



Using fonts in your design

DESIGN FUNDAMENTALS

Header 1

Header 2

Header 3

Header 4

This is body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent vehicula non est sit amet rhoncus. Praesent arcu purus, ultricies eget tincidunt sit amet, fermentum nec metus. Maecenas in ex elit.

The new standard in online payments

[Discover how businesses use Stripe →](#)

Stripe is the best software platform for running an internet business. We handle billions of dollars every year for forward-thinking businesses around the world.

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Stripe builds the most powerful and flexible tools for internet commerce. Whether you're creating a subscription service, an on-demand marketplace, an e-commerce store, or a crowdfunding platform, Stripe's meticulously-designed APIs and unmatched functionality help you create the best possible product for your users. Hundreds of thousands of the world's most innovative technology companies are scaling faster and more efficiently by building their businesses on Stripe.

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Typography styles you'll need:

1. Main heading
2. Intro and/or subheading text
3. Secondary heading
4. Body text
5. Link styles
6. Main button text
7. Secondary button text
8. Navigation
9. Quote or testimonial (inc. style for attribution)
10. Ordered and unordered lists
11. Call to action
12. Form fields

Style guide: Before or after?

Style guide: **After**

In this lesson:

1. How to size your typography
2. How to space your typography

In this lesson:

- 1. How to size your typography**
2. How to space your typography

We'll be using pre-defined measurements,
but we will still need to use our eye to
check and tweak

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Curabitur sed placerat orci,
nec viverra elit. Cras faucibus sodales orci,
et suscipit sem tempus ac. Proin porttitor
massa ante, non bibendum nibh ornare eget.
Sed eget lacus libero. Etiam non mattis
tellus. Vivamus aliquet libero sem, quis
dapibus risus faucibus eu.

Maven Pro, 16px

Lorem ipsum dolor sit amet, consectetur
adipiscing elit. Curabitur sed placerat orci, nec
viverra elit. Cras faucibus sodales orci, et suscipit
sem tempus ac. Proin porttitor massa ante, non
bibendum nibh ornare eget. Sed eget lacus libero.
Etiam non mattis tellus. Vivamus aliquet libero
sem, quis dapibus risus faucibus eu.

Baskerville, 16px

em

A relative measurement based on the size
of the body copy

px

An absolute measurement which can be
anything you choose

By default, 1em = 16px.

(But you can change this to be anything you like)

	Body	Font Size	Line Height	Characters
	Print	12pt	1.25em	60-75
	Desktop (lg)	1em (16px)	1.375em	60-75
	Desktop	1em (16px)	1.375em	60-75
	Tablet (lg)	1em (16px)	1.375em	60-75
	Tablet (sm)	1em (16px)	1.25em	60-75
	Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H3	Font Size	Line Height
Print	18pt	1.25em
Desktop (lg)	1.75em (28px)	1.25em
Desktop	1.75em (28px)	1.25em
Tablet (lg)	1.5em (24px)	1.25em
Tablet (sm)	1.375em (22px)	1.13636364em
Phone	1.375em (22px)	1.13636364em

H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

H4	Font Size	Line Height
Print	14pt	1.25em
Desktop (lg)	1.125em (18px)	1.22222222em
Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
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Base size:

16px

18px

20px

h1 calculation

$16 * 3$

$18 * 3$

$20 * 3$

h1 size

=48px

=54px

=60px

The h1 should be 3 times the size of the body copy (= 3ems)

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Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
Tablet (sm)	1.125em (18px)	1.11111111em
Phone	1.125em (18px)	1.11111111em

Body	Font Size	Line Height	Characters
Print	12pt	1.25em	60-75
Desktop (lg)	1em (16px)	1.375em	60-75
Desktop	1em (16px)	1.375em	60-75
Tablet (lg)	1em (16px)	1.375em	60-75
Tablet (sm)	1em (16px)	1.25em	60-75
Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H3	Font Size	Line Height
Print	18pt	1.25em
Desktop (lg)	1.75em (28px)	1.25em
Desktop	1.75em (28px)	1.25em
Tablet (lg)	1.5em (24px)	1.25em
Tablet (sm)	1.375em (22px)	1.13636364em
Phone	1.375em (22px)	1.13636364em

H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

H4	Font Size	Line Height
Print	14pt	1.25em
Desktop (lg)	1.125em (18px)	1.22222222em
Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
Tablet (sm)	1.125em (18px)	1.11111111em
Phone	1.125em (18px)	1.11111111em

Body	Font Size	Line Height	Characters
Print	12pt	1.25em	60-75
Desktop (lg)	1em (16px)	1.375em	60-75
Desktop	1em (16px)	1.375em	60-75
Tablet (lg)	1em (16px)	1.375em	60-75
Tablet (sm)	1em (16px)	1.25em	60-75
Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H3	Font Size	Line Height
Print	18pt	1.25em
Desktop (lg)	1.75em (28px)	1.25em
Desktop	1.75em (28px)	1.25em
Tablet (lg)	1.5em (24px)	1.25em
Tablet (sm)	1.375em (22px)	1.13636364em
Phone	1.375em (22px)	1.13636364em

H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

H4	Font Size	Line Height
Print	14pt	1.25em
Desktop (lg)	1.125em (18px)	1.22222222em
Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
Tablet (sm)	1.125em (18px)	1.11111111em
Phone	1.125em (18px)	1.11111111em

Body	Font Size	Line Height	Characters
Print	12pt	1.25em	60-75
Desktop (lg)	1em (16px)	1.375em	60-75
Desktop	1em (16px)	1.375em	60-75
Tablet (lg)	1em (16px)	1.375em	60-75
Tablet (sm)	1em (16px)	1.25em	60-75
Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H3	Font Size	Line Height
Print	18pt	1.25em
Desktop (lg)	1.75em (28px)	1.25em
Desktop	1.75em (28px)	1.25em
Tablet (lg)	1.5em (24px)	1.25em
Tablet (sm)	1.375em (22px)	1.13636364em
Phone	1.375em (22px)	1.13636364em

H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

H4	Font Size	Line Height
Print	14pt	1.25em
Desktop (lg)	1.125em (18px)	1.22222222em
Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
Tablet (sm)	1.125em (18px)	1.11111111em
Phone	1.125em (18px)	1.11111111em

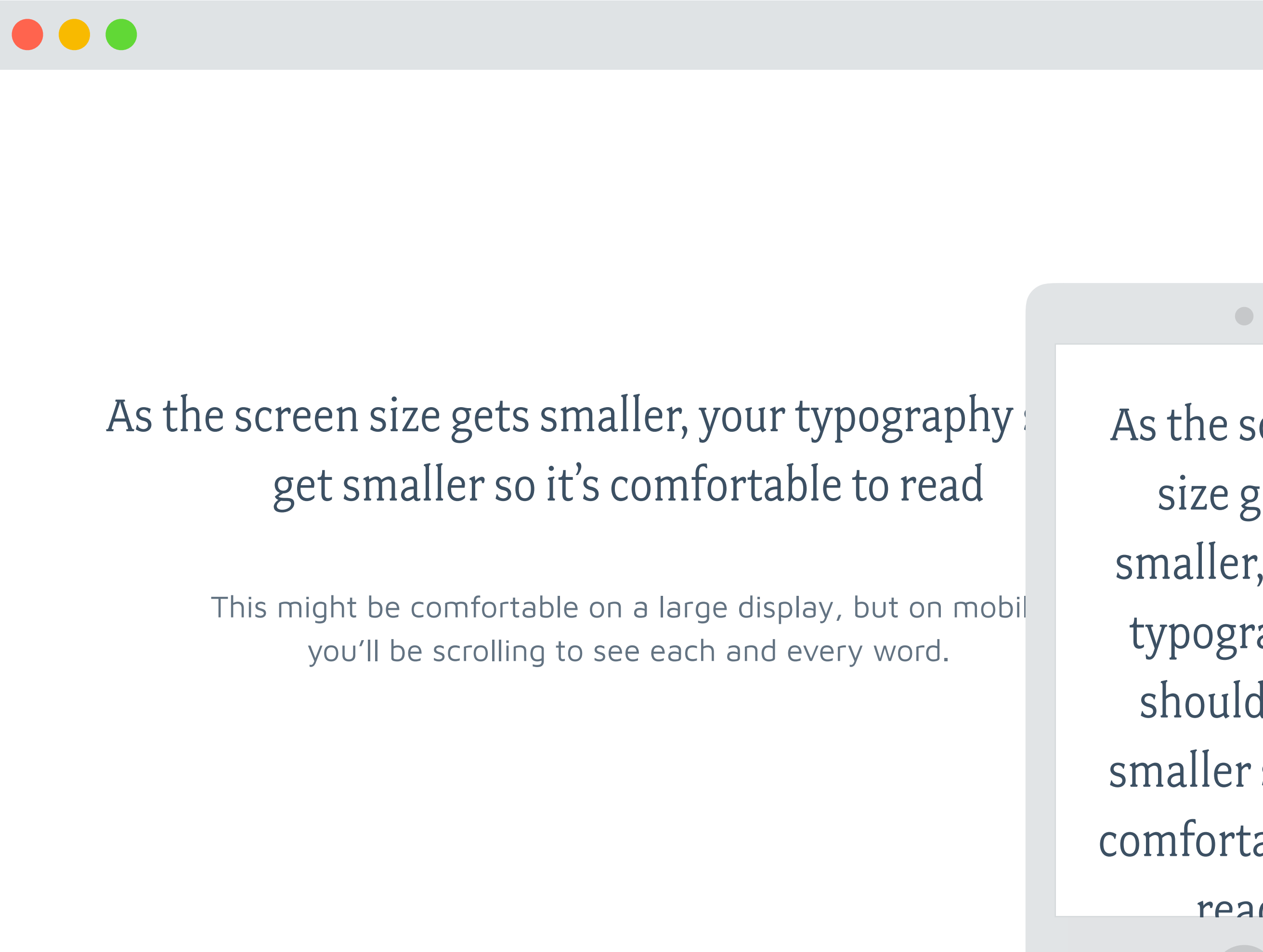
Body	Font Size	Line Height	Characters
Print	12pt	1.25em	60-75
Desktop (lg)	1em (16px)	1.375em	60-75
Desktop	1em (16px)	1.375em	60-75
Tablet (lg)	1em (16px)	1.375em	60-75
Tablet (sm)	1em (16px)	1.25em	60-75
Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H3	Font Size	Line Height
Print	18pt	1.25em
Desktop (lg)	1.75em (28px)	1.25em
Desktop	1.75em (28px)	1.25em
Tablet (lg)	1.5em (24px)	1.25em
Tablet (sm)	1.375em (22px)	1.13636364em
Phone	1.375em (22px)	1.13636364em

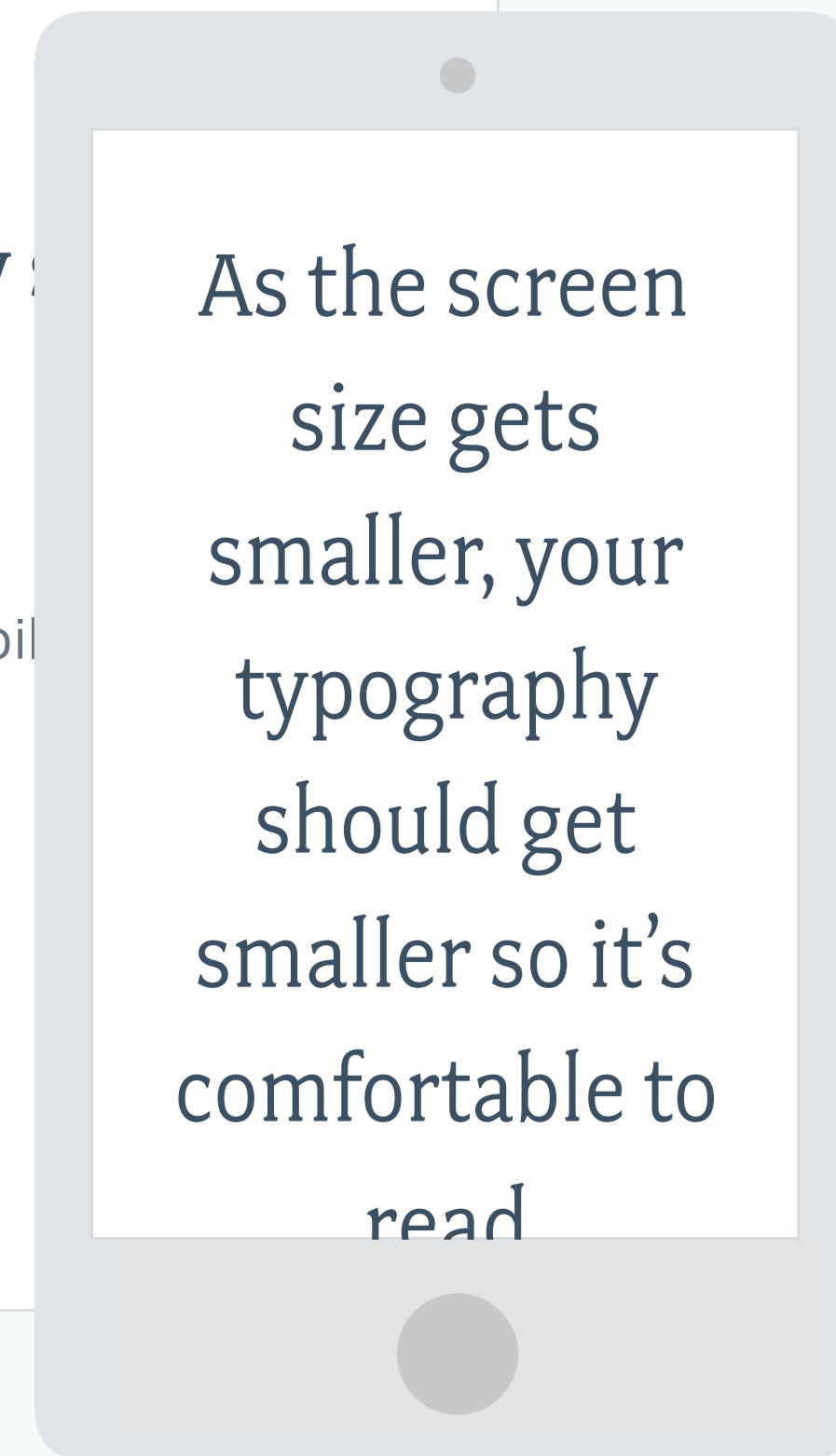
H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

H4	Font Size	Line Height
Print	14pt	1.25em
Desktop (lg)	1.125em (18px)	1.22222222em
Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
Tablet (sm)	1.125em (18px)	1.11111111em
Phone	1.125em (18px)	1.11111111em

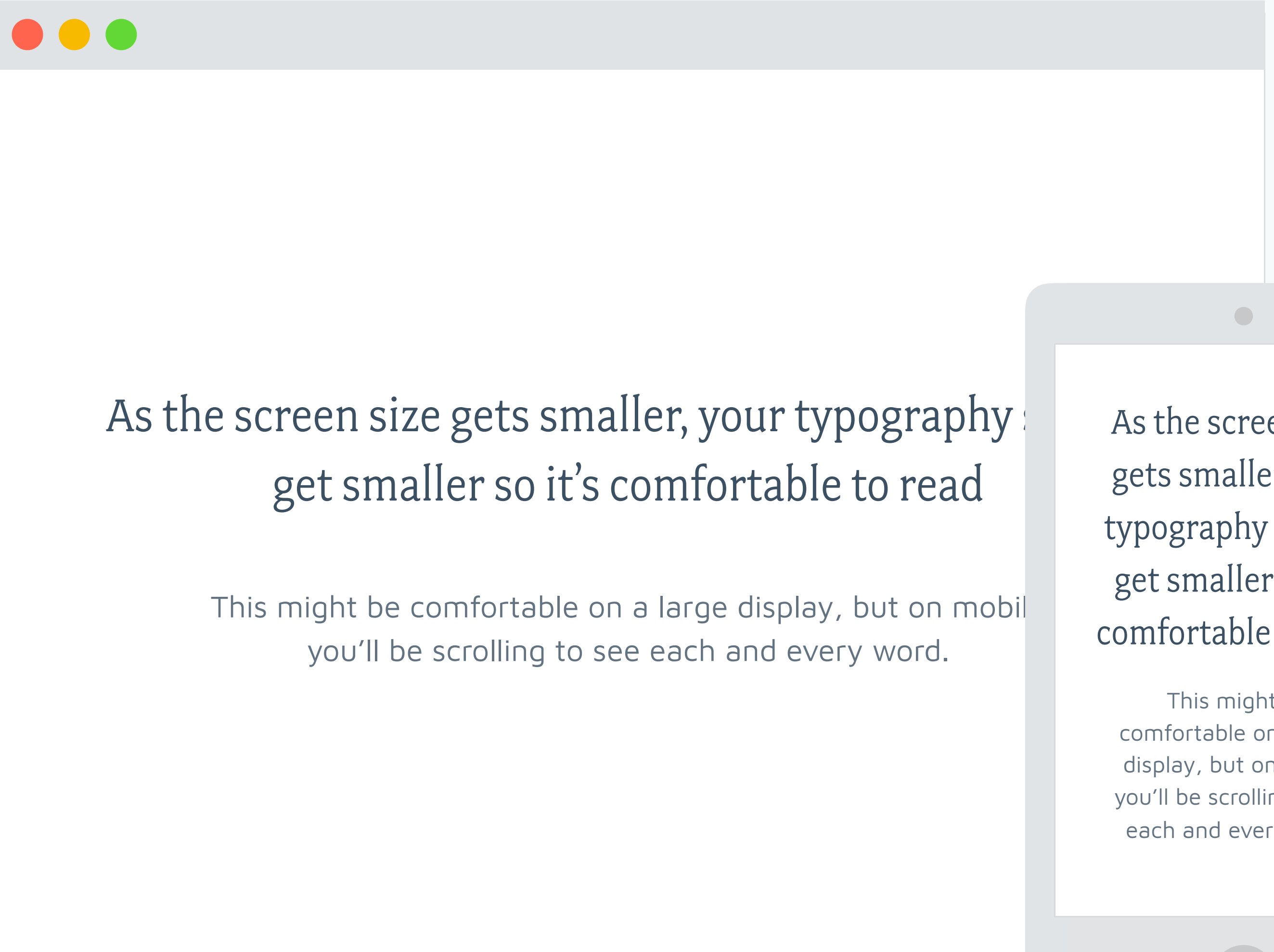


As the screen size gets smaller, your typography
get smaller so it's comfortable to read

This might be comfortable on a large display, but on mobile
you'll be scrolling to see each and every word.

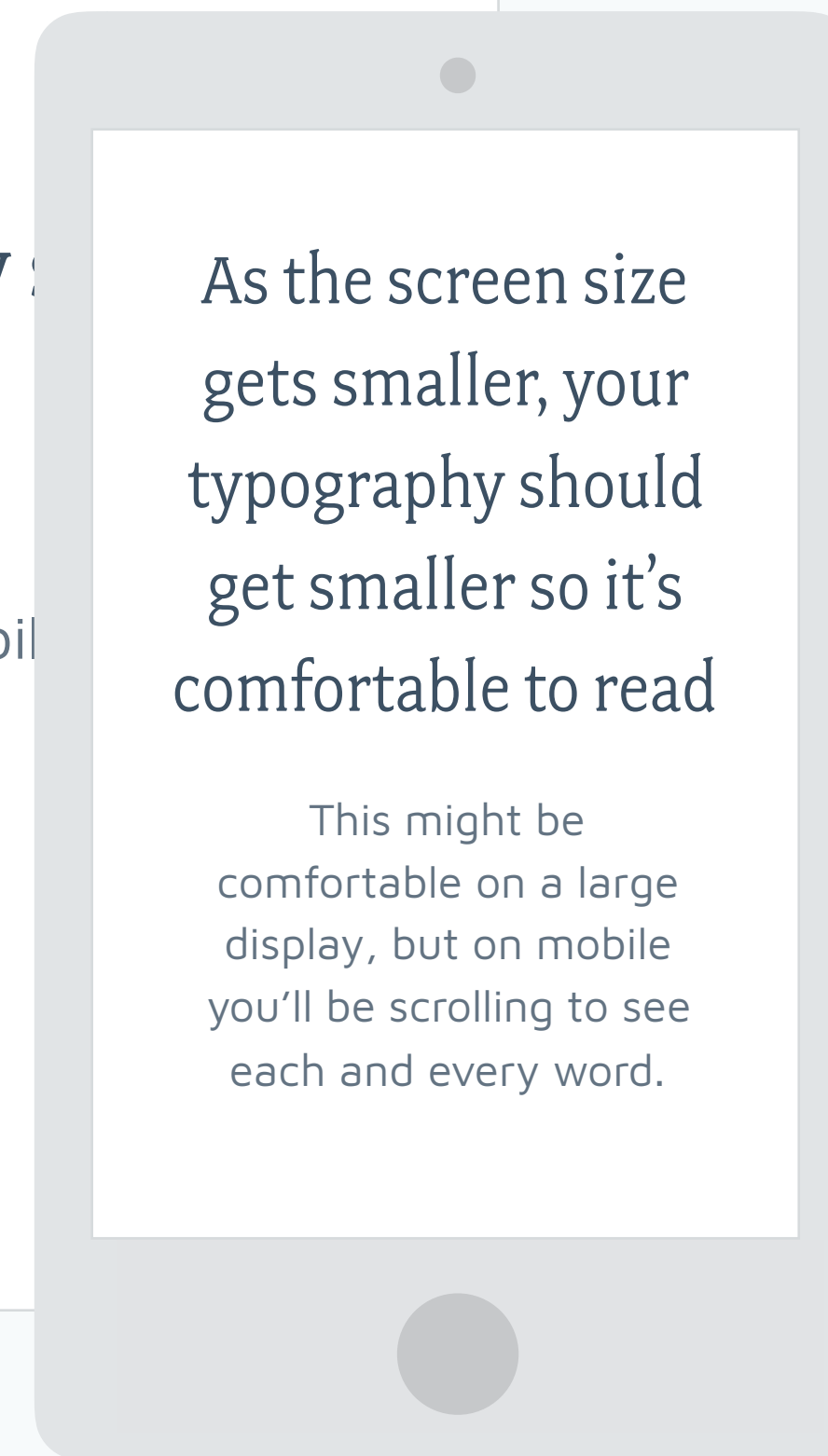


As the screen
size gets
smaller, your
typography
should get
smaller so it's
comfortable to
read



As the screen size gets smaller, your typography should get smaller so it's comfortable to read

This might be comfortable on a large display, but on mobile you'll be scrolling to see each and every word.



As the screen size gets smaller, your typography should get smaller so it's comfortable to read

This might be comfortable on a large display, but on mobile you'll be scrolling to see each and every word.

Body	Font Size	Line Height	Characters
Print	12pt	1.25em	60-75
Desktop (lg)	1em (16px)	1.375em	60-75
Desktop	1em (16px)	1.375em	60-75
Tablet (lg)	1em (16px)	1.375em	60-75
Tablet (sm)	1em (16px)	1.25em	60-75
Phone	1em (16px)	1.25em	35-40

H1	Font Size	Line Height
Print	36pt	1.25em
Desktop (lg)	3em (48px)	1.05em
Desktop	3em (48px)	1.05em
Tablet (lg)	2.5em (40px)	1.125em
Tablet (sm)	2em (32px)	1.25em
Phone	2em (32px)	1.25em

H3	Font Size	Line Height
Print	18pt	1.25em
Desktop (lg)	1.75em (28px)	1.25em
Desktop	1.75em (28px)	1.25em
Tablet (lg)	1.5em (24px)	1.25em
Tablet (sm)	1.375em (22px)	1.13636364em
Phone	1.375em (22px)	1.13636364em

H2	Font Size	Line Height
Print	24pt	1.25em
Desktop (lg)	2.25em (36px)	1.25
Desktop	2.25em (36px)	1.25em
Tablet (lg)	2em (32px)	1.25em
Tablet (sm)	1.625em (26px)	1.15384615em
Phone	1.625em (26px)	1.15384615em

H4	Font Size	Line Height
Print	14pt	1.25em
Desktop (lg)	1.125em (18px)	1.22222222em
Desktop	1.125em (18px)	1.22222222em
Tablet (lg)	1.125em (18px)	1.22222222em
Tablet (sm)	1.125em (18px)	1.11111111em
Phone	1.125em (18px)	1.11111111em

Golden Ratio Typography Calculator

FONT SIZE

px

CONTENT WIDTH

px

Set my type! »

 Tweet

 G+

Precision-crafted by
Pearsonified
The same guy who built the
Thesis Framework

With the Golden Ratio Typography Calculator, You Can...

- **Discover** the perfect typography for your website by entering your current font size and content width
- **Optimize** your typography based on font size, line-height, width, and [characters per line](#) (CPL)
- **Explore** finely-tuned and downright *sexy* typographical recommendations

How to Use This Killer Typography Tool

1. Enter a font size, content width, or both.
2. If you'd like to optimize for characters per line, you can enter an **optional** CPL value.
3. Click the **Set my type!** button.

Have you seen [Thesis 2, the ultimate WordPress template system](#)? It's got Golden Ratio Typography baked into its revolutionary new CSS editor, and just wait until you see the drag and drop HTML editor...[check it out!](#)

Curious about the math behind this calculator? [Click here to learn about Golden Ratio Typography.](#)



As your headings get bigger,
your line height should get
smaller

Lorem Ipsum is simply dummy text of the
printing and typesetting industry. Lorem Ipsum
has been the industry's standard dummy text
ever since the 1500s

There are many variations of passages of Lorem Ipsum
available, but the majority have suffered alteration in some
form, by injected humour, or randomised words which don't look
even slightly believable. If you are going to use a passage of
Lorem Ipsum, you need to be sure there isn't anything
embarrassing hidden in the middle of text.

1.6em

1.6em

1.6em



As your headings get bigger,
your line height should get
smaller

Lorem Ipsum is simply dummy text of the
printing and typesetting industry. Lorem Ipsum
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Lorem Ipsum, you need to be sure there isn't anything
embarrassing hidden in the middle of text.

1.2em

1.4em

1.6em

16px font = **1.563em** line height

48px font = **1.333em** line height

*As the font gets **larger**, the line-height gets **smaller***

Securehttps://pearsonified.com/typography/

Golden Ratio Typography Calculator

FONT SIZE

px

CONTENT WIDTH

px

Set my type! »

Tweet

G+

Precision-crafted by

Pearsonified

The same guy who built the

Thesis Framework

With the Golden Ratio Typography Calculator

- **Discover** the perfect typography for your website
- **Optimize** your typography based on font size
- **Explore** finely-tuned and downright *sexy* typography

How to Use This Killer Typography Calculator

1. Enter a font size, content width, or both.
2. If you'd like to optimize for characters per line, enter a value.
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Have you seen [Thesis 2, the ultimate WordPress theme](#) for your business? If you see the drag and drop HTML editor...[check it out!](#)

Curious about the math behind this calculator? [Click here](#)

PXtoEM.com PX to EM conversion made simple.

1. Convert

2. Grab CSS

3. Download

Balcony fares from \$1,499

Book now

CUNARD

Select your body font size

Conversions based on 16px browser default size

Pixels	EMs	Percent	Points
6px	0.375em	37.5%	5pt
7px	0.438em	43.8%	5pt
8px	0.500em	50.0%	6pt
9px	0.563em	56.3%	7pt
10px	0.625em	62.5%	8pt
11px	0.688em	68.8%	8pt
12px	0.750em	75.0%	9pt
13px	0.813em	81.3%	10pt
14px	0.875em	87.5%	11pt
15px	0.938em	93.8%	11pt
16px	1.000em	100.0%	12pt
17px	1.063em	106.3%	13pt
18px	1.125em	112.5%	14pt
19px	1.188em	118.8%	14pt
20px	1.250em	125.0%	15pt
21px	1.313em	131.3%	16pt
22px	1.375em	137.5%	17pt
23px	1.438em	143.8%	17pt
24px	1.500em	150.0%	18pt

Voilà! Your conversions

Conversions based on your body font size

Pixels	EMs	Percent	Points
6px	0.375em	37.5%	5pt
7px	0.438em	43.8%	5pt
8px	0.500em	50.0%	6pt
9px	0.563em	56.3%	7pt
10px	0.625em	62.5%	8pt
11px	0.688em	68.8%	8pt
12px	0.750em	75.0%	9pt
13px	0.813em	81.3%	10pt
14px	0.875em	87.5%	11pt
15px	0.938em	93.8%	11pt
16px	1.000em	100.0%	12pt
17px	1.063em	106.3%	13pt
18px	1.125em	112.5%	14pt
19px	1.188em	118.8%	14pt
20px	1.250em	125.0%	15pt
21px	1.313em	131.3%	16pt
22px	1.375em	137.5%	17pt
23px	1.438em	143.8%	17pt
24px	1.500em	150.0%	18pt

Oh la la! Custom conversions

Here's a calculator for your custom conversions

1. Enter a base pixel size

16

px

2. Convert

PX to EM

EM to PX

px or em

Convert

3. Result

Site developed and designed by [Brian Cray](#) for your pixel pushing pleasure.

pearsonified.com/typography

pxtoem.com

	16px BODY COPY SIZE	18px BODY COPY SIZE	20px BODY COPY SIZE
Font size: Line-height:	Body Large 1em (16px) 1.563em (25px)	Body Large 1em (18px) 1.5em (27px)	Body Large 1em (20px) 1.5em (30px)
Font size: Line-height:	Body small 1em (16px) 1.438em (23px)	Body small 1em (18px) 1.444em (26px)	Body small 1em (20px) 1.444em (28px)
Font size: Line-height:	H1 large 3em (48px) 1.333em (64px)	H1 large 3em (54px) 1.333em (72px)	H1 large 3em (60px) 1.333em (79px)
Font size: Line-height:	H1 small 2em (32px) 1.344em (43px)	H1 small 2em (36px) 1.333em (48px)	H1 small 2em (40px) 1.333em (53px)
Font size: Line-height:	H2 large 2.25em (36px) 1.361em (49px)	H2 large 2.25em (40px) 1.350em (54px)	H2 large 2.25em (45px) 1.350em (60px)
Font size: Line-height:	H2 small 1.625em (26px) 1.346em (35px)	H2 small 1.625em (29px) 1.345em (39px)	H2 small 1.625em (32px) 1.345em (43px)
Font size: Line-height:	H3 large 1.75em (28px) 1.393em (39px)	H3 large 1.75em (31px) 1.387em (43px)	H3 large 1.75em (35px) 1.387em (48px)
Font size: Line-height:	H3 small 1.375em (22px) 1.409em (31px)	H3 small 1.375em (24px) 1.375em (33px)	H3 small 1.375em (27px) 1.375em (37px)
Font size: Line-height:	H4 large 1.125em (18px) 1.5em (27px)	H4 large 1.125em (20px) 1.5em (30px)	H4 large 1.125em (22px) 1.5em (33px)
Font size: Line-height:	H4 small 1.123em (18px) 1.444em (26px)	H4 small 1.123em (20px) 1.4em (28px)	H4 small 1.123em (22px) 1.4em (30px)

Line length & margins



103 characters approx per line

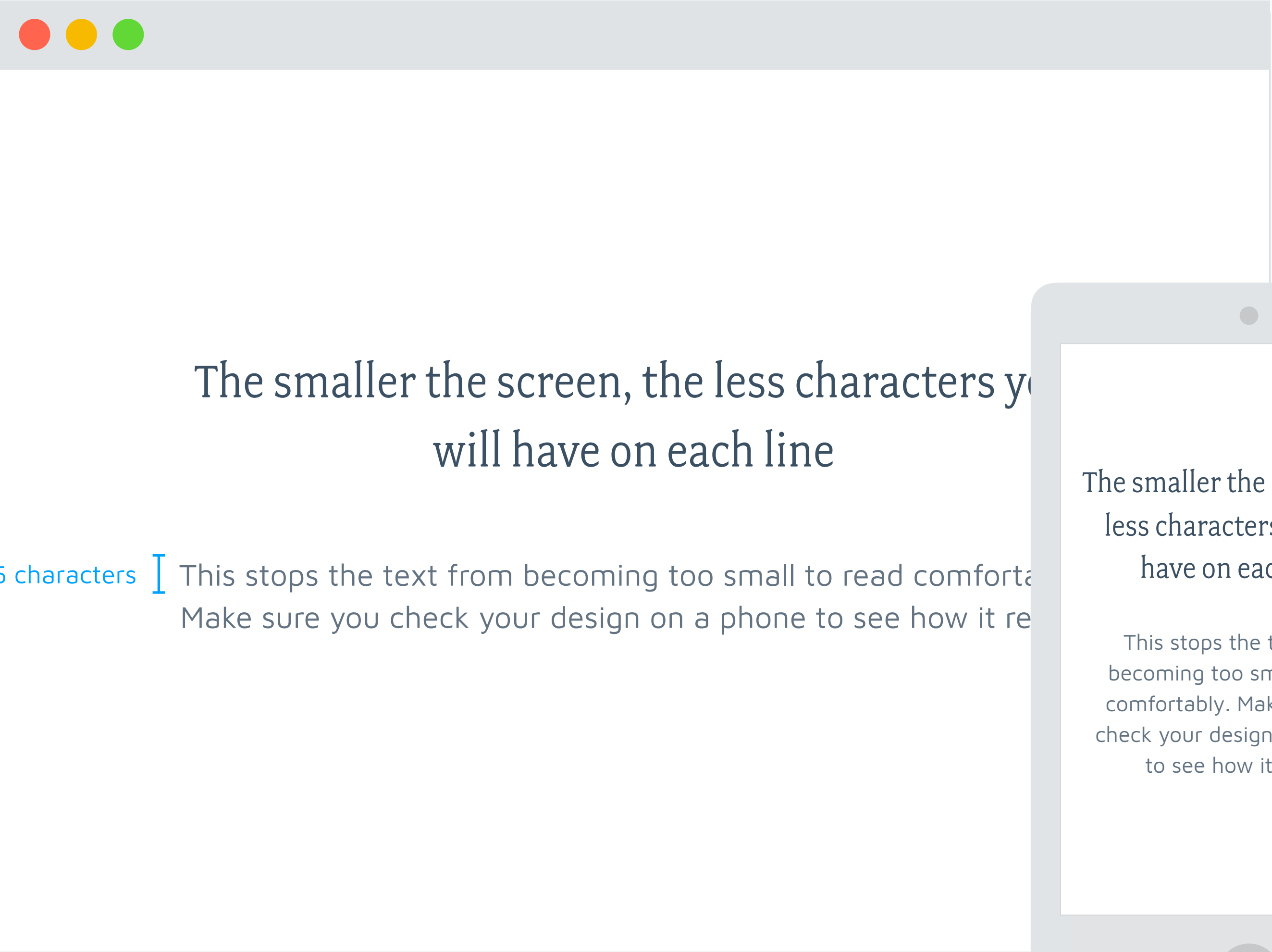
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.



52 characters approx per line

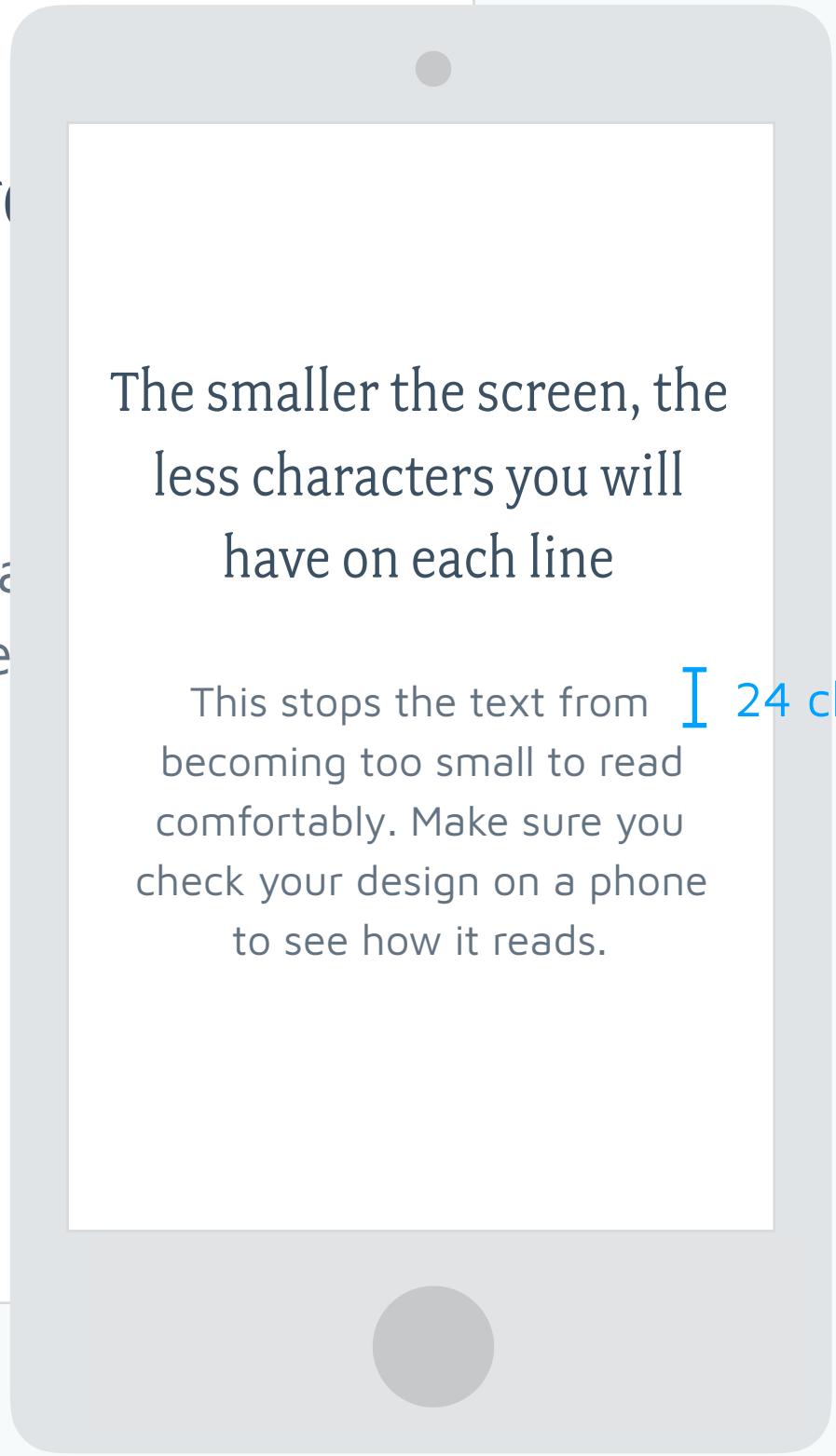
There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour, or randomised words which don't look even slightly believable. If you are going to use a passage of Lorem Ipsum, you need to be sure there isn't anything embarrassing hidden in the middle of text.

*Keep your line length between **45 - 75 characters** per line*



The smaller the screen, the less characters you
will have on each line

65 characters [This stops the text from becoming too small to read comfortably.
Make sure you check your design on a phone to see how it reads.



The smaller the screen, the
less characters you will
have on each line

24 characters [This stops the text from becoming too small to read
comfortably. Make sure you
check your design on a phone
to see how it reads.

*Make sure you set a max-width so our paragraph text
can't go too much over 75 characters per line.*

As your headings get bigger,
your line height should get
smaller

Lorem Ipsum is simply dummy text of the
printing and typesetting industry. Lorem Ipsum
has been the industry's standard dummy text
ever since the 1500s

There are many variations of passages of Lorem Ipsum
available, but the majority have suffered alteration in some
form, by injected humour, or randomised words which don't look
even slightly believable. If you are going to use a passage of
Lorem Ipsum, you need to be sure there isn't anything
embarrassing hidden in the middle of text.

As your headings get bigger,
your line height should get
smaller

I Lorem Ipsum is simply dummy text of the
printing and typesetting industry. Lorem Ipsum
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even slightly believable. If you are going to use a passage of
Lorem Ipsum, you need to be sure there isn't anything
embarrassing hidden in the middle of text.



Hello there

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada, ex nec ultricies venenatis, nisi est convallis sem, quis pellentesque magna orci a quam. Curabitur dignissim ipsum vel neque molestie feugiat sed eget elit. Donec arcu felis, tincidunt quis lacus a, scelerisque faucibus orci.

Donec at neque sed nunc tincidunt sodales. Sed purus nunc, porttitor sed fringilla in, tristique ac arcu. Maecenas rhoncus elit in arcu vehicula dapibus. Duis nunc nisl, aliquam at tellus et, luctus faucibus magna.

Second heading

Vestibulum in facilisis turpis. In volutpat, ligula in rutrum interdum, augue ipsum auctor nunc, sit amet consequat magna ligula sed sem. Morbi id gravida enim, id auctor velit. Curabitur pellentesque enim at sem dapibus egestas. Quisque arcu lorem, pharetra sed sodales vulputate, euismod non ipsum.



Hello there

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada, ex nec ultricies venenatis, nisi est convallis sem, quis pellentesque magna orci a quam. Curabitur dignissim ipsum vel neque molestie feugiat sed eget elit. Donec arcu felis, tincidunt quis lacus a, scelerisque faucibus orci.

Donec at neque sed nunc tincidunt sodales. Sed purus nunc, porttitor sed fringilla in, tristique ac arcu. Maecenas rhoncus elit in arcu vehicula dapibus. Duis nunc nisl, aliquam at tellus et, luctus faucibus magna.

Second heading

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Hello there

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada, ex nec ultricies venenatis, nisi est convallis sem, quis pellentesque magna orci a quam. Curabitur dignissim ipsum vel neque molestie feugiat sed eget elit. Donec arcu felis, tincidunt quis lacus a, scelerisque faucibus orci.

Donec at neque sed nunc tincidunt sodales. Sed purus nunc, porttitor sed fringilla in, tristique ac arcu. Maecenas rhoncus elit in arcu vehicula dapibus. Duis nunc nisl, aliquam at tellus et, luctus faucibus magna.

Second heading

Vestibulum in facilisis turpis. In volutpat, ligula in rutrum interdum, augue ipsum auctor nunc, sit amet consequat magna ligula sed sem. Morbi id gravida enim, id auctor velit. Curabitur pellentesque enim at sem dapibus egestas. Quisque arcu lorem, pharetra sed sodales vulputate, euismod non ipsum.

25px line-height

25px margin-bottom



Hello there

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque malesuada, ex nec ultricies venenatis, nisi est convallis sem, quis pellentesque magna orci a quam. Curabitur dignissim ipsum vel neque molestie feugiat sed eget elit. Donec arcu felis, tincidunt quis lacus a, scelerisque faucibus orci.

Donec at neque sed nunc tincidunt sodales. Sed purus nunc, porttitor sed fringilla in, tristique ac arcu. Maecenas rhoncus elit in arcu vehicula dapibus. Duis nunc nisl, aliquam at tellus et, luctus faucibus magna.

Second heading

Vestibulum in facilisis turpis. In volutpat, ligula in rutrum interdum, augue ipsum auctor nunc, sit amet consequat magna ligula sed sem. Morbi id gravida enim, id auctor velit. Curabitur pellentesque enim at sem dapibus egestas. Quisque arcu lorem, pharetra sed sodales vulputate, euismod non ipsum.


25px line-height

25px margin-bottom

35px margin-bottom

5px margin-bottom

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"Laura this course is absolute gold dust! I learnt so much great new stuff, there seems very little point in me pointing out the specifics because I'd just end up writing a list of everything you've covered."

—Angus Knights, Speechmatics

“I know good design when I see it. I start every project thinking ‘this is going to look so slick & awesome’... and the results are just completely underwhelming”

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I know the frustration of just not being able to make something look half decent. I battled with this for many years, throughout my degree and working in an agency. I felt like I was just missing some quality. And when I asked for help, I got nothing but vague “you just have to feel it” answers.

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- I With a solid grasp of design you won’t have to worry when a client comes to you to design and implement a new feature. If you have an idea for a side project, you’ll be able to design, code and ship it without having to pay anyone to make it look good.
- I You can have a great looking website or app without having to rely on Bootstrap or spend days scouring Dribbble taking your focus away from the important stuff.
- I With Design Academy, I’m working really hard to provide a systematic approach to design that you can follow to achieve a solid, user-friendly design every time.

What you’ll learn

Check out all the great things you’ll learn with Design Academy. Reword to make longer.

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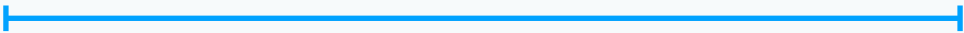
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Essential design principles for web developers

You'll overcome some of the most common (and easily rectifiable) mistakes that web developers make.



Learn some colour theory... without the theory

Learn a super simple workflow that you can use on any project to get a perfect colour palette every time.



Choosing fonts and using them like a pro

Find out how to select good fonts from the masses and how to apply them to make your web typography awesome



Eliminate the blank canvas: coming up with ideas

Design doesn't have to be hard or time consuming. Learn ways to come up with unique solutions on the fly.



Graphics & image treatments for those who can't draw

Just because you can't draw a straight line it doesn't mean you have to eliminate imagery from your website.



A complete developer-friendly workflow for your projects

I've compiled the design process into something you can follow to get you from a blank screen to a great design.




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"This is the best email series I've ever subscribed to. I love the details and how you're slowly building up a whole design." — Hrishi Mittal

Size: 16px
Line-height: 23px

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EXERCISE

Use the cheatsheet provided to size your typography. Don't forget to check your character lengths and margins!