

What is Typographic Hierarchy (scale)?

Important things get bigger sizes

e.g. Headings, sub headings and taglines are bigger

Different sizes from bigger to smaller

Typographic Scale

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How to create Typographic Hierarchy?

select **BASE SIZE** e.g 18px or 16px

select **Scale Ratio** e.g 1.5, 1.25 or 1.618

18px X 1.33 = 24px

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Example of Typographic Hierarchy

↗ H3/Tagline : 26px

ROBOTO CONDENSED IS 26PX

Droid Regular 54px

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↗ Body text: 18px Droid Serif

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↗ Scale Ratio: 1.44

h1 Heading 54px

h2 Heading 37px

h3 Heading 26px

h4 Heading 18px

Small Text 13px

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Online Tools for Typography Scale

modularscale.com
gridlover.net
modulargrid.org

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