



Typeface Specifications for Headlines, Sub-heads, Body Text, Cutlines & Captions

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There are five primary forms of text being used on the website. They are: Headlines, Sub-heads, Body Text, Cutlines and Captions. Additionally, there are two primary Typeface Families being employed on the website. They are: Signika and Open Sans. A comprehensive discussion on the selection of both typefaces has been covered in two other specifications documents: *Website Typefaces Specifications* and *Website Typefaces Samples*.

The purpose of this document is to illustrate the use of the two typeface families when *putting words on paper*. To that purpose this document will describe the various instances in which text will be used and specify which typeface families should be applied to each. This document will also provide broad definitions for each of the various forms of text.

Headline - Definition

The Headline is the major summary statement that applies to the story being presented. It presents the most important, compelling and newsworthy facts of the story, and is designed to motivate the reader to read the rest of the article. It should express a complete thought and will away contain a *verb*.

Headlines are always set using the **Signika** Typeface Family. Type sizes will vary across a broad range of sizes depending upon the page layout and the amount of words that are to be presented. Headline type sizes typically range between 20-points to 28-points. However it is not unusual to have Headlines set above and below the range. Signika is primarily a “display type” and as such it is designed to be heavier in form or weight in order to stand out.

Sub-head - Definition

The Sub-head typically follows the Headline lying in a position directly below the Headline. The purpose of the Sub-head it to further illuminate/elaborate the statement made in the Headline in order to add clarity or additional information.

Sub-heads are always set using the **Open Sans** Typeface Family. Type size will vary depending on the page layout and number of words that are needed to convey the information. Sub-head type sizes typically will range between 18-points to 22-points. Sub-heads should be set using the Semibold size NOT Boldface.

Body Text - Definition

Body Text is the term applied to text which is presented in paragraph form i.e., the story narrative.

Body Text is always set using the **Open Sans** Typeface Family. Signika should never be used as it is not as readable and does not translate as well as Open Sans when set in a paragraph, particularly when the story is lengthy. If you need a bolder type, use the Open Sans Semibold type. Type size will vary between 13-points and 16-points.

Cutlines - Definition

Cutlines are mini-paragraphs that are exclusively used in conjunction with photography. They are use to add clarity regarding the information represented by the photo. Typical use would be to present a list of names (usually from *l. to r.*), explain an action or event.

Cutlines are always set in the Open Sans Typeface Family. Signika should never be used. Type sizes will vary between 10-points and 13-points.

Caption - Definition

Captions are similar to Cutlines only shorter. While Cutlines typically contain sentences that convey a complete thought (include a verb) Captions very often do not. In some sense they provide a labeling function such as placing the name of the person who is featured in a photo, or follow a "Photo by John Doe" function.

Captions should always be set in the Open Sans Typeface Family. Because caption typically contain a very few words they are set using the Open Sans Semibold face. Signika should never be used. Type sizes will vary between 10-point and 13-points.

The next Section will provide Screen shot examples of the described forms of text used on the Website.

Headline & Sub-head Examples

The Photo Club is comprised of residents of the Sun City Lincoln Hills community in Lincoln, CA.

Presented below is a list of our monthly meetings and activities for September 2017

The Chi of Smoke... was the topic of February 8th General Meeting Presentation by critically acclaimed photographer, Jerry Berry.

Creating Images Reflective of Asian Brush Paintings

"Colorful Summer" Replaces "Old Things" as Theme of the Summer Simple Pleasures Exhibit on July 24.

Lifestyles Photography Group builds on experience to support future Ride-To-Walk fund raising events.

We've posted three photo galleries to showcase the events.

Johnson and Berry update their Galleries with stunning new Images!

Click on photos to go to their respective Gallery Page on this website.

Get your photos ready for the September General Meeting Show & Tell

General Meeting is slated for Wednesday September 13th in Kilaga Springs Presentation Hall.

Body Text, Cutlines and Captions Examples

Headline - 28pt Signika

Sub-head - 18pt Open Sans

Action Camera's Pete Perez to give presentation on "Street Photography" at November 8th General Meeting.

Well known area photographer to talk about planning, preparation and shooting street scenes and life.

Pete Perez will be our guest speaker at the upcoming General Meeting to take place this Wednesday, November 8th in the Kilaga Springs presentation Hall starting at 8:30 am.

Pete is an accomplished photographer who will talk about the strategies, and techniques required to be successful doing "Street Photography". He will provide a brief synopsis of some of the more influential practitioners of the art such as Henri Cartier Bresson et. al.

His presentation will also provide useful information regarding equipment selection, preparing for the photo shoot, safety tips and how to deal with the people you will encounter while shooting.

Well known in the greater Sacramento Photographic community, Pete has been actively working in the field for three decades. He is currently a Manager for Action Camera in Roseville and an Instructor in digital and film photography at Sacramento City College.



Pete Perez - Our November Guest Speaker

Body Text - 14pt Open Sans Semibold

Caption - 14pt Open Sans Bold & Semibold

Body Text, Cutlines and Captions Examples

Headline - 28pt Signika

Sub-head - 18pt Open Sans

Grey Lodge Wildlife Reserve is target for November 29th Field Trip.

The day-trip will start with a 7:00am departure and end at approximately 3:00pm.

The Field Trip is being scheduled during the peak of the waterfowl winter migration season for this wetlands paradise. This is part of the great Pacific Flyway and Gray Lodge is home to more than 300 kinds of resident and migratory animals.

More than one million waterfowl spend part of the winter at Gray Lodge. Many of their "friends" include eagles, kites, hawks and other raptors plus shorebirds, songbirds, river otters and other animals.

Everyone from beginners to pros will enjoy this opportunity. More experienced photographers and birders will be happy to share their expertise.

Our expert guides will be: Larry White, Truman Holtzclaw, Don Baylis, Carole Haskell, Maxine Johnson and Phil Robertson.

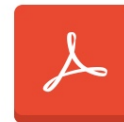
You are welcome and encouraged to invite guests to join you on this field trip. This is a trip that doesn't require a lot of walking to be very enjoyable.

Car pool from the OC Lodge parking lot area; the south west end near the Fitness Center indoor pool. Meet up at the parking lot at 6:45 am for final instructions and to join up in a carpool. Drive by yourself if you have special timing issues.

We will leave the OC Lodge at 7 am. Expected return about 3 pm.



Lift-Off - Witnessing hundreds of birds launching themselves into the sky at one time is a site to behold... magical. Photo by Larry White



Download the Trip Invitation Package which is packed with detailed information regarding trip planning and specifics on how to sign-up for the trip.

Cutline - 14pt Open Sans Semibold

Cutline - 13pt Open Sans Bold & Regular

Body Text - 15pt Open Sans Regular