

Headline Design

Below are three headline examples that show how type can be used as a design element. Each example includes a primary headline and a secondary headline that is no more than half the size of the primary. This size difference builds contrast and helps the reader understand the relative importance of each line. The larger headline conveys the focus or angle of the story, and the smaller secondary headline spells out factual details.

Gateway to the future

College visits give glimpse of life on the other side of graduation

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- Example 1: Papyrus and Arial. Provides contrasting type choices.
- Example 2: Arial Black and Old Century Schoolbook Italic. Provides contrast in type as well as in boldness and posture.
- Example 3: Old Century Schoolbook and Arial Italic.

- Example 1: Uses 48-point Papyrus, a specialty type, as its main headline. The secondary headline is 18-point Arial. The two headlines provide contrasting type choices.
- Example 2: 36-point Arial Black and 18-point Old Century Schoolbook Italic, provides contrast in type as well as in boldness and posture.
- Example 3: Uses 36-point Old Century Schoolbook and 18-point Arial Italic.

Headlines that work

Creative headline design can change everything. Use magazines and the examples below for inspiration. Then decide what is most appealing to your staff.

TRAY
CHIC
Pizza, real burgers bring
students back to the lunch line

Rocks
DIGGING, DUSTING, WASHING, INSPECTING
IGNEOUS, SEDIMENTARY, METAMORPHIC
STUDENTS SEE BACK MILLIONS OF YEARS

GOING *soft* ON HARD TIMES
Students learn
about Great Depression
with nursing home visits

DEAL OR NO DEAL
First days of school marred by teacher walk-outs over pay, unreceived benefits

Spirit makes team
BRUISE BROTHERS
on and off the field

Butter wouldn't
melt in their
mouths but
that didn't stop
theater club
from producing

'STEEL
MAGNOLIAS'

DEAL OR NO DEAL
First days of school marred
by teacher walk-outs over pay,
unreceived benefits
"They made
us think we'd
get a raise and
insurance.
Instead, our
raises were eaten
up by insurance
costs."
Sara Smith
English III

