

"Nobody does a better job of showing how to use design to build relationships than Roger C. Parker!"

Jay Conrad Levinson
author, *Guerrilla Marketing*

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Roger C. Parker's

Guerrilla Marketing & Design

Headline attractions

Make your headlines easy to notice and easy to read

Headlines play a vital role in the success of your ads, brochures and newsletters. Study after study has shown that if headlines are not read, the text that follows is unlikely to be read.

Typeface

Successful headlines begin with the right choice of typeface, one that forms a strong visual contrast with the paragraphs that follow.

If you are using a serif typeface for text, like Garamond, Minion or Times, consider a sans serif typeface like Frutiger, Futura, Gill Sans or Univers.

Frutiger55 Bold

Strong headlines

Frutiger 95 UltraBlack

Strong headlines

Consider investing in the variously named Black, Heavy or UltraBlack versions of your headline typeface.

These create significantly stronger visual contrast than just the bold version.

Often headlines set in a small size using a Black or Heavy typeface will have more impact than headlines set in bold at a larger size.

Formatting

Here are eight ways to make your headlines attractive and easy to read:

Consistency. Choose a single typeface and type size for all the headlines in your newsletter or proposal. Use your software program's Styles feature to ensure consistent formatting.

White space. Frame your headlines with as much white space as possible. White space will attract your reader's eyes to your headlines.

Line spacing. Reduce line spacing in headlines. Your software program's default, or "automatic," line spacing is usually too generous for headlines set at large sizes. Strive to replace white space *within* your headlines with white space *around* your headlines.

Punctuation. Never end a headline with a period, which reduces readership of the text that follows.

Hyphenation. Never hyphenate headlines.

Keep headlines as short as possible.

Underlining. Do not underline headlines. This makes them harder to read rather than drawing attention to them.

Line breaks. Use your software program's Line Break command to split headlines at natural points and create lines of roughly equal length. Avoid separating adjectives and prepositions from the words they modify or introduce. Keep first and last names together.

Alignment. Headlines set flush-left, ragged-right are usually easier to read than centered headlines because readers don't have to search for the beginning of each line.

BOARD TO MEET TUESDAY ON PROPOSED PROPOSITION 11

Board to meet Tuesday on proposed Proposition 11

Upper-case type

Avoid headlines set entirely in capital letters. Headlines set entirely in upper case type take up more space and are significantly harder to read than headlines set in upper- and lower-case type.

Words set in all caps lack the unique shapes necessary for easy recognition. In the example above, notice how much easier it is to read the second headline,

which is also one line shorter. Notice, also, how "Tuesday" and "Proposition" stand out because they're the only capitalized words. If the first letter of every word was capitalized, the proper nouns wouldn't stand out as much.

Editing

Keep headlines as short as possible. Whenever possible, keep headlines shorter than three lines; two lines is ideal.

Delete unnecessary words and search for long words you can replace with shorter words. Rewrite headlines if necessary to keep first and last names or dates (i.e., month, day, year) together.

Color

Use color with care. Headlines set in color are often less noticeable when printed than headlines set in black. Easy reading requires contrast between the text and its background.

Instead of setting headlines in color on ads and brochures, consider reversing them out of a colored background.

For more information

Call Roger C. Parker, *The \$32,000,000 Man* (estimated total sales of his books in 37 languages), for help making the most of your marketing. Roger is a Certified Master of Guerrilla Marketing and Guerrilla Marketing Coach.



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