A hierarchy is “a group of persons or things ranked according to grade, class, etc.” Hierarchy shows the relative importance of words.
WAYS TO SHOW HIERARCHY

- Bold dingbat
- No dingbat
- Narrow
- Wide
- Reversed
- Light BG
- Bold
- Light
- Big
- small
- Black
- Shaded
- Spacy
- Tightly
- Flush left
- Indented
BOLD AND LIGHT

Bold type stands out; use it to emphasize what’s important. Note that italic type is not as strong as Roman type.

Baba ghanoush

1 medium sized **eggplant**
1-2 cloves **garlic**
3 Tbs **tahini**
3-4 Tbs **lemon juice**
½ tsp **salt**
1 Tbs minced **parsley**

Pre-heat broiler. Prick eggplant with a fork, place on foil-lined baking tray and **broil**. When skin gets charred and inside is soft and mushy, peel away charred skin. Rinse quickly to remove any charred bits, pat dry. In a processor, combine everything but the parsley. Blend until smooth.
Size does matter when it comes to type. Bigger type attracts the eye over smaller type.

Baba ghanoush

1 medium sized eggplant
1-2 cloves garlic
3 Tbs tahini
3-4 Tbs lemon juice
\(\frac{1}{2}\) tsp salt
1 Tbs minced parsley

Pre-heat broiler. Prick eggplant with a fork, place on foil-lined baking tray and broil. When skin gets charred and inside is soft and mushy, peel away charred skin. Rinse quickly to remove any charred bits, pat dry. In a processor, combine everything but the parsley. Blend until smooth.
Wide type draws attention in a relaxed way. Some typefaces will seem to shrink as they get narrower; others will take on urgency.

Baba ghanoush
1 medium sized eggplant
1-2 cloves garlic
3 Tbs tahini
3-4 Tbs lemon juice
½ tsp salt
1 Tbs minced parsley

Pre-heat broiler. Prick eggplant with a fork, place on foil-lined baking tray and broil. When skin gets charred and inside is soft and mushy, peel away charred skin. Rinse quickly to remove any charred bits, pat dry. In a processor, combine everything but the parsley. Blend until smooth.
TIGHT AND SPACEY

Type with space removed between letters, (tracked type) looks darker, more intense. Widely spaced type looks relaxed.

Baba ghanoush
1 medium sized eggplant
1-2 cloves garlic
3 Tbs tahini
3-4 Tbs lemon juice
½ tsp salt
1 Tbs minced parsley

Preheat broiler. Prick eggplant with a fork, place on foil-lined baking tray and broil. When skin gets charred and inside is soft and mushy, peel away charred skin. Rinse quickly to remove any charred bits, pat dry. In a processor, combine everything but the parsley. Blend until smooth.
Indentation sets up a natural hierarchy, one we’re used to seeing in outlines. Note the use of hanging indents.

Baba ghanoush
1 medium sized eggplant
1-2 cloves garlic
3 Tbs tahini
3-4 Tbs lemon juice
½ tsp salt
1 Tbs minced parsley

Preheat broiler.
Prick eggplant with a fork.
Place on foil-lined baking tray.
Broil until skin gets charred and inside is soft and mushy.
Peel away charred skin.
Rinse quickly to remove charred bits, pat dry.
Combine everything in a processor but parsley.
Blend until smooth.
Use dingbats sparingly (more sparingly than this example). Reducing the dingbat in size or shading it gray can keep it from overpowering the type.

Baba ghanoush
- 1 medium sized eggplant
- 1-2 cloves garlic
- 3 Tbs tahini
- 3-4 Tbs lemon juice
- $\frac{1}{2}$ tsp salt
- 1 Tbs minced parsley

▼ Preheat broiler. ▼ Prick eggplant with a fork, ▼ place on foil-lined baking tray and ▼ broil. When skin gets charred and inside is soft and mushy, ▼ peel away charred skin. ▼ Rinse quickly to remove any charred bits, pat dry. In a processor, ▼ combine everything but the parsley. ▼ Blend until smooth.
Reverse type is used often in ads to direct the eye to important features. Reverse type is difficult to read in large blocks of type. Fine serifs don’t reverse well.

**Baba ghanoush**

- 1 medium sized eggplant
- 1-2 cloves garlic
- 3 Tbs tahini
- 3-4 Tbs lemon juice
- ½ tsp salt
- 1 Tbs minced parsley

Preheat broiler. Prick eggplant with a fork, place on foil-lined baking tray and broil. When skin gets charred and inside is soft and mushy, peel away charred skin. Rinse quickly to remove any charred bits, pat dry. In a processor, combine everything but the parsley. Blend until smooth.
Add vertical space to separate and set off sections of your text.

Baba ghanoush

1 medium sized eggplant
1-2 cloves garlic
3 Tbs tahini
3-4 Tbs lemon juice
½ tsp salt
1 Tbs minced parsley

Preheat broiler.
Prick eggplant with a fork and place on foil-lined baking tray.
Broil until skin gets charred and inside is soft and mushy.
Peel away charred skin, rinse quickly to remove any charred bits and pat dry.
Combine everything but the parsley in a processor and blend until smooth.