

# 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

## Grid System & White Space

Chart

Legend

Metrics

## 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

## ✓ 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*

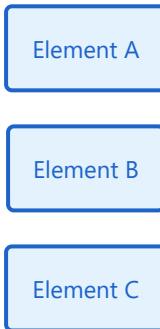
## Main Title

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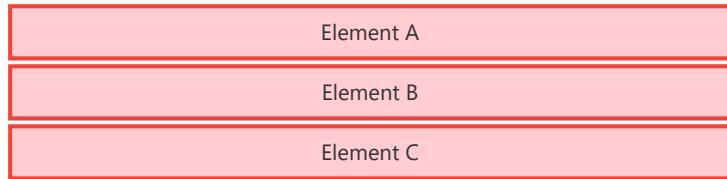
*Mixed sizes make it hard to identify priority*

## ✓ Proper Spacing



*Adequate spacing makes each element clear*

## ✗ Insufficient Spacing



*Cramped spacing feels cluttered and hard to read*

