

# 12 VISUAL **HIERARCHY** PRINCIPLES

Every Non-Designer  
Needs to Know

1

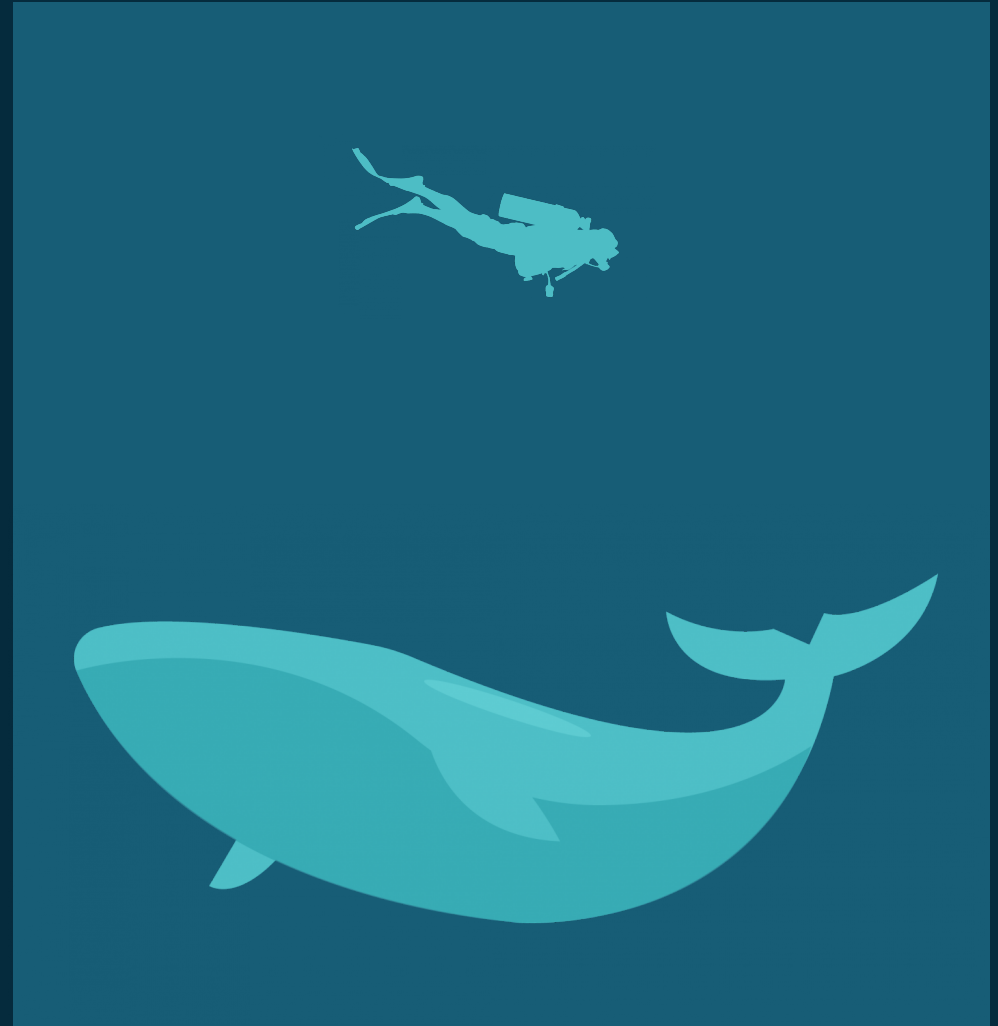
# Size and Scale

---

BEFORE



AFTER



# Color and Contrast



**BEFORE**



**AFTER**

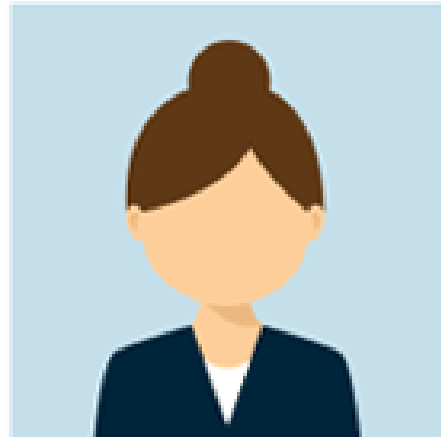




# Typographic Hierarchy

---

**BEFORE**



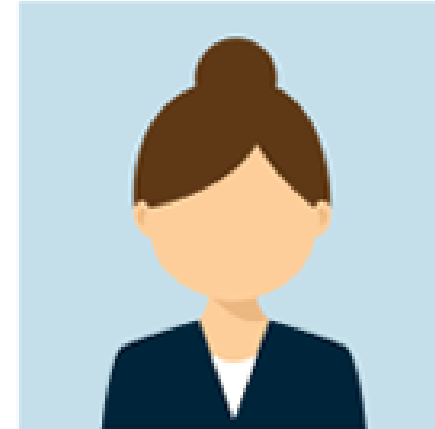
JANE SMITH

[www.namewebsite.com](http://www.namewebsite.com)

(000) 123 456 789

[info@nameemail.com](mailto:info@nameemail.com)

**AFTER**



JANE  
**SMITH**

[www.namewebsite.com](http://www.namewebsite.com)

(000) 123 456 789

[info@nameemail.com](mailto:info@nameemail.com)

# Spacing



**BEFORE**



**AFTER**





# Proximity

---

**BEFORE**



**AFTER**



# Negative Space

6

**BEFORE**



**AFTER**

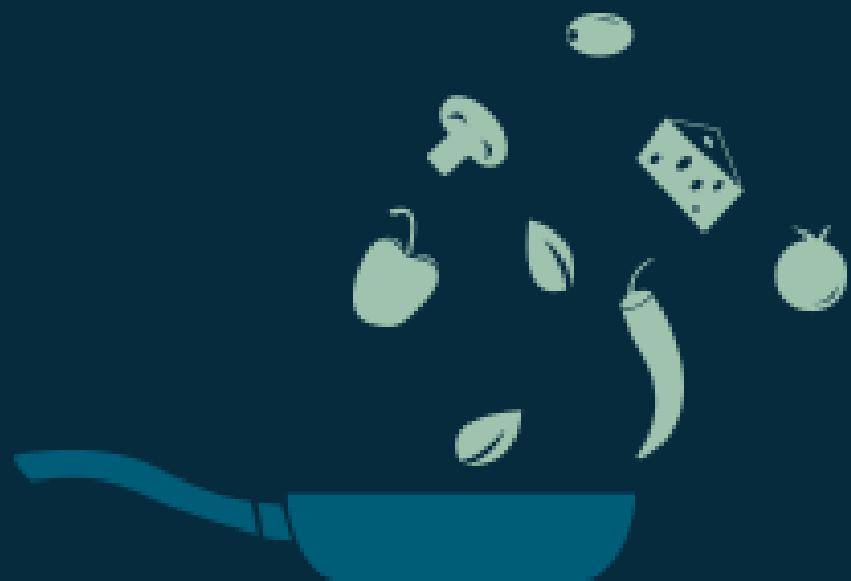




# Alignment

---

**BEFORE**



**BEST RECIPES**

**AFTER**



**BEST  
RECIPES**



# Rule of Odds

8

**BEFORE**



**AFTER**





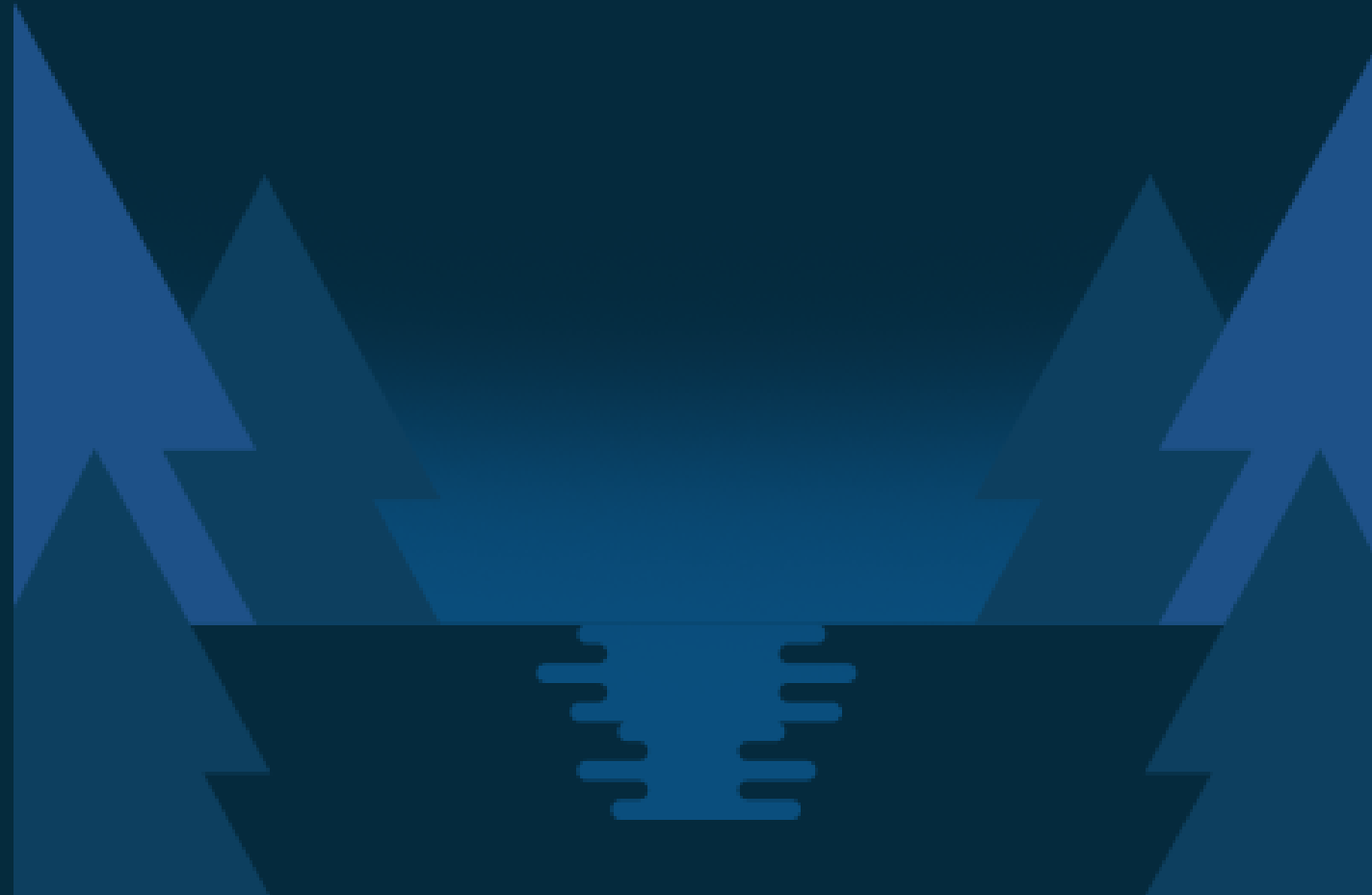
# Repetition

---

**BEFORE**



**AFTER**



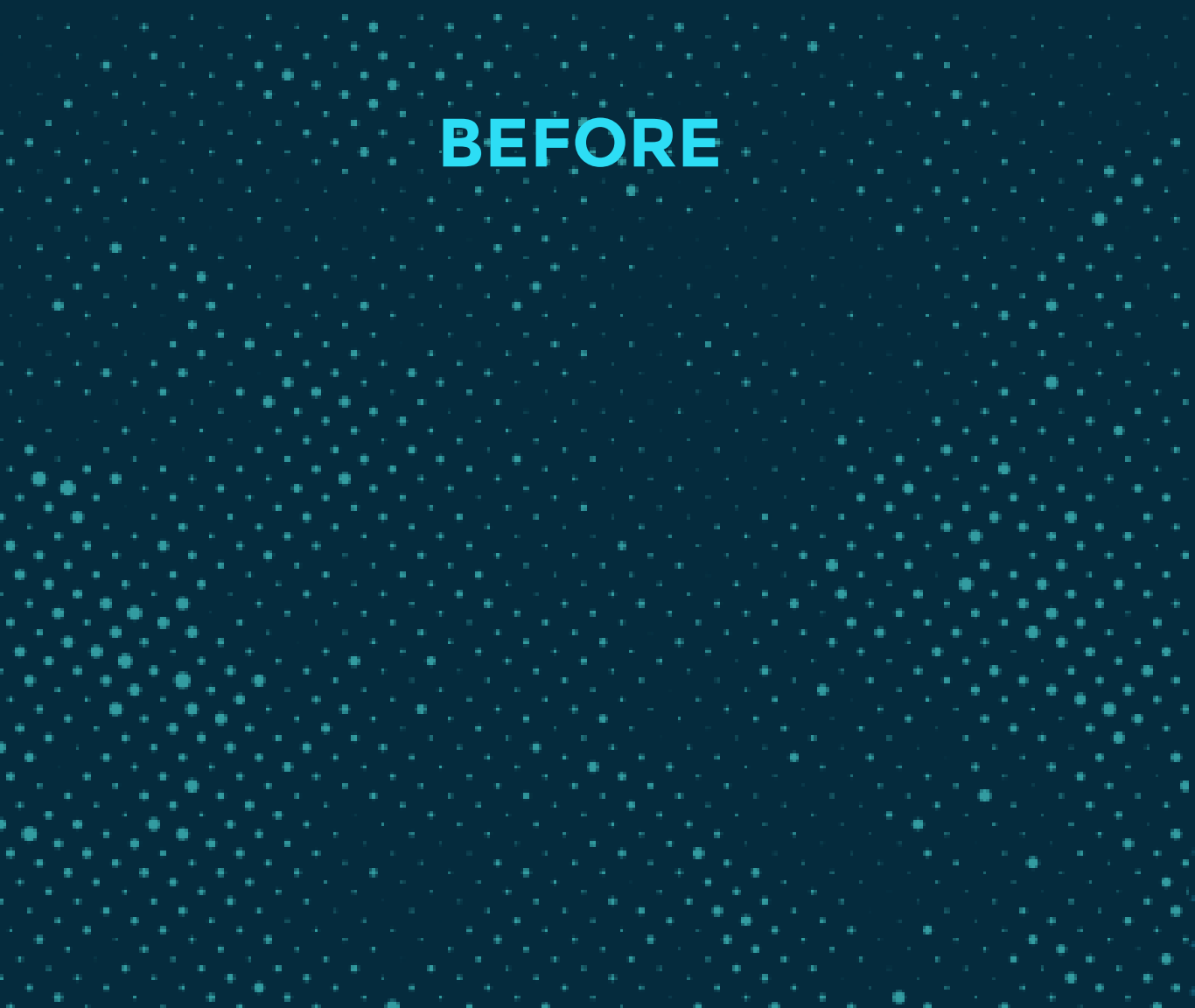
---

# Leading Lines



**BEFORE**

**AFTER**



11

# Rule of Thirds

---

**BEFORE**



**AFTER**



# Perspective

12

**BEFORE**



**AFTER**



Source:

<http://blog.visme.co/visual-hierarchy/>

