Go and catch a falling star,
Get with child a mandrake root,
Tell me where all past years are,
Or who cleft the devil's foot,
Teach me to hear mermaids singing,
Or to keep off envy's stinging,
And find
What wind
Serves to advance an honest mind.

Each line is a paragraph styled with negative first line indent

text-indent:-30px; padding-left:60px;

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Colour

- Use in headings
- reverse out of solid colour
- highlight paragraphs with background
- colour in borders
- contrast for readability
- test on black and white devices