

**Use white space  
to create balance  
and clarity**



# What is White Space?

White space, or negative space, is the empty space between elements of your design. It's as important as the content itself.

Springy Ride For Any Run

## NIKE PEGASUS 40

Shop



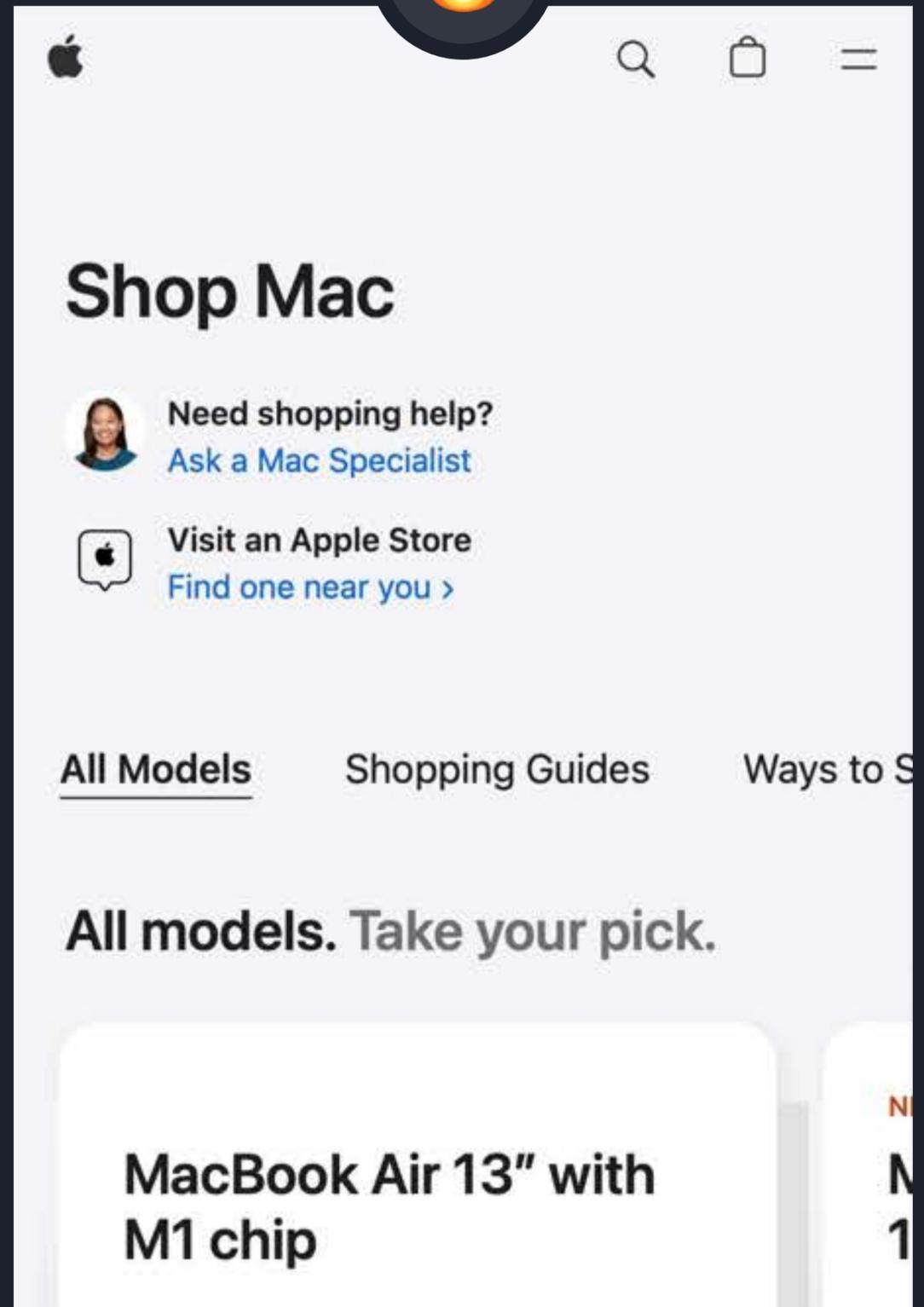
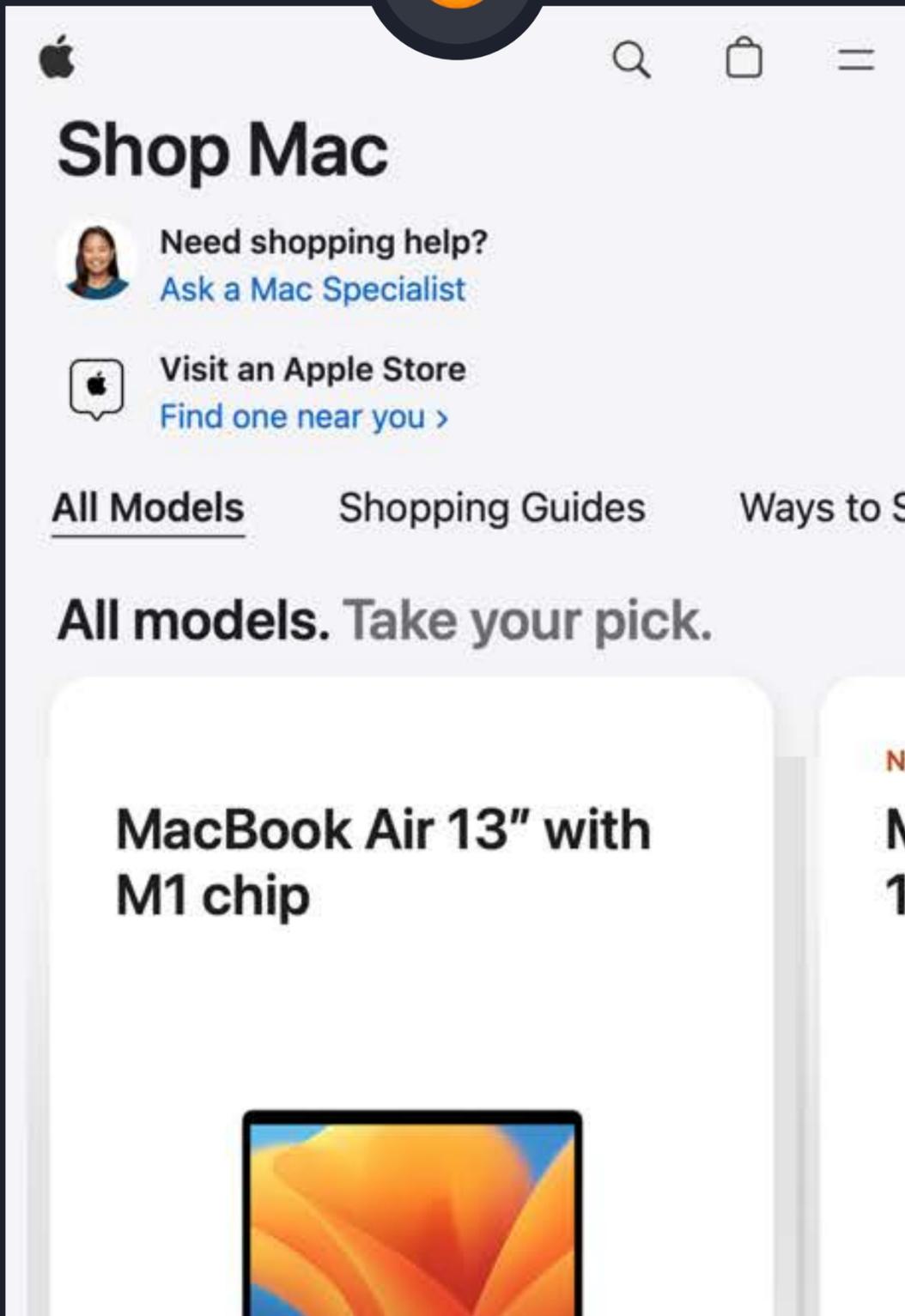
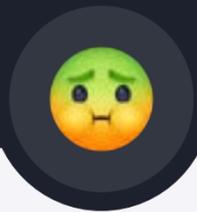
# Balance

White space creates equilibrium between design elements. It prevents your design from looking cluttered or too sparse.



# Clarity

White space increases readability and comprehension, providing visual breathing room for the eye.



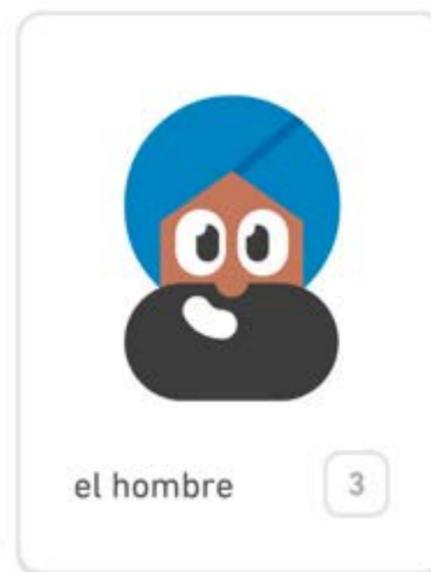
# Focus

Strategically used white space can effectively highlight important elements and deftly guide the viewer's focus.



 NEW WORD

Which one of these is "the boy"?



SKIP

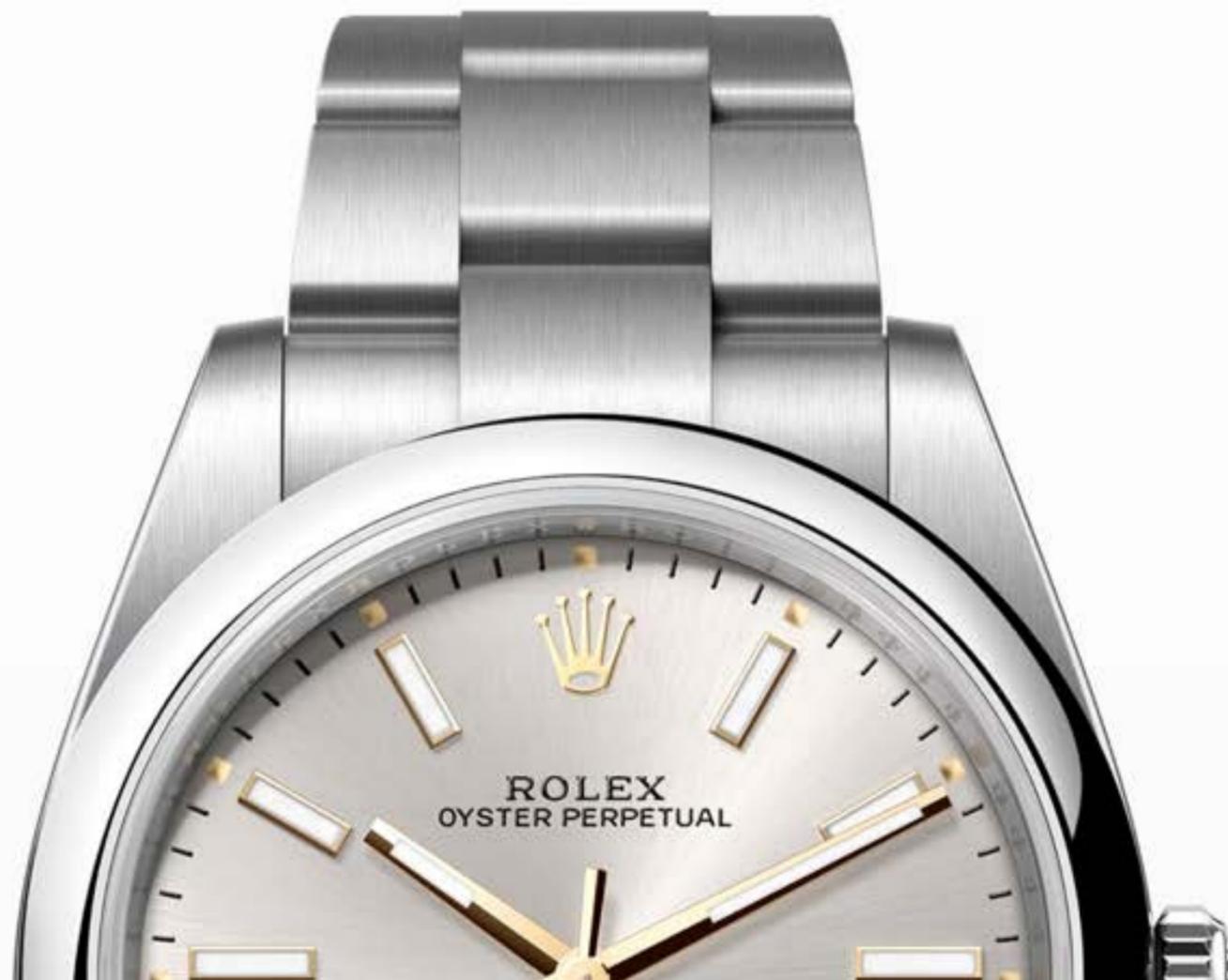
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# Sophistication & Luxury

An abundance of white space is often associated with luxury and sophistication. It gives a sense of openness and breathability.

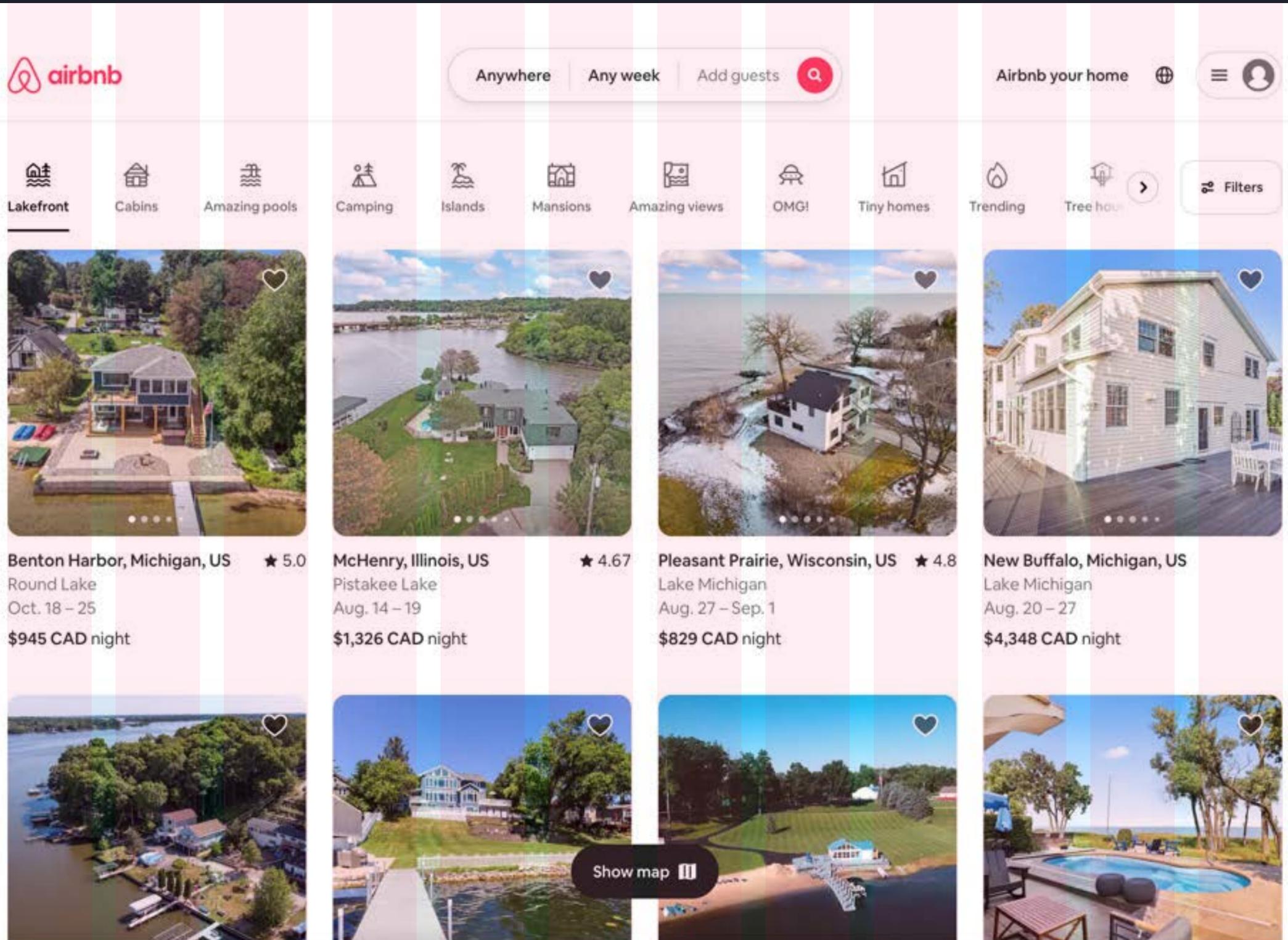
OYSTER PERPETUAL

## Timeless form and function



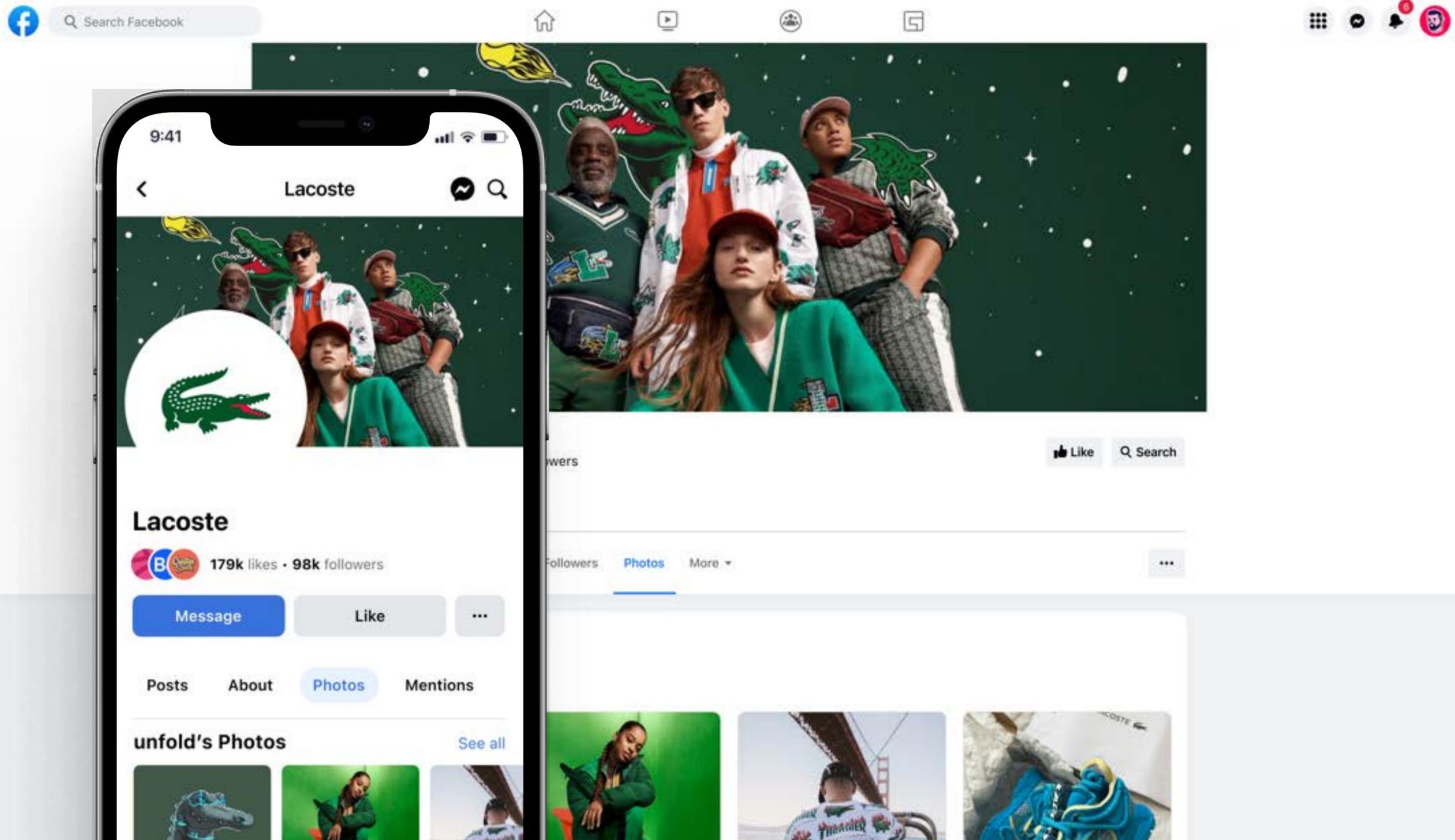
# Alignment & Organization

White space helps align elements effectively and makes the overall design look more professionally organized.



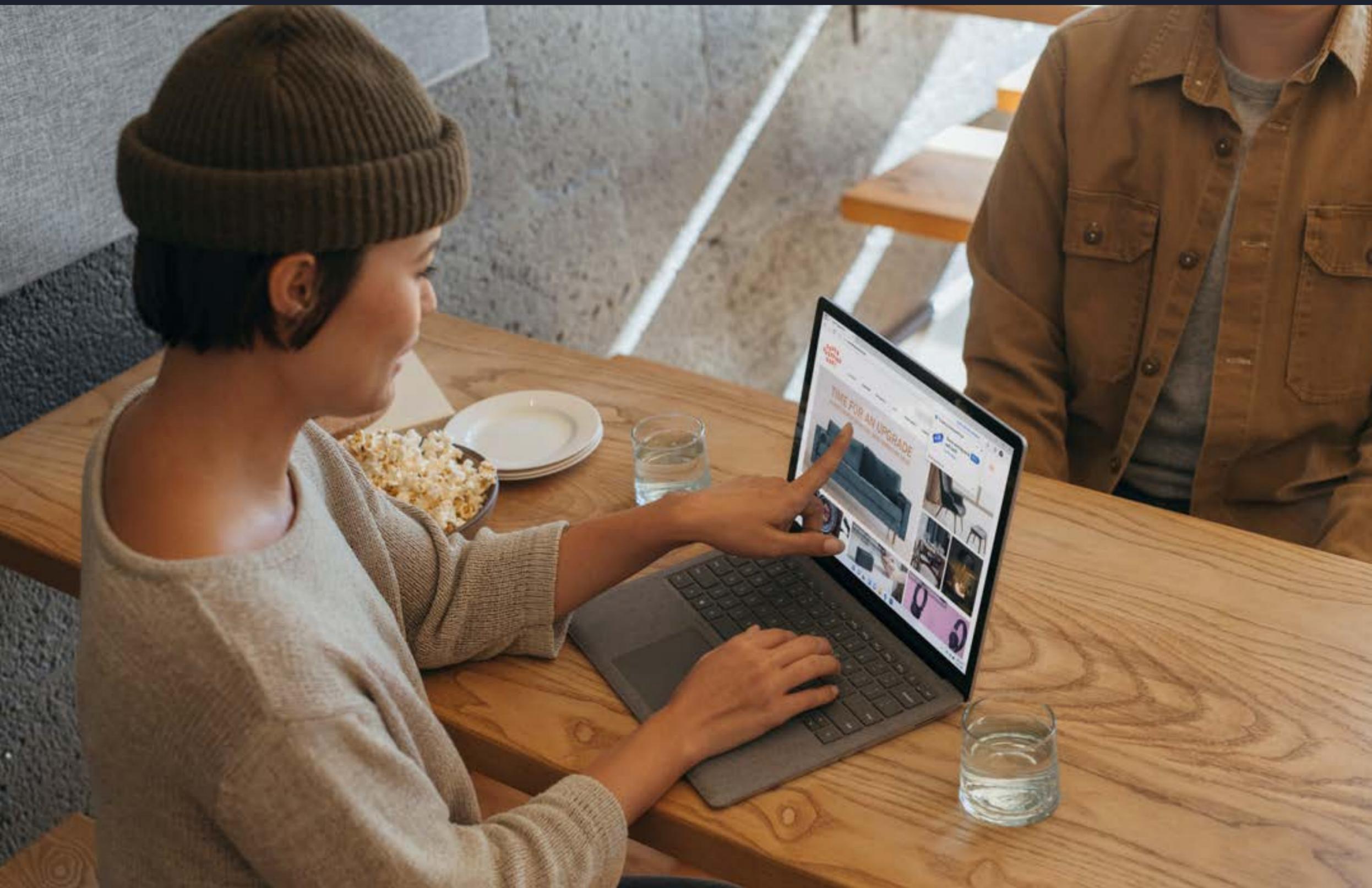
# Consideration of Different Devices

In responsive design, thoughtful use of white space ensures optimal legibility and uncompromised clarity across all devices.



# Testing & Iteration

Test your designs with real users. Different audiences may have different preferences and tolerances for white space.



# Conclusion

White space is not merely 'empty' or 'wasted' space. It's an essential component of design that significantly improves balance, clarity, and overall effectiveness.