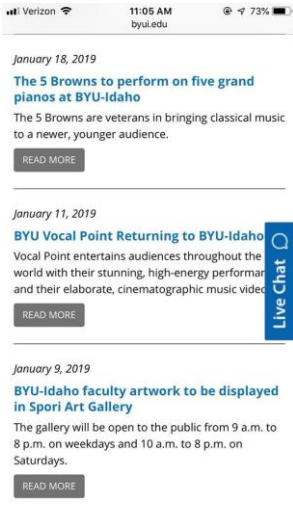# Design Principles

Proximity

BYU-Idaho
http://www.byui.edu/

BYU-I uses boundary proximity in their newsroom section on the home page. It is very obvious where one item ends and the other one begins. Each item begins with a date element, title element, summary element, and a button element to learn more.
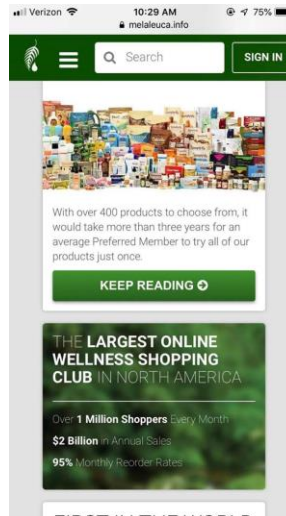
Alignment

Pinterest
https://www.pinterest.com/

While not horizontally aligned, every pin is vertically aligned. The reason the website (and even the app) isn't horizontally aligned is that each pin is a different size. The user doesn't have to click the image to see the whole photo content like other social media pages.

Repetition

Melaleuca
https://www.melaleuca.info

Melaleuca uses green as often as they can to emphasize natural wellness. From their products to their logo and from the color of buttons to the background of photos, Melaleuca is trying to drive home the point that their products come from nature, are wholesome, and eco-friendly.

Contrast

The Washington Post
https://www.washingtonpost.com

The Washington Post home page if overall neutral colors (black, white, grey, and a little tan), but they added red (an attention getting color) to the length of the shutdown. President Trump's tie also matches and creates balance. Besides the actual post, the ad stands out really well on this website due to the neutrality of the colors.

Typograph

Jamba Juice
http://www.jambajuice.com
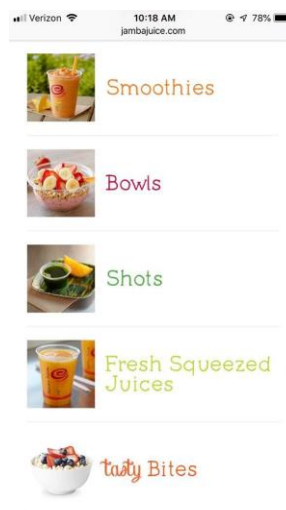
Jamba Juice colors and design represent a fresh and light feel similar to the picture it is describing. They tried to match the color the letters to the color of the picture to create a connection, and in most instances, the colors were exact. The colors and font type of the writing are also in line with the logo of the company.