HEADLINES 101

CREATE AN ATTENTION GETTING HEADLINE PACKAGE

ATTENTION-GETTING HEADLINE PACKAGES CAN BE CREATED USING ONE FONT:

A rather elegant serif such as **English Serif** has a more formal look, especially when main words are capitalized.

Designing with **Type**

Just making the same headline all lowercase gives it a different personality.

designing with type

Play with size, weight, capitalization and alignment until you get the look you're trying to achieve.

designing with **type**

Changing the arrangement of elements and the weight of the main word creates another look.

Designing with **Type**

TWO CONTRASTING FONTS CAN ALSO CREATE DYNAMIC HEADLINES:

Combining the serif **Clearface**, which has a little personality, with the plain look of **CartoGothic** can provide a lot of variations.

TWO may work better than **ONE**

yearbooks.biz
yearbookdiscoveries.com

Again, play with alignment, capitalization, size and weight. With two fonts, you have a lot more options.

two
MAY WORK BETTER THAN
one

Just reversing the use gives the headline package a different personality.

TWO MAY WORK BETTER THAN
ONE

Think about which word you want to emphasize, then give it attention through size, weight or both.

TWO may work better than
ONE