HIERARCHY OF TEXT
hierarchy: the use of size, weight, placement, and spacing to express the parts of a page or document and their relative importance.

A **typographic hierarchy** expresses an organizational system for content, emphasizing some data and diminishing others. A hierarchy helps readers scan a text, knowing where to enter and exit and how to pick and choose among its offerings.

Each level of the hierarchy should be signaled by one or more cues, applied consistently across a body of text. A cue can be spatial (indent, line spacing, placement on page) or graphic (size, style, color of typeface). Infinite variations are possible.
EMPHASIS WITHIN A TEXT BLOCK

If you want to create emphasis within a block of text you should generally use just one signal. *Italic* is a standard way to emphasize a word or phrase. There are many other methods as well, including using a color change, typing in all CAPITAL LETTERS, or using boldface text. Changing fonts is another way to create emphasis. If you do mix fonts, such as using **Futura** and **Garamond**, make sure they are different enough to contrast each other and also make sure to adjust the sizes so that the x-heights align.
Gentrify mustache ethical fap cred farm-to-table fixie. Master cleanse williamsburg tumblr fixie mustache hoodie marfa put a bird on it. Wolf wayfarers PBR, brunch fanny pack tumblr portland. Scenester brooklyn seitan biodiesel sartorial DIY. Photo booth four loko keytar cosby sweater american apparel butcher. Echo park before they sold out chambray, seitan messenger bag letterpress freegan you probably haven't heard of them beard next level art party brunch leggings marfa. Four loko farm-to-table vice, leggings brooklyn carles chambray VHS 3 wolf moon raw denim aesthetic wayfarers art party dreamcatcher. Wayfarers readymade locavore, quinoa next level squid bicycle rights sartorial fap whatever beard. Carles mcsweeney's mixtape brunch ethical, scenester lo-fi beard. Stumptown mustache brooklyn salvia carles fap photo booth, shoreditch art party mixtape wolf. Next level lo-fi quinoa food truck irony. Biodiesel beard banh mi irony, chambray DIY fixie wolf jean shorts vice cliche mixtape. Master cleanse art party yr keffiyeh Austin messenger bag. Marfa art party retro, you probably haven't heard of them craft beer terry richardson yr seitan stumptown keytar jean shorts banksy tattooed. Echo park cosby sweater squid, leggings tumblr gentrify ethical farm-to-table. Gentrify american apparel wes anderson freegan jean shorts. Stumptown vegan four loko, american apparel lomo fixie gentrify you probably haven't heard of them thundercats letterpress tumblr fanny pack cred leggings wolf.
MIDTOWN GREENWAY BRIDGES
Portland Avenue

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<table>
<thead>
<tr>
<th>No hierarchy</th>
<th>Contrasting weight</th>
<th>Contrasting color</th>
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| Think with the Senses  
Feel with the Mind  
Art in the Present Tense  
*Venice Biennale*  
52nd International Art Exhibition  
10 June – 21 November  
National and Regional Pavilions and Presentations.  
Parallel Exhibitions and Projects |
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<tr>
<th>Alignment</th>
<th>Spatial intervals</th>
<th>Uppercase and spatial intervals</th>
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<thead>
<tr>
<th>Weight, color, space, alignment</th>
<th>Scale, space, alignment</th>
<th>Italic, scale, color, alignment</th>
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