



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 title. Another red arrow points from the bottom of the main title area down to the first section of the page content.

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`GET /route/distance`

192px

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192px

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[VIEW DOCUMENTATION](#) [VIEW DOCUMENTATION](#) [VIEW INTEGRATIONS](#)

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Use tons of whitespace between sections



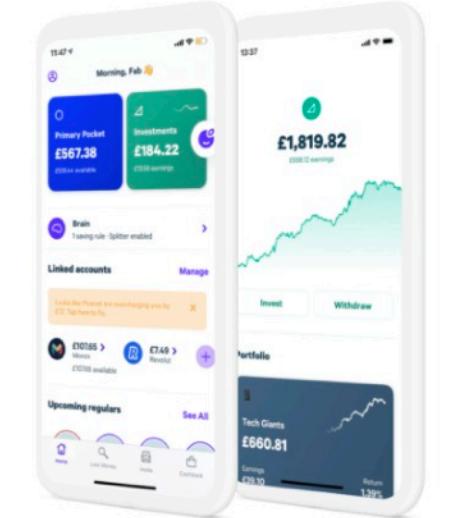
The AI assistant that grows your money.

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

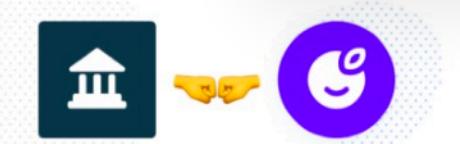


Capital at risk when investing

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.

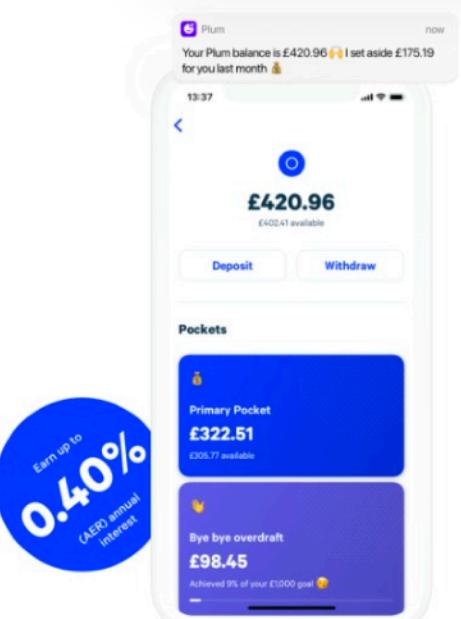


160px

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 image shows the Plum landing page. A red arrow points from the top section to the middle section, highlighting the 24px whitespace between them. The top section contains the headline "Bank, meet Plum.", a subtext about giving your bank a brain, and three icons: a bank building, two hands high-fiving, and a purple circular logo with a white 'G'.

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 🤝

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24px

The image shows the Geocoding API landing page. Red arrows point from the top section to the middle section and from the middle section to the bottom section, highlighting the 96px and 152px whitespaces respectively. The top section has a yellow header "96px" and contains the headline "Build location-based experiences across the customer journey". The middle section has a yellow header "152px" and contains the headline "Searching for locations". It includes a subtext about increasing conversions by connecting customers with nearby places and things, a search icon, and a map of a city with various locations marked. The bottom section contains the headline "On the way to a location", a subtext about increasing efficiency and improving customer experience with trip tracking and live ETAs, a trip tracking icon, and a map showing a route with an ETA of 8 minutes.

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 →

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On the way to a location

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Trip tracking →

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152px

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 |
|-------------------|---------------------|---------------------|
|-------------------|---------------------|---------------------|

Best Seller

★★★★★ 2080 Reviews

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

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

feals™
CBD EXTRACT + MCT OIL
0% THC

WHERE TO USE WHITESPACE

1 Use tons of whitespace between sections

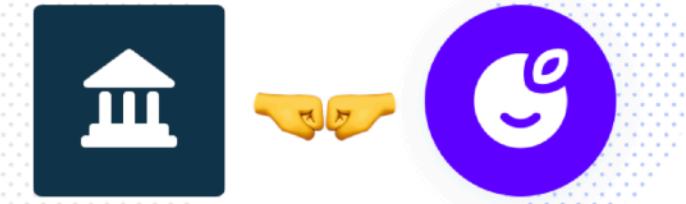
2 Use a lot of whitespace between groups of elements

3 Use whitespace between elements



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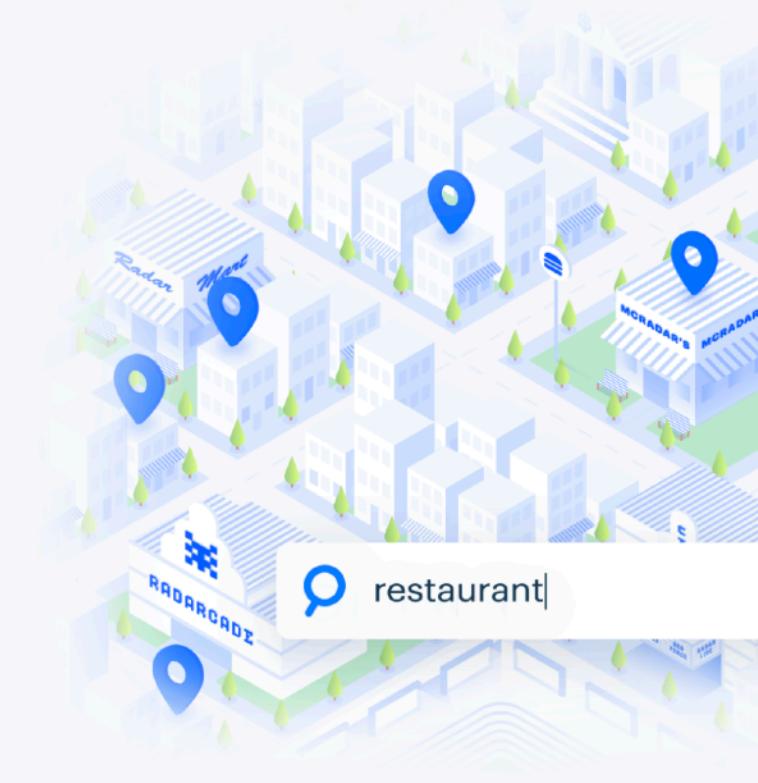
Searching for locations

Increase conversions by connecting customers with nearby places and things.



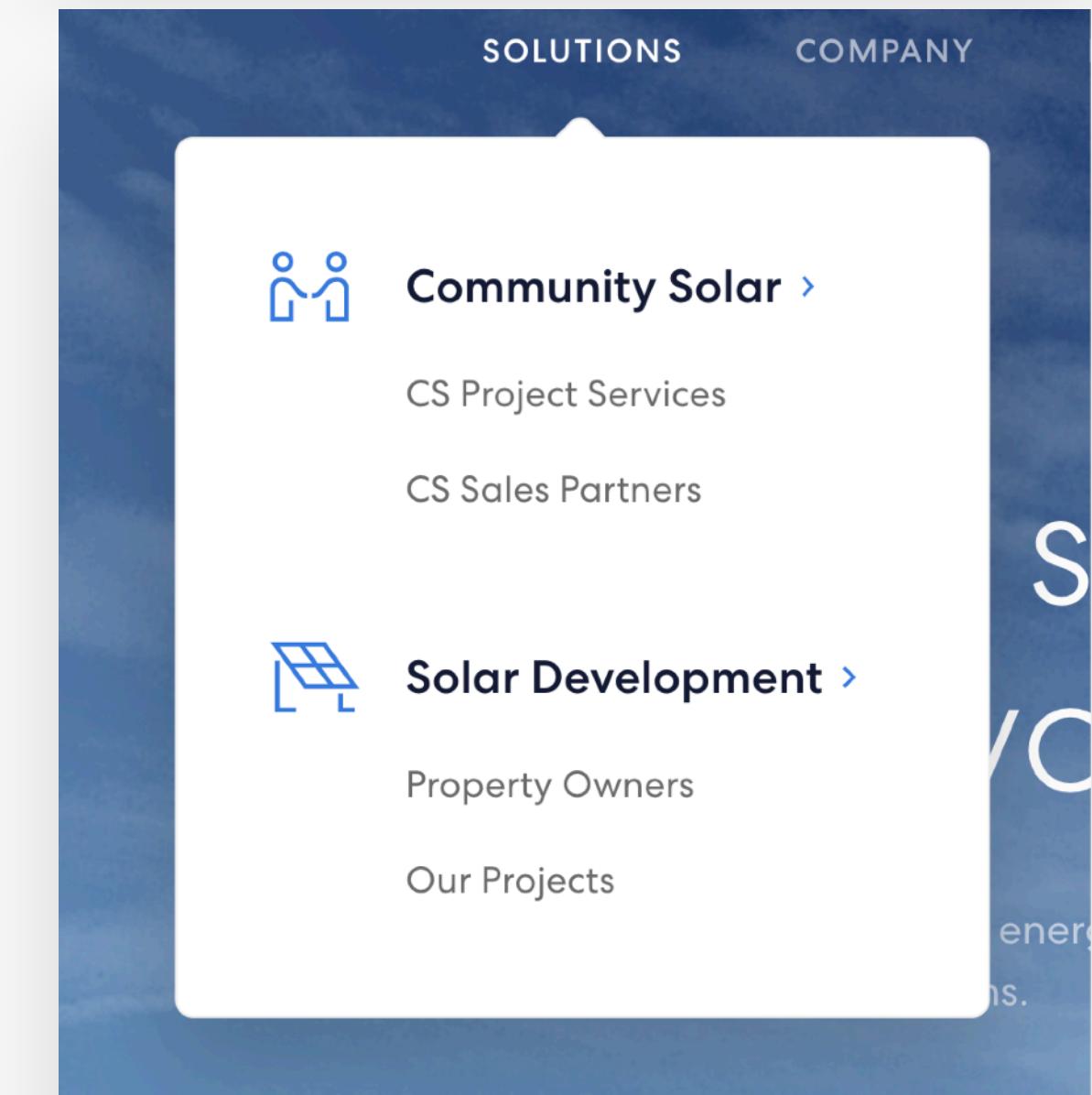
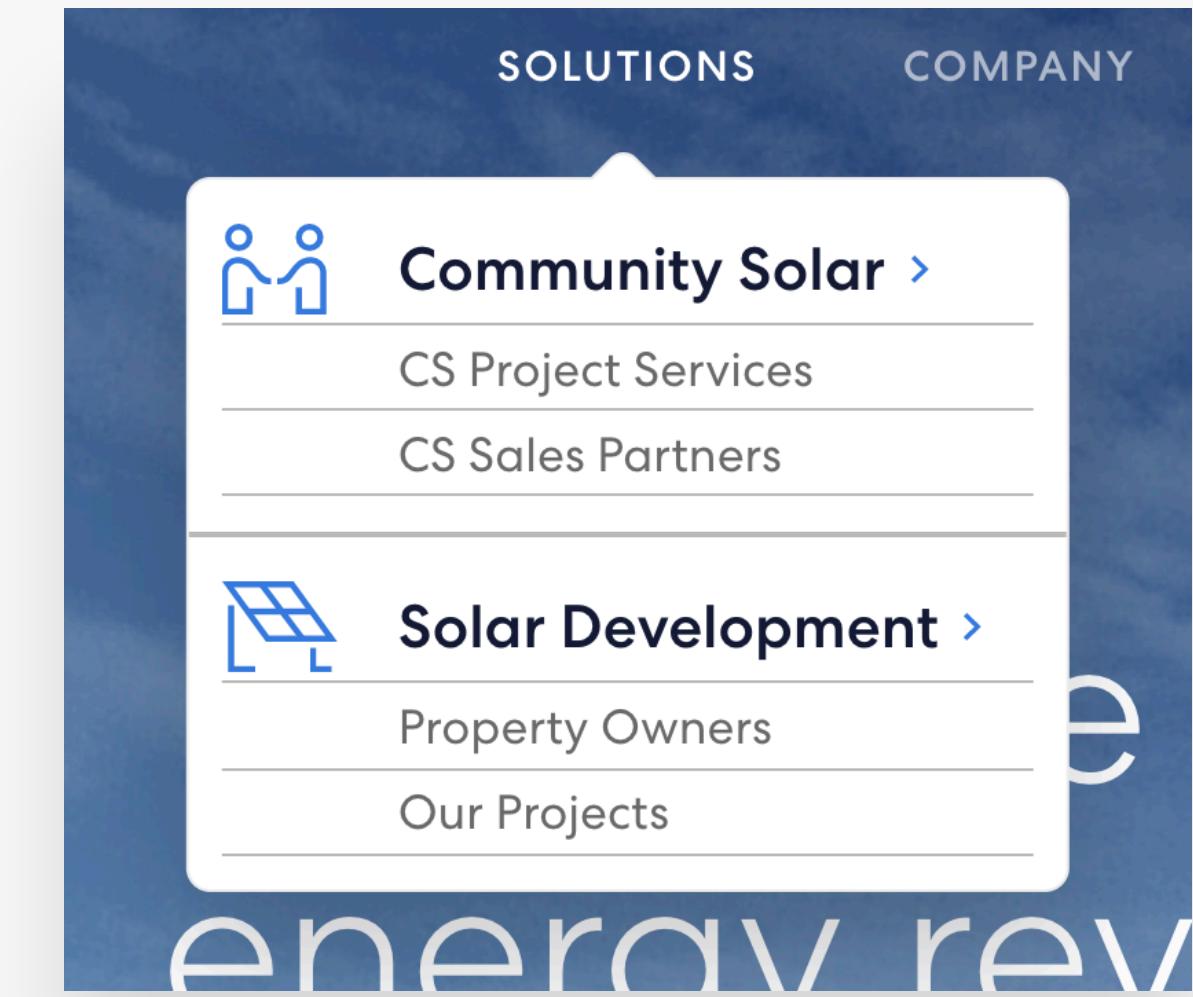
Search and geocoding APIs →

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



WHERE TO USE WHITESPACE

- 1 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

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



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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

The image displays two side-by-side versions of a "Contact support" form. Both versions have identical visual elements: a title "Contact support", a "Question" label with a dropdown menu containing "Select your question...", a text area labeled "Tell us more—how can we help?", an "Your email address" label with an info icon, and a blue "Send email" button at the bottom. The primary difference lies in the spacing and alignment of the labels relative to their respective input fields. In the left version, the "Question" label is positioned above the dropdown and to the left of the text area. The "Tell us more..." label is positioned below the text area and to the left of the email input field. In the right version, the "Question" label is moved to be directly above the dropdown, and the "Tell us more..." label is moved to be directly above the text area, both centered above their respective fields. This change in spacing and alignment is intended to demonstrate how grouping related elements together through closer proximity improves user comprehension.



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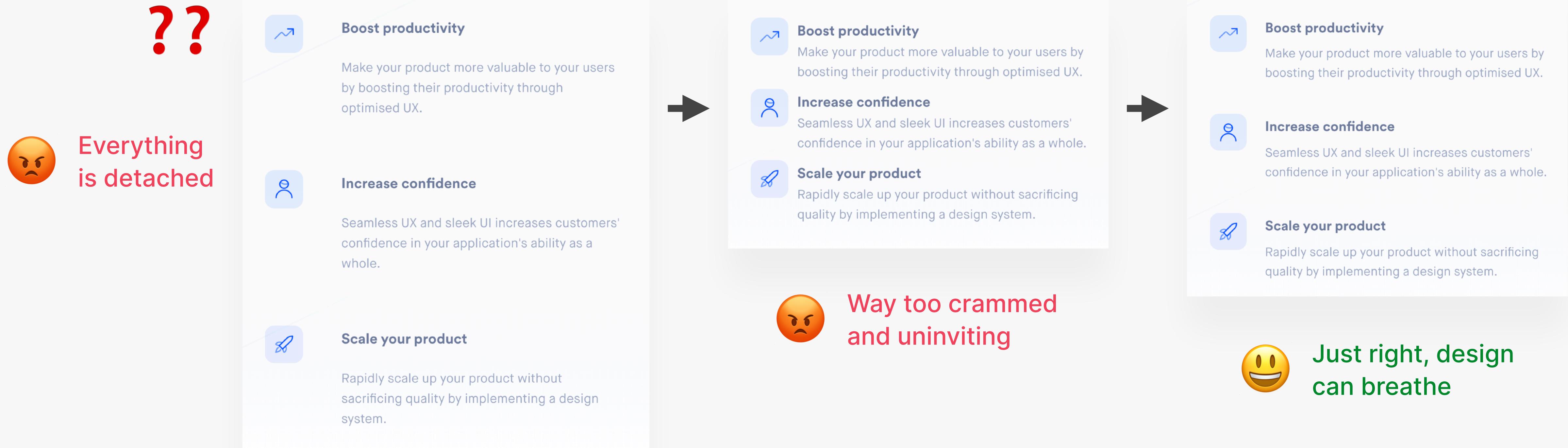
Button seems to belong to text block, so it's closer

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

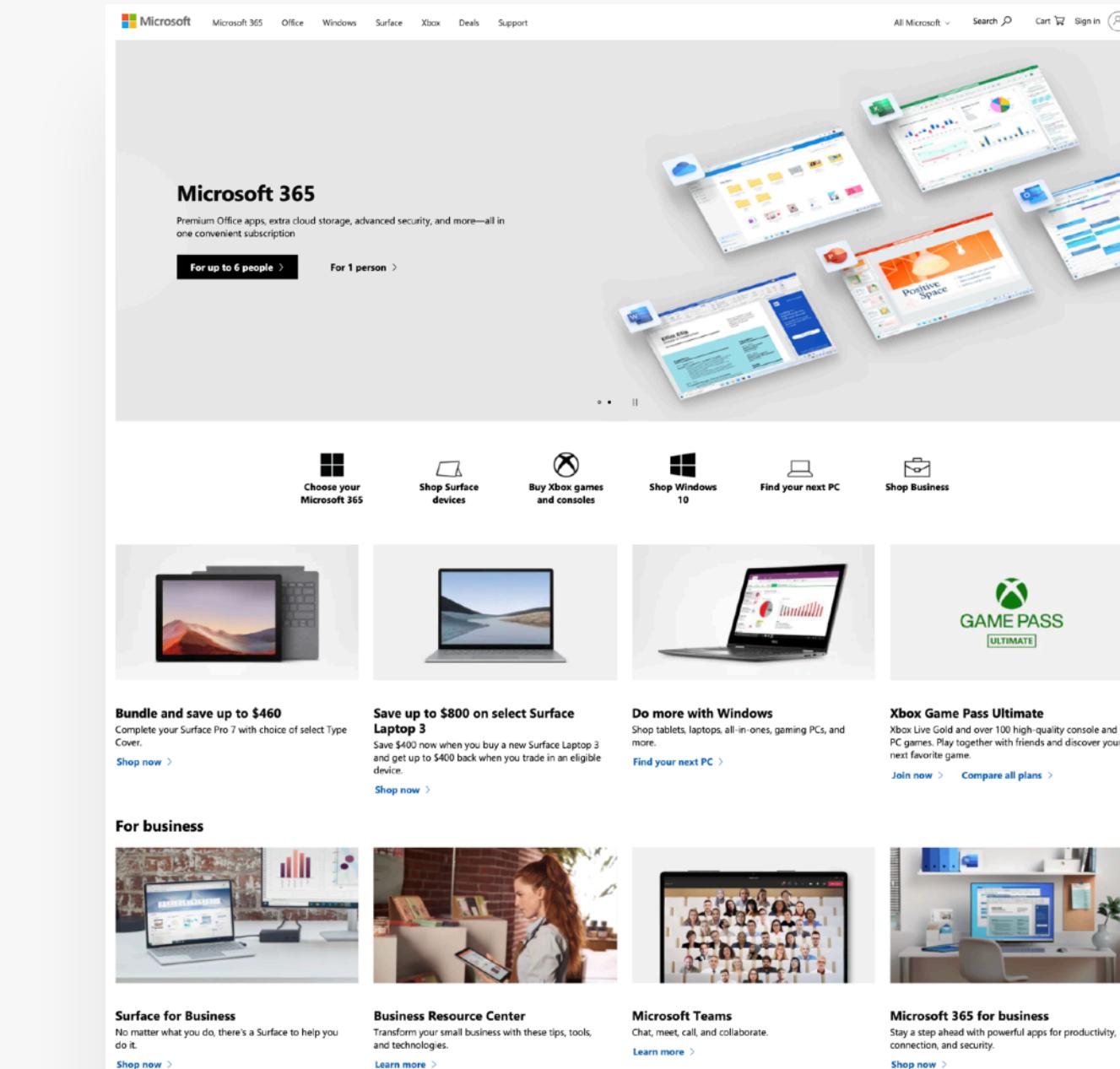
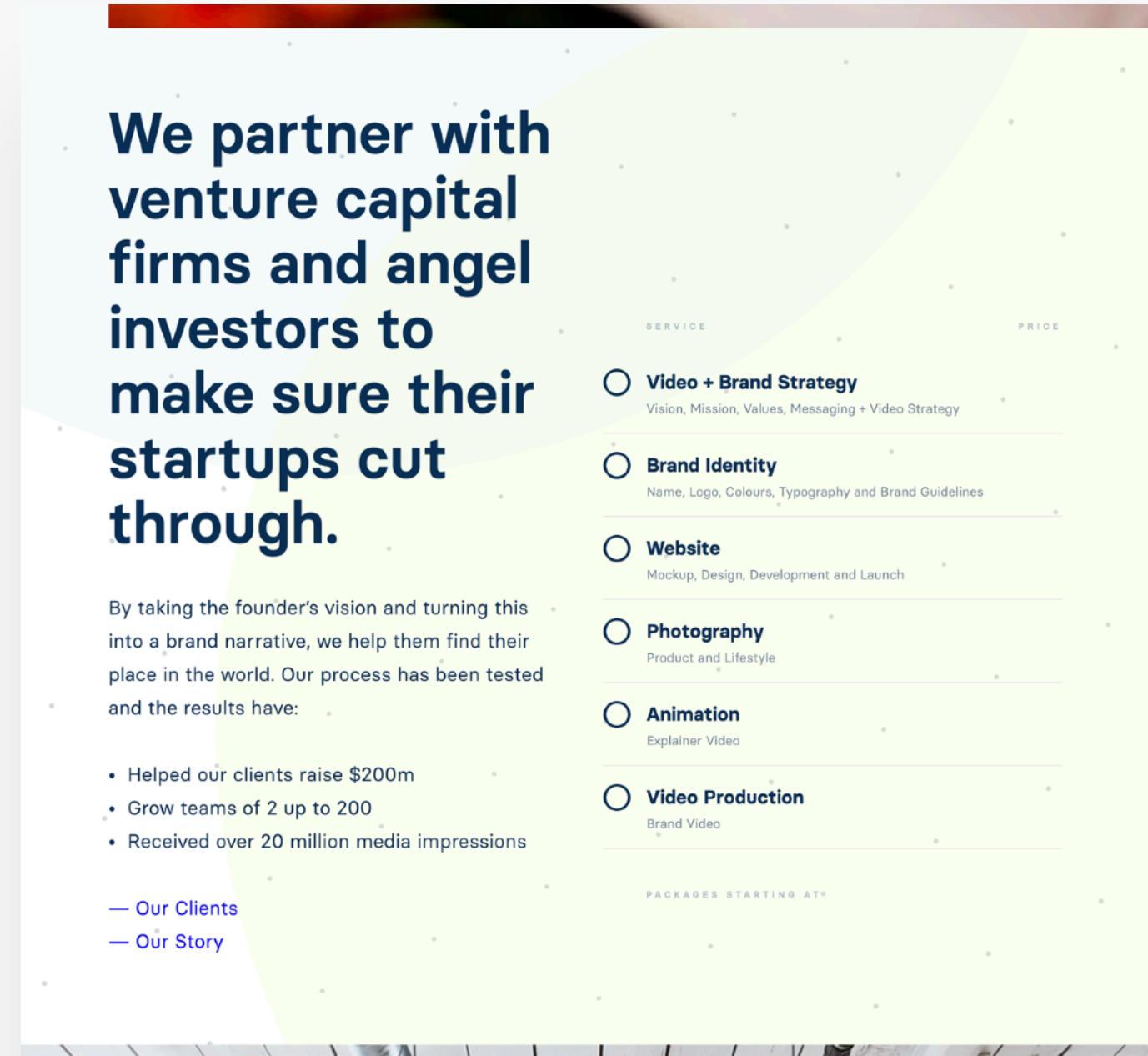
👉 Too much whitespace looks **detached**, too little looks too **crammed**



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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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- 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**
- 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

