

# Typography and Layout Principles

Creating Clear and Professional Visualizations

## Visual Hierarchy

TITLE (24PT)

**Main Visualization Title**

SUBTITLE (20PT)

**Supporting Context**

BODY (16PT)

Detailed information and annotations with proper spacing and clarity

## Key Principles

- 1 Sans-serif for digital, serif for print
- 2 12-14pt minimum for readability
- 3 2-3 font families maximum
- 4 Consistent alignment is professional

## Grid System & White Space

Chart

Legend

Metrics

## ✓ Best Practices

- ✓ White space improves clarity
- ✓ Grid systems ensure balance
- ✓ Annotations enhance content
- ✗ Avoid cluttering with text

## Concrete Examples: Good Design vs Bad Design

✓ Clear Visual Hierarchy

✗ Unclear Visual Hierarchy

## Main Title

### Subtitle

Body text is smallest and organized for easy reading.

*Size and weight express information priority*

Main Title

### Subtitle

Body text is smallest and organized for easy reading.

*Mixed sizes make it hard to identify priority*

## ✓ Proper Spacing

Element A

Element B

Element C

*Adequate spacing makes each element clear*

## ✗ Insufficient Spacing

Element A

Element B

Element C

*Cramped spacing feels cluttered and hard to read*

