

All Website Personalities

1. Serious/Elegant: For luxury and elegance, based on thin serif typefaces, golden or pastel colors, and big high-quality images.
2. Minimalist/Simple: Focusses on the essential text content, using small or medium-sized sans-serif black text, lines, and few images and icons.
3. Plain/Neutral: Design that gets out of the way by using neutral and small typefaces, and a very structured layout. Common in big corporations.
4. Bold/Confident: Makes an impact, by featuring big and bold typography, paired with confident use of big and bright colored blocks.
5. Calm/Peaceful: For products and services that care, transmitted by calming pastel colors, soft serif headings, and matching images/illustrations.
6. Startup/Upbeat: Widely used in startups, featuring medium-sized sans-serif typefaces, light-grey text and backgrounds, and rounded elements.
7. Playful/Fun: Colorful and round designs, fueled by creative elements like hand-drawn icons or illustrations, animations, and fun language.

COLORS

Red: draw a lot of attention, and symbolizes power, passion and excitement

Orange: is less aggressive, and conveys happiness, cheerfulness, and creativity

Yellow: means joy, brightness, and intelligence

Green: represents harmony, nature, growth, and health

Blue: is associated with peace, trustworthiness, and professionalism

Purple: conveys wealth, wisdom, and magic

Pink: represents romance, care, and affection

Brown: is associated with nature, durability and comfort

Black: symbolizes power, elegance and minimalism, but also grief and sorrow