TYPOGRAPHICAL HIERARCHY

How do you establish typographical hierarchy?

Changing one of the following:

• SIZE (select 3-4 sizes to provide continuity)

• WEIGHT (hairline to bold versions of a family typeface)

• POSITION (the relationship and space between typographic elements)

• COLOR (enhances communication)

• STYLE (setting type in capitals or italics for emphasis)

• TYPE CONTRAST (combining contrasting typefaces for visual interest)

How many sizes and typefaces?

• Contrast in type sizes establishing ordered layouts with a limited set of type sizes that meet all content needs, likewise selecting a strong typeface with all options (bold, regular, light, small caps, ligatures, etc.) is recommended throughout your app.

• Remember though that these styles were naturally order content; e.g. body text should always use a regular or medium weight not a light or bold version.

THREE LINE LIST

Lorem ipsum dolor sit amet
Dapibus, neque id cursus faucibus, tortor neque egestas

Lorem ipsum dolor sit amet
Dapibus, neque id cursus faucibus, tortor neque egestas

Lorem ipsum dolor sit amet
Dapibus, neque id cursus faucibus, tortor neque egestas

Roboto, text size micro - 12sp

Roboto, text size small - 14sp

Roboto, text size medium - 18sp

Roboto, text size large - 22sp