**C** is for Contrast

Contrast in typography can mean several things.
- The contrast between large and small type.
- The contrast between different typefaces, for example a script font used for a heading and a sans-serif font used for body copy.
- The contrast between the font color and the background it appears on.

**A** is for Alignment

There are four basic typographic alignments:
- Flush left text is aligned along the left margin.
- Flush right text is aligned along the right margin.
- Justified text is aligned along the left margin, and letter- and word-spacing is adjusted so that the text falls flush with both margins, also known as full justification.
- Centered text is aligned to neither the left nor right margin; there is an even gap on each side of each line.

Alignment can also mean how typographic blocks of text are aligned within a page.

**R** is for Repetition

The idea of repetition is to repeat objects or typographic elements. The idea of repetition is to repeat objects or typographic elements. Got it? Repetition is the ability to tie otherwise separate elements together.

**P** is for Proximity

The principle of proximity means that you should group related items together by moving them physically close to each other and adding some form of separation between items that are not similar. This helps to ensure they appear as a group rather than a selection of unrelated elements.