SALTECH SYSTEMS

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Free Website Style Guide

Choose the right style for your new website.

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Pick The Right Style For Your New Website

This web design style guide will help you create a vision for your new website. Your website represents your business. And this guide will help you choose a website style that matches your brand and helps your business or organization tell its unique story!

Choosing The Right Style Will:

Improve Your Brand Awareness

Get Your Customers' Attention

Transform Your Web Presence

Improve Site Ranking and SEO Results

Speak With A Web Design Expert

Once you have a vision for your new website, talk to our web design team and we'll get started bringing your ideas to life.

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Call Us @
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Unique / Branded Design
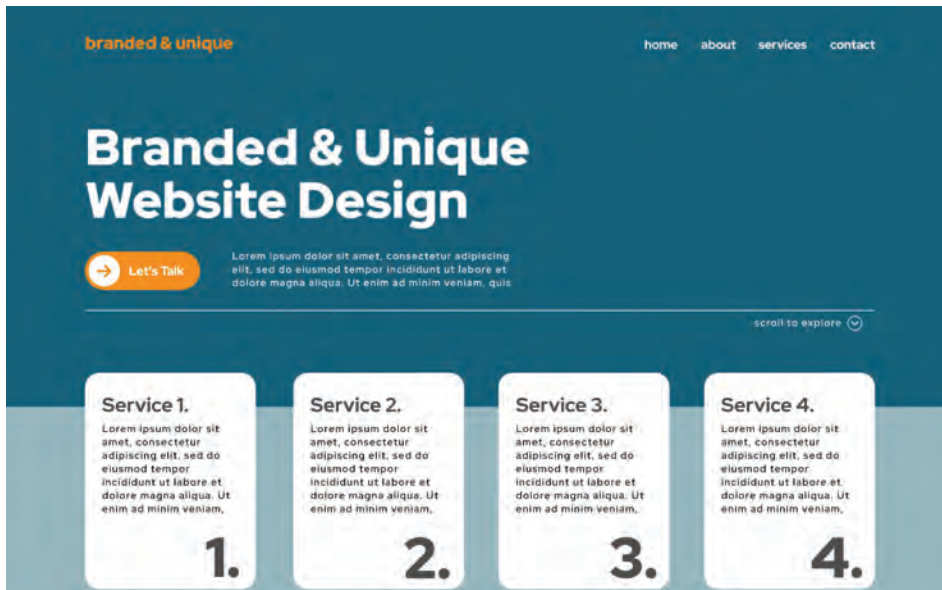
Let Your Own Creativity Flourish

Branded/unique website design style is a design aesthetic that typically incorporates custom-made and personalized elements to create a unique, memorable, and recognizable feel. This is a great option if you have a well developed brand. This design style appeals to a target audience looking for a memorable and recognizable aesthetic. This is a great option for nearly any industry, but does require that you have a solid brand in place.

Details

Color

- Features a specific color palette that is unique to the brand or company
- Colors that convey a sense of personality and identity

Typography

- Often features custom-made or unique type-faces that are exclusive to the brand or company
- Typography should convey a sense of individuality and authenticity

Layout

- Custom-made and personalized layout that is unique to the brand or company
- Focuses on the use of creativity and innovation to create a memorable and recognizable design

Imagery

- Includes images or illustrations that are specific to the brand, such as logos or mascots
- Images that add a touch of personality and identity to the design

Patterns

- May include patterns or textures that are unique to the brand or company, such as a specific print or texture used in their products or packaging

Es Tas Tacos
Restaurant
https://estastacos.com/menu/
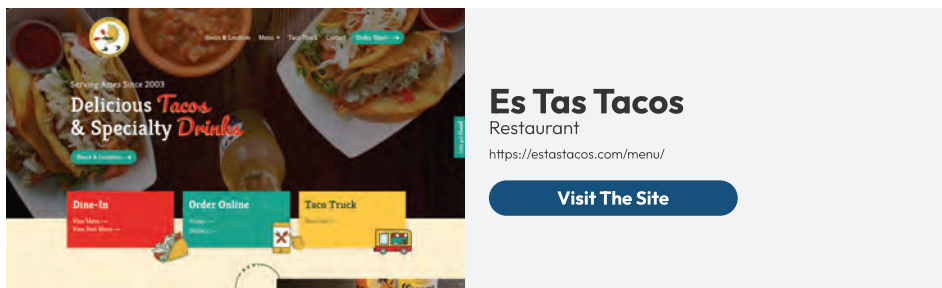
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Event
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Boho Design

2929 Beaver Apartments
Housing / Real Estate
https://beaverandadamsapartments.com/

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Make A Creative Statement

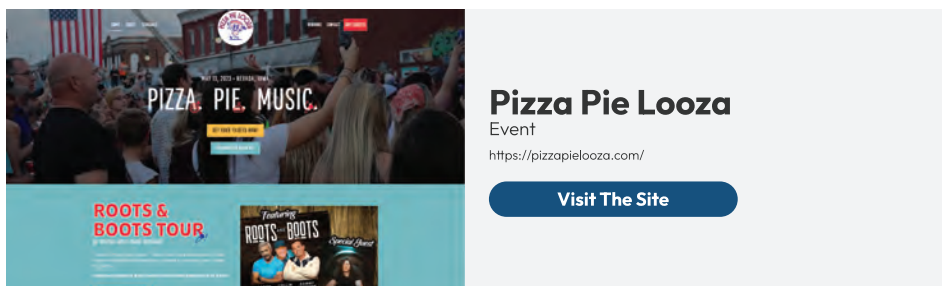The boho website design style is a design aesthetic that is characterized by a free-spirited, eclectic, and nature-inspired feel. This design style conveys a sense of creativity, individuality, and connection to nature that appeals to a target audience looking for a free-spirited and eclectic aesthetic. It's a design style that emphasizes personalization and creativity, making it a popular choice for brands in the fashion, wellness, and lifestyle industries.

Details

Color

- Features a warm and earthy color palette, with colors such as brown, beige, rust, and mustard

- Bright, saturated colors such as deep greens, oranges, and blues are also used

Typography

- Handwritten or script fonts convey a sense of personalization and individuality

- Use of bold typography and negative space creates a dynamic and visually engaging design

Layout

- Incorporates an eclectic mix of design elements, such as different textures, patterns, and shapes

- Use of organic shapes and asymmetrical layouts creates a sense of freedom and creativity

Imagery

- Includes nature-inspired imagery, such as floral or leafy patterns, nature scenes, and rustic textures

Clean & Simple Design

Sometimes, Less Is More

The clean and simple website design style conveys a sense of clarity, simplicity, and ease of use that appeals to a target aud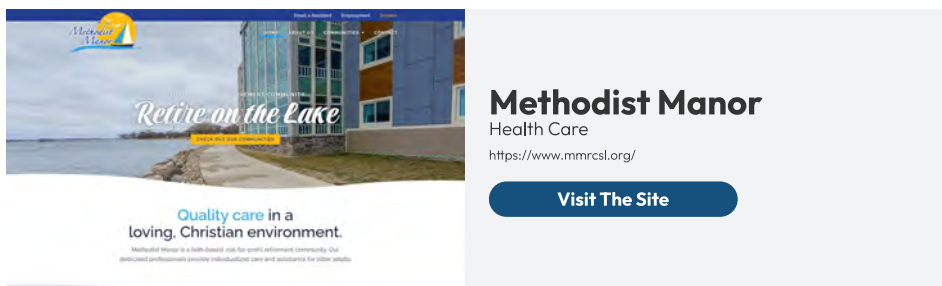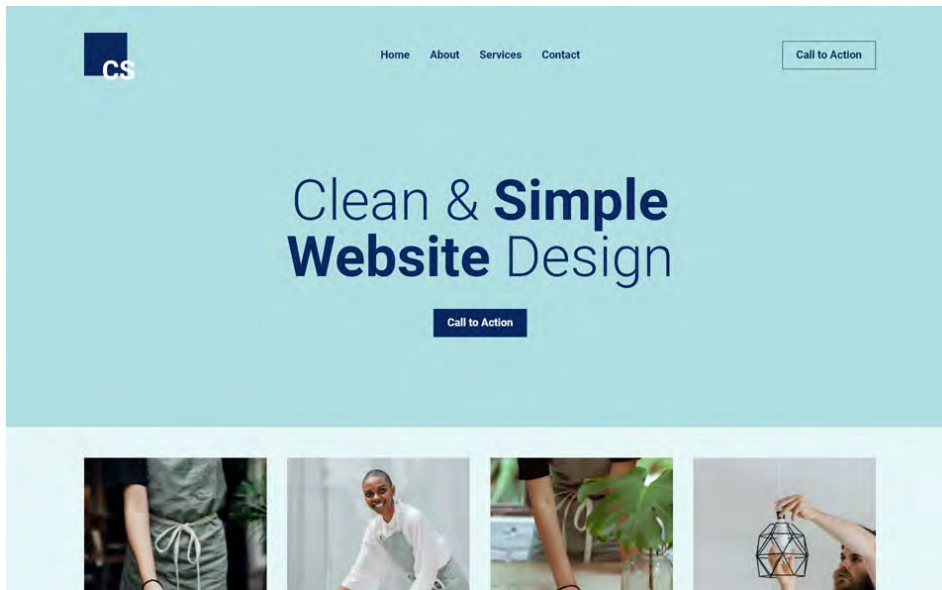ience looking for a straightforward and minimalist aesthetic. It's a design style that emphasizes usability and functionality over unnecessary design elements. Clean and Simple website design is a great choice for a timeless website in nearly any industry. Some industries that commonly use this style include: tech, finance, and professional services industries.

Details

Color

- Limited color palette (2-3 colors)
- Neutral colors such as white, black, gray, or muted colors to convey a sense of cleanliness and simplicity

Typography

- Any sans-serif font that is easy to read
- Large text and bold typography with plenty of negative space

Layout

- Grid-based layout
- Ample white space
- Minimal design elements
- Clean lines & simple shapes

Imagery

- Includes images or illustrations that convey elements of the brand color or patterns
- Images that add a touch of personality and identity to the design

Functionality

- User experience is a top priority
- Easy to use navigation
- Clear call to actions
- Fast loading times

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Governement / Organization
https://discoverames.com/

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Agriculture
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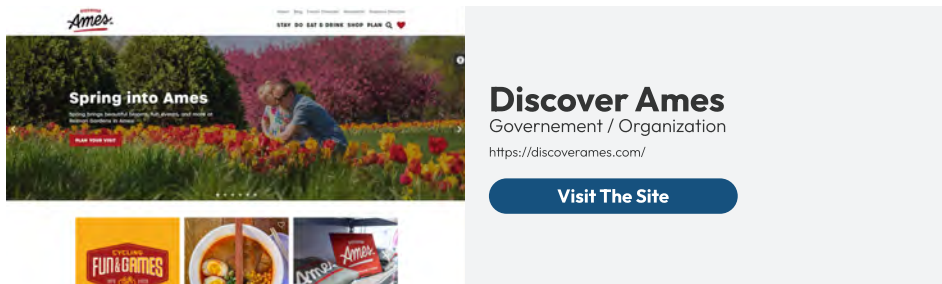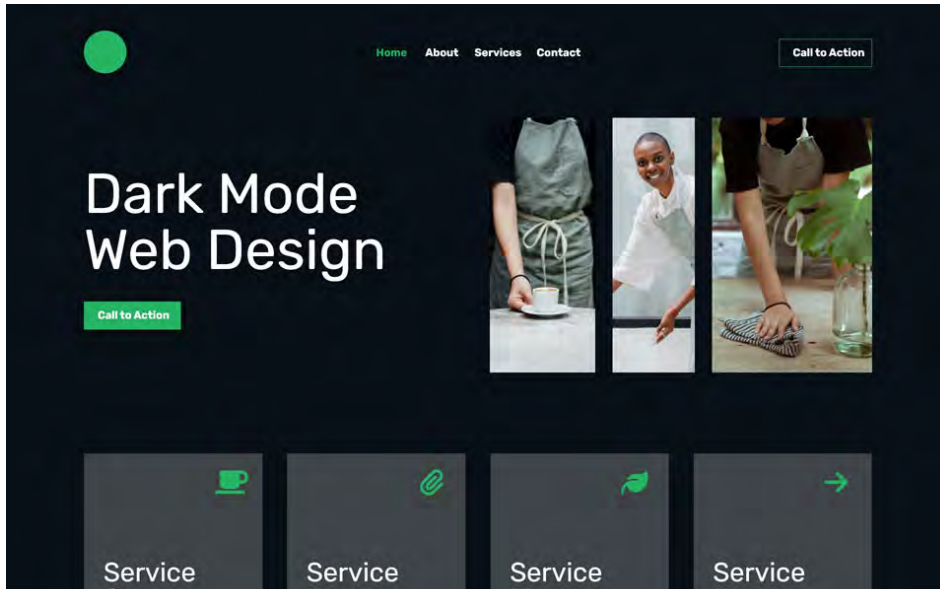
Dark Mode Design

Create A Dark, Dramatic Feel

The dark mode website design style is a design aesthetic that utilizes a dark color scheme to create a visually striking, moody, and futuristic feel. This design style conveys a sense of mystery, sophistication, and stylistic appeal that appeals to a target audience looking for a visually striking and dramatic aesthetic. It's a design style that is popular among brands in the technology, fashion, and creative industries, as it emphasizes modernity and innovation.

Details

Color

- Dark background colors such as: black, dark gray, and dark blue
- Contrasting font & accent colors such as white, light gray, or bright colors to create a visually striking effect

Typography

- Bold & large typography that is easy to read against the dark background
- Sans-serif fonts are a common choice for their clean and modern look

Layout

- Minimalist and clean layouts
- Focus on negative "white" space and high contrast
- Use of geometric shapes and lines adds a sense of modernity and sophistication

Imagery

- High-Contrast and moody imagery featuring shadows, silhouettes and dark backgrounds
- Image with a transparent background are also a commonly used, this is a unique method to make your images stand out against the dark background

Alpha Landscapes
Small Business
https://alphalandscapesia.com/
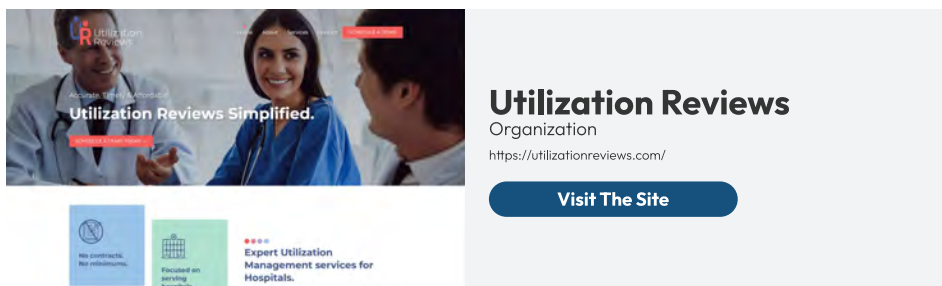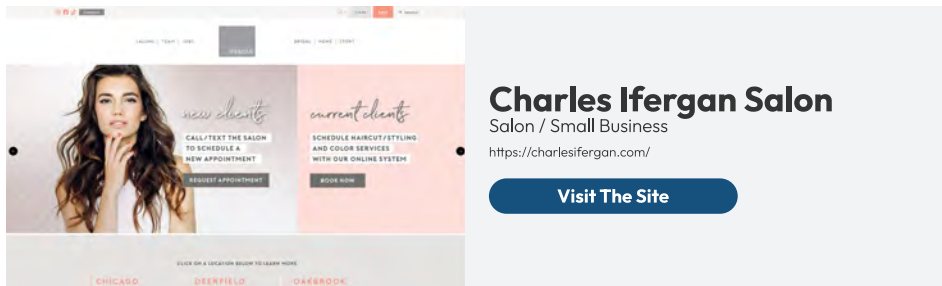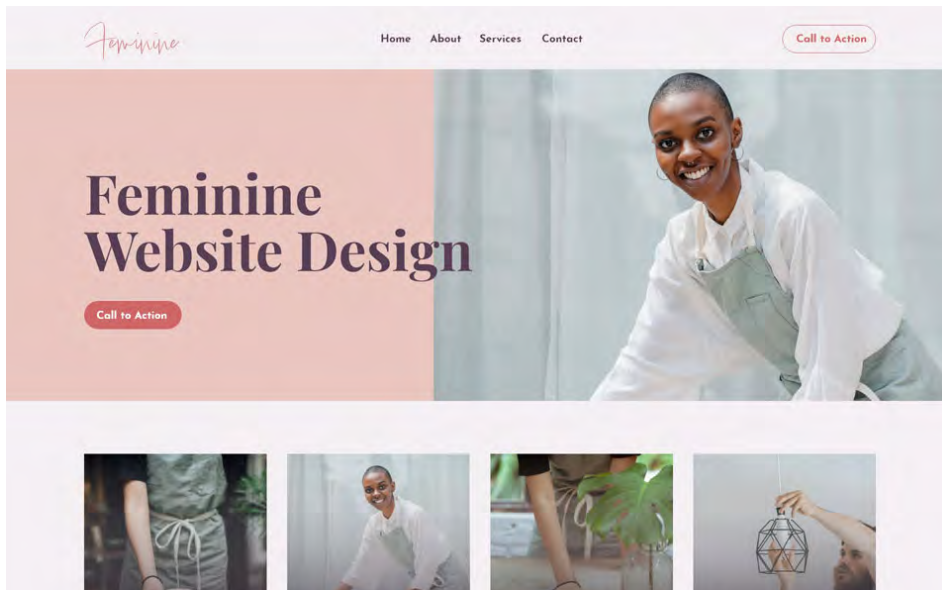
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Werksheets
Software
https://werksheets.com/

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Feminine Design

Convey Beauty For Your Unique Brand

Feminine website design style is a design aesthetic that typically incorporates soft, delicate, and elegant elements to create a warm, inviting, and feminine feel. This style appeals to a target audience looking for a soft and delicate aesthetic, making it a popular choice for brands in the beauty, fashion, and wellness industries.

Details

Color

- Features soft, pastel colors such as pink, lavender, and light blue
- Can incorporate warmer colors such as peach, coral, and rose gold as well

Typography

- Elegant and delicate typefaces
- Serif, script or cursive fonts, convey a sense of femininity and sophistication

Layout

- Clean and minimalistic layout
- Utilizes a large amount of negative "white" space
- Focuses on the use of symmetry and balance to create a sense of harmony

Imagery

- Bright and soft images that incorporate colors from your brand
- Images that add a touch of delicacy and softness to the overall design

Patterns

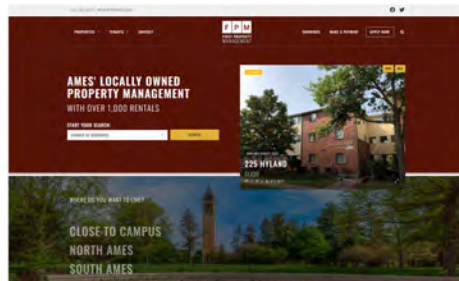- May include patterns such as floral or lace that add a feminine touch to the overall design

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Salon / Small Business
https://charlesifergan.com/

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Utilization Reviews
Organization
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Luxurious Design

Provide An Exclusive, Luxury Experience

Luxurious website design style is a design aesthetic that typically incorporates high-end, lavish, and exclusive elements to create a sophisticated, glamorous, and opulent feel. This design style appeals to a target audience looking for a high-end and luxurious aesthetic. This is a great aesthetic for the following industries: high-end fashion and jewelry, high-end makeup/beauty products, high-end real estate, fine dining, luxury spas/resorts, financial and wealth management.

Details

Color

• Rich, deep, and bold colors such as gold, silver, or dark purple that evoke a sense of luxury and elegance

Typography

• Elegant and sophisticated typefaces

• Serif fonts with thin or delicate strokes which convey a sense of refinement and exclusivity

Layout

• Clean and spacious layout

• Focuses on the use of negative "white" space and symmetry to create a sense of elegance and luxury

Imagery

• Includes very professional, bright photos

• Images that add a touch of sophistication and glamor to the design

Aspen Renovations
Home Renovation
https://aspenrenovations.com/

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Real Estate
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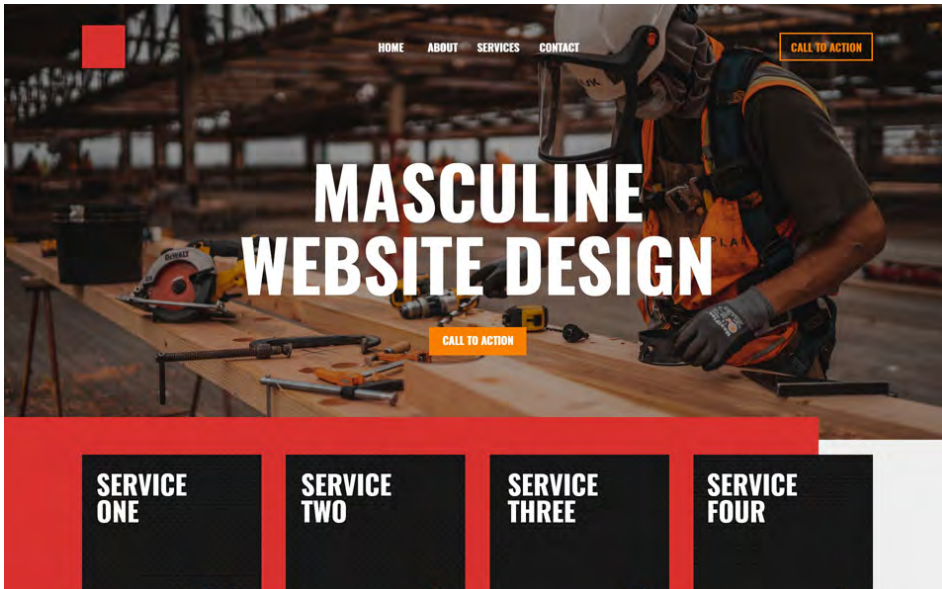
Masculine Design

Convey Strength Over The Competition

Masculine website design style is a design aesthetic that typically incorporates bold, strong, and angular elements to create a powerful, confident, and masculine feel. This style appeals to a target audience looking for a bold and powerful aesthetic, making it a popular choice for industries that tend to have a male-dominant target audience such as, automotive, technology, sport, and construction.

Details

Color

- Features strong, bold colors such as black, navy blue, or gray
- Also commonly incorporates warm and earthy colors such as brown or rust

Typography

- Bold and strong typefaces
- Sans-serif fonts, which convey a sense of masculinity and confidence

Layout

- Bold and asymmetrical layout
- Focuses on the use of contrast and hierarchy to create a sense of strength and power

Imagery

- High contrast, dark and powerful imagery
- Also incorporates geometric shapes or arrows
- Images that add a touch of strength and power to the overall design
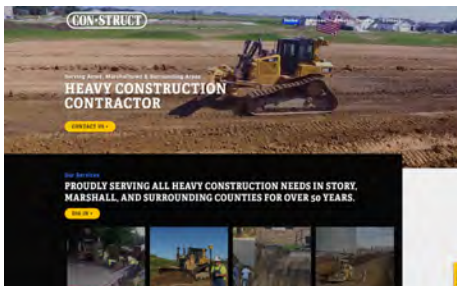
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Modern Design

MODERN.

MODERN WEBSITE DESIGN.

CALL TO ACTION

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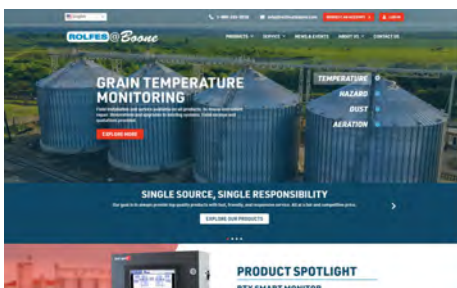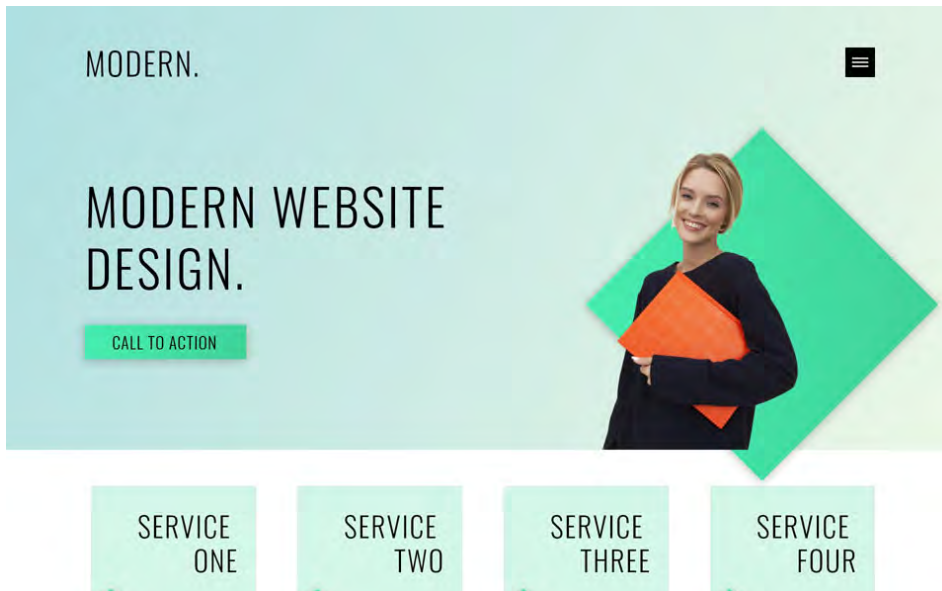### City of Nevada
Government
https://cityofnevadaiowa.org/

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Design & Architecture
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Become A Trend Setter & Industry Innovator

Modern website design style is a design aesthetic that is characterized by a sleek, minimalist, and high-tech feel. Contemporary website designs follow the same "Clean and Simple" aesthetic described earlier, but with a trendier approach. The modern website design style conveys a sense of sophistication, simplicity, and high-tech appeal that appeals to a target audience looking for a sleek and contemporary aesthetic.

Details

Color

- Dark background colors such as: black, dark gray, and dark blue

- Contrasting font & accent colors such as white, light gray, or bright colors to create a visually striking effect

Typography

- Bold & large typography that is easy to read against the dark background

- Sans-serif fonts are a common choice for their clean and modern look

Layout

- Minimalist and clean layouts

- Focus on negative "white" space and high contrast

- Use of geometric shapes and lines adds a sense of modernity and sophistication
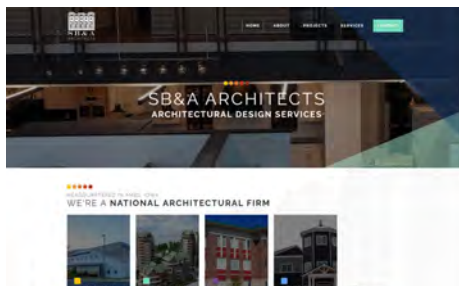
Imagery

- High-Contrast and moody imagery featuring shadows, silhouettes and dark backgrounds

- Image with a transparent background are also a commonly used, this is a unique method to make your images stand out against the dark background

Organic & Natural Design

Make Your Brand Clean & Fresh

The organic website design style is a design aesthetic that typically incorporates natural and environmentally friendly elements to create a fresh, clean, and calming feel. The organic website design style appeals to a target audience looking for a natural and pure aesthetic. It's a design style that promotes a healthy and calming lifestyle, making it a popular choice for brands in the wellness, health, and eco-friendly industries.

Details

Color

- Often features natural colors such as green, brown, beige, or blue that reflect nature and the environment
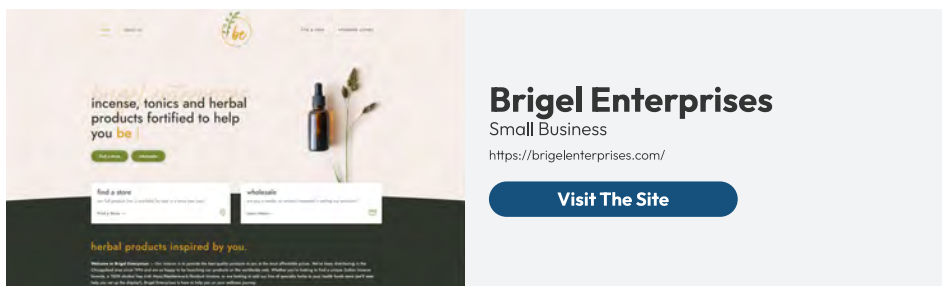
Typography

- Clean and simple typefaces
- Sans-serif fonts with rounded edges convey a sense of calmness and tranquility

Layout

- Simple and clean layout
- Focus on negative "white" space
- Use of natural textures, and organic shapes to create a sense of openness and tranquility

Imagery

- Light and crisp photos that match the brand
- Images that add a touch of freshness and authenticity to the overall design

3 Consulting
Organization
https://3consultingdsm.com/

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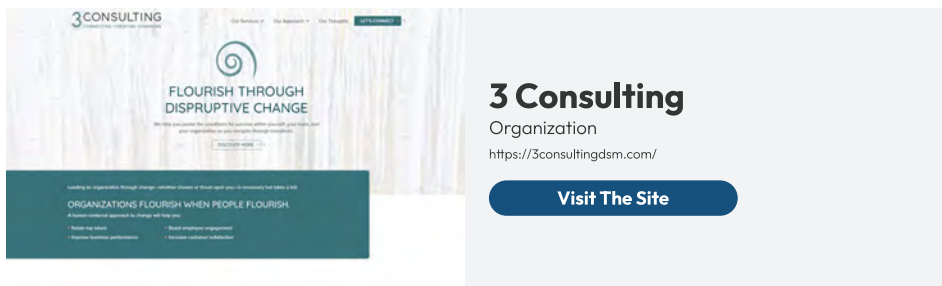
Professional / Corporate Design
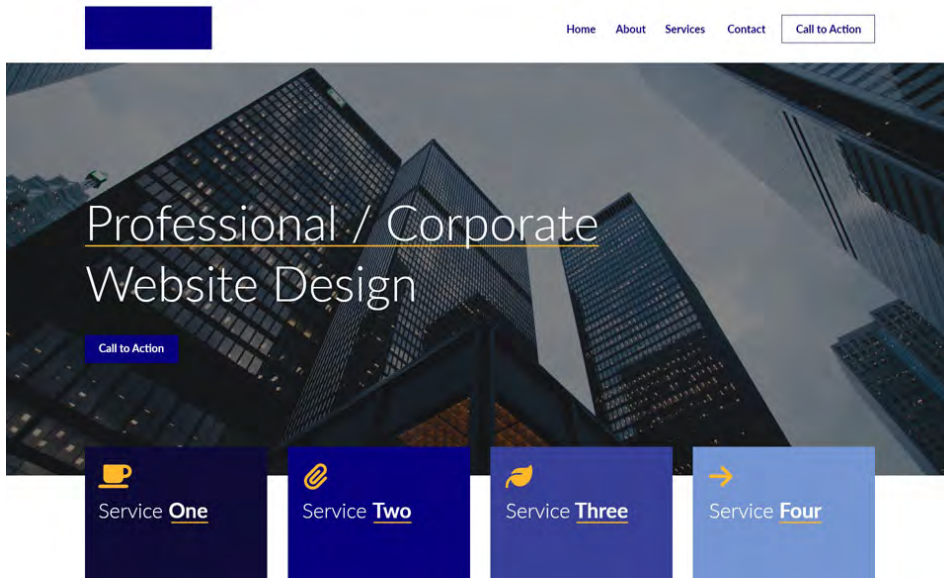
Become A Trusted & Reliable Partner

Professional, or corporate website design style is a design aesthetic that typically incorporates clean, modern, and minimalist elements to create a serious, credible, and professional feel. This design style appeals to a target audience looking for a serious and trustworthy aesthetic. This is a popular choice for almost any industry whose target audience includes professionals, such as, legal, finance, healthcare, education, corporations, and government organizations.

Details

Color

- Features neutral colors such as white, gray, or black

- Can also utilize muted colors such as blue or green to help convey a sense of professionalism and credibility

Typography

- Clean and simple typefaces

- Sans-serif fonts, which convey a sense of professionalism and clarity

Layout

- Simple and organized layout
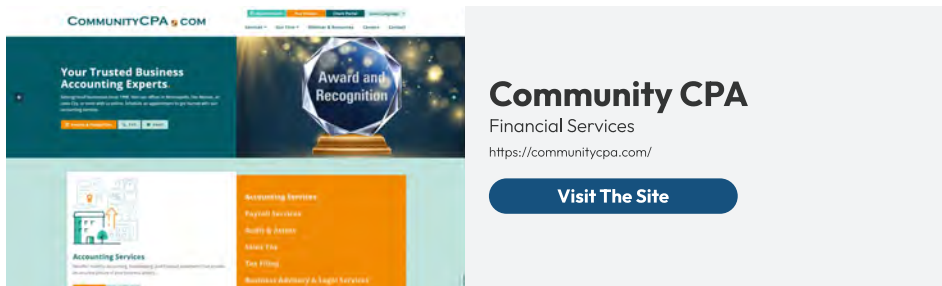
- Focuses on the use of space and structure to create a sense of clarity and order
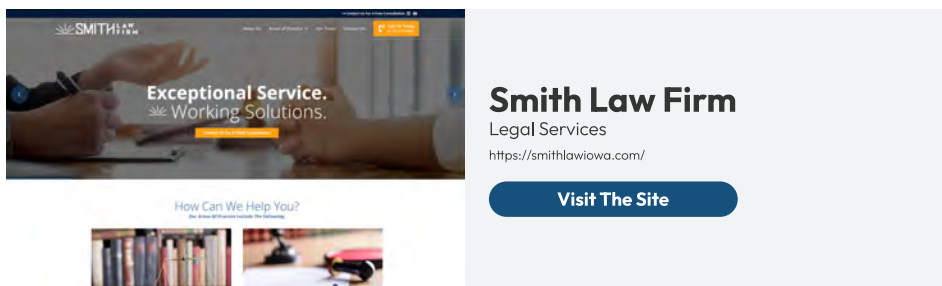
Imagery

- Typically includes professional images of business-related elements

- Images of offices, meetings, or people in professional attire

- Images that add a touch of seriousness and professionalism to the design
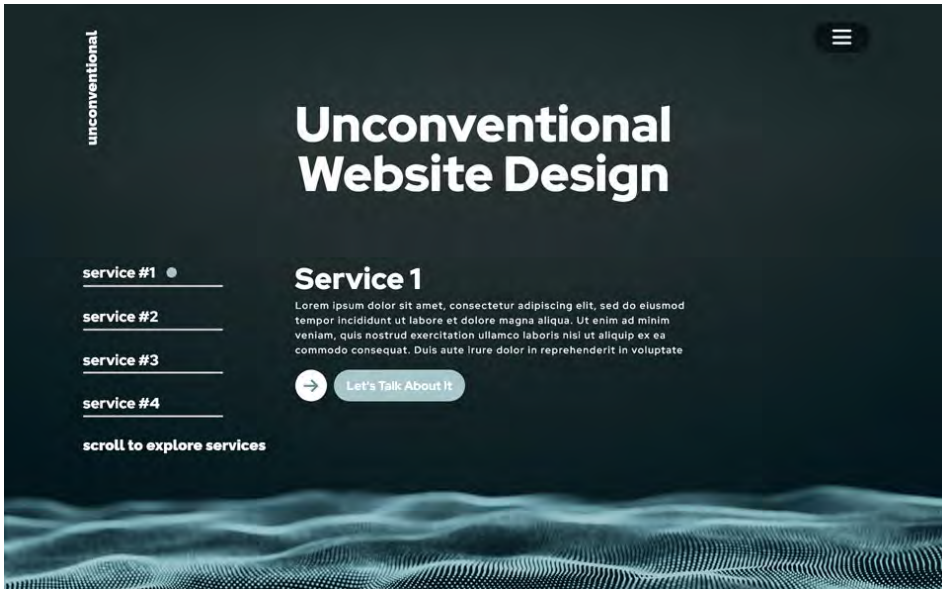
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Financial Services
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Smith Law Firm
Legal Services
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Unconventional Design

Gunderfriend
Personal / Agriculture
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Prairie Falcon Studio
Creative Portfolio
https://prairiefalconstudio.com/

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Stand Out From The Crowd

The unconventional website design style is a design aesthetic that is characterized by a non-traditional approach to web design. This design style conveys a sense of creativity, innovation, and experimentation that appeals to a target audience looking for a unique and unexpected aesthetic. It's a design style that emphasizes individuality, creativity, and innovation, making it a popular choice for brands in the art, creative, music, and technology industries.

Details

Color

- Often features bold and unexpected color combinations
- Contrasting and complementary color schemes
- Use of vibrant and unexpected color combinations creates a visually striking design

Typography

- Unique and experimental typography
- Fonts incorporate unusual shapes, sizes, and arrangements
- Use of custom typefaces, variable fonts, and interactive typography creates a visually interesting and engaging design

Layout

- Often incorporates an asymmetrical and irregular layout
- Unexpected design elements break away from traditional grid-based layouts
- Use of overlapping elements, unusual shapes, and unusual scrolling techniques creates a unique and unexpected design

Imagery

- Typically includes a mix of different types of imagery, such as photography, illustrations, and graphics
- Use of unexpected and abstract imagery, animated backgrounds, and interactive elements creates a visually engaging and unconventional design
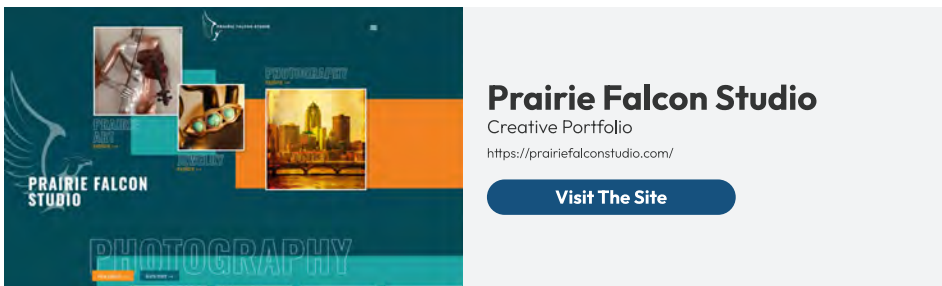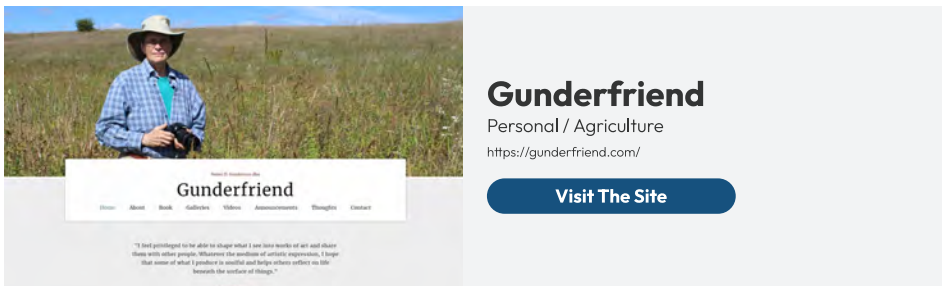
Functionality

- Prioritizes a unique and engaging user experience
- Features interactive animations, unusual navigation techniques, and unconventional content layouts

Vintage Design

Make Your Brand The Classic Choice

Vintage website design style is a design aesthetic that typically incorporates elements from the past to create a nostalgic, timeless, and charming feel. This design style appeals to a target audience looking for a timeless and classic aesthetic. Industries include, antique stores, coffee shops, restaurants, and home décor.

Details

Color

- Features muted or pastel colors such as beige, cream, or soft yellow
- Can also utilize dark and rich colors such as burgundy, navy, or forest green that evoke a sense of nostalgia

Typography

- Script or serif typefaces with a retro feel, which convey a sense of elegance and charm.

Layout

- Classic and elegant layout
- Focuses on the use of symmetry and balance to create a sense of harmony

Imagery

- May include imagery with a vintage effect or filter added to it
- Images that add a touch of nostalgia and charm to the design

Patterns

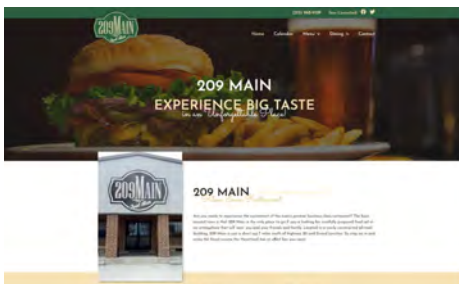- Can include patterns such as floral, paisley, or polka dots that adds a touch of whimsy and charm

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Restaurant
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Whimsical / Playful Design

Association of Iowa Fairs
Organization / Agriculture
https://iowafairs.com/

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Downtown Ames
Organization
https://amesdowntown.org/

Visit The Site

Create A Magical, Playful Experience

The whimsical website design style is a design aesthetic that is characterized by a playful, imaginative, and lighthearted feel. This design style appeals to a target audience looking for a lighthearted and creative aesthetic. It's a design style that emphasizes creativity, individuality, and imagination, making it a popular choice for brands in the entertainment, children's products, and creative industries.

Details

Color

- Utilizes a bright and colorful palette
- Pastel colors, bright shades, and playful hues
- Contrasting colors and vibrant hues creates a visually interesting and playful design.

Typography

- Handwritten or cursive fonts
- Features fun and playful typography with irregular shapes, sizes, and arrangements
- Fonts can also incorporate flourishes, swashes, and icons to create a playful and imaginative feel

Layout

- Incorporates an asymmetrical and playful layout with a mix of design elements that are not necessarily related
- Overlapping text, quirky icons, and playful shapes creates a visually interesting and unique design

Imagery

- Includes playful and imaginative imagery such as cartoons, illustrations, and quirky graphics
- Imaginative and whimsical characters, shapes, and patterns creates a visually engaging and playful design

Functionality

- Often prioritizes a user-friendly experience
- Features easy navigation, clear calls to action, and engaging visuals