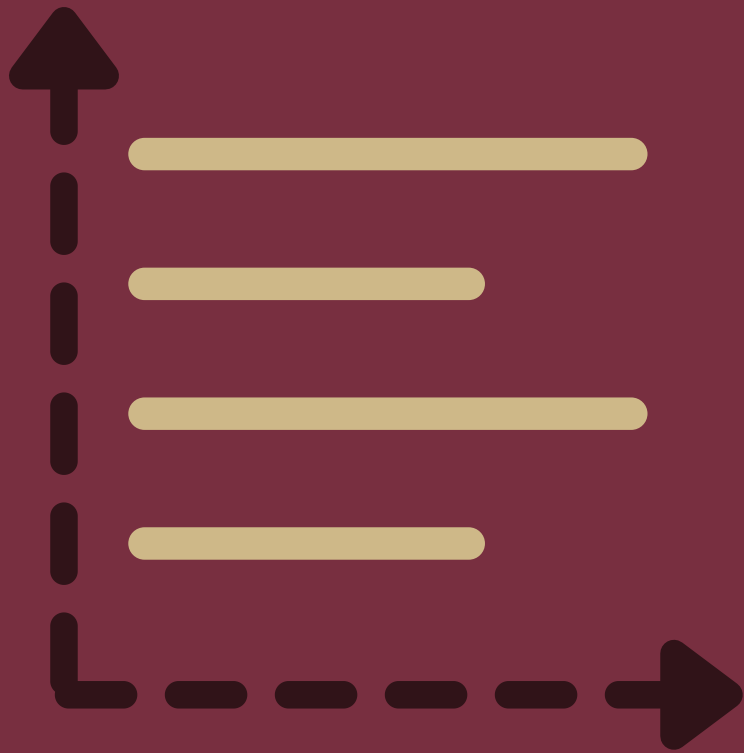


CARP Principles for Visual Design

Contrast

Use visual difference intentionally

- Ensure colors of text and visuals are distinct from backgrounds for legibility and visibility
- Use difference of size, color, and style for emphasis, clarity, or visual interest



Alignment

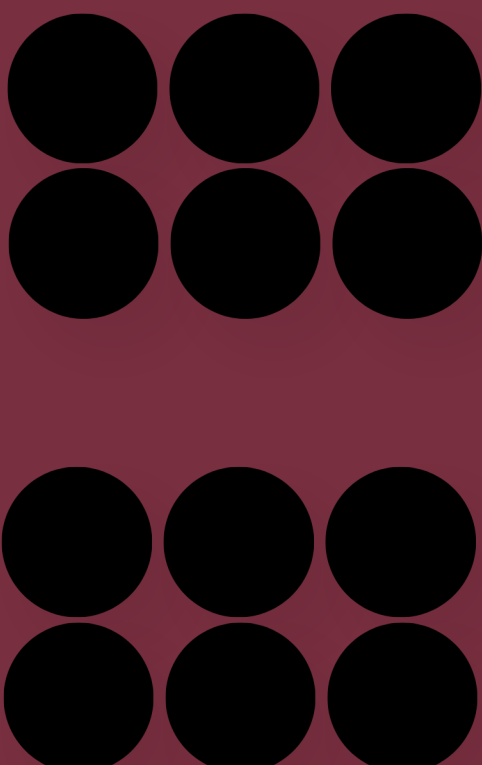
Use vertical and horizontal lines

- Line up information vertically and horizontally to guide the viewer's eye
- Align according to how your viewer is most likely to read it (e.g., top-to-bottom and left-to-right)

Repetition

Use consistent design elements

- Define a cohesive visual style with consistent color palette, fonts, and other repeated elements
- Some visual contrast is good, but ensure it does not detract from visual cohesion



Proximity

Use closeness and distance

- Group information together visually by placing items close to each other
- Create clear distinctions using distance between groups and items