MakeItEasy – Graphical profile

We understand that starting up a business can often involve lots of stress and hectic situations, and so, as our future clients check out different websites for companies to help them set up their online presence we wish to convey counter feelings to that stress.

Due to the nature of our company and our primary target group we aim at conveying a feeling of trust and dependability while integrating a feeling of calmness and balance. The choice of colors as well as fonts have been picked with that in mind as well as the overall design of our website.

The MakeItEasy Logo

The MakeItEasy company logo reflects our goal to convey feelings of trust and dependability through its shades of blue color while at the same time conveying feelings of balance, calm and professionality thru its shades of gray and silver. Meanwhile the font is in Sans Serif style which conveys feelings of simpleness and sensibility, which is exactly what we want our clients to feel while considering us.

While possible future clients browse our website, we want our website to transfer the feeling that we are a simple and sensible company that conveys trust and dependability while at the same time coming off as professional and calm. The name of our company reflects our wish for our clients and what we believe they want as well.

The Color Theme

The main colors of the website will follow the theme of the company logo with different shades of blue, silver and gray: