The high contrast of complementary colors creates a vibrant look especially when used at full saturation.

Dark blue and brown – integrity and simplicity (represents my second name’s meaning).

Sky blue and orange – confident and vibrant.

Purple and gold – wisdom and value.

Pink and green – caring, calm and peace-loving.

Dark blue – integrity, knowledge, power, seriousness.

Brown – reliability, comfort, simplicity (represents my second name’s meaning).

Sky blue – loyalty, calmness and confidence.

Orange – energy, balance, enthusiasm, vibrant.

Purple – wisdom, mysterious.

Gold – value and success.

Pink – caring, love.

Green – calm and peace-loving.

Javanese Text – readable, simple, respectable, neutral. According to history, respect.

Garamond – readable, simple, neutral, dependable. According to history (combination of several typefaces) Jack of all trades.

Rockwell – bold, readable, simple, clean, conventional. According to history, bold and steady. Slab-serif font.

Bodoni MT – readable, well-spaced, simple, clean, straight forward. According to history, rationality/balance.

Checking for dominant color.

Have your logo with color also.

Principles and elements of design.

e.g Contrast

Brands of the world – website – different logos for different companies.