While differences can draw attention, they can just as easily cause distraction. When users start asking why something looks or works the way it does, that's a red flag: it means they're focused on the UI, on the visual design, instead of on the content, data or experience that's most important to them.

Components with similar behavior should have a similar appearance.

Components with different behavior should have a different appearance.

**Identify different types** of content: headlines, body, bullets, charts, etc.

Create **specific styles** for each - font, weight, color.

Apply **consistently** across all screens; base any new styles on those already existing.

**Consistency** in UI design means:

- Labels and terms should be the same throughout.
- Different labels mean different information or outcomes.
- Content and imagery – photos, illustrations, and icons – should have a stable and consistent style.

**Behavior**

- Transitions, rollovers, tooltips, etc. should behave consistently.
- Leverage the visitor’s prior experience for ease of use.

**Voice**

- Labels and terms should be the same throughout.
- Different labels mean different information or outcomes.
- Content and imagery – photos, illustrations, and icons – should have a stable and consistent style.

**UI Pattern**

- Reusable, existing solutions to recurring problems.
- Content may change, but interaction and processes don’t.
- Interactions and outcomes become consistent (and predictable).

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**Styling Enables Consistency**

Identify different types of content: headlines, body, bullets, charts, etc.

Create specific styles for each - font, weight, color.

Apply consistently across all screens; base any new styles on those already existing.

**Consistency is expressed across these design attributes**

- **Color & Pattern**
  - color shifts
  - negative space
  - file optimization

- **Size & Rotation**
  - scaling
  - skewing
  - positioning

- **Shape & Proportion**
  - rounded corners
  - glows
  - shadows

**Diagrams**

**DINOSAUR**

**Home Page**

**Article Page**

**Consistency**

**1. Differences can distract**

**2. Consistency in UI design means**

**3. Styling enables consistency**

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