

Perceptual patterns / Typography

I patterns percettivi si concentrano su ciò che gli utenti sentono o fanno in modo intuitivo. Piuttosto che venire dai comportamenti degli utenti e le loro azioni, sono influenzati dalla personalità o dall’atmosfera che un prodotto cerca di trasmettere.

primary font — **Red Hat Display [Bold + Regular]**
<https://fonts.google.com/specimen/Red+Hat+Display>

secondary font — **Titillium Web [Bold + Regular]**
<https://fonts.google.com/specimen/Titillium+Web>

Display / H1

font-size: 4em (80px)
line-height: 4.4em (88px)
letter-spacing: -1.5

Red Hat Display Bold

Headline / H2

font-size: 2em (40px)
line-height: 2.4em (48px)
letter-spacing: -1.5

Red Hat Display Bold

Subhead / H3

font-size: 1.6em (32px)
line-height: 2em (40px)
letter-spacing: -0.5

RED HAT DISPLAY BOLD UPPERCASE
Red Hat Display Bold Capitalize

Subtitle / H4

font-size: 1.2em (24px)
line-height: 2em (40px)
letter-spacing: -0.5

Titillium Web Regular

Base

font-size: 1em (20px)
line-height: 1.2em (24px)
letter-spacing: 0

Red Hat Display Regular

Base

font-size: 1em (20px)
line-height: 1.4em (28px)
letter-spacing: 0

Titillium Regular

Base - strong

font-size: 1em (20px)
line-height: 1.2em (24px)
letter-spacing: 0

Red Hat Display Bold

Base - strong

font-size: 1em (20px)
line-height: 1.4em (28px)
letter-spacing: 0

Titillium Bold

Button

font-size: 1.2em (24px)
line-height: 1.6em (32px)
letter-spacing: 0
text-transform: lowercase

red hat display bold

Overline

font-size: 0.6em (12px)
line-height: 0.8em (16px)
letter-spacing: 0

Titillium Web Regular

Perceptual patterns / Font in action

I patterns percettivi si concentrano su ciò che gli utenti sentono o fanno in modo intuitivo. Piuttosto che venire dai comportamenti degli utenti e le loro azioni, sono influenzati dalla personalità o dall’atmosfera che un prodotto cerca di trasmettere.

Heading group

Display / H1
margin-bottom: 24px

Headline / H2
margin-bottom: 24px

This is the heading group’s main heading

This is the heading group’s subheading

Intro text

Subhead / H3
margin-bottom: 24px

Base / secondary
margin-bottom: 16px

This intro text may be a lead-in-to the passage of text, or it may just be used to create a visual distinction between the rest of the passage of text.

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Blockquote with citation

Subtitle / H4
margin-bottom: 12px
margin-left: 24px
border-width: 8px
border-color: #01579B

Base secondary
font-style: italic

Blockquotes are html elements that are meant to designate when a particular section of text is being taken from another website or other source. Different browsers have different built-in styling for blockquotes, often just a simple left margin. If you use a lot of quotes, as bloggers often do, it is a good idea to take control of this element and give it some CSS style!

Name Surname, Details

Paragraph

Base / secondary
margin-bottom: 16px

Paragraphs are the **building blocks of papers**. Many students define paragraphs in terms of length: a paragraph is a group of at least five sentences, a paragraph is half a page long, etc.

In reality, though, the *unity and coherence* of ideas among sentences is what constitutes a paragraph.

List

Subtitle / H4
margin-bottom: 8px

Base / secondary

list-style-type: square
margin-left: 16px
margin-bottom: 16px

padding-bottom: 4px

This is the subtitle of list. Three list types in HTML

- Unordered list — used to group a set of related items in no particular order
- Ordered list — used to group a set of related items in a specific order
- Description list — used to display name/value pairs such as terms and definitions

Link

Link / secondary
margin-bottom: 8px

[The HTML External Resource Link element \(<link>\) specifies relationships between the current document and an external resource](#)

[This element includes the global attributes](#)

Button

Button / primary
margin-bottom: 8px

Button / primary
padding: 4px 16px
margin-bottom: 8px

opens a menu of items

opens a menu of items

Overline

Overline / secondary
margin-bottom: 8px

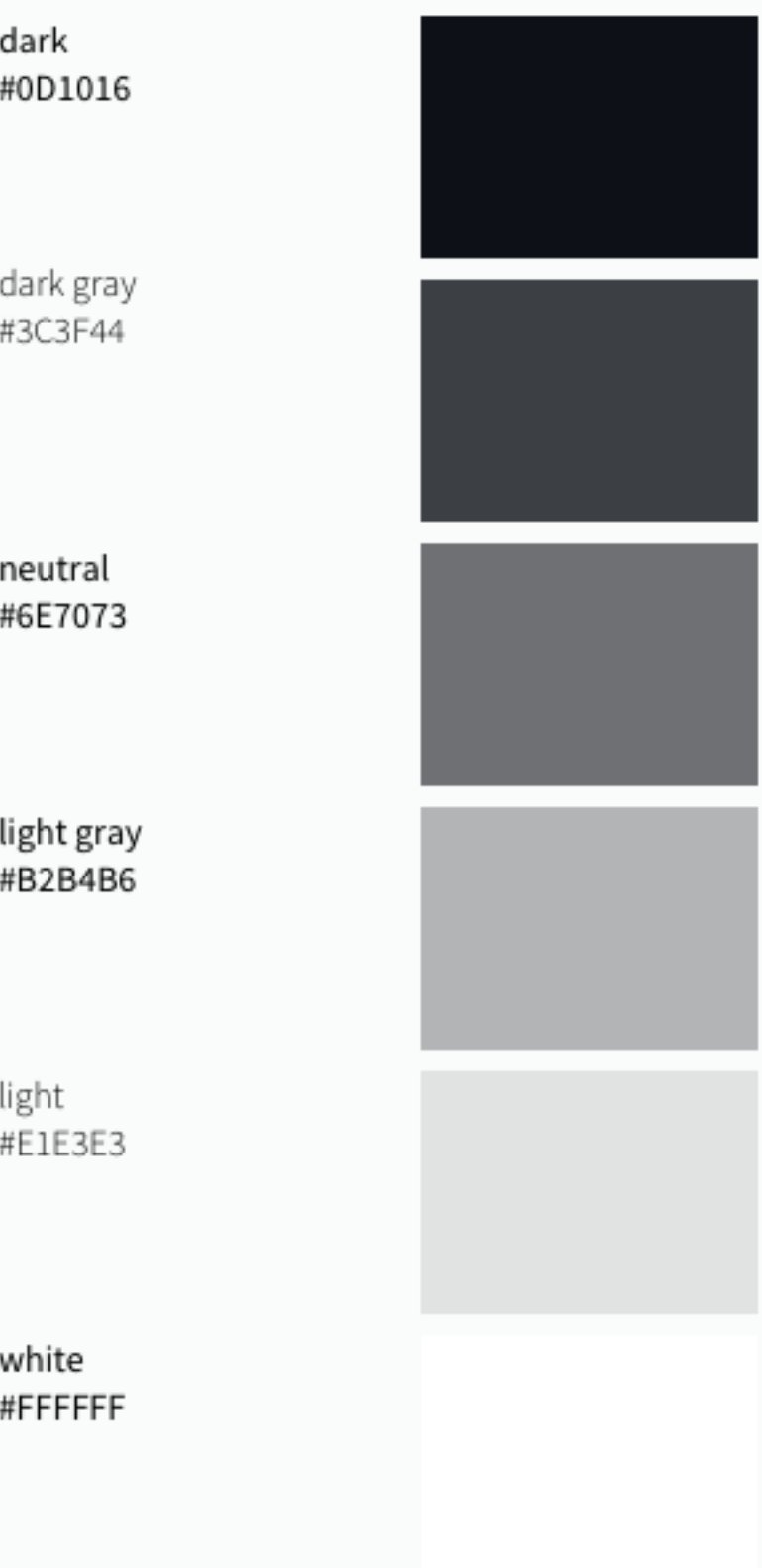
This example shows how to create small text.

An example of a text small is a descriptive title under a photograph.

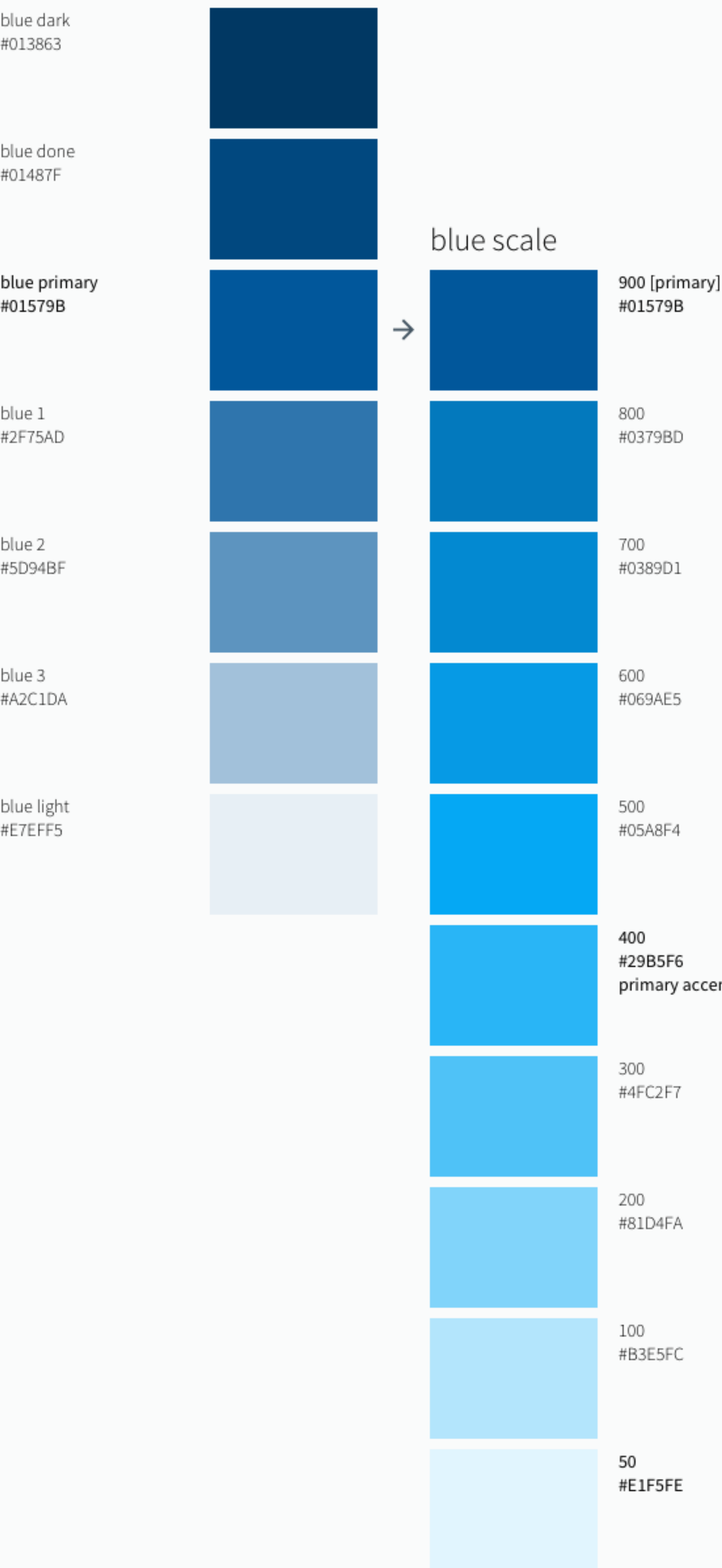
Perceptual patterns / Color palettes

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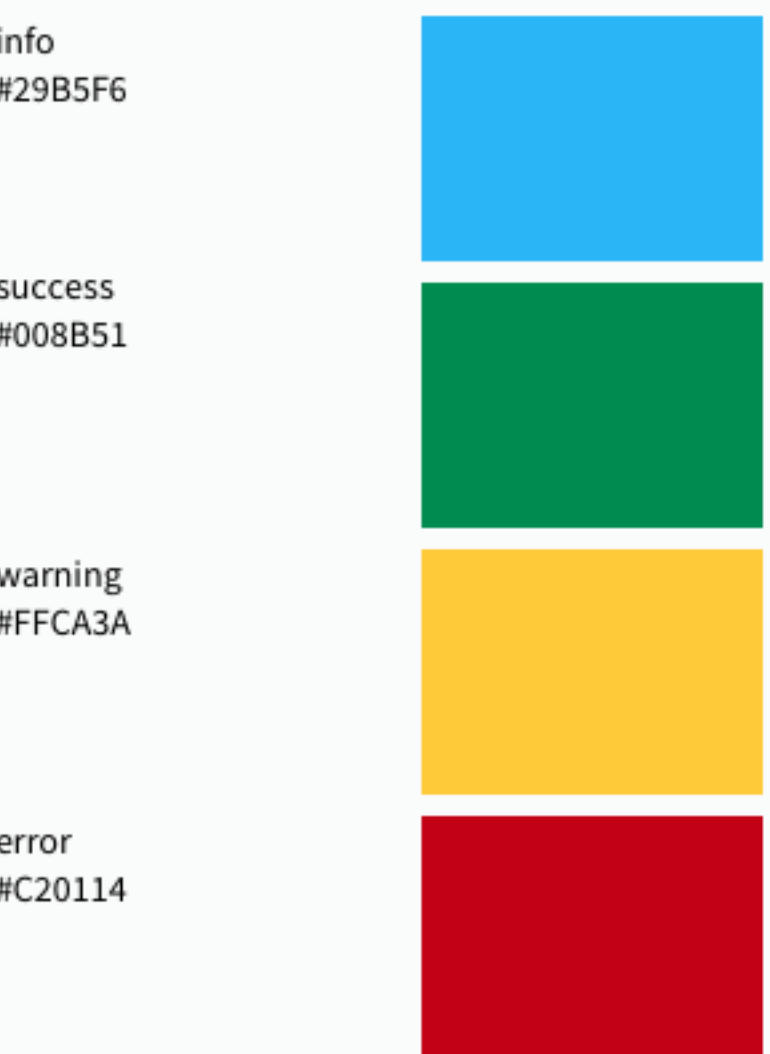
secondary color



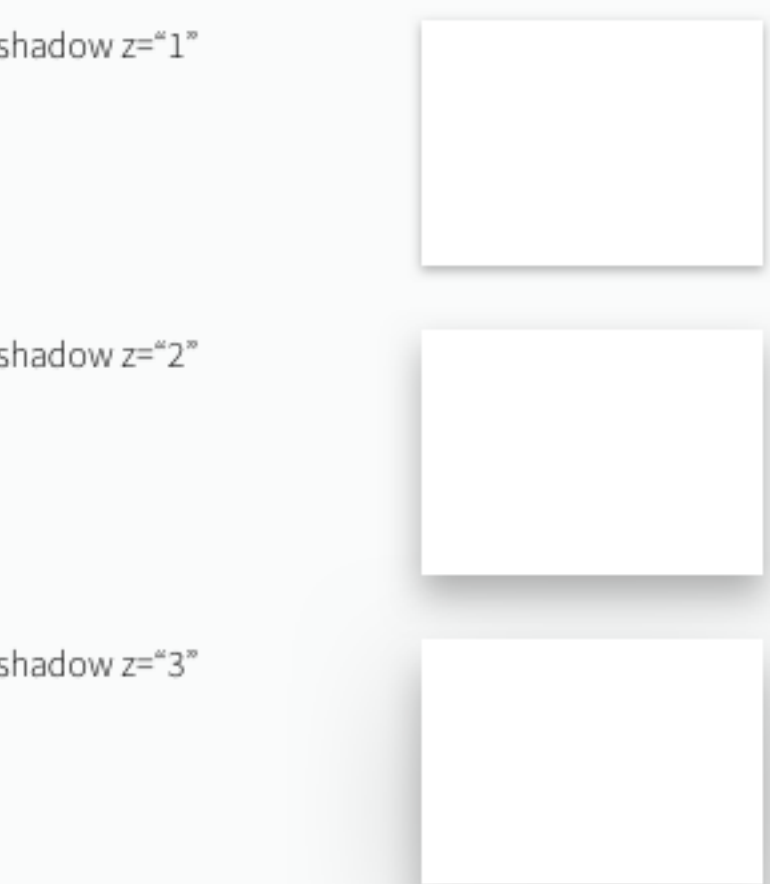
primary color



states



shadows



Perceptual patterns / Button

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Visual hierarchy + States

state	button	link	icon	icon negative
active		Lorem ipsum	✕	
hover		Lorem ipsum	✕	
disabled		Lorem ipsum	✕	