|  |  |  |
| --- | --- | --- |
| **Style category** | **Options** | **Choices** |
| 1.Typography |  |  |
| 2.Colors |  |  |
| 3.Images / Illustrations |  |  |
| 4.Icons |  |  |
| 5.Shadows |  |  |
| 6.Border-radius |  |  |
| 7.Whitespace |  |  |
| 8.Visual Hierarchy |  |  |
| 9.User Experience |  |  |
| 10.Personalities Framework |  |  |