Rarely is applying the principle of proximity the only answer to a problematic page. The other three principles are intrinsic to the design process and you will usually find yourself using all four. Take them one at a time—start with proximity.

This is only one of a buzzillion possibilities for arranging the groups of information. I also used the principles of alignment and contrast, which you will be reading about shortly.

But the biggest problem with the original ad is that there is no separation of information. All the text in all caps in one large block also took up all the space, so there was no extra, blank, "white" space to rest your eyes. It's okay to set the type smaller than 12 or 14 point! Really!