San Francisco Museum of Modern Art
151 Third Street (between Mission and Howard Streets)
San Francisco, CA 94103-3159
Telephone: 415-357-4000
info@sfmoma.org
www.sfmoma.org
Hours
Monday & Tuesday: 11AM–5:45PM
Wednesday: Closed
Thursday: 11AM–8:45PM
Friday–Sunday: 11AM–5:45PM

To begin, we are not using any typographic devices to establish the hierarchy: it's all one typeface in one size and weight. The only thing communicating hierarchy is the order in which the text is presented. This isn't realistic for most design work, but it's a great place to start.

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Here we have the same typeface and type size, but we've started to introduce some clarity to the information by chunking it into logical groups. Again, we're establishing hierarchy by the order in which the text is presented.

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In this example, we introduce varying text weights. These act as headers to their "clumps" of information.

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Now we introduce a shift in type size. The headline becomes apparent and takes center stage while the "Hours" remains a subcategory.

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In this example, we have shifted the focus to the headline that spans all of the information below it. The headline is now defined and the remaining content is viewed as a part of the section entitled, "San Francisco Museum of Modern Art".

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Here we experiment with different alignment options to create hierarchy and visual interest.

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Hours *of* Operation

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Wed: Closed
Thur: 11AM–8:45PM
Fri–Sun: 11AM–5:45PM

Here we are pairing two typefaces together to create distinction and hierarchy within the text. Within the headlines, further typographic texture was created by changing the "of" to an italic. Some of the text was restructured or abbreviated in this version.

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HOURS OF OPERATION

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Fri–Sun: 11AM–5:45PM

In this example we are still pairing contrasting typefaces to create typographic texture. We have now selected a sans serif for the headlines and subheads and a serif for the remaining content.