

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