

Typographic Hierarchy

Art & Design

The signals that rank text, and the rule about using as few as possible.

Ranked by strength. Use the fewest signals that do the job.

Strong signals

Position on the page

Size

Weight

White space around it

Quieter signals

Case - caps, small caps, sentence

Italic

Colour or tone

Indent, or a hanging indent

A rule, or a change of measure

Discipline

One change per level, not four

Three levels is usually enough

Space separates better than a rule

Consistency is what makes it legible

Test it

Blur the page: does the structure survive?

Read the headings alone as a summary

Bold, larger, coloured, centred and underlined all at once is not five times as important. It is noise.