



# Mastering Spacing

DESIGN FUNDAMENTALS

**What do we mean  
by “Spacing”?**

## What do we mean by “Spacing”?

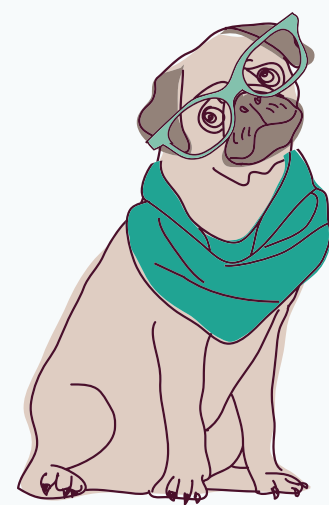
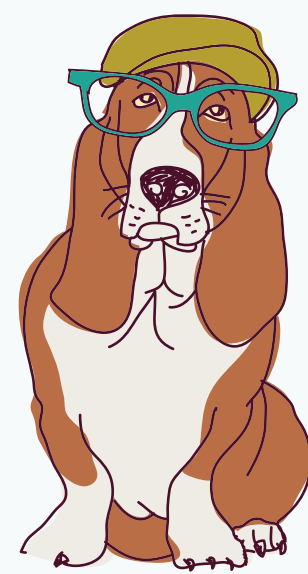
- We use **whitespace** (also called negative space) to make elements easier to digest and more visually pleasing

## What do we mean by “Spacing”?

- We use **whitespace** (also called negative space) to make elements easier to digest and more visually pleasing
- We group elements that are related to each other together. This is called **Proximity**.

## PROXIMITY

Things that are closer together are  
perceived to be more related than things  
further apart





Ground beef

Chicken

Lamb

Broccoli

Carrots

Peas

Cauliflower

Cumin

Paprika



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Chicken

Lamb

Broccoli

Carrots

Peas

Cauliflower

Cumin

Paprika

Ground beef

Chicken

Lamb

Broccoli

Carrots

Peas

Cauliflower

Cumin

Paprika

Name

Email

Phone

Name

Email

Phone



## INTEGRATIONS

# Personalize your website using data from 750+ apps with ConvertFlow's deep integrations

Click on an integration below to see how ConvertFlow brings the power of marketing automation to your website





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 Infusionsoft.	 Drip™ From Leadpages	 HubSpot	 ActiveCampaign >
 AWeber	 MailChimp	 ConvertKit	 GetResponse
 ONTRAPORT	 Campaign Monitor	 sendinblue	 leadSquared
 autopilot™	 Google Analytics	 zapier	 WORDPRESS



















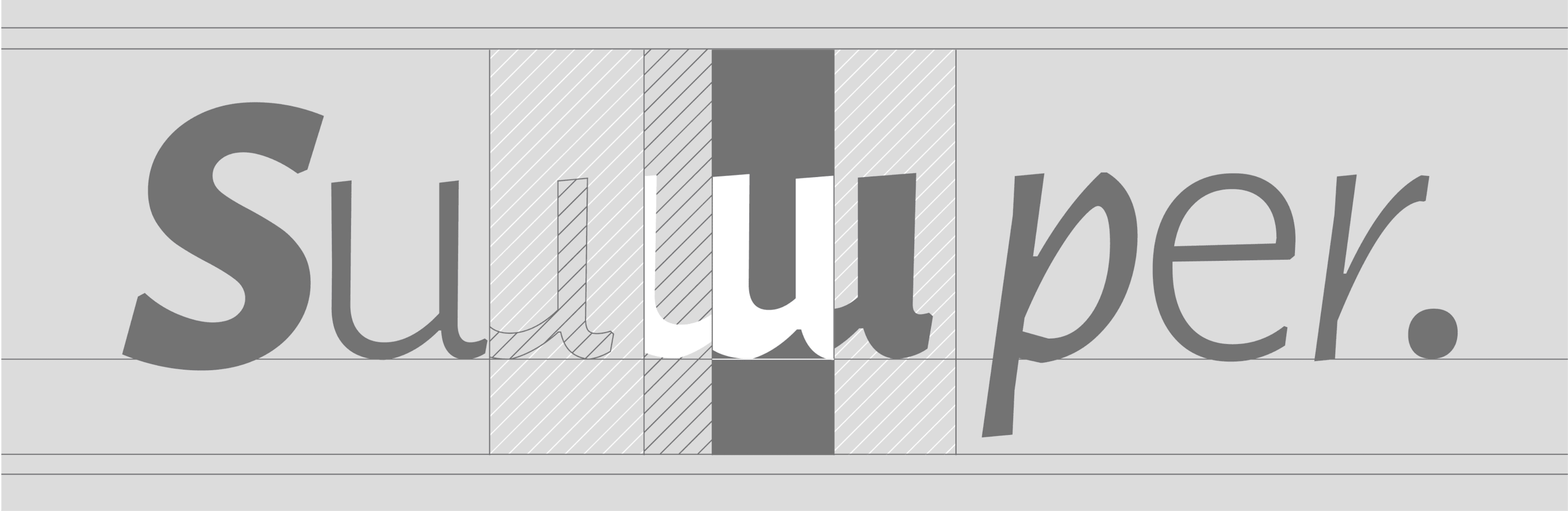


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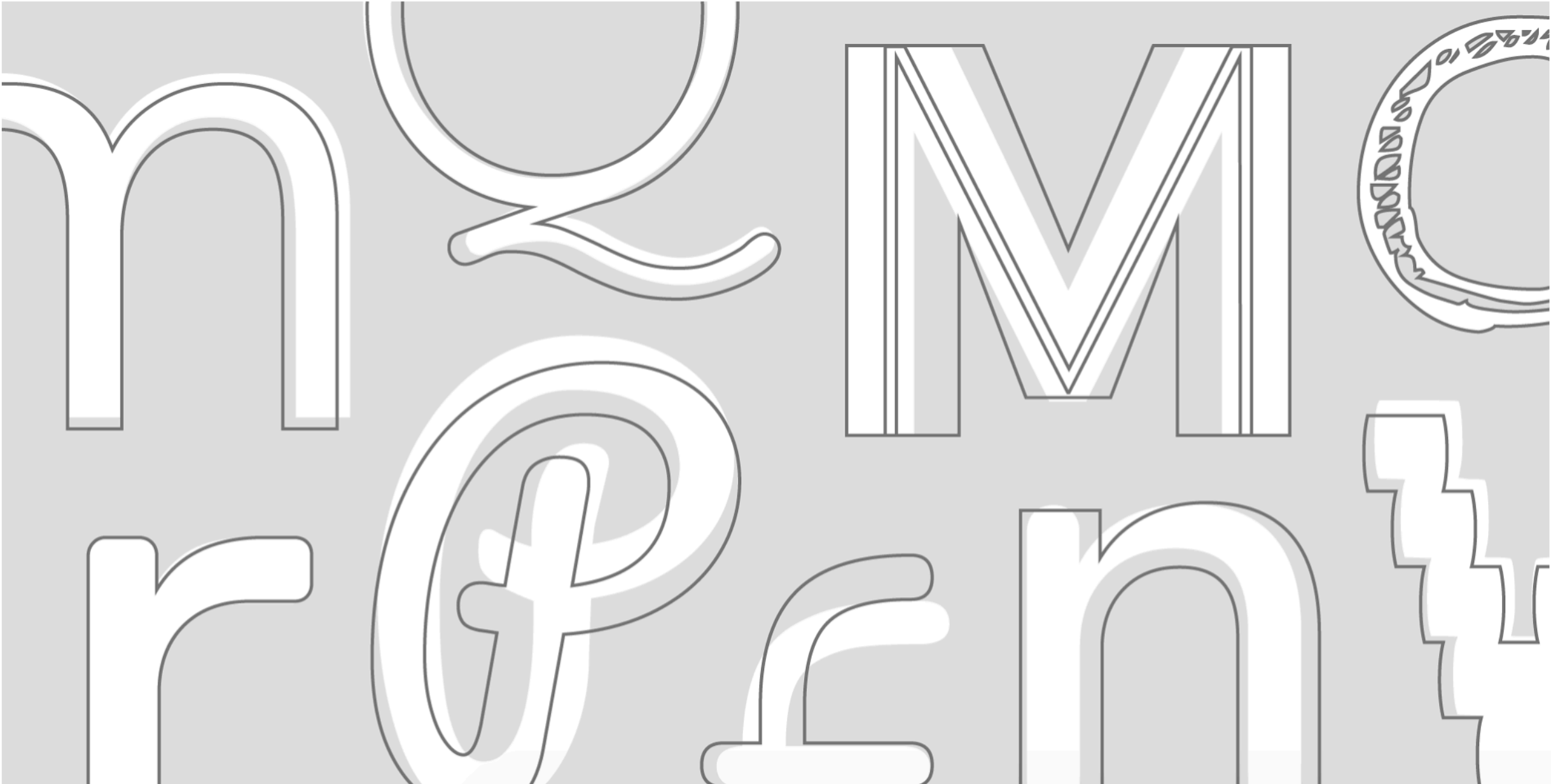
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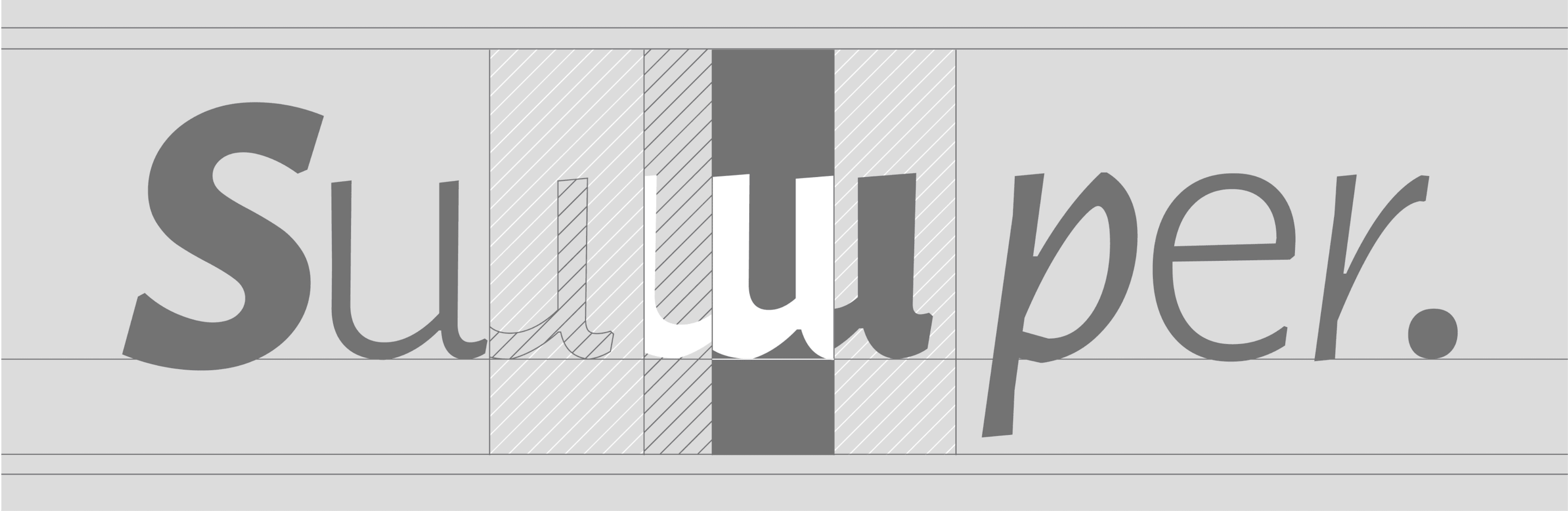
 Infusionsoft.	 Drip™ From Leadpages	 HubSpot	 ActiveCampaign >
 AWeber	 MailChimp	 ConvertKit	 GetResponse
 ONTRAPORT	 Campaign Monitor	 sendinblue	 leadSquared
 autopilot™	 Google Analytics	 zapier	 WORDPRESS



2016 Fonts Refresh  
Created by Google Design

Five Fresh Headline and Body Text Pairings  
Created by Typewolf



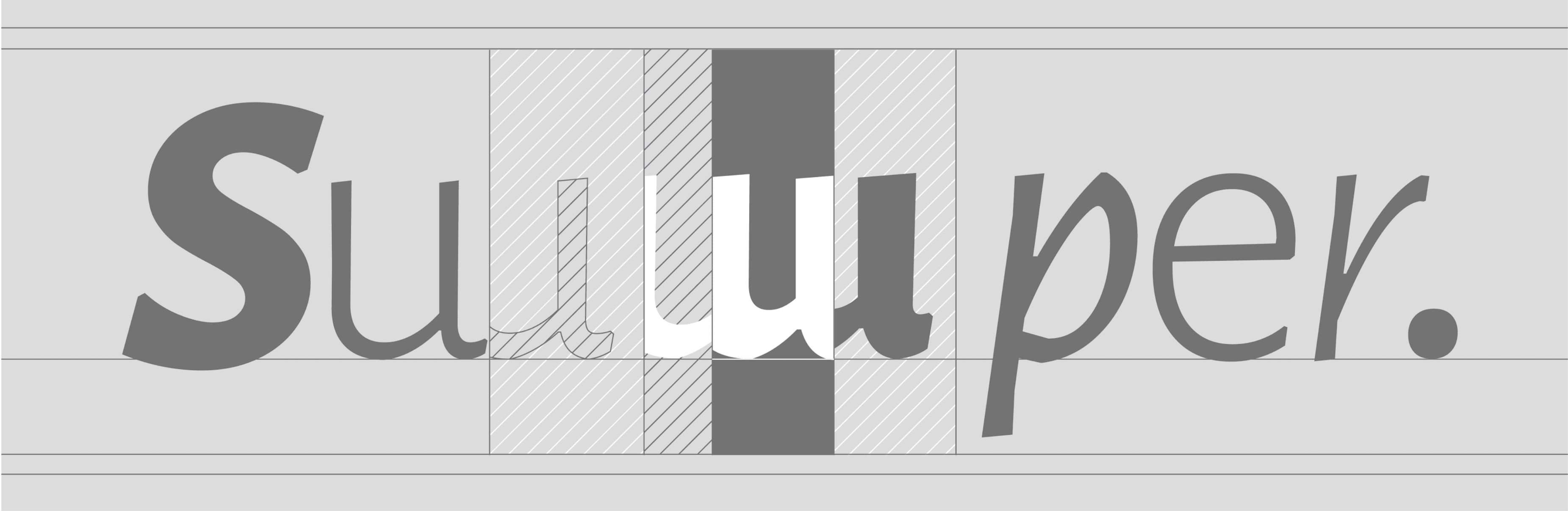


2016 Fonts Refresh  
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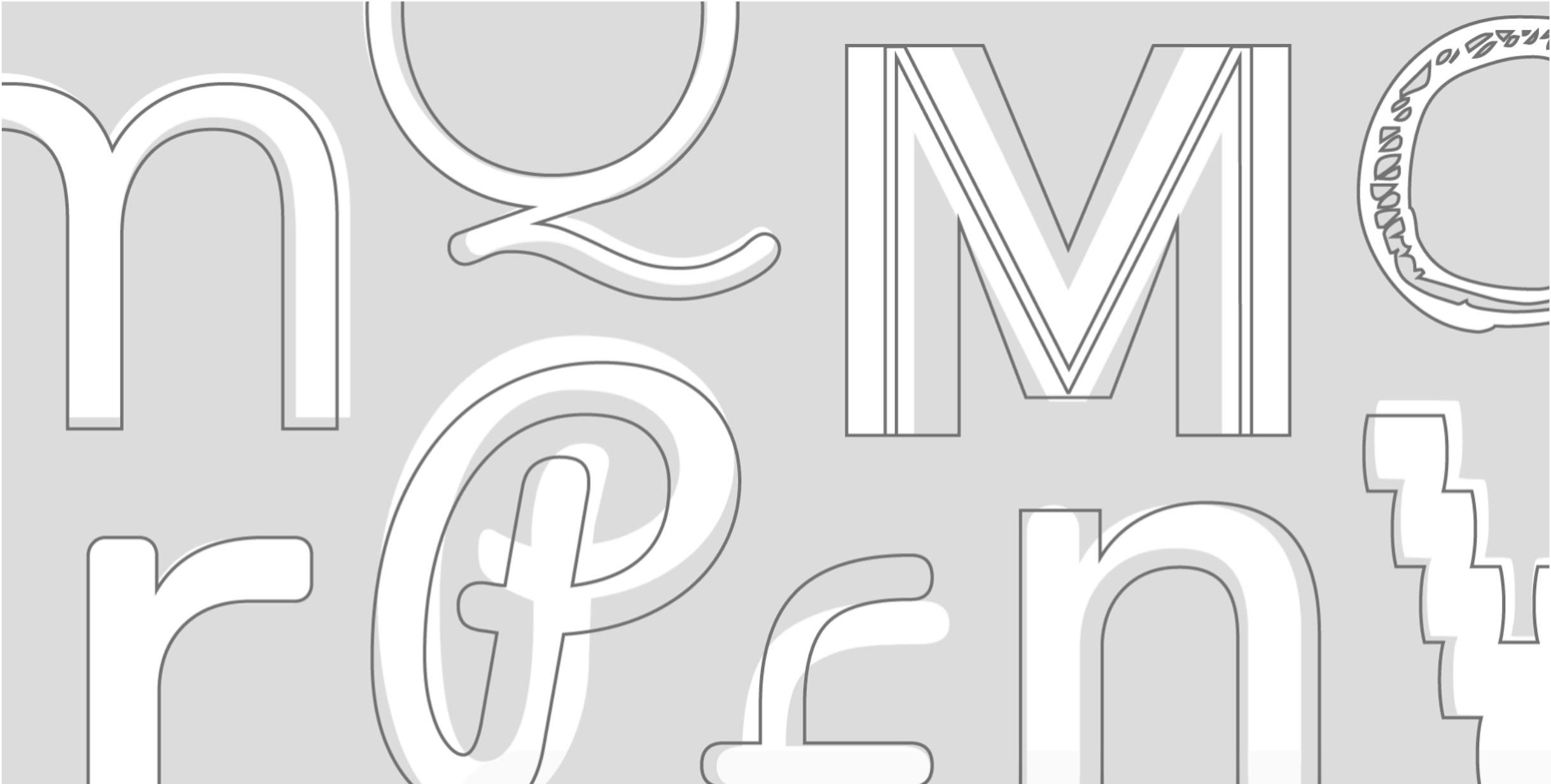
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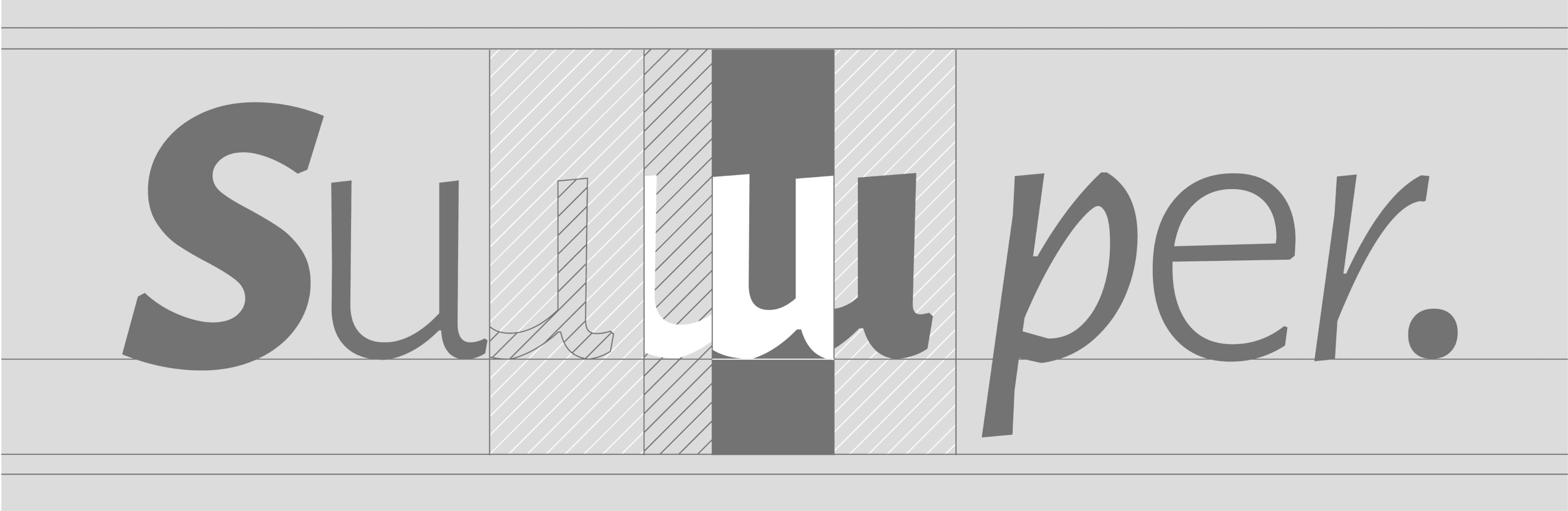


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## WHITESPACE

The empty space between  
different elements

# The better way to sell software

Checkout, subscriptions, licenses, promotions and analytics that work well together.



## Unify

Everything you need to sell software in a single integration and intuitive dashboard

[Learn more](#)



## Grow

No limits to your imagination: your pricing, your experience, your promotions

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## Optimize

Increase conversion, customize your customer experience, test everything

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Learn more

Software creators



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1. ...improves legibility
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1. ...improves legibility
2. ...increases comprehension
3. ...draws your eye to relevant content

*“Whitespace is just another  
annoying design trend that forces  
users to endlessly scroll”*

*~~“Whitespace is just another  
annoying design trend that forces  
users to endlessly scroll”~~*



Good whitespace should ***not***  
be an annoyance

Good whitespace should ***not***  
be an annoyance

*If it is, you're doing it wrong!*

### Change content depending on where traffic came from

If traffic comes your way from another website, change your content to speak to them.

 [See an example](#)

Use this recipe





**Tailwind CSS**

v0.4.2

A Utility-First CSS Framework  
for Rapid UI Development

[Learn More](#)

[GitHub](#)

# Spacing

Utilities for controlling an element's padding and margin.



**Work in progress!**

More detailed documentation is coming soon, but in the meantime here's a quick class reference.

Control an element's padding and margin using the `.p{side?}-{size}` , `.m{side?}-{size}` , and `.-m{side?}-{size}` utilities.

For example, `.pt-2` would add `.5rem` of padding to the top of the element, `.mx-0` would make the horizontal margin zero, and `.-mb-6` would add a `1.5rem` negative margin to the bottom of an element.

CLASS	SIDE (optional)	SPACE
<div>p</div> Padding	<div></div> All <i>(default)</i>	<div>0</div> 0
<div>m</div> Margin	<div>t</div> Top	<div>1</div> 0.25rem
<div>-m</div> Negative Margin	<div>r</div> Right	<div>2</div> 0.5rem
	<div>b</div> Bottom	<div>3</div> 0.75rem
	<div>l</div> Left	<div>4</div> 1rem
	<div>x</div> Horizontal	<div>6</div> 1.5rem
	<div>y</div> Vertical	<div>8</div> 2rem
		<div>px</div> 1px
		<div>auto</div> auto (margins only)

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CLASS

- `p` Padding
- `m` Margin
- `-m` Negative Margin

SIDE (optional)

- All (default)
- `t` Top
- `r` Right
- `b` Bottom
- `l` Left
- `x` Horizontal
- `y` Vertical

SPACE

- `0` 0
- `1` 0.25rem
- `2` 0.5rem
- `3` 0.75rem
- `4` 1rem
- `6` 1.5rem
- `8` 2rem
- `px` 1px
- `auto` auto (margins only)

Your base unit for spacing is  
usually your body copy size

1 rem      **14px**

1.5 rem      **21px**

2 rem      **28px**

3 rem      **40px**



1: **14px**  
1.5: **21px**  
2: **28px**  
3: **42px**

### Change content depending on where traffic came from

If traffic comes your way from another website, change your content to speak to them.

 [See an example](#)

Use this receipe

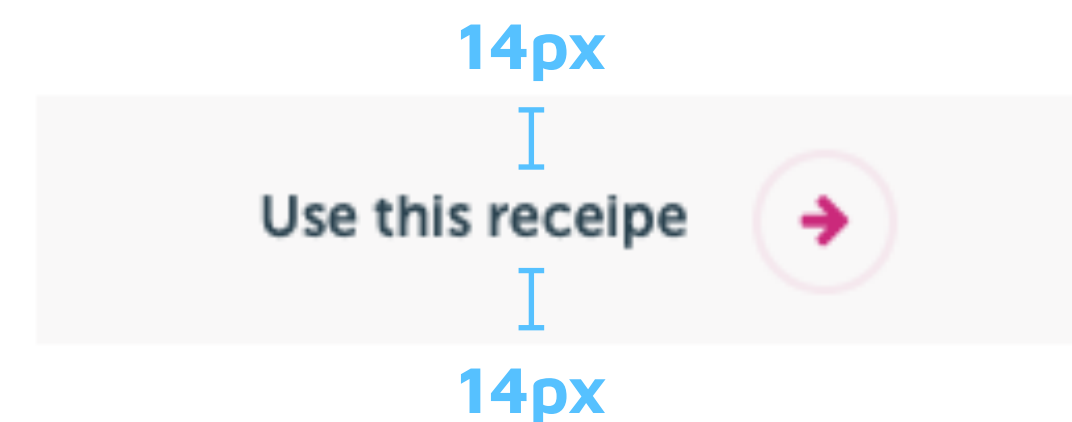


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1.5: **21px**  
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[▶ See an example](#)



1: **14px**  
1.5: **21px**  
2: **28px**  
3: **42px**

### Change content depending on where traffic came from

21px

If traffic comes your way from another website, change your content to speak to them.

21px

[▶ See an example](#)

Use this receipe



1: **14px**  
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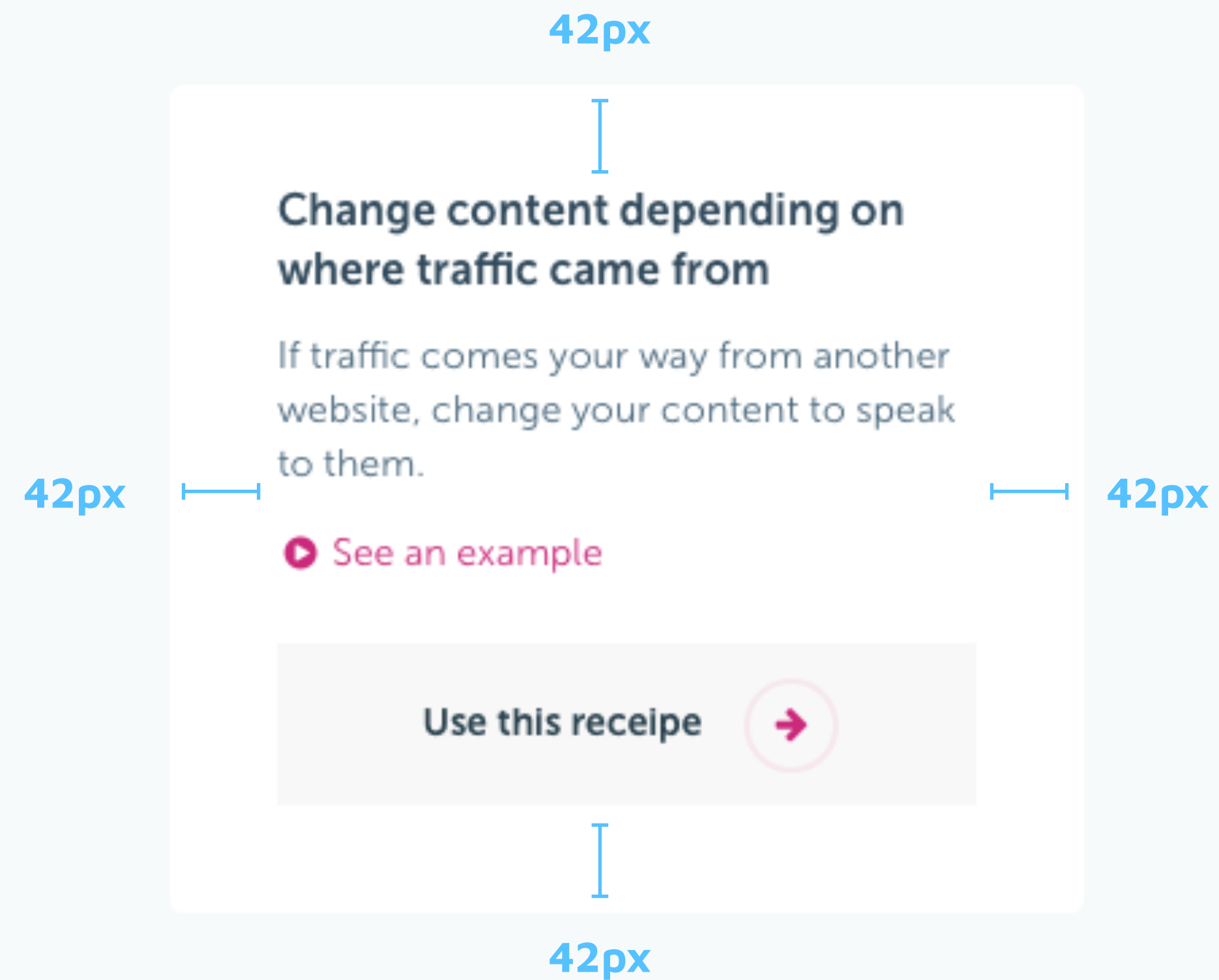
 [See an example](#)

28px

Use this receipe



1: **14px**  
1.5: **21px**  
2: **28px**  
3: **42px**



1: **14px**  
1.5: **21px**  
2: **28px**  
3: **42px**

Could this have  
been 21px?



28px

### Change content depending on where traffic came from

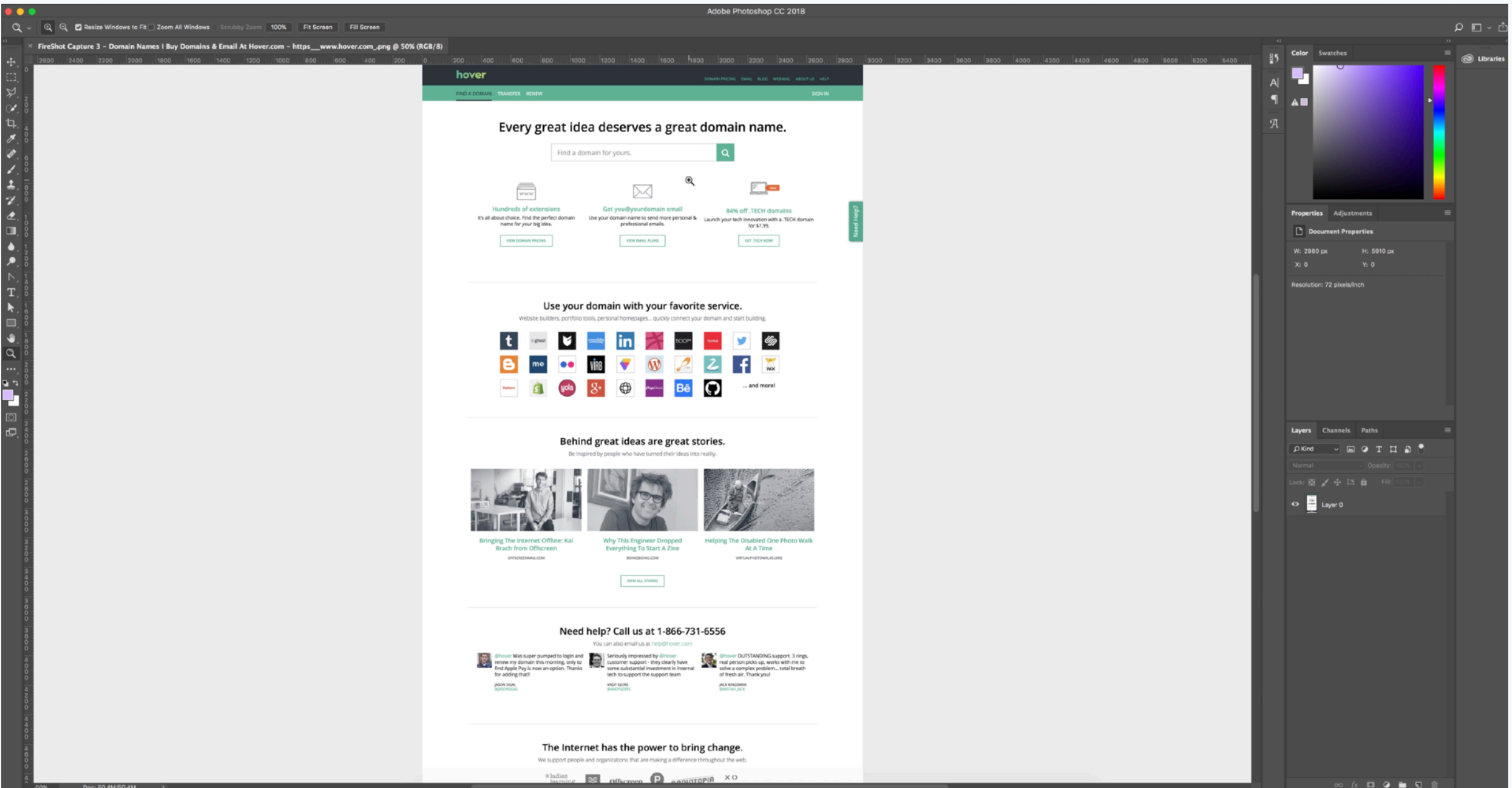
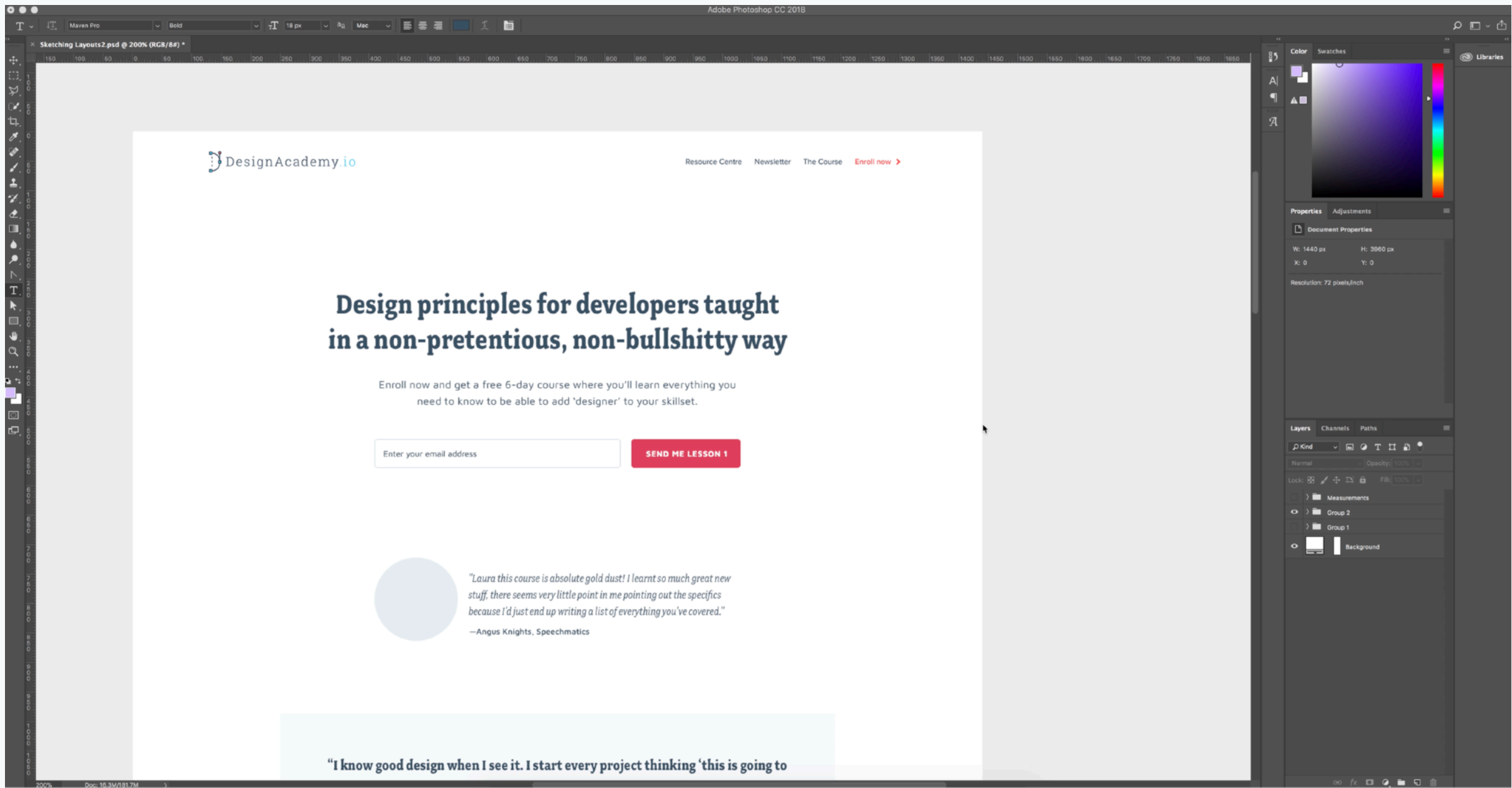
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You can have as many or as few spacing measurements as you like. This just keeps you mindful about whether you can reuse something existing





**5 spacing tips:**

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1. Start learning how to identify spacing issues as you're browsing

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4. As the screen gets smaller, your spacing measurements can decrease if it starts to feel uncomfortable

## 5 spacing tips:

1. Start learning how to identify spacing issues as you're browsing
2. Give everything more space than feels comfortable (you can always scale back)
3. The more related two elements are, the closer they should be together
4. As the screen gets smaller, your spacing measurements can decrease if it starts to feel uncomfortable
5. If you still have trouble with spacing, try overlaying a design you like onto of yours. It'll help you identify the problem areas



## EXERCISE

Define some spacing measurements for your project and have a go at applying them to your design