

REPETITION

Repetition: consistent use of *the* same visual elements throughout a design

➤ Use formatting **such** as headings in the same way throughout (same font, size, positioning, etc.)



Use a limited variety of fonts and colors throughout—stick to a palette



If you use different styles, use them in the same way throughout (e.g., have 1 header font and 1 body font)

❖ Does not mean THAT there should be no variation—only that *variation* should be intentional