

# TYPOGRAPHY HIERARCHY

Fonts can be used together to create emphasis and visual hierarchy that assists the reader with navigating your text. This can be achieved using fonts, weights, colors, and sizes.

## EXAMPLE

These examples are a guide only. Each job needs to be analyze individually. There are no predetermined size. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

## CLASSIC PAIR

The combination of serif and sans serif fonts is a classic pairing. Using one for headers and the other for body copy is a reliable way to create visual interest without complicating things.

## HIERARCHY

When creating a typography hierarchy, try varying attributes just enough to distinguish between levels. When a variety of type sizes and weights are used, the differences between them must be clearly recognisable.

# OBJECTIVITY IS A BEAUTIFUL THING

## A CENTRAL PHILOSOPICAL CONCEPT

Objectivity is a central philosophical concept, related to reality and truth, which has been variously defined by sources. Generally, objectivity means the state or quality of being true even outside of a subject’s individual biases, interpretations, feelings, and imaginings.

### SPECIFICATION:

Title:		Sub title:	
Proxima Nova Regular		Georgia Regular	
Size	8 points	Size	9 points
Leading	13 points	Leading	15 points
Tracking	25 points	Tracking	25 points
Body copy:			
Georgia Regular			
Size	9 points		
Leading	15 points		
Tracking	25 points		

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