# Basic Design Principles

## For better looking websites
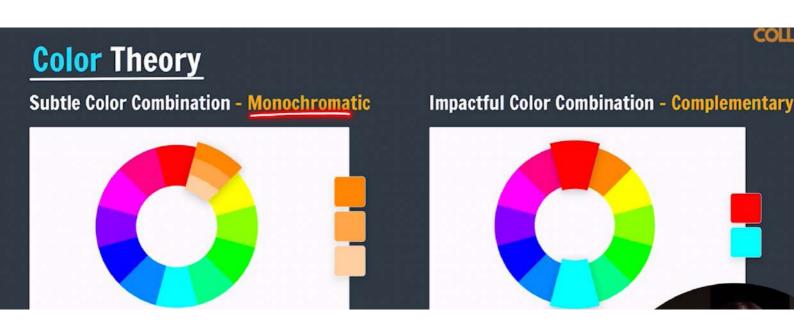
1. Colors
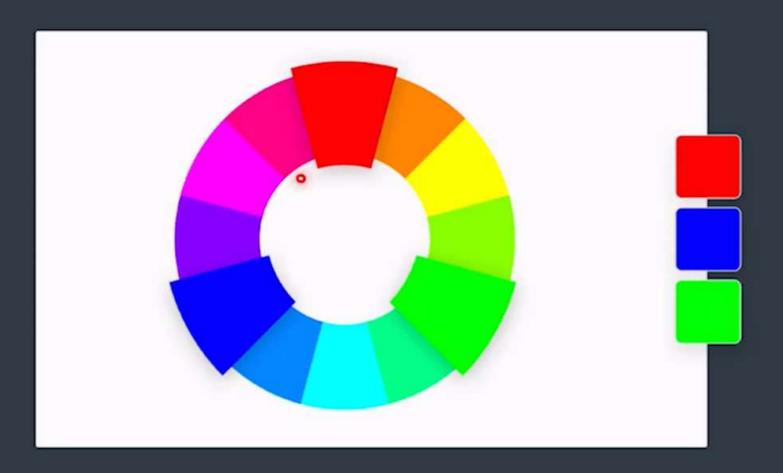2. Typography

# Color Theory

## Meaning of colors

| | | | | |
|---|---|---|---|---|
| TRANQUILITY<br>AUTHORITY<br>WISDOM<br>STABILITY<br>CLEANLINESS<br>FRESHNESS<br>FREEDOM | LOVE<br>EXCITEMENT<br>WARMTH<br>ROMANCE<br>PASSION<br>SPEED<br>LUCK | HEALTH<br>HAPPINESS<br>FRIENDLINESS<br>ENTHUSIASM<br>ENERGETIC<br>YOUTH<br>FUN | CREATIVITY<br>FRIENDLINESS<br>CHEERFULNESS<br>ENERGETIC<br>OPTIMISM<br>WARMTH<br>JOY | NATURE<br>GROWTH<br>PROSPERITY<br>HEALTH<br>HOPE<br>LUCK<br>LIFE |
| COLD<br>SADNESS<br>DEPRESSION | RAGE<br>BLOOD<br>AGGRESSION | RUIN<br>DANGER<br>DESOLATION | ILLNESS<br>DANGER<br>MADNESS | ENVY<br>POISON<br>CORRUPTION |
| ROMANCE<br>NURTURING<br>INNOCENCE<br>DELICATE<br>PLAYFUL<br>SWEET<br>KIND | LUXURY<br>MYSTERY<br>SPIRITUALITY<br>ATTRACTION<br>FUTURE<br>ROYALTY<br>MAGIC | LUXURY<br>DARKNESS<br>SOPHISTICATION<br>AUTHORITY<br>ELEGANCE<br>MYSTERY<br>POWER | LIGHT<br>HOLINESS<br>CLEANLINESS<br>SPIRITUALITY<br>INNOCENCE<br>PURITY<br>HOPE | STRENGTH<br>CALM<br>TIMELESSNESS<br>NEUTRALITY<br>AUTHORITY<br>WISDOM<br>STABILITY |
| IMMATURITY<br>DECEPTION<br>MATERIALISM | ILLUSION<br>DECEPTION<br>DETACHMENT | FEAR<br>LONELINESS<br>HOPELESSNESS | COLD<br>ISOLATION<br>EMPTINESS | DULL<br>LIFELESS<br>ABANDONMENT |

# Color Theory

## High Contrast Combination - Triadic

# Typography

## Style & Appearance of Text

I am waiting for you!

I AM WAITING FOR YOU!

I AM WAITING FOR YOU!

# Typography

## Font Families

sans-serif

serif

monospace

*cursive*

*fantasy*

icecream

fun
funky

museum

old
vintage

professional

## icecream

fun

funky ✓

↓

fantasy

## museum

old

vintage

## portfolio

professional

↓

times new roma

Calibri

Roboto

# Google Fonts

https://fonts.google.com

# Icons

## Font Awesome

## Google Icons