

Enhancing User Experience with Typography



Typography is vital in UI design, impacting user experience by directing attention, establishing hierarchy, and conveying tone. Here are some UX guidelines for typography.



Bento

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Visual Hierarchy

Utilize size and weight to create visual hierarchy

Larger, bolder typefaces emphasize vital information, while smaller typefaces indicate secondary content.



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Visual Hierarchy

New

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Consistency in typography

Helps users comprehend the connection between elements and information across pages and sections.



Typography

Regular

TYPESTYLE	TYPEFACE	WEIGHT	SIZE	LINE
DisplayXLarge	Archivo	Regular	56px	120%
DisplayLarge	Archivo	Regular	48px	120%
DisplayMedium	Archivo	Regular	32px	120%
DisplaySmall	Archivo	Regular	24px	120%
DisplayXSmall	Archivo	Regular	18px	120%
BodyLarge	Inter	Regular	20px	150%
BodyMedium	Inter	Regular	16px	150%
BodySmall	Inter	Regular	14px	150%
SUBHEADING	Archivo	Regular	12px	120%
Caption	Inter	Regular	12px	150%

Bold/Semi-Bold

TYPESTYLE	TYPEFACE	WEIGHT	SIZE	LINE
DisplayXLarge	Archivo	Bold	56px	120%
DisplayLarge	Archivo	Bold	48px	120%
DisplayMedium	Archivo	Bold	32px	120%
DisplaySmall	Archivo	Bold	24px	120%
DisplayXSmall	Archivo	Bold	18px	120%
BodyLarge	Inter	Semi-Bold	20px	150%

Design with appropriate font pairing

Pairing fonts enhances legibility and interest. Complementary typefaces establish a balanced and harmonious visual hierarchy.

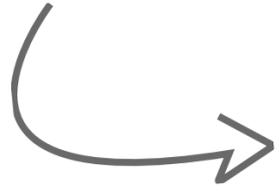


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Visual Hierarchy

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Utilize typography to convey emotion

Typography sets tone and mood, conveying the brand's personality and engaging users through careful selection of typeface, size, and color.



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Line spacing and alignment

Good spacing and alignment aid content scanning, order, and harmony. Poor spacing hampers readability and causes visual clutter.



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Visual Hierarchy

HEADERS:

LINE-HEIGHT 100% TO 130%

LETTER SPACING 0 TO -0.5

Line spacing and alignment

32PX

SPACING: 8PT GRID

Good spacing and alignment aid content scanning, order, and harmony. Poor spacing hampers readability and causes visual clutter.

BODY COPY: LINE-HEIGHT 150% - 165%



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Visual Hierarchy