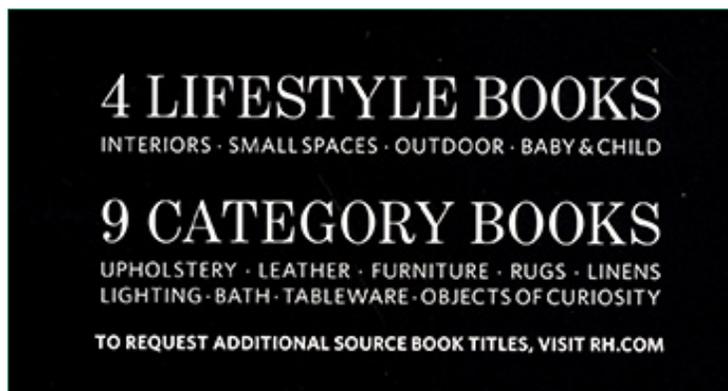## 9. Headline or pull-quote which fits a rectangle

(see more examples in the slide show).

Directions for how to achieve this look.

- *Absolutely no hyphens in this strategy.*
- *Kerning should be set at Optimal, as usual.*
- *Tracking should be no less than negative 3, and no more than positive 3, in any line.*
1. All upper case letters.
2. Choose a font. (No decenders. Choose a font wihtout desenders or re-word the text.)
3. Chose a very large point size.
4. Choose tight leading, probably less than the point size of the typeface.
5. Make the whole text justified, (the paragraph setting, though it may or may not be an actual paragraph).
6. Go through and decide where the best line-breaks would be, for the sake of the meaning of the words. To do this, try reading it aloud and see where you tend to pause briefly between words. Put in soft returns for each line break. Now your first line-length has been decided, and all other lines will need to follow this. You can adjust this later, for best effect, decide what to emphasize, and make important words largest.
7. Now make individual lines less or more, in point size, to fit the line length. Select and use the arrows in the control panel, for font point size (or in the Character Panel). The arrows are best for minute, intuitive adjustments. You may need to adjust the leading as you go.
8. Make sure the spaces are open enough to be readable.
9. Decide about the last line, if you can't make it fit as even in length with the rest of the rectangle, then make it either flush left or centered. Maybe there is an instance when aligned right would look best with your design, but this is the least likely choice.
10. Look at Normal view, and press Command + Option + "I" key, to reveal hidden settings or commands, which are unnecessary, like extra spaces, and eliminate them.