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| **Visual Hierarchy** |  |
| **Alignment** |  |
| **White Space** |  |
| **Master Page** |  |
| **Facing Pages** |  |
| **Gutter** |  |
| **Margin** |  |
| **Placeholder Text** |  |
| **Text Wrapping** |  |
| **Typography** |  |
| **Readability** |  |
| **Font Families** |  |
| **Serif** |  |
| **Sans Serif** |  |
| **Leading** |  |
| **Tracking** |  |
| **Kerning** |  |
| **Drop Cap** |  |