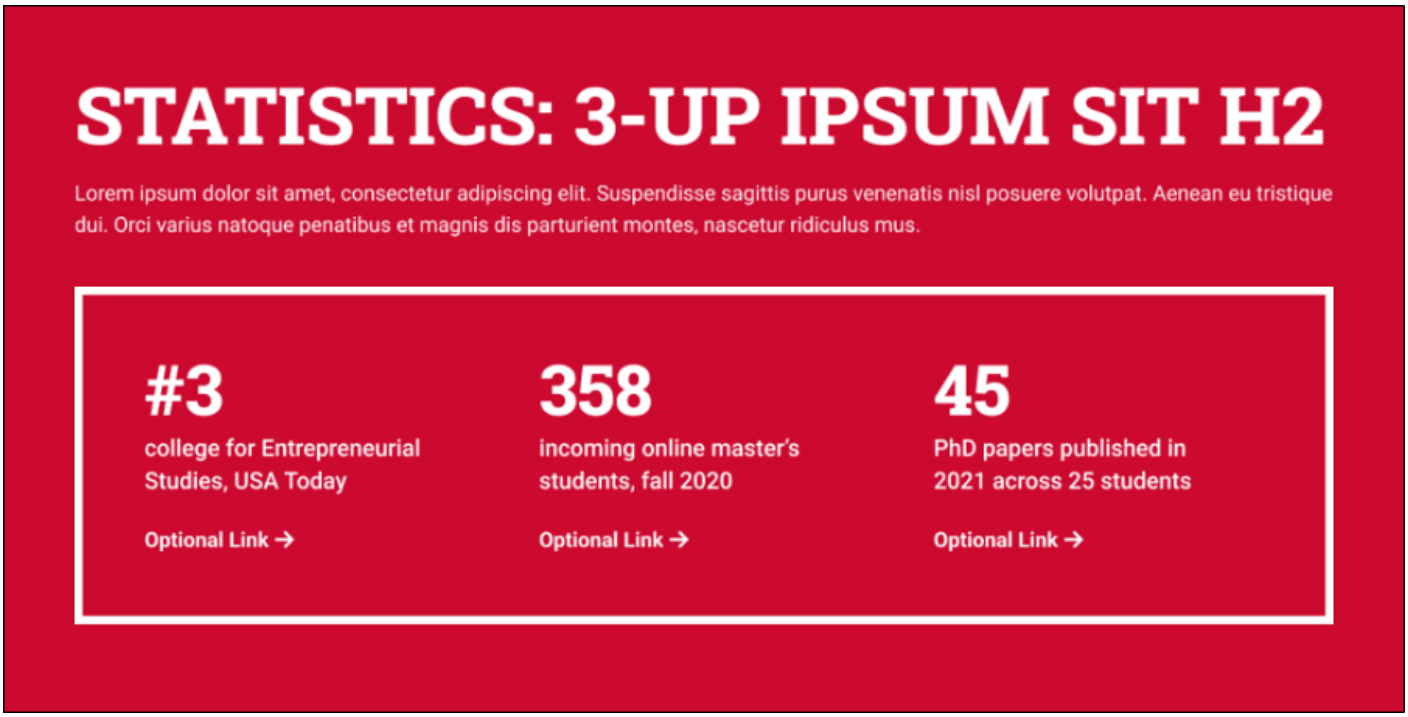
Use Case	**When you want to feature a quote alongside a bit of featured text. This is especially helpful for sharing job outcomes**
Limitations	**N/A**
What's Required?	**All fields are required (other than what is listed below). This includes all text fields and images for the quote, as well as the background image**
What's optional?	**Introduction**

Quote



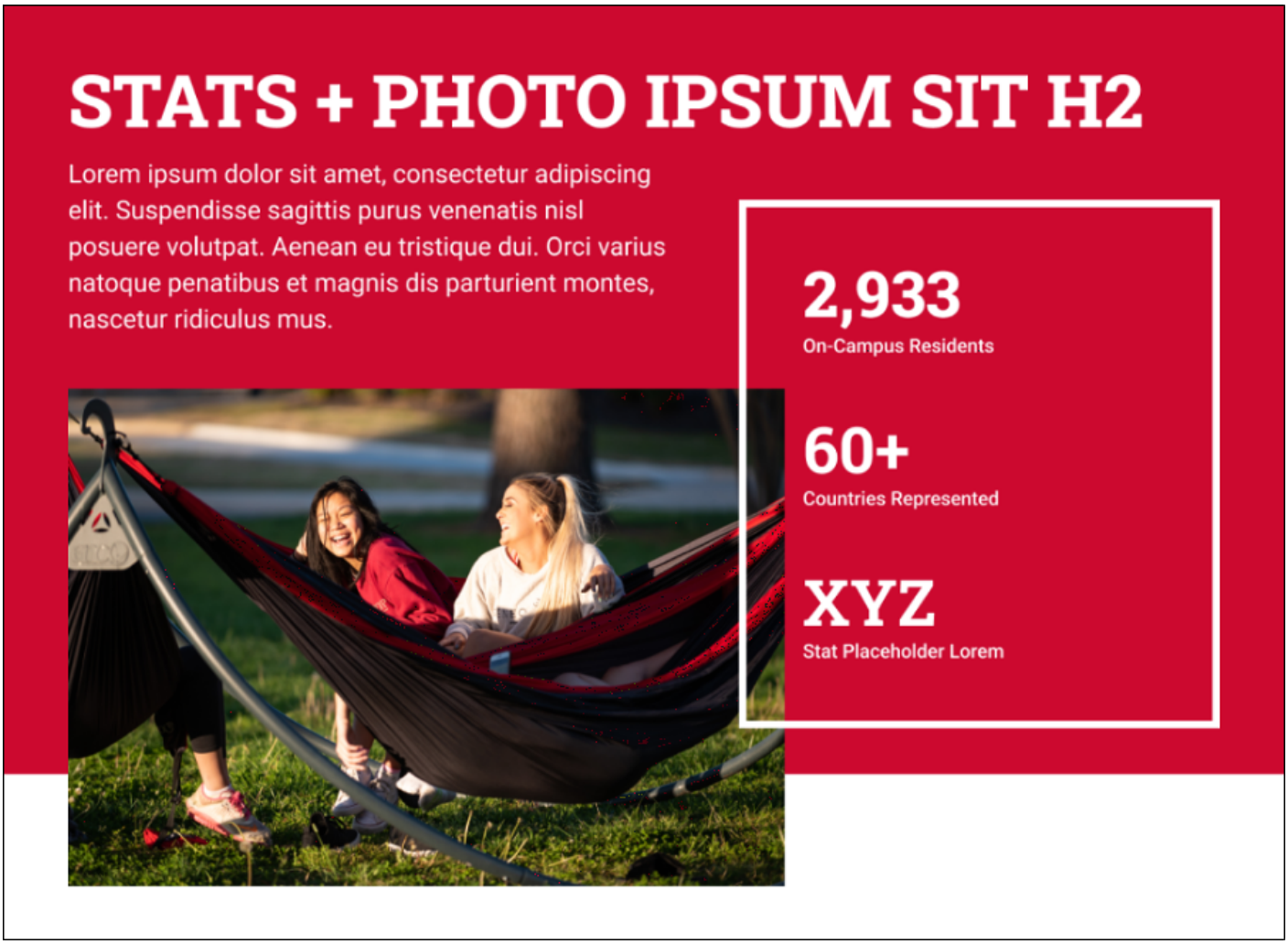
Use Case	**When you want to share a quote without an image**
Limitations	**N/A**
What’s Required?	**The quote text is required**
What’s optional?	**Section heading, introduction, attribution**

Statistics



Use Case	**When you want to highlight number-focused information**
Limitations	**All statistics must start with a number or numeric value followed by textual context.**
What's Required?	**There must be 3 statistics. Each statistic must have a number and a caption.**
What's optional?	**Section heading, introduction, and CTAs for each statistic**

Stats + Photo



Use Case	**When you want to feature 3 stats along with one image**
Limitations	**N/A**
What's Required?	**There must be a section heading, introduction, photo, and 3 stats**
What's optional?	**Introduction**