

# Hierarchy

# Size

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## Weight

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## Color

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## Style

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## Font

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## SPACING

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**THIS IS LOUD TEXT, IT'S LIKE IT'S SCREAMING AT YOU, BUT WHEN YOU WRITE LIKE THIS IN LONG STRETCHES, IT SORT OF LOSES IT'S EMPHASIS. UNFORTUNATELY, AN ALL TOO COMMON OCCURANCE ON THE INTERNET, TAKE IT FROM A JOURNALIST, I GET MESSAGES LIKE THIS IN MY EMAIL AND TWITTER ALL TOO OFTEN.**

(But this stands out)

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6. Use multiple different types of hierarchy, not just size