

# Typographic Hierarchy

## Combining Different Typographic Styles

Below is a sample of combining different style techniques to ensure your document is legible, visually appealing, and effectively communicates its message.

# Main Title

## SUBTITLE

### Subhead

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### Guidelines

- We recommend for all body copy be aligned to the left. It creates a consistent edge that helps users with visual tracking issues or dyslexia.
- Be sure to contrast color appropriately with background. Please review our [Accessible Color Combinations](#) page.
- Please use a **MAXIMUM** of 2-3 fonts per document.

### Main Title

The most important part of your message should be here and used to attract the viewer.

#### Recommendations:

**Font:** Open Sans Semi Bold, Bold, Extra Bold OR Merriweather Bold

**Size:** 45-50pt (For standard 8.5 x 11)

### Subtitle

Expand on your main title with a sentence to encourage the viewer to continue on. This adds another visual divider to your information.

#### Recommendations:

**Font:** Open Sans Semi Bold

**Size:** 20-35pt (For standard 8.5 x 11)

### Subhead

Subheads provide a brief preview or emphasis to guide reader focus.

#### Recommendations:

**Font:** Merriweather Semibold, Bold

**Size:** 15-20pt (For standard 8.5 x 11)

### Body Copy

Body copy is the main text of a document and provides the most detailed information.

#### Recommendations:

**Font:** Open Sans Light, Regular

**Size:** 8-14pt (For standard 8.5 x 11)

**Save yourself some time!** You can find templated Fact Sheets, Flyers and Powerpoints already styled on the Communications Department CityNet site.

# Typographic Hierarchy Elements

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## Type Size

Type size consists of making the most important parts of your text larger (Heading and subheading) in comparison to the less important (body text), making the bigger elements a tool to grab the attention of the reader.

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## Case

Case refers to the distinction between uppercase (capital) and lowercase letters, which affects readability and emphasis in text. Proper use of case can enhance the visual hierarchy and convey the appropriate tone or emphasis in written communication.

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## Weight

Weight refers to the thickness of the characters in a typeface, ranging from light to bold. Adjusting the weight of text can create visual contrast, guide the reader's attention, and emphasize key elements in a design.

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## Color

Color creates contrast, highlights information, and evokes emotions. Refer to our style guide for the appropriate colors to maintain readability, hierarchy, and brand consistency.

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## Spacing

Spacing in typography, such as the space between letters and lines, is key to making text easy to read and visually appealing. Good spacing creates a well-organized layout that smoothly guides the reader's eye and improves the overall look of the design.