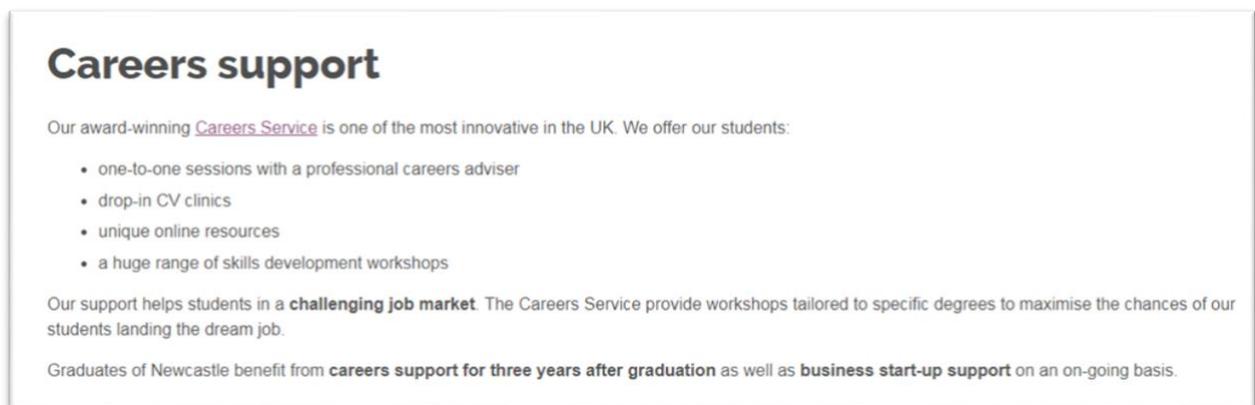


## General Purpose Text

Content type: **[ZEP] General Purpose Text**

General purpose text is the basic **building block used to add content** to any page and includes styling for headings, lists and tables.



**Heading 2** is the first sub-heading on a page. The title field in general purpose text is styled as Heading 2. To **introduce a Heading 2** into a page **add a new piece of general purpose text**.

**Sub-headings 3, 4 and 5** are applied to content from the Format menu in the toolbar. Heading 3 is the first sub-heading following a heading 2. Heading 4 is used as a sub-heading following a heading 3 and so on.

**Images** - don't included images in the content field as they will not be 'mobile responsive'. **To add a single image** to the page use **component [ZEP] Image** or a Dual Panel component.

### Tables

Build tables within the content field. There are various **options for formatting tables to make them mobile responsive**.

### Steps to add General Purpose Text

1. Select the content type **[ZEP] General Purpose Text** and fill in the following fields:

**NAME:** eg Careers support (identifies the content in T4. Does not output to the web page)

**TITLE:** this is Header Level 2. Keep to around 6 words/30 characters

**CONTENT:** Use this field to add paragraphs, tables and bullet lists. Please remember to keep your paragraphs to around 50 words/2-3 short sentences.

2. To save your content select **Save** or **Save and Approve**.