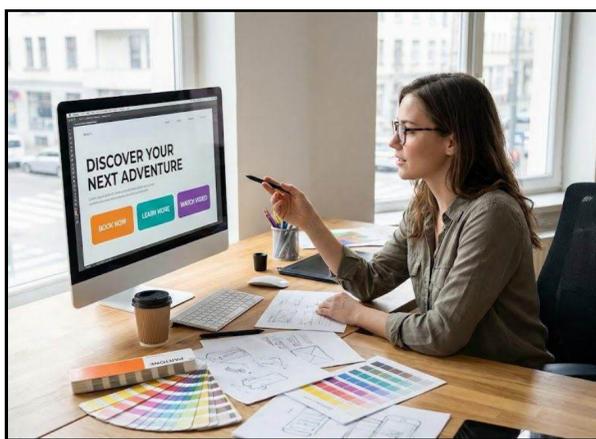


5

Key Principles of Visual Hierarchy

1. Size and Scale

You naturally look at the biggest thing on a page first. That's why headlines are larger than regular text, and buttons are usually big and colorful. You can use size to bring attention to the elements you want people to see. Change up your text and image sizes to draw attention to key information. This gives visitors a natural rhythm to follow as they scroll through your site.



2. Color and Contrast

Apart from aesthetics, color helps guide where people look on your page. Bright colors naturally grab attention, especially when they're surrounded by neutral tones. High contrast between text and background also makes things easier to read. To get the best results, use color with intention. Save your brightest colors for buttons and calls-to-action that need clicks.



3. Typography and Font Weight

The fonts you choose affect how people read your content. Headers should be larger and bolder than body text to create a clear separation. You can even use a different font for headers if it fits your brand. Small details like uppercase letters for headings, line spacing, and bold versus regular text all help build hierarchy.



4. Spacing and White Space

Cramming everything together makes your site confusing and harder to use. White space helps separate different sections, highlights important elements, and makes your design look intentional instead of messy. It's often what separates a chaotic website from one that feels polished and easy to navigate.

5. Alignment and Layout

Everything from top to bottom needs to be aligned. Proper alignment makes your site look organized and professional while building trust with visitors. Keep your spacing consistent and line things up properly. Use a grid to organize your content so everything has its place. When your layout is predictable, visitors can find what they need without getting confused.



Presented by:
UtahMarketers.com



Image Source:
pexels.com
gemini.google.com (AI-generated)