

# CONTRAST IS KING!

7 POSSIBLE WAYS TO ACHIEVE TYPOGRAPHIC CONTRAST

1

## Size

Size is known as the first and most basic contrast from the seven principles.

A simple but dramatic contrast that enables you to highlight some aspects of your design.

2

## Weight

The second contrast is the contrast of weight.

Bolded type wisely placed in the middle of much lighter type could help you create this contrast.

3

## Form

The form contrast is known as the third contrast from the seven principles.

This could be achieved by distinguishing the upper case characters from lower case.

4

## Direction

The fourth contrast is the direction. This is created by causing a diversion of regular flow.

5

## Structure

Structure is different letterforms of different kinds of typefaces -- black vs italic, roman vs bold.

This is used to indicate a change in tone of the orator without a change in the volume.

6

## Color

This involves playing with different colors to attain contrast & trigger off emotions.

7

## Texture

The last principle is the contrast of texture. It explains the way lines of type look as a mass, depending on their form and weight.

The way you arrange letters with respect to one another helps you achieve the contrast of texture.

Source : Carl Dair | DesignMantic