

# HEADLINE STYLES



## Headline Styles

Although the headline is the most dominant copy on the page, it must compete with the photographs for attention. Remember the headline's job is to draw the reader's eye into the story, or good copy might be ignored. So to add extra flair, add style. There are different kinds of styles in dress, architecture, and layout. There are also different styles for your headlines, visual styles. These visual styles can set the mood for your story.

1. **Caps and Lower Case:** Capitalize the first letter in each word. This type is suggested for readability.

### Cutting It Close

2. **All Caps:** Capitalize all letters in the headline.

### CUTTING IT CLOSE

3. **Sentence Style:** Capitalize the first letter of the first word of the headline.

### Cutting it close

4. **All Lower Case:** All letters are in lower case.

### cutting it close

## Variations and Design Tips

1. **Primary Headline:** This is the main headline, and it is visually dominant.

### Cutting It Close

2. **Secondary Headline:** This headline adds additional information.
3. **Wicket:** A multiple line secondary headline above the primary head that reads into it.

*With five seconds left,  
two starters remaining,  
the netters*

### Cut It Close

4. **Kicker:** A secondary headline above the primary head giving more facts. It should be set apart by a variation in the typeface or size and may be underlined, in which case, it is usually called an **eyebrow**.

*Testing: 1, 2, 3*

### Cutting It Close

5. **Tripod:** This is a combination of the primary and secondary head. The primary is printed in large type and balanced against the two-line secondary head, printed in smaller type.

*Students Master Art  
of Cutting It* **CLOSE**

6. **Hammer:** This is a combination of the primary and secondary headlines. The hammer is usually printed in a heavy or large typeface and appears above the smaller, primary headline.

### CLOSE CALL

*Volleyball wins with 5 seconds left*

