Design principles

Company: Home Care Pulse
Website: homecarepulse.com
Proximity: This web page has some graphics that are grouped together based on their relationship. There are words that are below that are still close to the above graphics, but do are not too close. The graphics offer an exciting look to the page that draws the eye towards it. The words below give an explanation of something that they are in the same group as.

AS LOW AS

3.125%

15 YEAR FIXED RATE

3.356% APR

AS LOW AS

3.875%

30 YEAR FIXED RATE

4.010% APR

AS LOW AS

2.990%

ADVANTAGE ARM

4.068% APR

AS LOW AS

**Company:** Idaho Central Credit Union
Website: apple.com
Alignment: All of the numbers that are referring to bank account rates are in the same general location. They are all grouped together to explain a common cause. They are all centered and look uniform in the way that they are positioned. They have a good overall look to the group of numbers, and I can tell that they are not just randomly placed.

Company: Apple
Website: apple.com
Repetition: This website shows a uniform styling and font usage. The fonts are consistent throughout the website to highlight specific parts and selling points. Any differences in the font and color are made present to demonstrate something unique or different from the normal parts of the website. The website presents a very neat and classy feel to it.
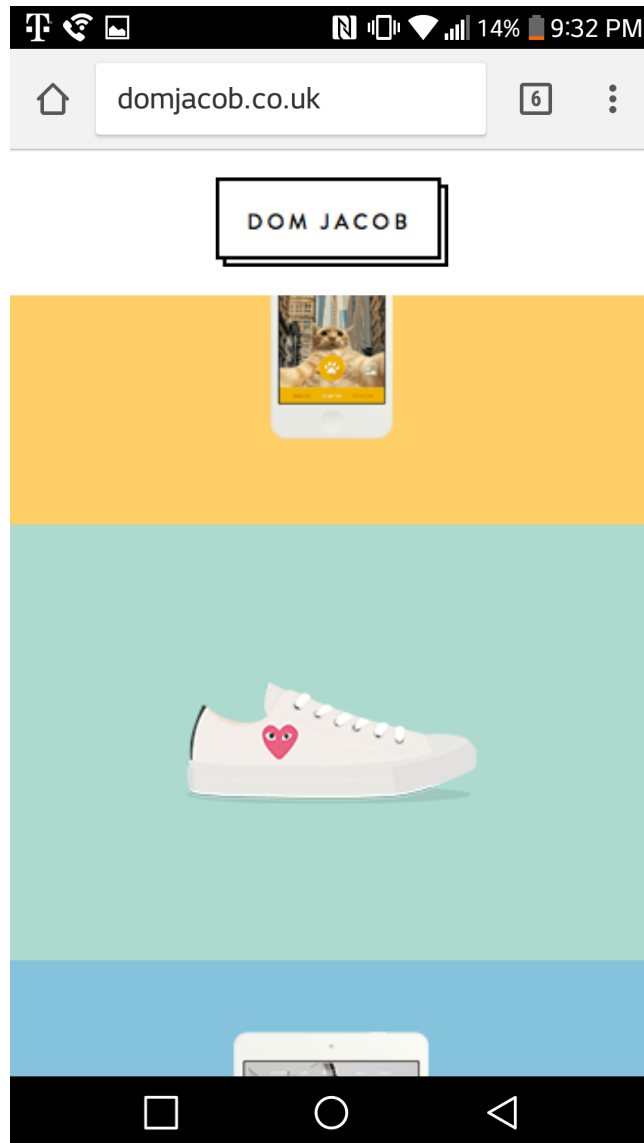
Company: Dom Jacob
Website: domjacob.co.uk
Contrast: This website draws the user attention to different points of the website with color. The different products have a different colored background. This provides knowledge that they provide a different array of items within their company.