

5.1 FINDING A PAPER'S IDENTITY

DIRECTIONS: The nameplate gives the paper an identity. In fact, the font in the nameplate may be the accent font used throughout the publication for standing heads, column heads and section heads. Your task is to create an identity for your newspaper, The Bugle-Beacon. Choose your font carefully. Make sure it and the other design elements around it — rule lines, shadows and color — reflect the look-and-feel you desire for your publication. Some examples are below, and more than 300 are on the cover of the sixth edition of *The Newspaper Designer's Handbook*, sixth edition.

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