

## Typography:

Gotham

*Gotham*

**Gotham**

Open Sans

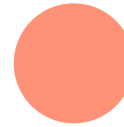
*Open Sans*

Source: Ghani Pradita

## The Visual Language of Ephemeral Messaging

A visual language is a system of communication using visual elements

Let me show you through the interfaces and user experience of existing apps.



Typography:

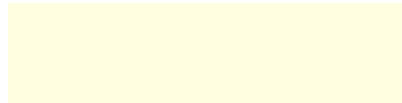
Space Mono

**Space Mono**

*Space Mono*

Open Sans

*Open Sans*



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Let me show you through the *interfaces* and *user experience* of existing apps.