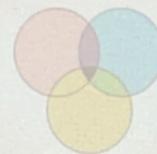


# WEB DESIGN

# Principles

Colour  
Theory



Typography



User Interface  
Design



User Experience  
Design



# Moods

RED



LOVE. ENERGY.  
INTENSITY.

YELLOW



JOY. INTELLECT.  
ATTENTION.

GREEN



FRESHNESS. SAFETY.  
GROWTH.

BLUE



STABILITY. TRUST.  
SERENITY.

PURPLE



ROYALTY. WEALTH.  
FEMININITY.



# THE EMOTION BEHIND FONTS

## SERIF

Traditional STABLE RESPECTABLE

Minion Pro

Trojan

Baskerville

## SANS-SERIF

Sensible SIMPLE STRAIGHTFORWARD

Helvetica

Avenir

Din

## SCRIPT

Personal Creative Elegant

Freestyle Script

Adios Script Pro

Snell Roundhand

## DISPLAY

Friendly LOUD Amusing

Vag Rounded

Gin

Thirsty Rough

## MODERN

STYLISH CHIC SMART

Sackers Gothic

Gotham

Futura