Proximity/Unity

- Group related items together
- Move them physically close to each other so related items are seen as a group rather than a bunch of unrelated bits
- When a design is scattered, the page appears unorganized and information is not instantly accessible to the reader
- By grouping things a design is more organized
- How close together or far apart elements are placed suggests a relationship (or lack of) between otherwise disparate parts. Unity is also achieved by using a third element to connect distant parts.
- Place related information in proximity, and separate unrelated information with white space, rules, and borders.

The graphic anchors the bottom of the page, but the four text elements all float on the page with no apparent connection to each other (proximity/unity). The change in the headline (font change, reversed out of blue box) along with the subheading pulled in closer provides balance with the graphic on the bottom. The spacing between the two paragraphs of text is reduced slightly as well.
In this flyer, the first two blocks of information both have subheadings in 18-point Helvetica, making them of equal importance, but the white space between the blocks makes it obvious that they're unrelated.

Bullet items appear beneath each subheading, calling attention to the individual points, and their proximity shows that they're closely related.

Finally, at the bottom of the flyer, the company name is placed in proximity to the address and phone number because those are all related elements.

By first grouping related information and then separating the groups with white space, rules, or borders, you organize information and make the reader’s job easier.