

Henninger Helpful Hint

Myriad Pro Black Condensed

Myriad Pro Bold Condensed

Myriad Pro Semibold Condensed

Myriad Pro Condensed

Myriad Pro Light Condensed

Puttin' on some weight

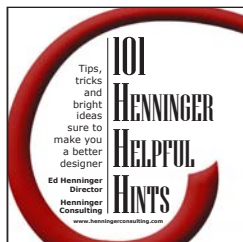
Many designers claim that headline hierarchy is about the size of the headline.

And they're right—to a point. Headline hierarchy is also about other factors like the number of lines and position on the page.

It is also very much about the weight of the headline font.

If you want a headline that's going to draw your readers to the most important news story on page 1, consider a font with the impact of Myriad Black Condensed. But if you want something softer over a feature, Myriad Light Condensed will do.

If you have fonts with varying weights, consider how you can best use them.



'101 HENNINGER HELPFUL HINTS

is filled with so many good ideas. You'll find yourself asking: "Why didn't I think of that?"

Kevin Slimp, Director
Institute of Newspaper Technology

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