

Teams Tasks 3: Your Blog Aesthetic

Now that you've analysed a few blogs, know about the colour theory, fonts styles, as well as the purpose of your blog, you can start creating (or elevating) your own blog aesthetic as well honing down on your brand personality.

Blog Name (URL)

Type of Blog / Website

Is it "My Opinions Matter", "Showcase My Work" or "Promote My Business" Type of Blog?
Also think about how you're planning to monetize your blog.

Your Niche

Which niche is your blog / business in? Which topics will you be covering?

Your Manifesto

What's special about you and how can you help your target audience?

Fonts

Write down or link to the 2 fonts you've chosen for your Headings and Main Text

Writer's Voice

How would you describe your Tone of Voice? E.g. funny, sophisticated, down-to-earth, relaxed

Think of 3 words that describe YOUR BLOG

Here we've listed a few descriptive words to give you some inspiration.

Active	Cooperative	Energetic	Hip	No-nonsense	Sensitive	Whimsical
Adorable	Courageous	Ethereal	Hilarious	Nostalgic	Serious	Wild
Adventurous	Creative	Exciting	Historic	Organic	Silly	Witty
Ambitious	Custom	Exuberant	Impactful	Plain	Sincere	Wistful
Artistic	Cutting Edge	Fabulous	Industrial	Playful	Sleek	Youthful
Athletic	Daring	Familiar	Informal	Plucky	Smart	
Bold	Dazzling	Fashionable	Innovative	Powerful	Soothing	
Calm	Debonair	Festive	Inspiring	Professional	Sophisticated	
Caring	Delicate	Fierce	Intense	Proud	Stable	
Casual	Delightful	Flirty	Intentional	Quaint	Stimulating	
Charming	Detailed	Formal	Inviting	Quirky	Striking	
Cheerful	Determined	Frank	Irreverent	Radiant	Strong	
Chic	Direct	Fresh	Jolly	Rebellious	Stunning	
Classic	Dramatic	Friendly	Joyous	Reflective	Sustainable	
Clever	Dynamic	Fun	Lively	Relaxing	Swanky	
Collaborative	Eager	Functional	Lush	Reliable	Timeless	
Comfortable	Earthy	Funny	Majestic	Retro	Tranquil	
Confident	Eccentric	Futuristic	Mature	Revolutionary	Trustworthy	
Conservative	Efficient	Generous	Modern	Romantic	Unconventional	
Contemporary	Elegant	Gentle	Natural	Rustic	Urban	
Convenient	Enchanting	Glamorous	Nifty	Scholarly	Versatile	
Cool	Endearing	Graceful	Noisy	Secure	Vintage	

LONDON COLLEGE *of* STYLE

Accent Colour

Which accent colour do you choose for your website?

PINK

*feminine - gentle - innocent
sweet - delicate - nostalgic*

RED

*passion - strength - courage -
warmth - desire - intensity - life -
energy - action - drama*

BRICK

*warmth - strength - rich
elegance - robust - mature*

PEACH

*sensitive - compassion - sweet
nurturing - inviting - modest*

ORANGE

*cheerful - optimistic - friendly
confident - warm - energy -
youthful - courage - vitality*

PUMPKIN

*spicy - abundance - exotic -
warmth - welcoming - pungent*

LEMON

*soft - sunny - pleasing - cozy
youthful - cheerful*

YELLOW

*friendly - creative - humour
joy - intelligent - energy -
caution - optimistic - sunshine*

MUSTARD

*mellow - autumn - supportive
grounded - comfort
nurturing*

LIME

*calm - soothing - quiet - clean
refreshing - cool*

GREEN

*wealth - health - endurance
nature - harmony - balance
organic - fresh - fertility*

HUNTER

*rich - traditional - security
opulent - stoic - woody*

POOL

*feminine - serene - cool
tropical - water - spacious*

TURQUOISE

*reliable - secure - protection
dependable - calm - integrity
trust - balance - wisdom*

PEACOCK

*sophisticated - confident - rich
tasteful - serene - sincere*

SKY

*calm - creamy - peaceful
refreshing - tropical - serene*

BLUE

*integrity - healing - calm
sophisticated - creative
wisdom - trust - balance*

NAVY

*credible - strong - classic
authoritative - nautical*

LILAC

*wistful - romantic - peaceful
nostalgic - fancy - feminine*

PURPLE

*spiritual - luxury - quality
wisdom - magical - dignity
extravagant - authentic*

EGGPLANT

*rich - royal - visionary
prestige - introspective
luxe*

WHITE

*purity - clean - open - clear
innocent - sterile - simple -
sophisticated - perfection*

GREY

*neutral - practical - stable
balance - modest - calm
timeless - modern - sleek*

BLACK

*authority - strength - classic
conservative - secure - elegant
serious - efficient - mysterious*

Visuals

What type of visuals will you be using for your website? Will it be photos, videos, illustrations or infographics? Will your photos have bright and vivid or calm pastel colours?

Think about how you want your audience to feel when they land on your website. Then think about what images you would choose to represent those feelings.