



Bullet points

Positive and negative examples

Positive

- Bullet point is rectangular, sufficient spacing between bullet point and text (created by using the ruler, not the space key), text is aligned left
- Bullet point does not have the color of the text (black), but the color of the title box (blue)
- Bullet point is ball-shaped

The ruler – your most important tool for creating bullet points

Negative

- No space between bullet point and text, text is not aligned
- Text is supposed to be aligned, but not by using the ruler, but by hitting the space key; slightly misaligned text is the result
- ❖ Symbols such as this should be avoided: stick to rectangles, balls or hyphens
- Too big, colors don't match