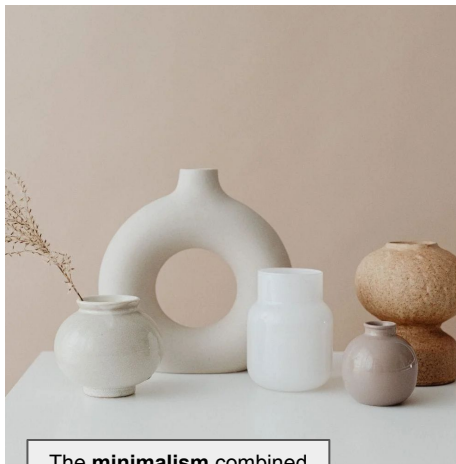
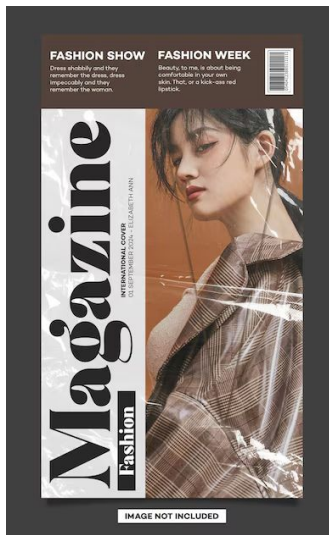


Colors



The **minimalism** combined with the neutral colors also feels **professional**.



Neutral colors (especially the grey/brown) feel warm and **inviting**. Same thing with the **simpler shapes**.



Plain or Neutral background with just a **little pop of color** makes it look very colorful, but not as if that there's too much going on. It makes it feel exciting without making the design look overwhelming.

Same thing with the **simple shapes** (ie triangles with mic, circles with the faces)... they make it feel **exciting without feeling overwhelming**... It's also kind of minimalist which is cool.



(I actually started with this + neutral background on the actual website, but it didn't look great so I stuck to only neutrals)

Typography



android 

Medium/higher x-height makes it feel more **welcoming** and fun.



dyson

logitech

hulu

All **lowercase** (and/or more **rounded letters**) makes it feel more **relaxed** and casual.

Letters that are placed closer and/or placed differently (ie **italicized** or **slightly off axis** and not straight like "Everything", "I Know How She Does it" and "The Only Move...") help convey **excitement** and draw your eyes towards them.



Potential Other Inspiration



Bolder letters make it feel new and exciting. **Sharper letters** make it feel **professional** and **new** too. The "Poster" and the "Magazine" also have interesting additions to the letters like the cuts on the "S" or the extra lines on the "g" which also make it feel more interesting and new.