

# Henninger Helpful Hint

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## Drop caps...III

A standard drop cap is...well, better than none at all. But not much better.

A drop cap set three lines deep in the same typeface as the text is enough to let readers know they're going to be reading more than a routine news story—but it doesn't have much visual interest.

The drop cap in this example is set in an extra bold sans serif and it's screened at 40 percent black so it's not too bold.

This format helps the drop cap to stand out from the text, but the look is not so aggressive that it yells.

**Next week:** Giving the drop cap more size—and greater impact.

**F**our score and seven years ago four fathers brought forth on this continent, a new nation, conceived in liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure.

We are met on a great battle-field of that war.

We have come to dedicate a portion of that field, as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here, have consecrated it, far above our poor power to add or detract.

The world will little note, nor long

A drop cap with some visual interest.



## '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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