

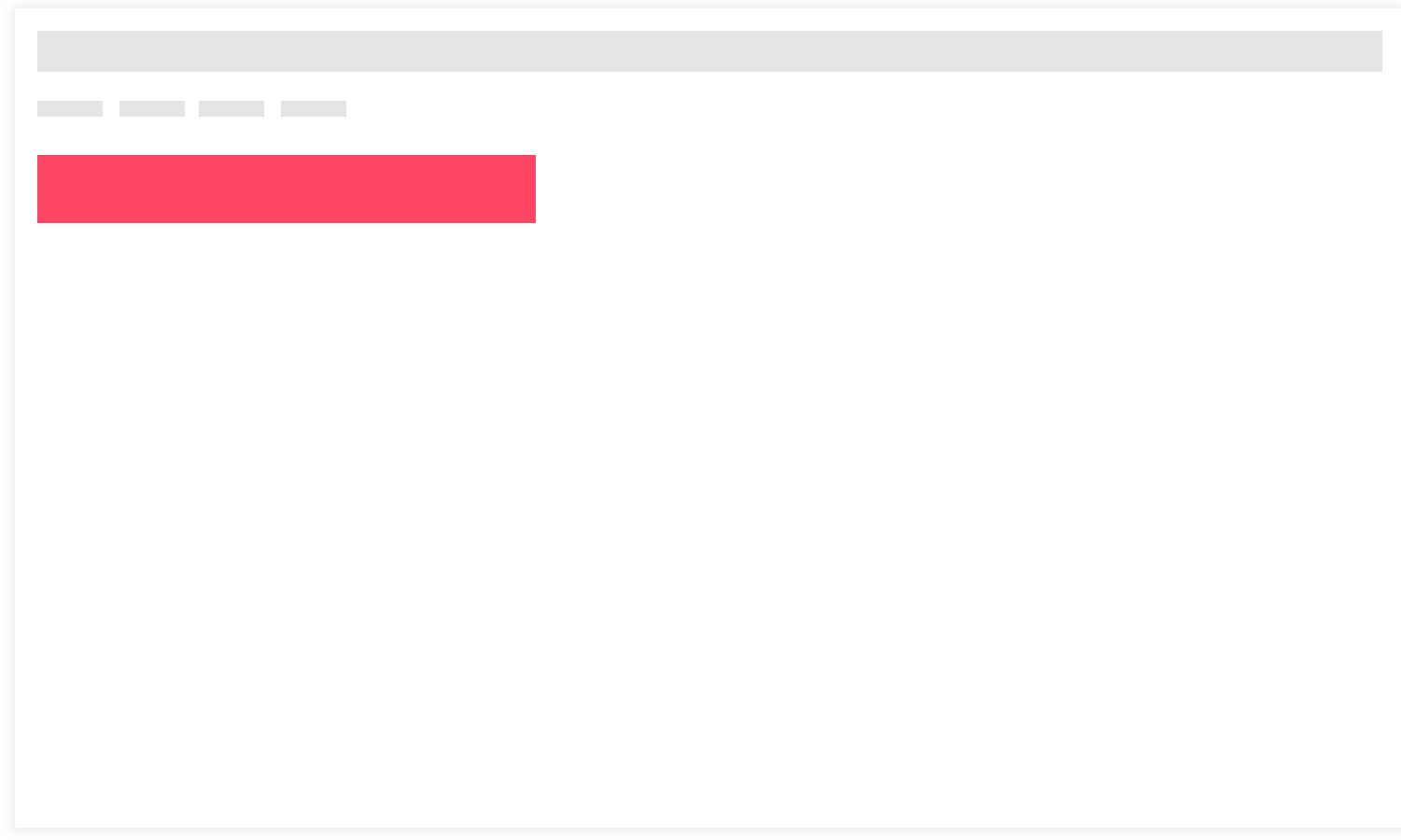
# Page Titles

Page titles are one of the more prominent elements in our design system hierarchy. Page titles should give the user a quick understanding of the content of a page and should assist with way-finding and navigation.

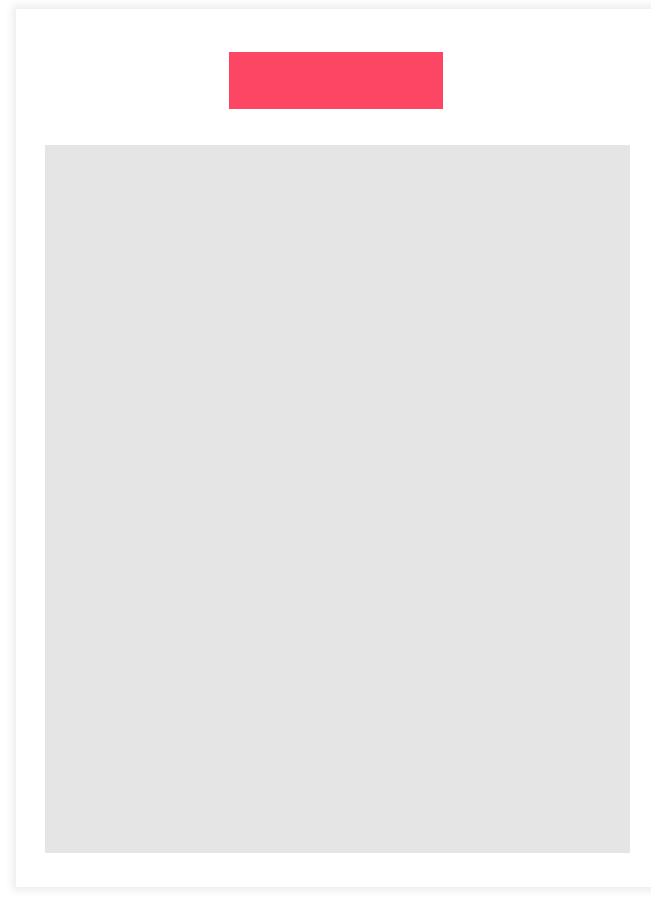
## Usage overview

Page titles should be placed in a consistent place of prominence as the page scales. As various platforms often use different scaling methodologies, please make sure you adhere to platform-specific standards.

### Large



### Small



## Examples

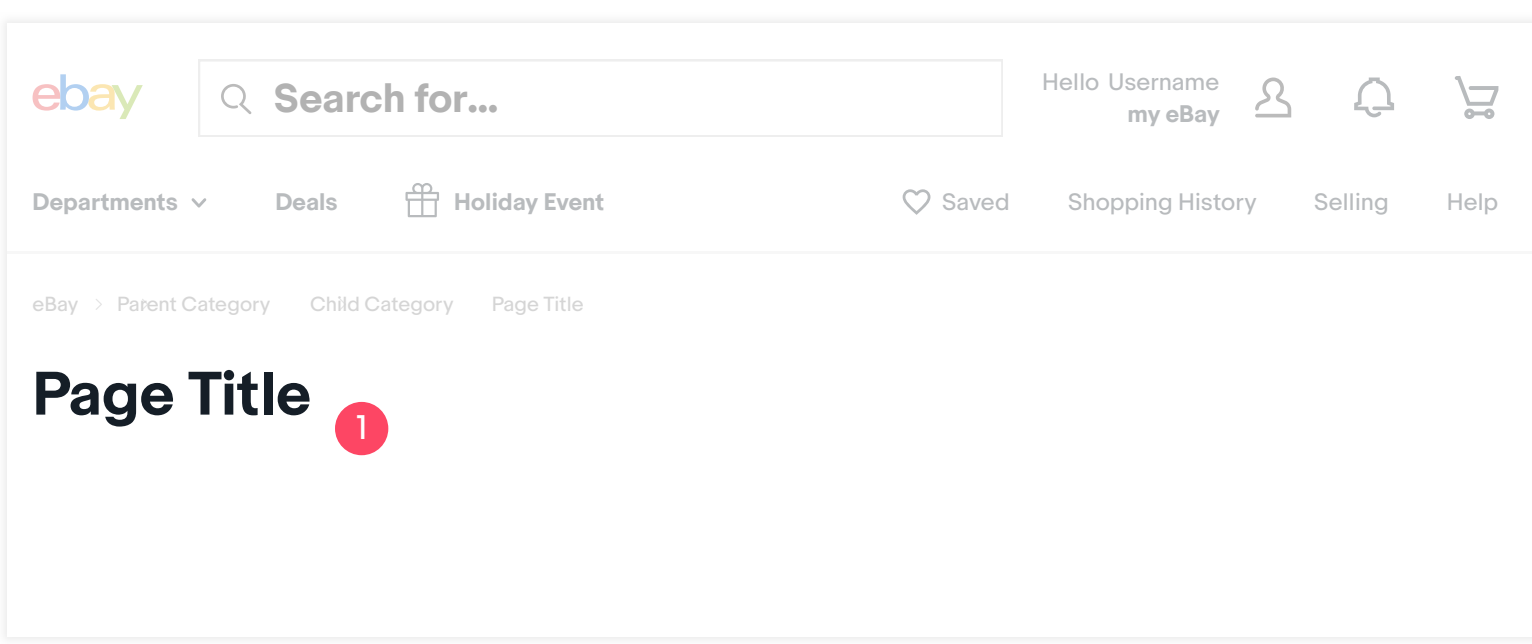
### Web platforms

Web based page titles are one of the more prominent pieces of UI in terms of hierarchy. Web page titles are largely about way-finding and navigation.

To learn more about how breadcrumbs work with page titles, please refer to the breadcrumb pattern page.

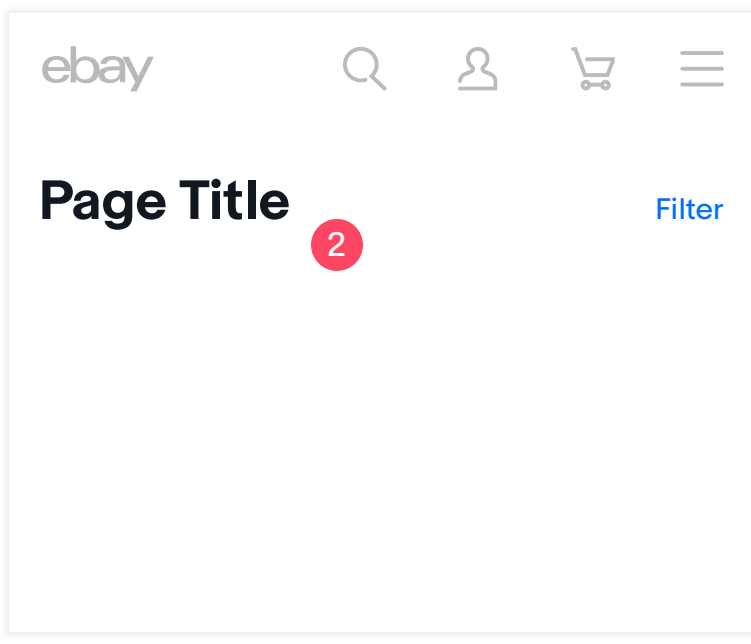
[Breadcrumbs pattern](#)

1 Market Sans, Bold 36pt, left-justified only



Web Large Pages/Page Title

2 Market Sans, Bold 24pt, left-justified

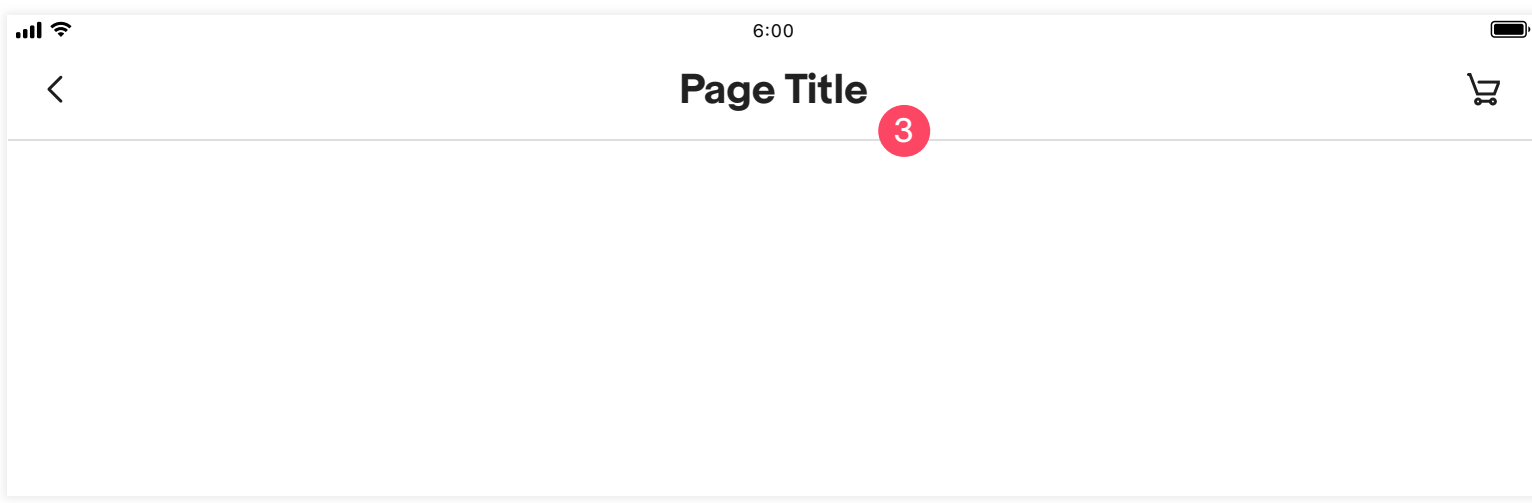


Web Small Pages/Header/Standard

### Native platforms

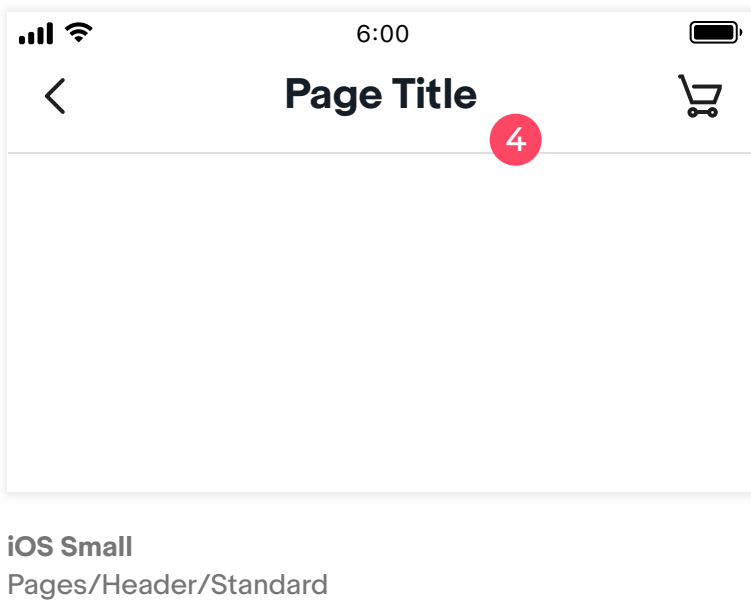
Native platforms treat title alignment differently. Make sure you're up to date on how both iOS and Android place their page titles.

3 Market Sans, Bold 24pt, centered



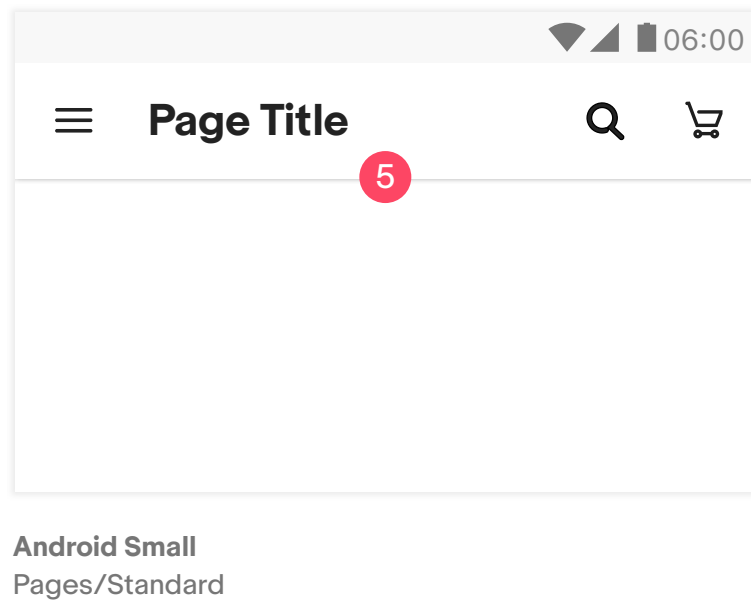
iOS Large Pages/Header/Standard

4 Market Sans, Bold 20pt, centered



iOS Small Pages/Header/Standard

5 Market Sans, Bold 20pt, left-justified



Android Small Pages/Standard

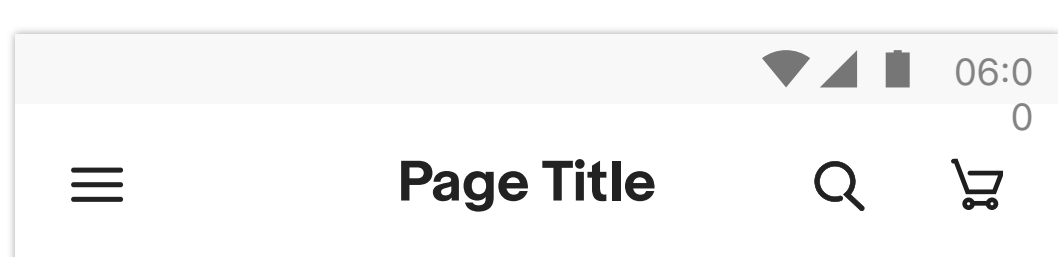
## Do's & dont's

### Do : Title alignment



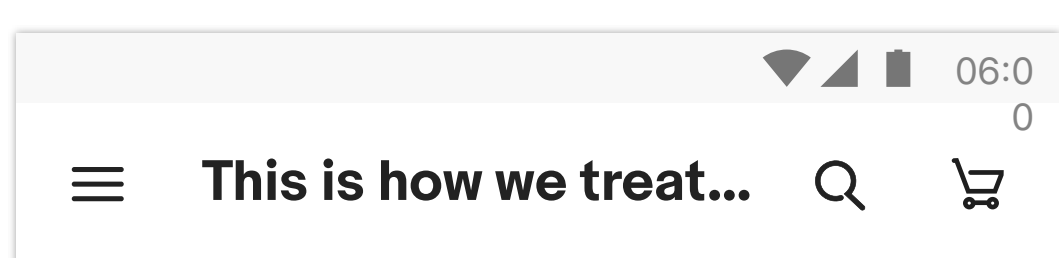
Our system relies on best practices set forth by iOS and Android. Make sure to pay attention to platform-specific alignment. In this example, Android page titles are always left justified.

### Don't : Title alignment



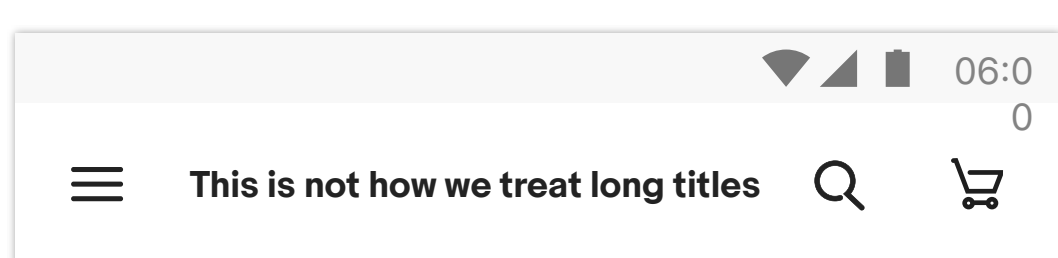
Android patterns do not center page titles. Instead, the hamburger nav and page title are locked in left alignment to help users easily understand their current location.

### Do : Long titles



When a longer title is absolutely needed, we use the ellipses to control how the title looks. Always try to be as concise as possible with titles.

### Don't : Long titles



This is a big no no! Don't ever scale down the type to help a page title fit into the header. Not only is this confusing at first glance, it's terribly hideous.

### Do : Title type-ramp



Always use the system type ramp for page and navigational titles to reduce cognitive overhead.

### Don't : Title type-ramp



Hierarchy and consistency are two very important considerations built into our system. Any adjustments to type size break convention and harm the system.