

VISUAL HIERARCHY FUNDAMENTALS

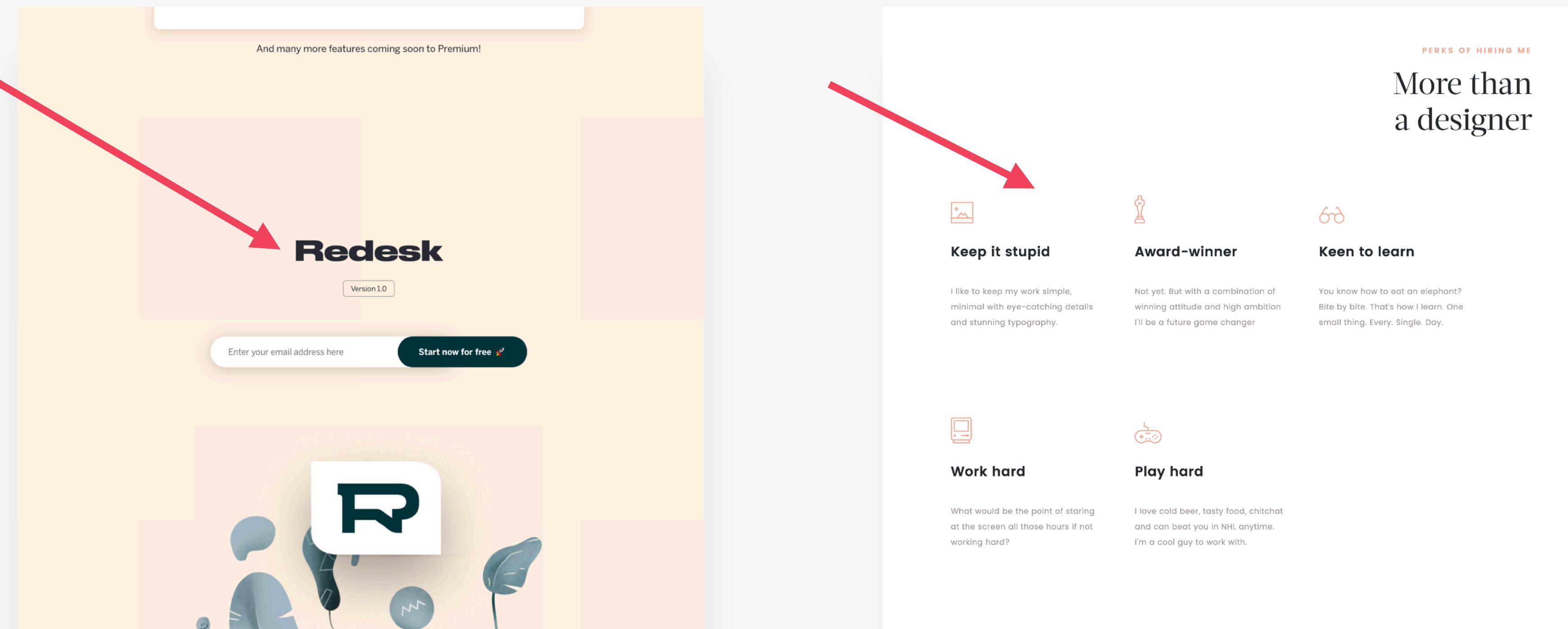
- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)

The screenshot shows a website for 'Community Solar'. At the top left is the logo 'Community Solar' with a blue icon. Below it is a large text block: '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!'. A red arrow points from the top of this text block towards the top center of the page. To the right of the text is a large, centered image of a man lying on his back on a grassy field, holding a young child in the air. Below the image is a dark blue button labeled 'Learn More'. At the bottom left are two sections: 'Community Solar Project Services >' and 'Community Solar Sales Partners >'. Each section has a small blue icon and a brief description.

The screenshot shows an Instagram profile for 'pretty.mutts'. At the top left is the word 'Instagram'. Below it is the profile picture, which is a circular image of a dog's face. A red arrow points from the top of this image towards the top center of the page. To the right of the profile picture is the username 'pretty.mutts' and some basic stats: '6 posts', '78 followers', and '52 following'. Below this is a bio: 'Pretty Mutts Stylish, eco-friendly and vegan dog accessories.' followed by icons for 'Handmade in Portugal', 'Worldwide shipping', 'We donate to local dog shelters', and 'Shop now' with a link to 'www.etsy.com/shop/prettymutts'. At the bottom are three images: a close-up of a cardboard box with a 'THANK YOU!' message, a dog sitting in tall grass, and a dog walking on a path.

VISUAL HIERARCHY FUNDAMENTALS

- 1 Position important elements **closer to the top the page**, where they get more attention
- 2 Use images mindfully, as they draw **a lot of attention** (larger images get more attention)
- 3 Whitespace creates separation, so **use whitespace strategically** to emphasize elements



VISUAL HIERARCHY FOR TEXT ELEMENTS

4

For text elements, use **font size**, **font weight**, **color**, and **whitespace** to convey importance



Confusing! No hierarchy at all

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

★ 5.0 (12) · 🏡 Superhost · [Sesimbra, Setubal, Portugal](#)



Increasing font size

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

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Increasing font weights

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Lightening color of less important text. Perfect!

Eco-Villa Garden Pool & Sea View (Villa Epicurea)

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VISUAL HIERARCHY FOR TEXT ELEMENTS

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Kevin Bell
UX Developer at Techmates Group
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch."

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Kevin Bell **14px** UX Developer at Techmates Group **12px**
"With Avocode, our devs can easily access all elements within design source files without forcing designers to prepare layers in Sketch." **14px**

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Kevin Bell
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Bolded text and different font weights emphasize text



Confusing! No hierarchy at all



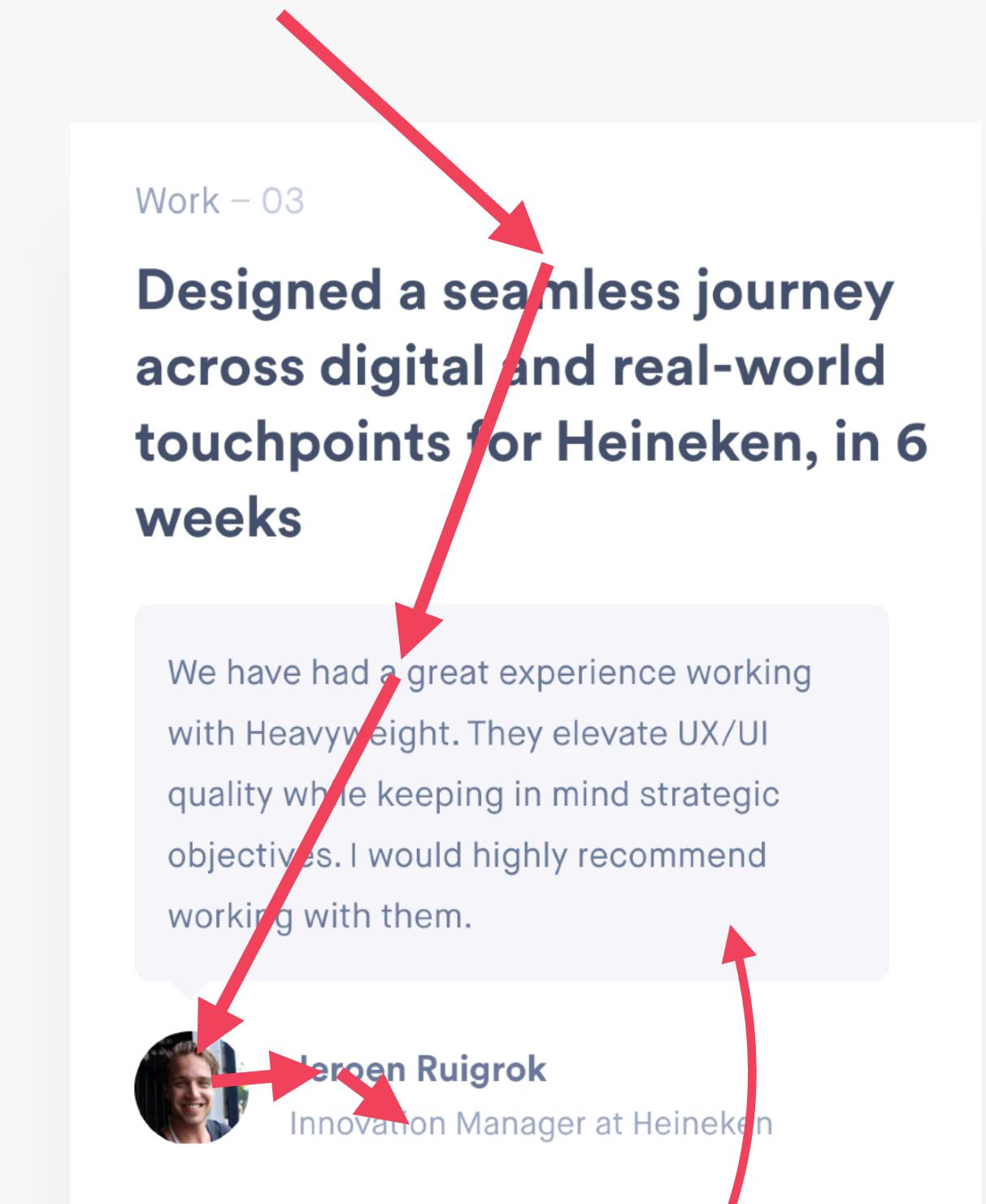
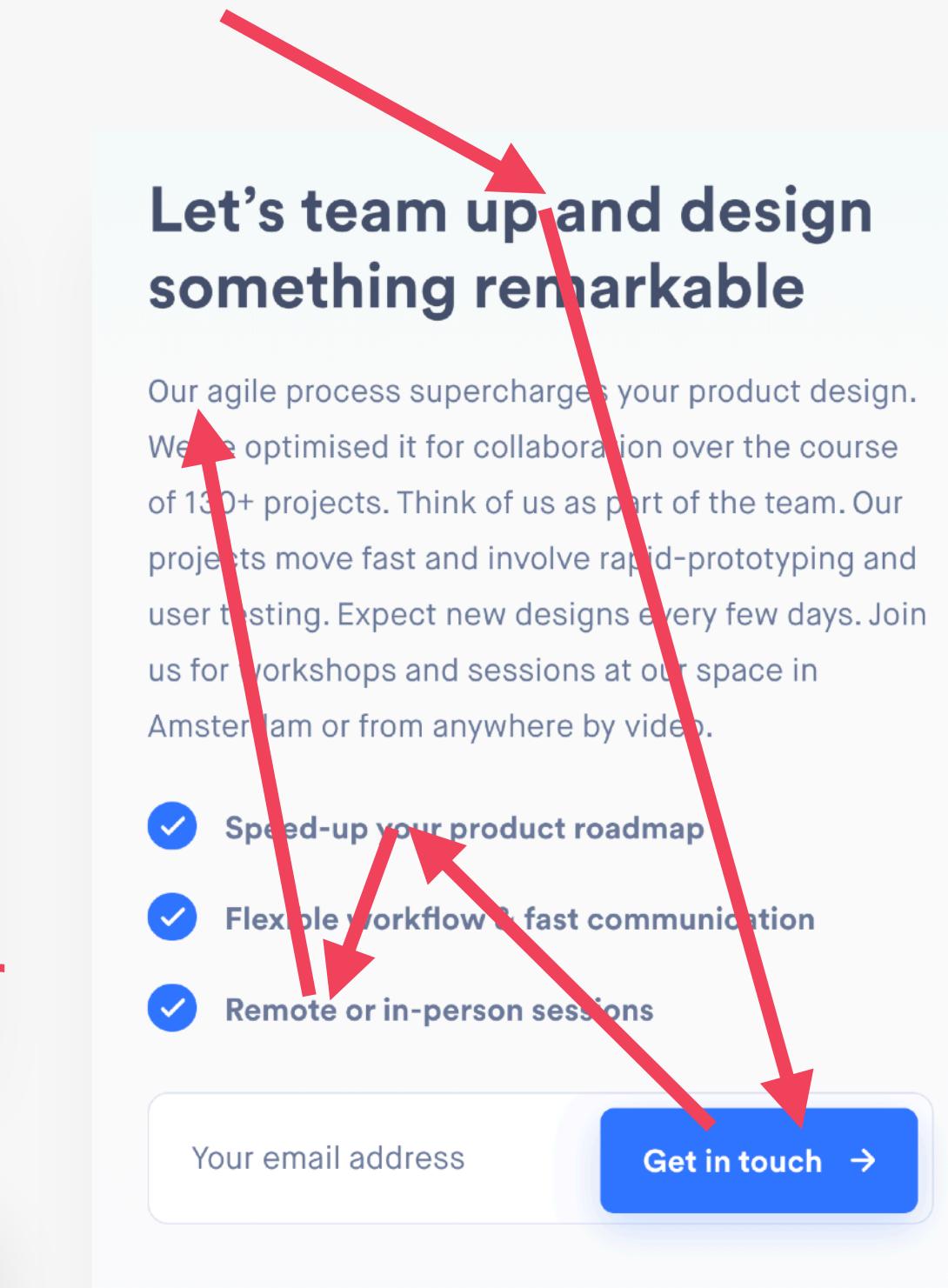
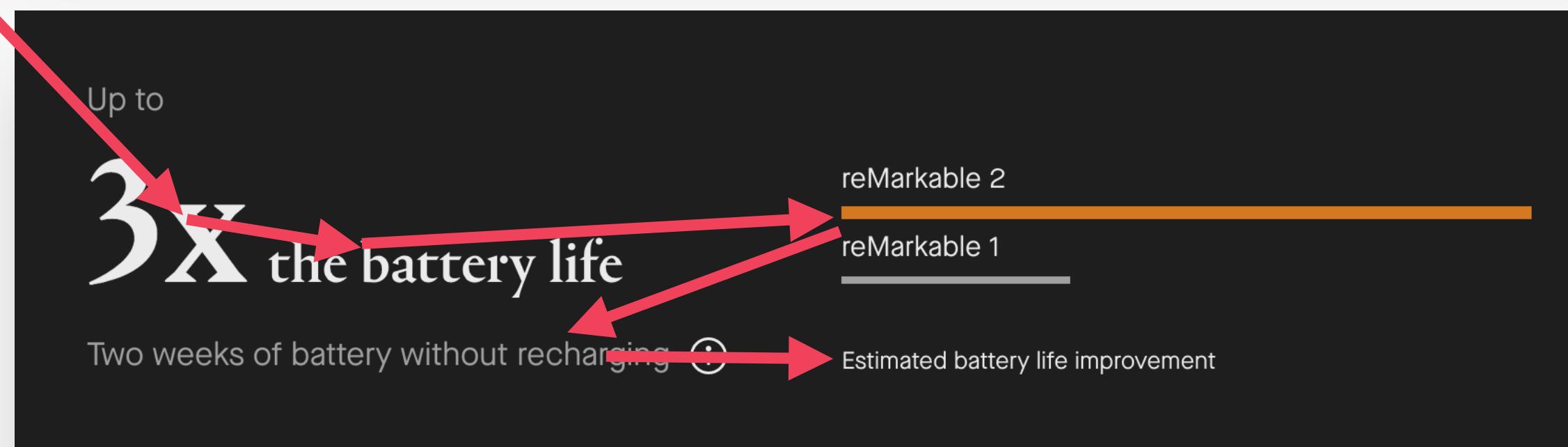
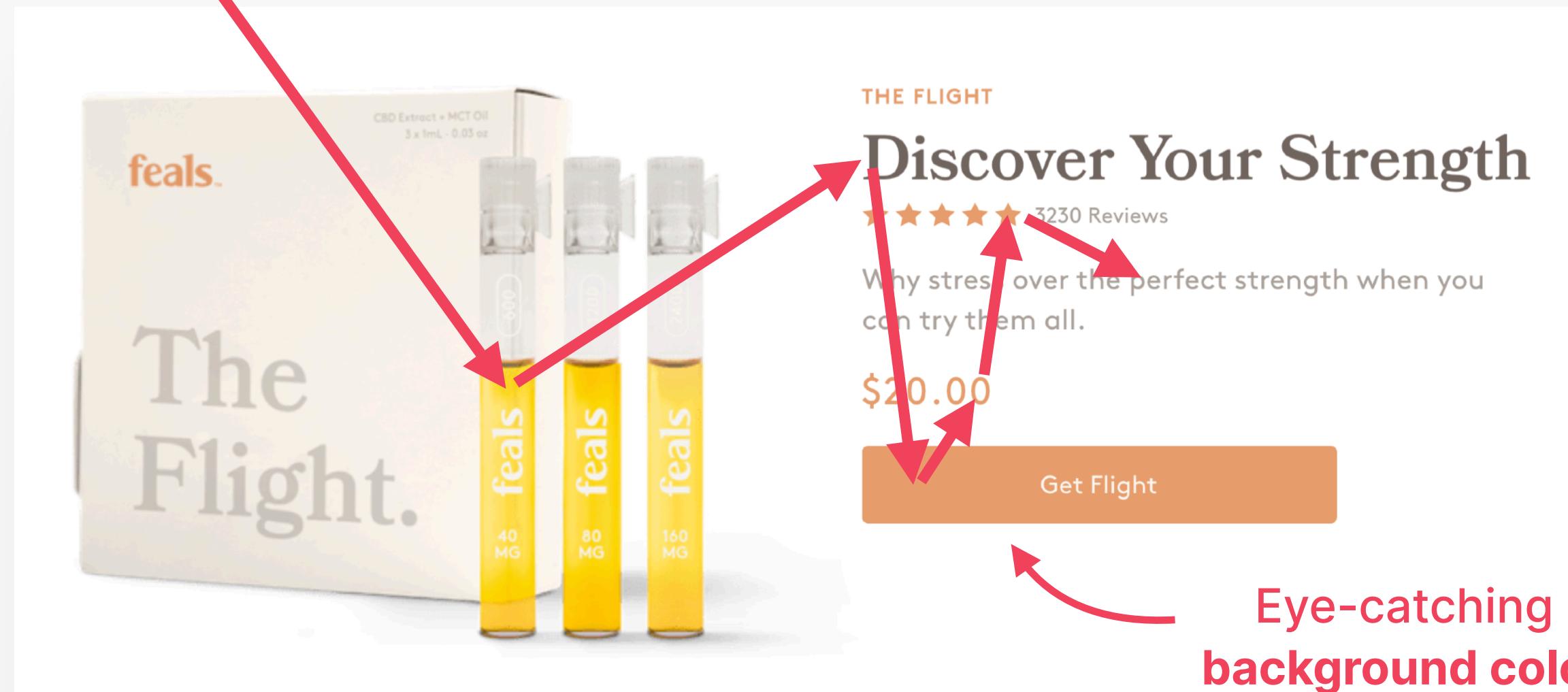
Increasing font sizes and adding whitespace



Adding font weight and color. Perfect!

VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance



VISUAL HIERARCHY FOR TEXT ELEMENTS

4 For text elements, use **font size, font weight, color, and whitespace** to convey importance

5 What text elements to emphasize? **Titles, sub-titles, links, buttons, data points, icons**

👉 You can also **de-emphasize** less important text, like **labels** or **secondary/additional information**

The image displays three examples of visual hierarchy:

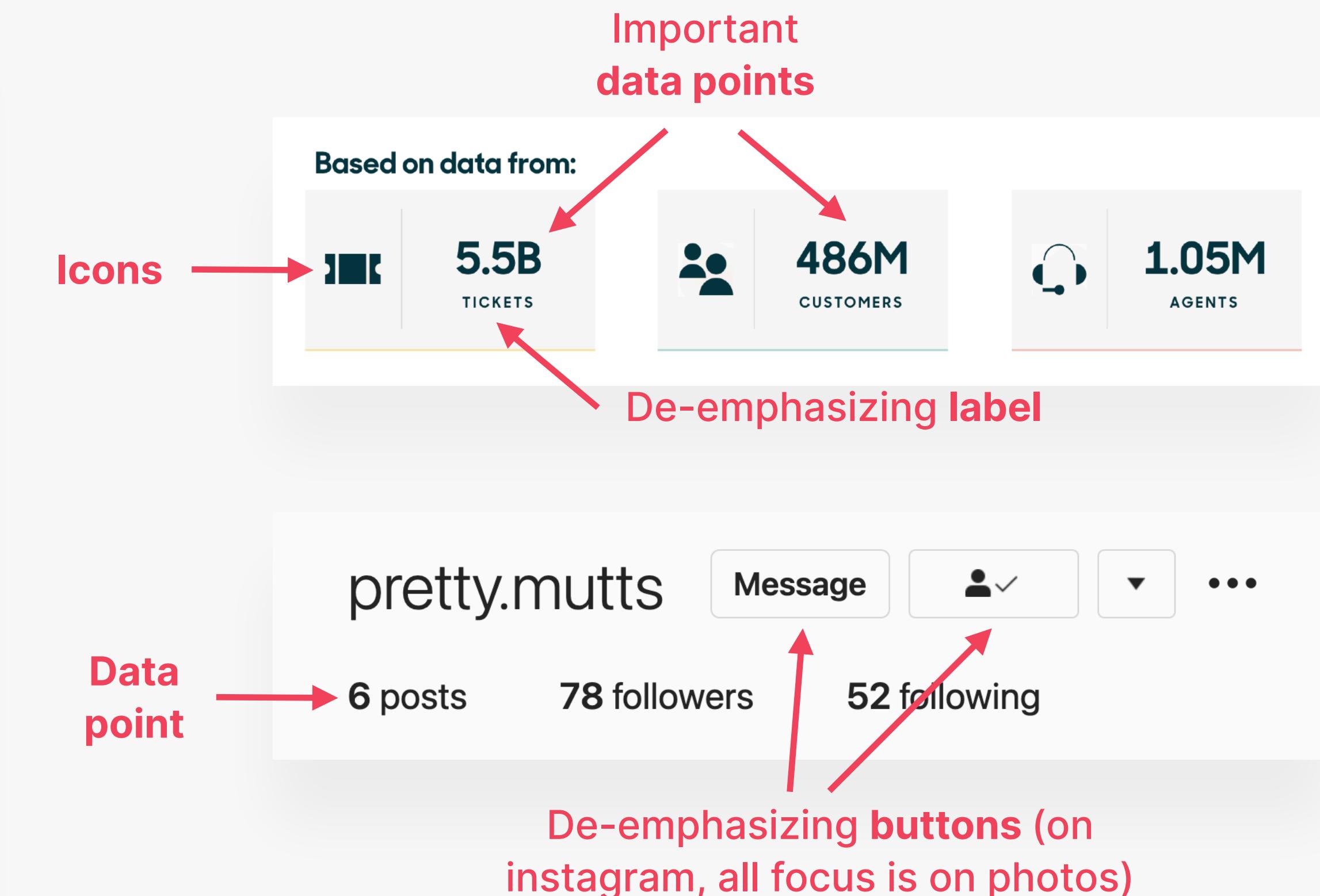
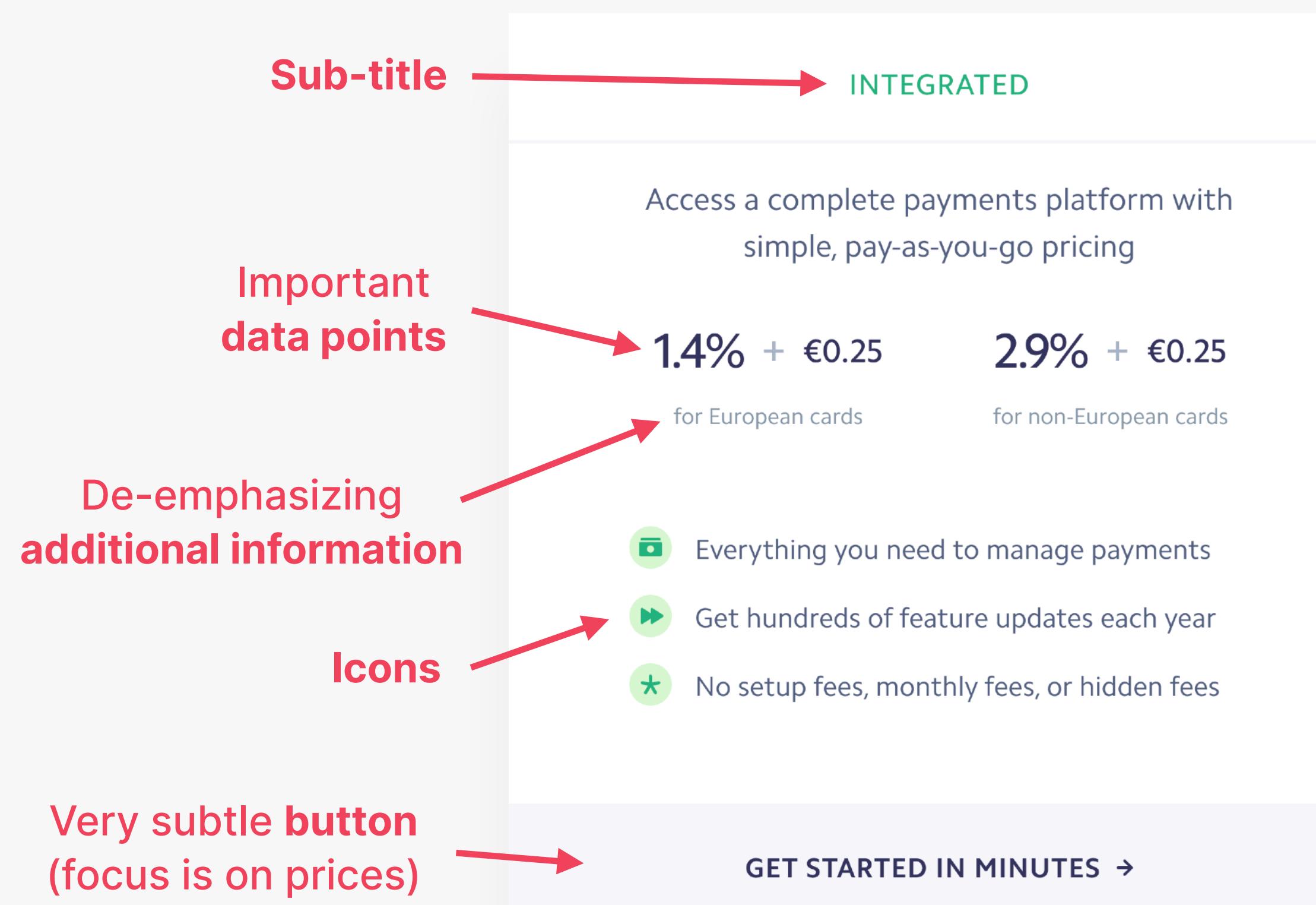
- Travel Listing Example:** A box containing a title, an icon, a data point, and a link. Red arrows point from labels to each element:
 - Title:** Eco-Villa Garden Pool & Sea View (Villa Epicurea)
 - Icon:** ★ 5.0 (12) . 🏡 Superhost . [Sesimbra, Setubal, Portugal](#)
 - Data point:** ★ 5.0 (12)
 - Link:** [Sesimbra, Setubal, Portugal](#)A red arrow labeled "De-emphasizing additional information" points to the subtitle "HAPPINESS GUARANTEE".
- Stripe Landing Page Example:** A grid of three columns. Red arrows point from labels to specific elements:
 - Icon:** A network icon.
 - Sub-title:** Close to the metal
 - Link:** From direct integrations with card networks and banks to checkout flows in the browser, we operate on and optimize at every level of the financial stack.
 - Icon:** A play button icon.
 - Sub-title:** Fastest-improving platform
 - Text:** We release hundreds of features and improvements each year to help you stay ahead of industry shifts. (On average, we deploy our production API 16x per day.)
 - Icon:** A heart rate monitor icon.
 - Text:** Battle-tested reliability
 - Text:** Our systems operate with 99.9%+ uptime and are highly scalable and redundant. Stripe is certified to the highest compliance standards.
- Feals Advertisement Example:** A box with a title, subtitle, icon, and link. Red arrows point from labels to specific elements:
 - Sub-title:** HAPPINESS GUARANTEE
 - Title:** Love it, or it's on us.
 - Icon:** A hand clapping icon.
 - Text:** Try Feals risk-free
 - Text:** Free shipping and free returns.
 - Sub-title:** No fuzzy haze
 - Icon:** A lamp icon.
 - Text:** Feel better and keep a clear head.
 - Icon:** A leaf icon.
 - Text:** All natural ingredients
 - Text:** Grown with care by US farmers.

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VISUAL HIERARCHY BETWEEN COMPONENTS

6 Emphasize an important component using background color, shadow, or border (or multiple)

The screenshot shows a testimonial from Nicholas Bruno, Talent, Forge, highlighting Dover's success in hiring exceptional staff engineers and senior PMs. The testimonial is set against a teal background with white text. A red arrow points to this teal box from the top-left.

Dover

[See what they're saying →](#)

“

We hired an exceptional Staff Engineer and a Senior PM using Dover. The product helped us reach candidates with decades of experience.

Nicholas Bruno
Talent, Forge

[Read the case study >](#)

We discover candidates you actually want to talk to.

Dover uses a robust calibration process to deeply understand your requirements.

Then, our system evaluates prospective candidates on **50+ data points** so we can find qualified candidates who are the best possible fits.

Product Marketing Manager
Former founder
Leadership skills for a growing team
Software Engineer

The screenshot shows a section from the Stripe Forrester Wave report. It features a large red callout box containing text about Glossier's engineering team. A red arrow points to this red box from the top-left.

Stripe is the leader in the Forrester Wave™

Stripe was rated the highest scoring out of ten global payments providers—recognized for its feature-rich platform, scale, and speed of innovation.

[Read the report >](#)

4.0 / 5.0
Product offering rating

4.2 / 5.0
Strategic vision rating

With Stripe's reliable and developer-friendly tools, Glossier's engineering team is freed up to focus on product and customer experiences.

[Learn more about our users >](#)

VISUAL HIERARCHY BETWEEN COMPONENTS

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Tiny house hosted by Eco-Lodge Villa Epicurea
4 guests · 1 bedroom · 3 beds · 1 bath



- Entire home**
You'll have the tiny house to yourself.
- Enhanced Clean**
This host committed to Airbnb's 5-step enhanced cleaning process. [Learn more](#)
- Eco-Lodge Villa Epicurea is a Superhost**
Superhosts are experienced, highly rated hosts who are committed to providing great stays for guests.
- Free cancellation until 3:00 PM on Mar 5**
After that, cancel before 3:00 PM on Mar 10 and get a 50% refund, minus the first night and service fee. [Get details](#)
- House rules**
This place isn't suitable for infants (0–2 yrs) and the host doesn't allow parties or smoking. [Get details](#)

€106 / night  **5.0 (12)**

CHECK-IN
3/10/2021 CHECKOUT
3/11/2021

GUESTS
1 guest

Reserve

You won't be charged yet

€106 x 1 night €106
Service fee €0

Total **€106**

 [Report this listing](#)

Sending 1,000.00 GBP with	Recipient gets (Total after fees)	Transfer fee	Exchange rate (1 GBP → EUR)
 Wise Cheapest	1,160.39 EUR Save up to 51.45 EUR	3.69 GBP	1.16469 ● Mid-market rate
 Remitly Promises Delivered	1,154.64 EUR ▼ - 5.75 EUR	2.99 GBP	1.15810 ●
 xoom	1,149.41 EUR ▼ - 10.98 EUR	1.99 GBP	1.15170 ●
 monese	1,138.92 EUR ▼ - 21.47 EUR	20.00 GBP	1.16216 ●
 BARCLAYS	1,133.18 EUR ▼ - 27.21 EUR	0.00 GBP	1.13318 ●
 HALIFAX	1,123.26 EUR ▼ - 37.13 EUR	0.00 GBP	1.12326 ●
 PayPal	1,108.94 EUR ▼ - 51.45 EUR	0.00 GBP	1.10894 ●

VISUAL HIERARCHY BETWEEN COMPONENTS

- 6 Emphasize an important component using **background color, shadow, or border (or multiple)**
- 7 Try emphasizing some component A over component B by **de-emphasizing component B**

The diagram illustrates the visual hierarchy between two components, A and B, through two versions of a user interface snippet.

Left (Initial State): Component A (the top section) is emphasized with a green oval highlighting the text "Start saving time on your next design project". Component B (the bottom section) is de-emphasized with a yellow background and a smaller font size for its text.

Right (Final State): Component A remains emphasized with the same green oval. Component B has been de-emphasized by removing the yellow background and increasing the font size of its text, making it appear more prominent than in the initial state.

A large red arrow points from the left state to the right state, indicating the transformation. A red curved arrow also highlights the change in Component B's appearance.

Text Labels:

- Component A:** "Start saving time on your next design project", "Sign up for web app", "Download desktop app", "name@company.com", "START NOW", "free", "DOWNLOAD APP"
- Component B:** "Sign up for web app", "Download desktop app", "name@company.com", "START NOW", "free", "DOWNLOAD APP"

Text at the bottom: "Component A has been made more prominent simply by de-emphasizing B"

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- GitLab Groups
- Bitbucket Teams

Command-Line Interface

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- Advanced Invoice Settings
- Multiple Concurrent Builds
- Preview Deployment Suffix
- Password Protection

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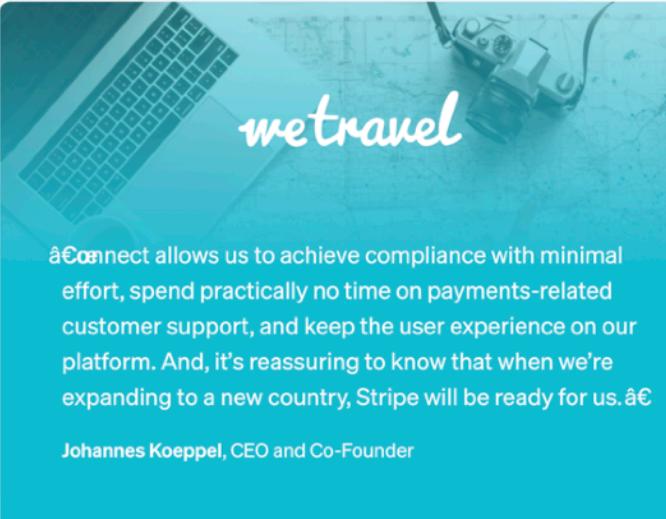
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Paying out money is complicated by stringent regulations that vary by country. Connect shifts payments compliance obligations from you to Stripe. Under the hood, Connect offers card data tokenization to help with PCI compliance, provides verification systems to manage KYC checks, leverages Stripe's licenses around the world, and more.

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- OFAC and sanctions screening
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- Money Transmitter Licenses (MTL) in the US
- E-money (EMI) License in the EU

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wetravel

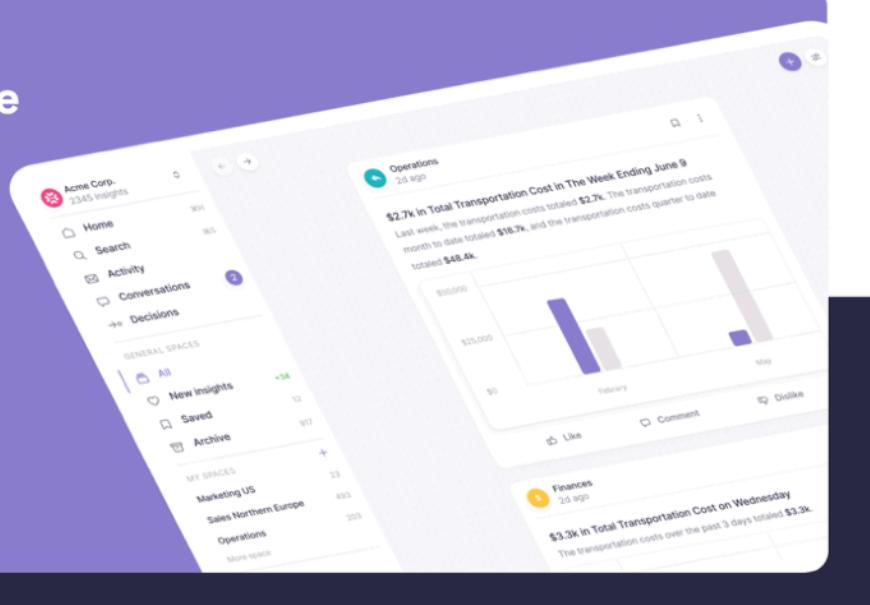
Connect allows us to achieve compliance with minimal effort, spend practically no time on payments-related customer support, and keep the user experience on our platform. And, it's reassuring to know that when we're expanding to a new country, Stripe will be ready for us. — Johannes Koeppel, CEO and Co-Founder

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- Create a Healthy Work Environment**

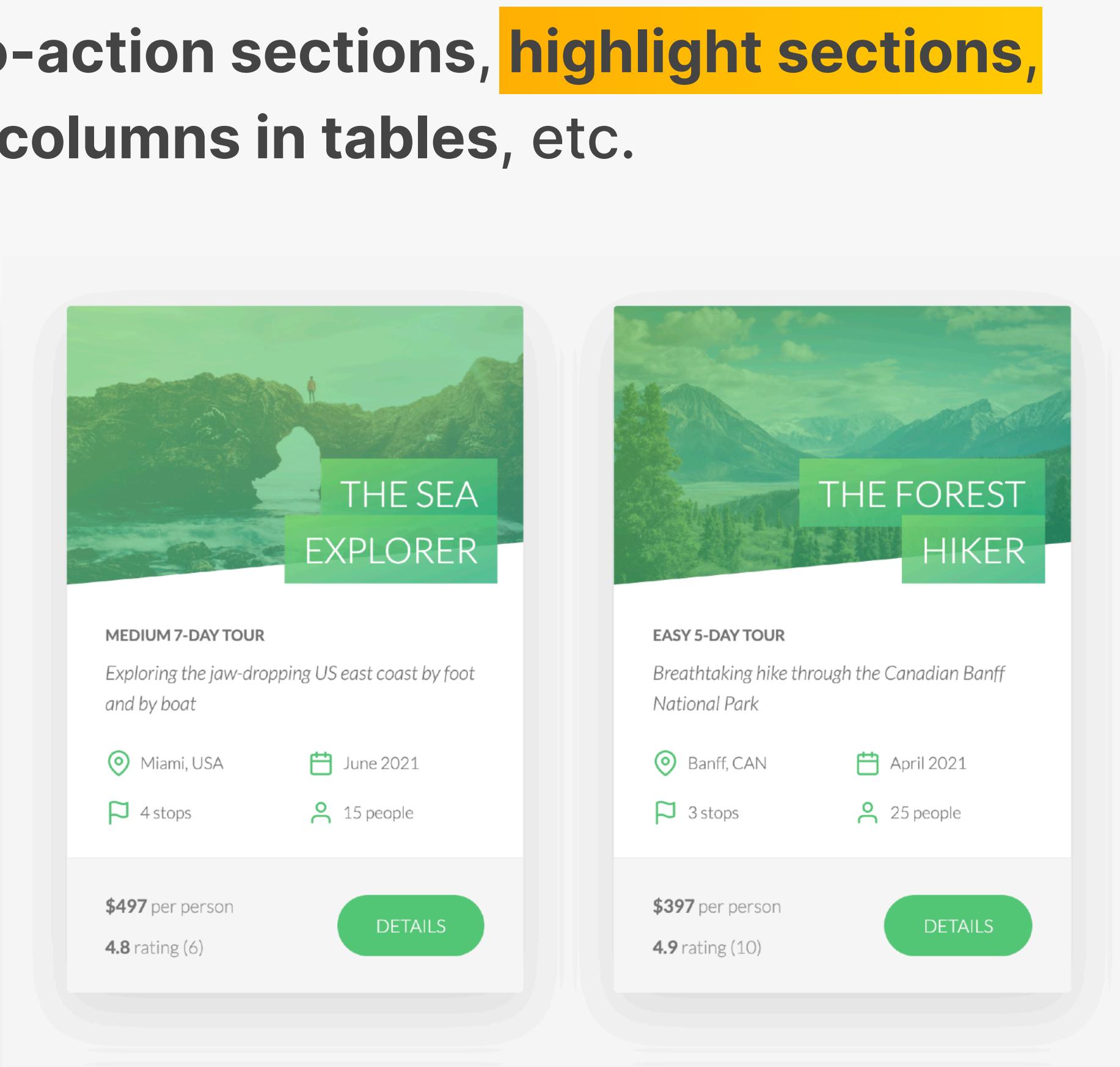
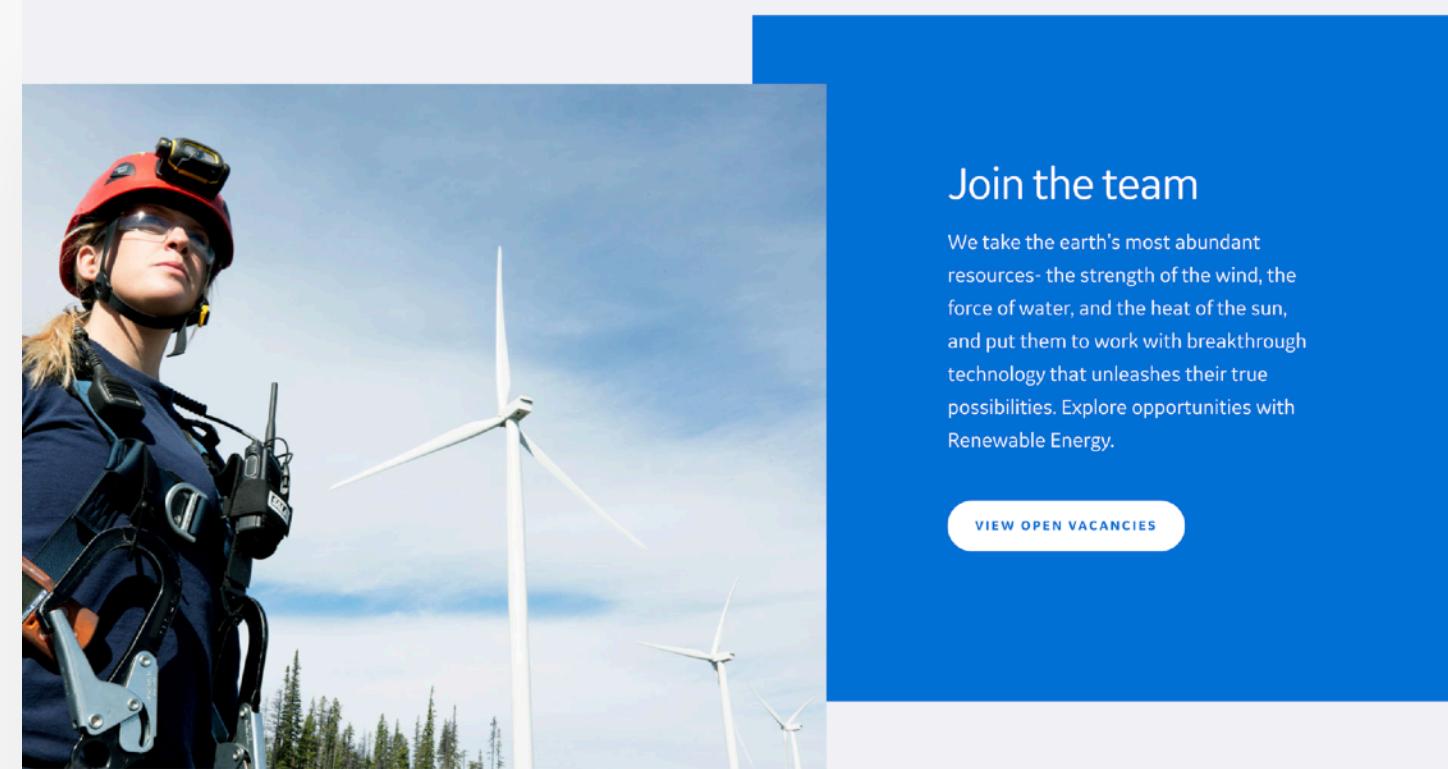
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First Name
 Last Name
 Email
 Company name
 Number of employees
 Phone Number

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Unlimited Cash Back ¹	1.5%	0.0%	0.0%	0.0%
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Free ATMs	2,300,000 ⁺	13,000	16,000	16,000
Free Cash Advance ²		✗	✗	✗
Merchant Perks ³		✗	✗	✗
Get Paid Early ³		✗	✗	✗
No Overdraft Fees		✗	✗	✗

