**NEWSPAPER ELEMENTS**

**CAPSULE 1 (200-250)**

**Headline:** Palatino Linotype BOLD - 39 pt - leading 44 pt - tracking 30

**Drophead:** Palatino Linotype Italic - 20 pt - leading 24 pt - tracking 50

**Author:**  Palatino Linotype Regular - 10 pt - leading 8 pt - tracking 60

**Source:** Palatino Linotype Regular - 8 pt - leading 8 pt - tracking 60

**Body:** Palatino Linotype Regular - 11 pt - leading 14 pt - tracking 60 - indent .1667 in

**Caption:** Palatino Linotype Bold - 10 pt - leading 12 pt - tracking 70

**Photo Credit:** Palatino Linotype Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Palatino Linotype Bold - 10 pt - leading 14 pt - tracking -30

**Pullquote:** Palatino Linotype Bold - 15 pt - leading 18 pt - tracking 60

**Attribution:** Palatino Linotype Italic - 12 pt - leading 14 pt - tracking 70

**CAPSULE 2 (250-300)**

**Headline:** Bookman Old Style BOLD - 31 pt - leading 37 pt - tracking 30

**Drophead:** Bookman Old Style Italic - 20 pt - leading 24 pt - tracking 30

**Author:** Bookman Old Style Regular - 10 pt - leading 14 pt - tracking 60

**Source:** Bookman Old Style Regular - 8 pt - leading 17 pt - tracking 60

**Body:** Bookman Old Style Regular - 11 pt - leading 14 pt - tracking 60 - indent .1667 in

**Caption:** Bookman Old Style BOLD - 10 pt - leading 12 pt - tracking 70

**Photo Credit:** Bookman Old Style Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Bookman Old Style Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Bookman Old Style BOLD - 15 pt - leading 18 pt - tracking 60

**Attribution:** Bookman Old Style Italic - 12 pt - leading 14 pt - tracking 70

**CAPSULE 3 (350-525)**

**Headline:** Adobe Garamond Pro BOLD - 36 pt - leading 41 pt - tracking 50

**Drophead:** Adobe Garamond Pro Italic - 20 pt - leading 24 pt - tracking 50

**Author:** Adobe Garamond Pro Regular - 10 pt - leading 12 pt - tracking 70

**Source:** Adobe Garamond Pro Regular - 8 pt - leading 12 pt - tracking 70

**Body:** Adobe Garamond Pro Regular - 11 pt - leading 14 pt - tracking 70 - indent .1667 in

**Caption:** Adobe Garamond Pro BOLD - 10 pt - leading 14 pt - tracking 70

**Photo Credit:** Adobe Garamond Pro Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Adobe Garamond Pro Bold - 10 pt - leading 14 pt - tracking 40

**Pullquote:** Adobe Garamond Pro Bold - 15 pt - leading 18 pt - tracking 60

**Attribution:** Adobe Garamond Pro Italic - 12 pt - leading 14 pt - tracking 70

**CAPSULE 4 (375-600)**

**Headline:** Calibri BOLD - 40 pt - leading 37 pt - tracking 10

**Drophead:** Calibri Italic - 20 pt - leading 24 pt - tracking 10

**Author:** Calibri Regular - 11 pt - leading 17 pt - tracking 30

**Source:** Calibri Regular - 11 pt - leading 17 pt - tracking 30

**Body:** Calibri Regular - 11 pt - leading 12 pt - tracking 40 - indent .1667 in

**Caption:** Calibri BOLD - 10 pt - leading 13 pt - tracking 50

**Photo Credit:** Calibri Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Calibri Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Calibri Bold - 15 pt - leading 18 pt - tracking 30

**Attribution:** Calibri Italic - 12 pt - leading 24 pt - tracking 40

**CAPSULE 5 (450-775)**

**Headline:** Verdana BOLD - 38 pt - leading 41 pt - tracking -20

**Drophead:** Verdana Italic - 20 pt - leading 26 pt - tracking 10

**Author:** Verdana Regular - 10 pt - leading 12 pt - tracking 40

**Source:** Verdana Regular - 8 pt - leading 12 pt - tracking 40

**Body:** Verdana Regular - 11 pt - leading 12 pt - tracking 40 - indent .1667 in

**Caption:** Verdana BOLD - 10 pt - leading 13 pt - tracking 50

**Photo Credit:** Verdana Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Verdana Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Verdana Bold - 15 pt - leading 18 pt - tracking 30

**Attribution:** Verdana Italic - 12 pt - leading 24 pt - tracking 40

**CAPSULE 6 (650-800)**

**Headline:** Georgia BOLD - 38 pt - leading 45 pt - tracking 50

**Drophead:** Georgia Italic - 20 pt - leading 24 pt - tracking 50

**Author:** Georgia Regular - 10 pt - leading 13 pt - tracking 70

**Source:** Georgia Regular - 8 pt - leading 13 pt - tracking 70

**Body:** Georgia Regular - 10 pt - leading 13 pt - tracking 70 - indent .1667 in

**Caption:** Georgia BOLD - 9 pt - leading 7 pt - tracking 70

**Photo Credit:** Georgia Regular - 7 pt - leading 12 pt - tracking 70

**Box Score:** Georgia Bold - 12 pt - leading 16 pt - tracking 40

**Pullquote:** Georgia Bold - 15 pt - leading 18 pt - tracking 70

**Attribution:** Georgia Italic - 12 pt - leading 14 pt - tracking 70

**CAPSULE 7 (600-1100)**

**Headline:** Arial BOLD - 40 pt - leading 43 pt - tracking 10

**Drophead:** Arial Italic - 20 pt - leading 24 pt - tracking 10

**Author:**  Arial Regular - 10 pt - leading 13 pt - tracking 60

**Source:** Arial Regular - 8 pt - leading 13 pt - tracking 60

**Body:** Arial Regular - 10 pt - leading 13 pt - tracking 60 - indent .1667 in

**Caption:** Arial BOLD - 9 pt - leading 12 pt - tracking 60

**Photo Credit:** Arial Regular - 7 pt - leading 12 pt - tracking 50

**Box Score:** Arial Bold - 10 pt - leading 14 pt - tracking 40

**Pullquote:** Arial Bold - 15 pt - leading 18 pt - tracking 40

**Attribution:** Arial Italic - 12 pt - leading 10 pt - tracking 60

**CAPSULE 8 (650-850)**

**Headline:** Chaparral Pro BOLD - 40 pt - leading 48 pt - tracking 40

**Drophead:** Chaparral Pro Italic - 20 pt - leading 24 pt - tracking 40

**Author:**  Chaparral Pro Regular - 10 pt - leading 12 pt - tracking 60

**Source:** Chaparral Pro Regular - 8 pt - leading 12 pt - tracking 60

**Body:** Chaparral Pro Regular - 11 pt - leading 13 pt - tracking 60 - indent .1667 in

**Caption:** Chaparral Pro BOLD - 9 pt - leading 12 pt - tracking 70

**Photo Credit:** Chaparral Pro Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Chaparral Pro Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Chaparral Pro Bold - 15 pt - leading 18 pt - tracking 60

**Attribution:** Chaparral Pro Italic - 12 pt - leading 14 pt - tracking 60

**CAPSULE 9 (950-1100)**

**Headline:** Tahoma BOLD - 40 pt - leading 44 pt - tracking 20

**Drophead:** Tahoma Regular - 20 pt - leading 24 pt - tracking 30 - skew 15º

**Author:** Tahoma Regular - 10 pt - leading 13 pt - tracking 60

**Source:** Tahoma Regular - 8 pt - leading 11 pt - tracking 60

**Body:** Tahoma Regular - 10 pt - leading 13 pt - tracking 60 - indent .1667 in

**Caption:** Tahoma BOLD - 9 pt - leading 12 pt - tracking 60

**Photo Credit:** Tahoma Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Tahoma Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Tahoma Bold - 15 pt - leading 18 pt - tracking 30

**Attribution:** Tahoma Italic - 12 pt - leading 14 pt - tracking 70

**CAPSULE 10 (975-1100)**

**Headline:** Times New Roman BOLD - 40 pt - leading 40 pt - tracking 40

**Drophead:** Times New Roman Italic - 20 pt - leading 24 pt - tracking 40

**Author:** Times New Roman Regular - 10 pt - leading 11 pt - tracking 70

**Source:** Times New Roman Regular - 8 pt - leading 11 pt - tracking 70

**Body:** Times New Roman Regular - 11 pt - leading 13 pt - tracking 70 - indent .1667 in

**Caption:** Times New Roman BOLD - 9 pt - leading 12 pt - tracking 70

**Photo Credit:** Times New Roman Regular - 7 pt - leading 12 pt - tracking 50

**Box Score:** Times New Roman Bold - 12 pt - leading 15 pt - tracking 20

**Pullquote:** Times New Roman Bold - 15 pt - leading 18 pt - tracking 70

**Attribution:** Times New Roman Italic - 12 pt - leading 14 pt - tracking 70

**WEB TEMPLATES**

**CAPSULE 11 (275-325)**

**Headline:** Verdana BOLD - 29 pt - leading 34 pt - tracking 0

**Drophead:** Verdana Italic - 18 pt - leading 21 pt - tracking 20

**Author:** Verdana Bold - 9 pt - leading 12 pt - tracking 70

**Source:** Verdana Bold - 9 pt - leading 12 pt - tracking 70

**Body:** Verdana Regular - 10 pt - leading 12 pt - tracking 60 - indent .1667 in

**Caption:** Verdana BOLD - 9 pt - leading 12 pt - tracking 60

**Photo Credit:** Verdana Regular - 7 pt - leading 11 pt - tracking 50

**Box Score:** Verdana Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Verdana Bold - 13 pt - leading 15 pt - tracking 50

**Attribution:** Verdana Italic - 11 pt - leading 13 pt - tracking 50

**CAPSULE 12 (375-450)**

**Headline:** Adobe Garamond Pro BOLD - 25 pt - leading 30 pt - tracking 60

**Drophead:** Adobe Garamond Pro Italic - 20 pt - leading 24 pt - tracking 50

**Author:** Adobe Garamond Pro Bold - 11 pt - leading 12 pt - tracking 70

**Source:** Adobe Garamond Pro Bold - 11 pt - leading 12 pt - tracking 70

**Body:** Adobe Garamond Pro Regular - 11 pt - leading 13 pt - tracking 70 - indent .1667 in

**Caption:** Adobe Garamond Pro BOLD - 10 pt - leading 13 pt - tracking 70

**Photo Credit:** Adobe Garamond Pro Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Adobe Garamond Pro Bold - 10 pt - leading 14 pt - tracking 40

**Pullquote:** Adobe Garamond Pro Bold - 15 pt - leading 18 pt - tracking 60

**Attribution:** Adobe Garamond Pro Italic - 13 pt - leading 15 pt - tracking 70

**CAPSULE 13 (650-850)**

**Headline:** Constantia BOLD - 40 pt - leading 44 pt - tracking 30

**Drophead:** Constantia Italic - 20 pt - leading 24 pt - tracking 40

**Author:** Constantia Bold - 10 pt - leading 13 pt - tracking 70

**Source:** Constantia Bold - 10 pt - leading 13 pt - tracking 70

**Body:** Constantia Regular - 10 pt - leading 13 pt - tracking 70 - indent .1667 in

**Caption:** Constantia BOLD - 9 pt - leading 12 pt - tracking 70

**Photo Credit:** Constantia Regular - 7 pt - leading 12 pt - tracking 70

**Box Score:** Constantia Bold - 10 pt - leading 14 pt - tracking 40

**Pullquote:** Constantia Bold - 15 pt - leading 18 pt - tracking 60

**Attribution:** Constantia Italic - 13 pt - leading 15 pt - tracking 70

**CAPSULE 14 (700-950)**

**Headline:** Tahoma BOLD - 40 pt - leading 44 pt - tracking 20

**Drophead:** Tahoma Regular - 20 pt - leading 24 pt - tracking 30

**Author:** Tahoma Bold - 9 pt - leading 12 pt - tracking 50

**Source:** Tahoma Bold - 9 pt - leading 12 pt - tracking 50

**Body:** Tahoma Regular - 9 pt - leading 11.5 pt - tracking 50 - indent .1667 in

**Caption:** Tahoma BOLD - 9 pt - leading 12 pt - tracking 40

**Photo Credit:** Tahoma Regular - 7 pt - leading 12 pt - tracking 40

**Box Score:** Tahoma Bold - 11 pt - leading 14 pt - tracking 40

**Pullquote:** Tahoma Bold - 15 pt - leading 18 pt - tracking 40

**Attribution:** Tahoma Italic - 12 pt - leading 10 pt - tracking 60

**CAPSULE 15 (750-950)**

**Headline:** Times New Roman BOLD - 40 pt - leading 42 pt - tracking 30

**Drophead:** Times New Roman regular - 21 pt - leading 24 pt - tracking 40

**Author:** Times New Roman Bold - 11 pt - leading 13 pt - tracking 70

**Source:** Times New Roman Bold - 11 pt - leading 13 pt - tracking 70

**Body:** Times New Roman Regular - 11 pt - leading 13 pt - tracking 70 - indent .1667 in

**Caption:** Times New Roman BOLD - 9 pt - leading 11 pt - tracking 70

**Photo Credit:** Times New Roman Regular - 7 pt - leading 9 pt - tracking 50

**Box Score:** Times New Roman Bold - 12 pt - leading 15 pt - tracking 20

**Pullquote:** Times New Roman Bold - 15 pt - leading 18 pt - tracking 60

**Attribution:** Times New Roman Italic - 12 pt - leading 14 pt - tracking 60

**CAPSULE 16 (750-950)**

**Headline:** Ebrima BOLD - 40 pt - leading 44 pt - tracking 10

**Drophead:** Ebrima regular - 20 pt - leading 24 pt - tracking 30

**Author:** Ebrima Bold - 10 pt - leading 13 pt - tracking 60

**Source:** Ebrima Bold - 10 pt - leading 13 pt - tracking 60

**Body:** Ebrima Regular - 10 pt - leading 12 pt - tracking 60 - indent .1667 in

**Caption:** Ebrima BOLD - 9 pt - leading 12 pt - tracking 50

**Photo Credit:** Ebrima Regular - 7 pt - leading 12 pt - tracking 40

**Box Score:** Ebrima Bold - 12 pt - leading 15 pt - tracking 20

**Pullquote:** Ebrima Bold - 15 pt - leading 18 pt - tracking 40

**Attribution:** Ebrima Italic - 12 pt - leading 14 pt - tracking 50 - skew 15º

**CAPSULE 17 (750-950)**

**Headline:** Segoe UI BOLD - 36 pt - leading 40 pt - tracking 0

**Drophead:** Segoe UI regular - 20 pt - leading 24 pt - tracking 0

**Author:** Segoe UI Bold - 10 pt - leading 15 pt - tracking 60

**Source:** Segoe UI Bold - 10 pt - leading 15 pt - tracking 60

**Body:** Segoe UI Regular - 10 pt - leading 12 pt - tracking 50 - indent .1667 in

**Caption:** Segoe UI BOLD - 9 pt - leading 12 pt - tracking 60

**Photo Credit:** Segoe UI Regular - 7 pt - leading 9 pt - tracking 50

**Box Score:** Segoe UI Bold - 12 pt - leading 15 pt - tracking 20

**Pullquote:** Segoe UI Bold - 15 pt - leading 18 pt - tracking 40

**Attribution:** Segoe UI Italic - 12 pt - leading 14 pt - tracking 50

**CAPSULE 18 (800-1000)**

**Headline:** Myriad BOLD - 40 pt - leading 44 pt - tracking 40

**Drophead:** Myriad regular - 21 pt - leading 24 pt - tracking 30

**Author:** Myriad Bold - 10 pt - leading 16 pt - tracking 50

**Source:** Myriad Bold - 10 pt - leading 16 pt - tracking 50

**Body:** Myriad Regular - 10 pt - leading 12 pt - tracking 40 - indent .1667 in

**Caption:** Myriad BOLD - 9 pt - leading 12 pt - tracking 60

**Photo Credit:** Myriad Regular - 7 pt - leading 12 pt - tracking 50

**Box Score:** Myriad Bold - 12 pt - leading 15 pt - tracking 20

**Pullquote:** Myriad Bold - 15 pt - leading 18 pt - tracking 50

**Attribution:** Myriad Italic - 12 pt - leading 14 pt - tracking 50

**CAPSULE 19 (900-1100)**

**Headline:** Corbel BOLD - 40 pt - leading 44 pt - tracking 20

**Drophead:** Corbel regular - 21 pt - leading 24 pt - tracking 20

**Author:** Corbel Bold - 11 pt - leading 13 pt - tracking 40

**Source:** Corbel Bold - 11 pt - leading 13 pt - tracking 40

**Body:** Corbel Regular - 10 pt - leading 11 pt - tracking 40 - indent .1667 in

**Caption:** Corbel BOLD - 9 pt - leading 12 pt - tracking 60

**Photo Credit:** Corbel Regular - 8 pt - leading 12 pt - tracking 50

**Box Score:** Corbel Bold - 12 pt - leading 15 pt - tracking 20

**Pullquote:** Corbel Bold - 15 pt - leading 18 pt - tracking 30

**Attribution:** Corbel Italic - 12 pt - leading 14 pt - tracking 50