Headlines

Different graphic possibilities exist for the design and composition of headlines and subheadlines. Through specified usage, the visual appeal of a magazine is supported. Within a publication the hierarchy of headlines should be recognizable and self explanatory, with a clearly structured content.

Offset Headlines

Headlines of articles that span across more than half a page are set in different point sizes. Generally, a headline is two or three lines long. The lines are offset to each other, certain words are highlighted through use of bold type. This call out should already be considered when developing the content for headlines. The main headline may be combined with a category title or a secondary line. Different font sizes may be used, which are specified as paragraph and character formats in the templates.

- Font size: DB Head Light, a single or multiple words in DB Head Black
- Headlines that only consist of a single word are set in DB Head Black.
- Only use one font size and type color for a headline
- Left alignment possible if text amount unfavorable for offset use
- Justified text may not be used

Additional font sizes are possible; seek a unified font impression.

Font sizes:
- **21pt**, LD 7.8mm, KR neg +10
- **25pt**, LD 8.8mm, KR neg +10
- **32pt**, LD 12mm, KR pos -5, KR neg +5
- **44pt**, LD 16.2mm, KR pos -10

Headline Teaser

These teasers are always used in a combination with an offset headline. Generally consisting of a single line only, the text sits on top of a 7mm tall bar, with a distance of 3.5mm to the left and right margin of the bar. This bar is DB Red or DB Blue, and white on dark areas.

- **Type**: DB Sans Bold, 11pt, LD 4.6mm, KR neg +15
- **Text color**: white on top of a white bar: red or blue
- **Color bar**: red, blue; on dark areas: white

Single line text, centered vertically, minimum distance to the left and right is 3.5mm, not aligned to the baseline grid.
Additional headline variants are offered in order to meet the diverse requirements of a magazine in regards to the amount of text and content structure. Editorial direction will determine which headline category to use for each individual case. The graphical weight of a headline should adequately relate to the meaning of the article within the magazine.

**Supplemental line for main headline**
A supplemental secondary line may be used if necessary in addition to the main headline, similar to a caption. It helps to quickly establish connections and facilitates the comprehension of a theme. This line forms a unit with the main headline with optically equal leading. Both are offset to each other to get a closed view of the unit.

- **Type:** DB Sans Compressed Bold
- **Font sizes:**
  - 15pt, LD 6mm, KR neg +10
  - 18pt, LD 7mm, KR neg +10
  - 21pt, LD 7.8mm, KR neg +10
- **Color:** DB Gray, DB Red, DB Blue, White

**Headlines with small amounts of text**
This headline is used for shorter texts with minor subdivisions (no subheadlines and introductory copy). It is left aligned, set with a distance of a line space to the body copy. It is also used for small areas, i.e. in text boxes and graphics.

- **Type:** DB Sans Compressed Bold
- **Font sizes:**
  - 15pt, LD 6mm, KR neg +10
  - 18pt, LD 7mm, KR neg +10
  - 21pt, LD 7.8mm, KR neg +10
- **Color:** DB Blue, White, Black

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