

Henninger Helpful Hint

Drop caps...V

A basic drop cap prepares readers for something other than the ordinary news report.

A larger drop cap, perhaps in a sans serif typeface, has more visual interest.

But the drop cap in this example...well, it just can't be ignored.

Using a script letter, wrapping the type around the edge of the drop cap, and giving the drop cap some negative space to its right—all of these factors work together to make this drop cap leap from the page.

Your reader won't be able to overlook it.

*F*our score and seven years ago our 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

A drop cap you just can't ignore.



'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

You can check preview pages at
www.henningerconsulting.com

FREE DESIGN EVALUATION

Ed offers a complete design evaluation of your newspaper—at no charge and with no obligation—to readers of the Henninger Helpful Hint.

Click on the **FREEBIE** link at
www.henningerconsulting.com

ED HENNINGER is an independent newspaper consultant and Director of Henninger Consulting. Offering comprehensive newspaper design services including redesigns, workshops, design training and design evaluations.