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## First Steps for Business Sites

- What is the general concept of your site?
- Who is your audience? Are they conservative? Middle class? Upper class? What is their age?
- Are you selling a product? A service? Promoting a cause? Providing information?
- What is the key message you want to communicate? What is the mood you want to set?

Here are some possibilities:

- **TRADITIONAL:** Classic, conservative colors; smaller fonts; clean, dignified, conventional look.  
Impression: stability and dependability.
- **INNOVATIVE:** Unusual or striking color combinations; special graphic techniques.  
Impression: cutting-edge, modern, creative, trend-setting.
- **MINIMALIST:** Simplicity in design, color, form. Text over graphics; light colors, whitespace.  
Impression: Clean, confident, functional but elegant, less-is-more.
- **YOUTHFUL:** Evokes a child's view of life. Bright, crisp colors; fresh look, engaging layout and graphics.  
Impression: Playful, fun, high energy, whimsical.
- **AUTHORITY:** Solid, strong colors. Bold design without being trendy.  
Impression: power, strength, persuasive.
- **NOSTALGIC:** Muted colors, sepia-toned photos, a sense of history,  
Impression: Reassuring, connection to past, dependability, historical, charming.