

LOOK & FEEL WORKSHEET

**PERSONALITY, TONE & MOOD**

**How would I describe my brand's personality?**

Upbeat, elegantly eccentric, clean

**What kind of quote or slogan would represent my brand's tone of voice?**

Something slightly pun-ny but a bit classy.

“Coding your digital designs to life”

“Coding life into your designs”

**How would I describe my brand's mood?**

Warm, inviting, a breath of fresh air

**What visual elements would best communicate my brand's look and feel?**

Clear and clean general typeface; worksample tiles as large squares or squares varying in size, like a mosaic; simple, interactive and intuitive user flow (i.e. scrolling a few times will enable the user to see everything there is on my site); straightforward, concise, beautifully written copy

Warm colors

Mosaic worksample tiles

**SPACE & PROPORTION**

**Of the visual elements I identified, which will be most important and need to be emphasized?**

My name/logo, worksample tiles and button for email

**Which elements will be least important and need to be deemphasized?**

Links to socials

Showcase page

**Are there any elements I should group together?**

Worksample tiles and logo

**NOTES & EXAMPLES**

**Be sure to jot down any thoughts, ideas, or examples you want to remember when you start designing!**

Sunset color scheme (deep orange, violet, golden, light blue, copper)?

White background with font similar to that of Ghostly Ferns