



# BUILD RESPONSIVE REAL-WORLD WEBSITES WITH HTML AND CSS

## SECTION

WEB DESIGN RULES AND  
FRAMEWORK

## LECTURE

WEB DESIGN RULES #7:  
WHITESPACE

# WHY WHITESPACE



👉 The right amount of whitespace makes designs look **clean, modern and polished**

👉 Whitespace communicates how different pieces of information are **related to one another**

👉 Whitespace implies **invisible relationships between the elements** of a layout

The leading geofencing platform

Build location-based app experiences faster and grow revenue with SDKs and APIs for geofencing, trip tracking, geocoding, and search.

Enter your email [GET STARTED](#)

Questions? [Contact our sales team](#)

**Developer-first**  
Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.

**Extensible**  
Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.

**Enterprise-ready**  
Built for scale, processing 100B+ locations per year from 100M+ devices with enterprise-grade security, privacy, and support.

**Build location-based experiences across the customer journey**

**Searching for locations**  
Increase conversions by connecting customers with nearby places and things.

**Search and geocoding APIs →**  
Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.

**On the way to a location**  
Increase efficiency and improve the customer experience with trip tracking and live ETAs.

**Trip tracking →**  
Everything you need to build delivery, curbside pickup, order-ahead, and location sharing features.

**Trusted by thousands of developers, processing 100B+ queries per year**

**Dashboard**  
Configure geofences and visualize, analyze, and segment your location data [VIEW DOCUMENTATION](#)

**SDK**  
Open-source iOS, Android, and web SDKs that make adding location to your apps simple [VIEW DOCUMENTATION](#)

**Integrations**  
Send Radar events to other systems via webhooks and turnkey integrations [VIEW INTEGRATIONS](#)

Looks a lot more polished, like the design has space to breathe

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# WHERE TO USE WHITESPACE

1

Use tons of whitespace between sections

The screenshot shows the homepage of the Radar geofencing platform. It features a large header section with a yellow background and a city map graphic. Below the header, there's a main title 'The leading geofencing platform' followed by a brief description and a search bar. A red arrow points from the top of the 'Use tons of whitespace between sections' text to the top of the main content area. The content area is divided into several sections: 'Developer-first', 'Extensible', and 'Enterprise-ready', each with a small icon and a brief description. Another red arrow points from the bottom of the 'Developer-first' section to the bottom of the 'Extensible' section. A third red arrow points from the bottom of the 'Extensible' section to the bottom of the 'Enterprise-ready' section. To the right of these three sections, there's a yellow box with the text '192px'. Below this, there's a section titled 'Build location-based experiences across the customer journey' with a city map graphic. A fourth red arrow points from the bottom of the 'Enterprise-ready' section to the top of this section. The 'Build location-based experiences across the customer journey' section contains two sub-sections: 'Searching for locations' and 'On the way to a location', each with a small icon and a brief description. To the right of these two sections, there's another yellow box with the text '192px'. At the very bottom of the page, there's a footer section with three categories: 'Dashboard', 'SDK', and 'Integrations', each with a small icon and a brief description. To the right of these three categories, there's a final yellow box with the text '192px'.

The leading geofencing platform

Build location-based app experiences faster and grow revenue with SDKs and APIs for geofencing, trip tracking, geocoding, and search.

Enter your email  GET STARTED

Questions? [Contact our sales team](#)

GET /route/distance

192px

Developer-first

Extensible

Enterprise-ready

Build location-based experiences across the customer journey

Searching for locations

On the way to a location

Trusted by thousands of developers, processing 100B+ queries per year

Dashboard

SDK

Integrations

192px

192px

192px

# WHERE TO USE WHITESPACE

1

Use tons of whitespace between sections



Save Invest Reduce Bills Help Careers

plum

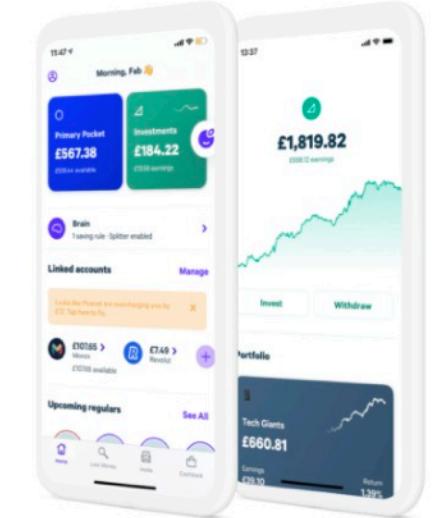
The AI assistant  
that grows your  
money.

Set more money aside, invest in what matters to you  
and save on bills. Get started **for free** in 2 minutes.

Download on the  
App Store GET IT ON  
Google Play

★★★★★ 4.7  
From 22,000+ reviews

1 million+  
customers

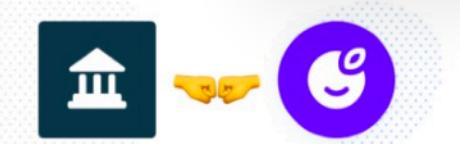


Capital at risk when investing

140px

Bank, meet Plum.

Give your bank a brain. Plum uses the latest technology  
to help you be better off, effortlessly. Go on, give  
yourself a high-five 🎉



1

Link your bank(s)

Plum analyses your transactions daily  
to learn about your income and  
spending.

We support all major UK banks →

2

Plum automatically sets money  
aside

Every few days, Plum does the maths  
and transfers the perfect amount from  
your bank account. Little by little, it  
adds up.

3

Be better off

Plum helps you set aside more, invest  
and stops you being overcharged on  
bills.

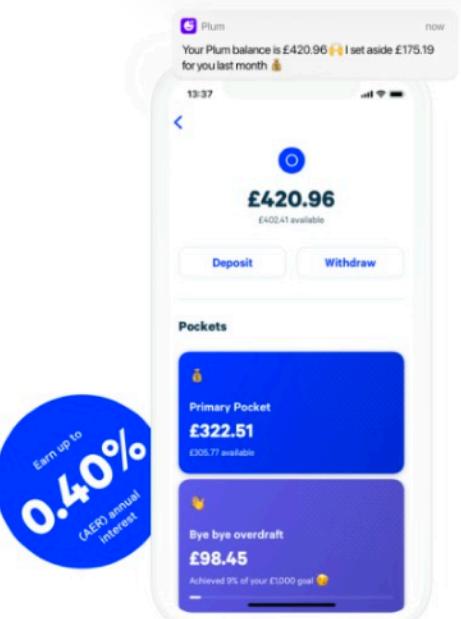


160px

Save money  
automatically

Our smart algorithm analyses your spending and  
helps you save without even thinking about it 😊 You  
can also **earn up to 0.40% interest (AER)**.

Learn more about our Account →



140px

£350m+

Set aside by 1 million+ people across  
the UK

Learn more

11.92%

Avg. annual return last 5 years across  
all Plum investment funds (Jan 21)

Learn more

£179/year

Average savings per customer on  
regular bills

Learn more

# WHERE TO USE WHITESPACE

1 Use tons of whitespace **between sections**

2 Use a lot of whitespace **between groups of elements**

The Plum landing page illustrates the first rule of whitespace. It features a main heading "Bank, meet Plum." with a subtext about the service's purpose. Below this, three numbered steps are presented in separate boxes, each with its own icon and descriptive text. A yellow callout box labeled "24px" indicates the vertical whitespace between the end of the first section and the start of the second.

**Bank, meet Plum.**

Give your bank a brain. Plum uses the latest technology to help you be better off, effortlessly. Go on, give yourself a high-five 🤘

**1 Link your bank(s)**  
Plum analyses your transactions daily to learn about your income and spending.  
We support all major UK banks →

**2 Plum automatically sets money aside**  
Every few days, Plum does the maths and transfers the perfect amount from your bank account. Little by little, it adds up.

**3 Be better off**  
Plum helps you set aside more, invest and stops you being overcharged on bills.

24px

The landing page for Geocoding APIs illustrates the second rule of whitespace. It consists of two main sections: "Searching for locations" and "On the way to a location". Each section contains an icon, a brief description, and a detailed illustration. A yellow callout box labeled "96px" is positioned at the top right of the first section, and another labeled "152px" is at the top right of the second section, indicating the vertical whitespace between the two distinct content groups.

**Build location-based experiences across the customer journey**

**96px**

**Searching for locations**  
Increase conversions by connecting customers with nearby places and things.

**Search and geocoding APIs →**  
Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.

**152px**

**On the way to a location**  
Increase efficiency and improve the customer experience with trip tracking and live ETAs.

**Trip tracking →**  
Everything you need to build delivery, curbside pickup, order-ahead, and location sharing features.

# WHERE TO USE WHITESPACE

1

Use tons of whitespace **between sections**

2

Use a lot of whitespace **between groups of elements**

**What makes Narrative BI so unique?**

Popular tools on the market either require specialized skills to make you or your team members work for deep unbiased analytical insights, while Narrative BI brings them right to you.

**Predictive Insights**

Using anomaly detection, Narrative BI's proprietary algorithms generate meaningful insights for the user without the click of a button. Narrative BI uses time-series analysis to discover key trends from historical data to predict future outcomes.

**Natural Language Processing**

Narrative BI speaks your language. Through our patent-pending Natural Language Generation Engine, users can receive insights described in plain English.

**THREE STRENGTHS**

**Something for everyone.**

Choose the strength that works best for you or try them all with the Feals Flight.

600 MG \$74.95	1200 MG \$134.95	2400 MG \$244.95
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**Best Seller**

★★★★★ 2080 Reviews

Our most popular product packs twice the amount of CBD in the same conveniently sized bottle.

[Learn More](#)

\$134.95 | [Get Monthly & Save 30%](#)

feals™  
CBD EXTRACT + MCT OIL 0% THC

# WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

2 Use a lot of whitespace between groups of elements

3 Use whitespace between elements



## Bank, meet Plum.

Give your bank a brain. Plum uses the latest technology to help you be better off, effortlessly. Go on, give yourself a high-five 🤘



1

### Link your bank(s)

Plum analyses your transactions daily to learn about your income and spending.

We support all major UK banks →

2

### Plum automatically sets money aside

Every few days, Plum does the maths and transfers the perfect amount from your bank account. Little by little, it adds up.

3

### Be better off

Plum helps you set aside more, invest and stops you being overcharged on bills.

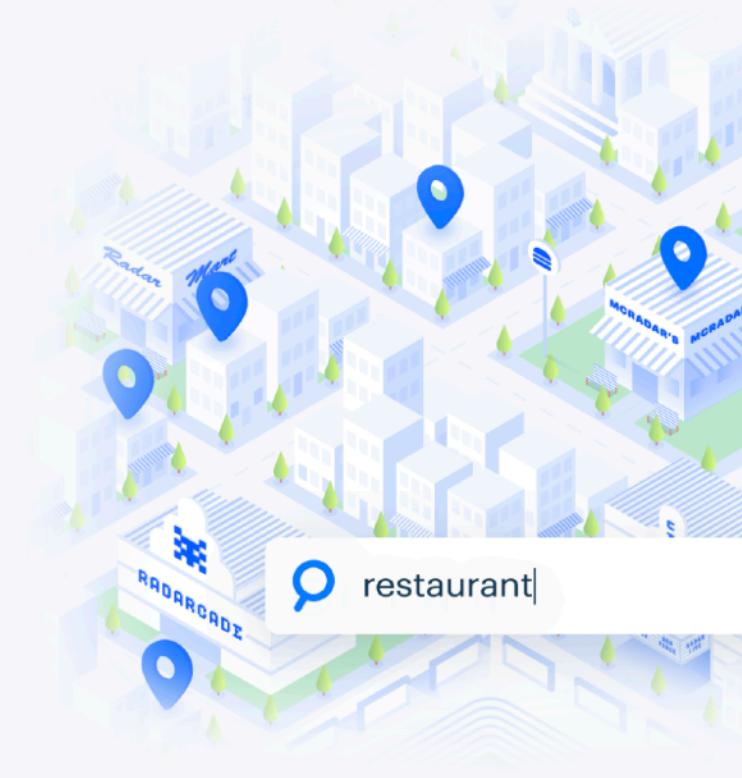
## Searching for locations

Increase conversions by connecting customers with nearby places and things.



### Search and geocoding APIs →

Flexible and affordable geocoding, search, and distance APIs with high-quality address and place data.



# WHERE TO USE WHITESPACE

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Use tons of whitespace **between sections**



2

Use a lot of whitespace **between groups of elements**

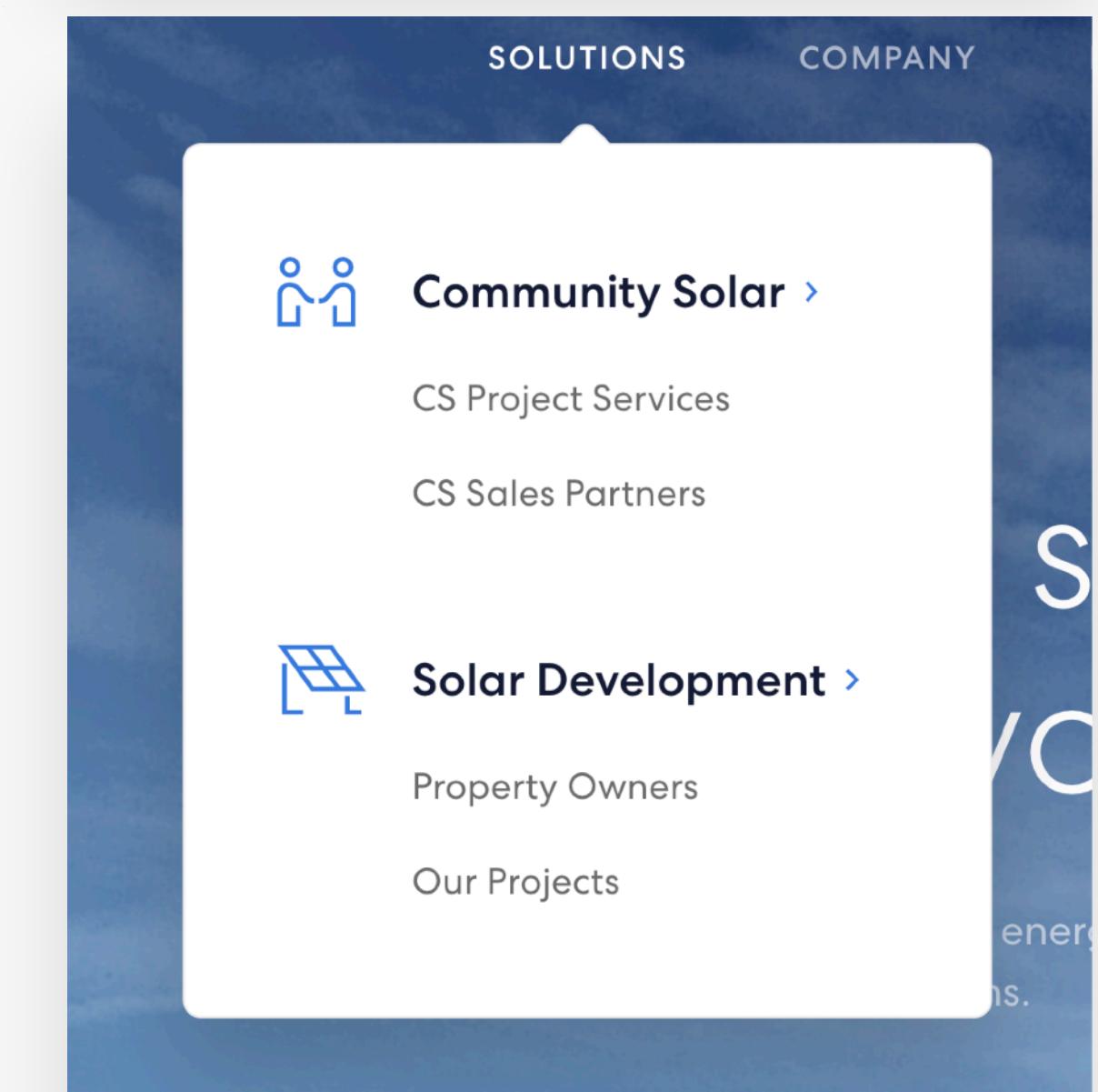
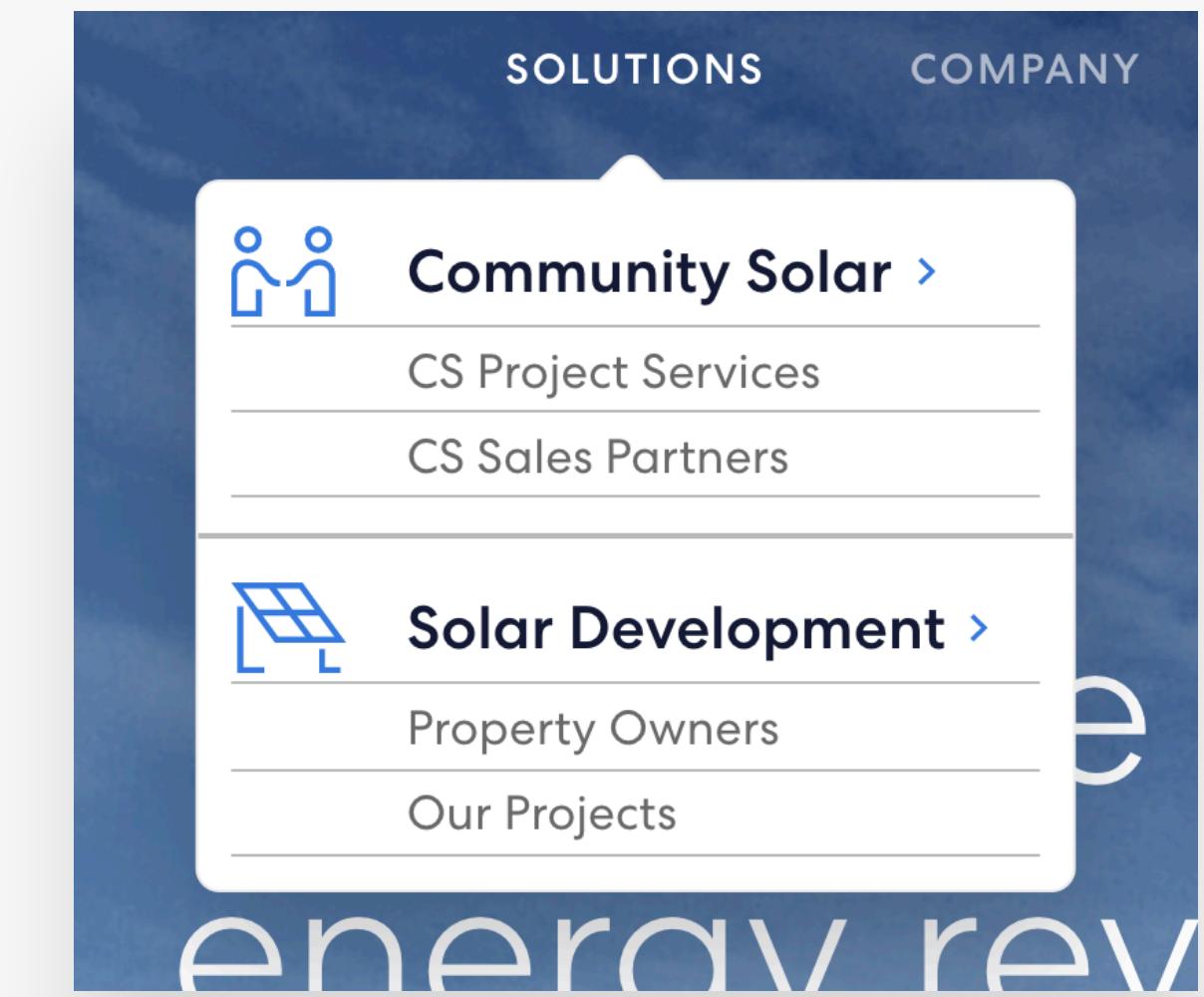
3

Use whitespace **between elements**



4

Inside **groups of elements**, try to use whitespace **instead of lines**



# HOW MUCH WHITESPACE

5

The more some elements (or groups of elements) belong together, the closer they should be!

The “Law of Proximity”



No separation between elements, confusing spacing



## Developer-first

Open-source SDKs with industry-leading accuracy, simple documentation, flexible APIs, and turnkey integrations.



## Extensible

Build location-based experiences across the customer journey, from messaging to curbside pickup to address autocomplete.



Title and text belong together, therefore there is less space between them



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# HOW MUCH WHITESPACE

5

The more some elements (or groups of elements) belong together, the closer they should be!



Ambiguous spacing.  
What field do labels  
belong to?!

### Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email

### Contact support

Question

Select your question...

Tell us more—how can we help?

Your email address ⓘ

Send email



Each label clearly  
belongs to a certain  
input field

# HOW MUCH WHITESPACE

5

The more some elements (or groups of elements) belong together, the closer they should be!



Why is the button closer to the lower section?

## Community Solar

Breaking down barriers to solar benefits. Homeowners, businesses, and towns can enjoy savings by signing up for a community solar share. No rooftop panels required!

[Learn More](#)

[Community Solar Project Services >](#)  
You develop the project, let our team acquire and manage the customers.

[Community Solar Sales Partners >](#)  
Broaden your customer base with access to the solar solution for more people in more places.



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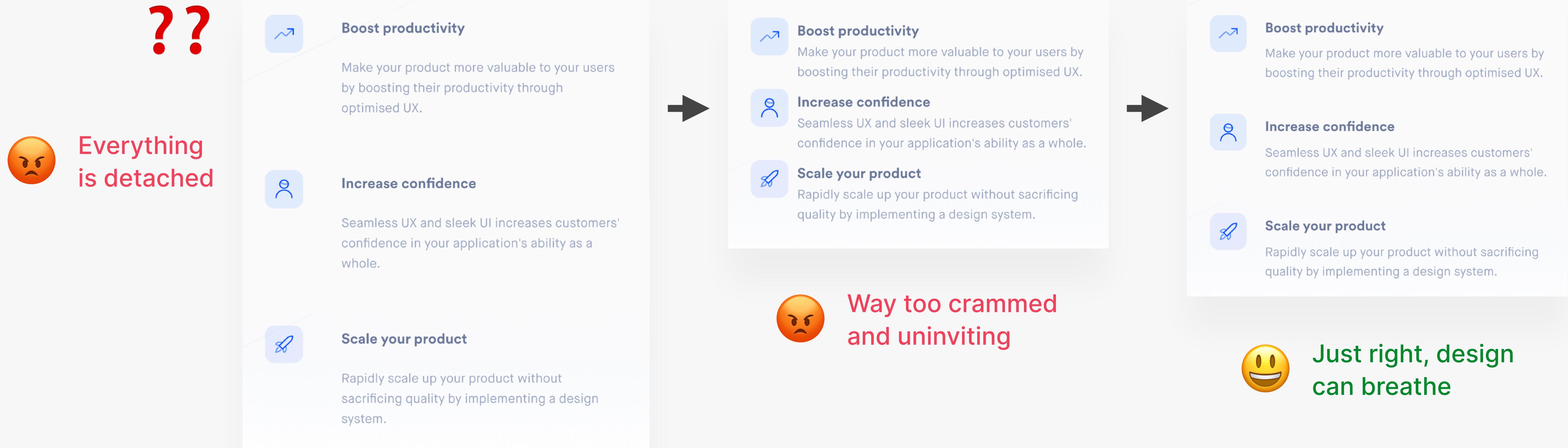
Button seems to belong to text block, so it's closer

# HOW MUCH WHITESPACE

5 The more some elements (or groups of elements) belong together, the closer they should be!

6 Start with a lot of whitespace, maybe even too much! Then remove whitespace from there

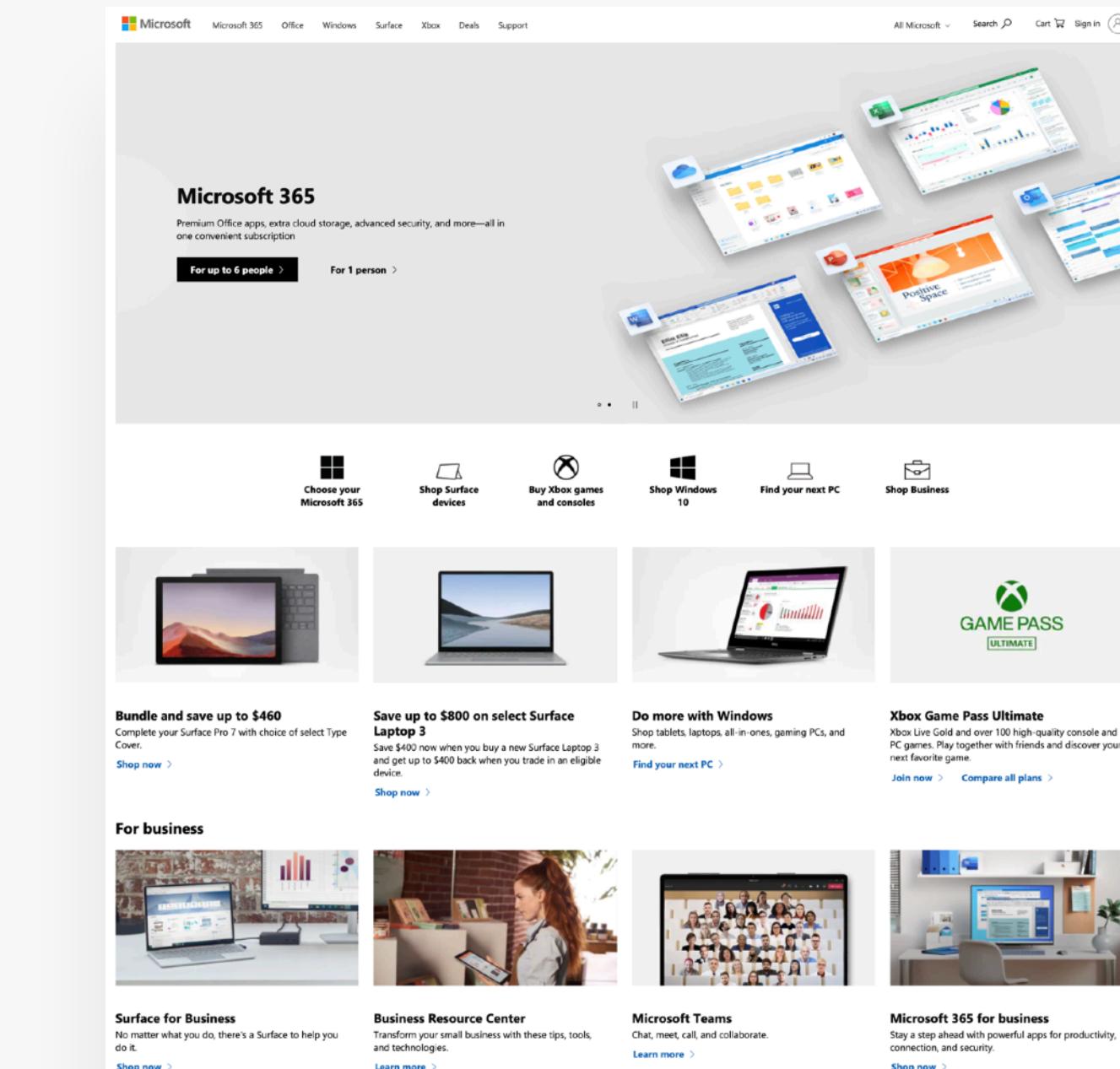
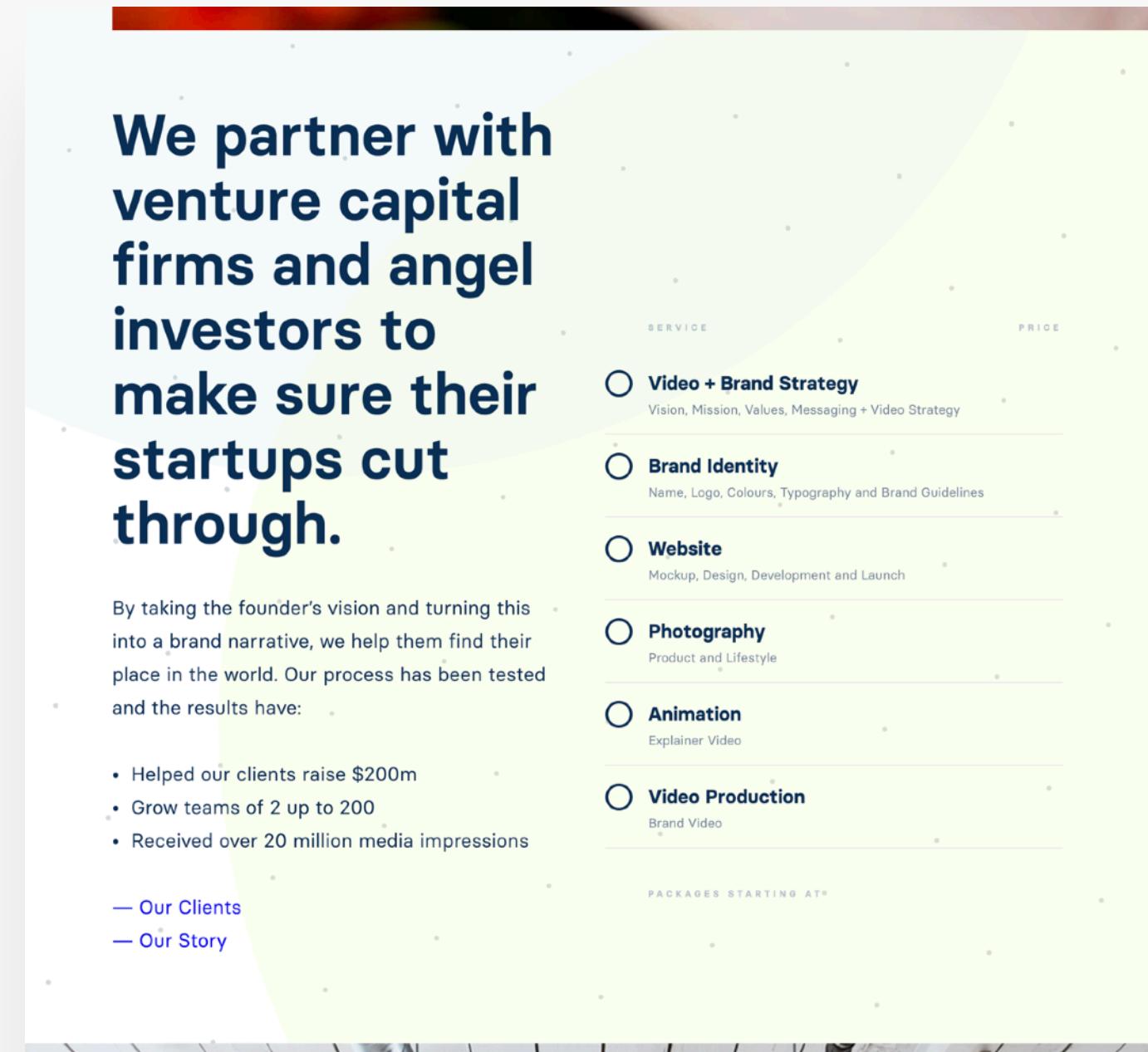
👉 Too much whitespace looks **detached**, too little looks too **crammed**



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  - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace

👉 Huge text, lots of whitespace



👉 Small text and images, less space

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  - 👉 Too much whitespace looks **detached**, too little looks too **crammed**
- 7 Match other design choices. If you have big text or big icons, you need more whitespace
- 8 Try a hard rule, such as using **multiples of 16px** for all spacing

