

DESIGN VOCAB CHEATSHEET

From your friends at **weeknight**
website

DESCRIPTIVE WORDS

Modern/Clean

EDITORIAL

CLASSIC

Script

Retro

CHUNKY

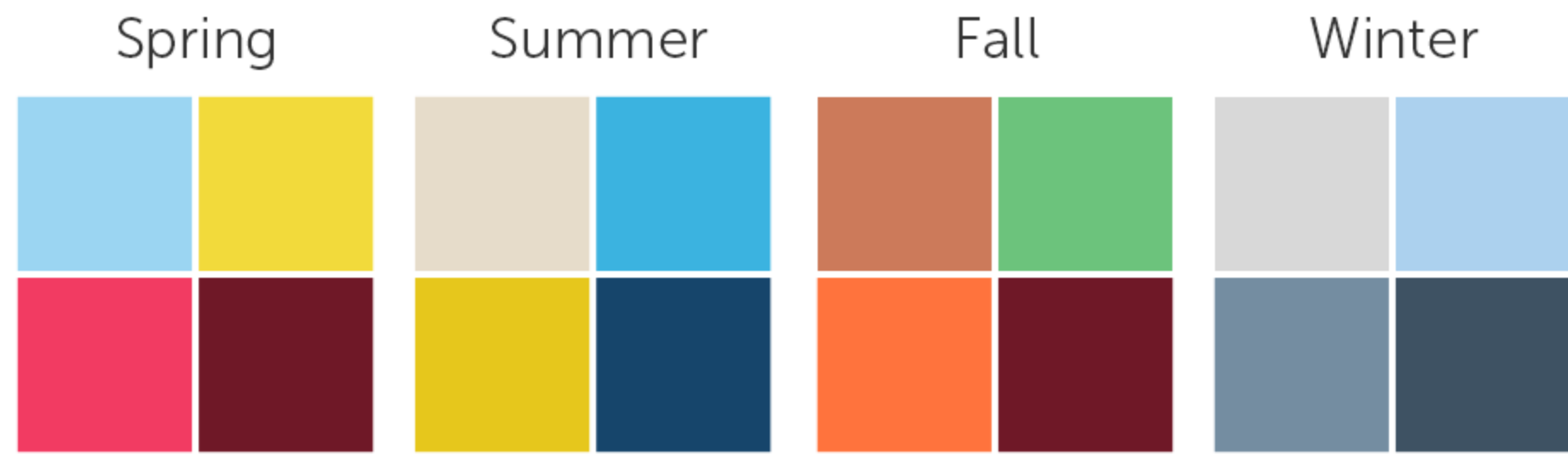
ILLUSTRATIVE

Bubbly

TEXTURED

DISTORTED

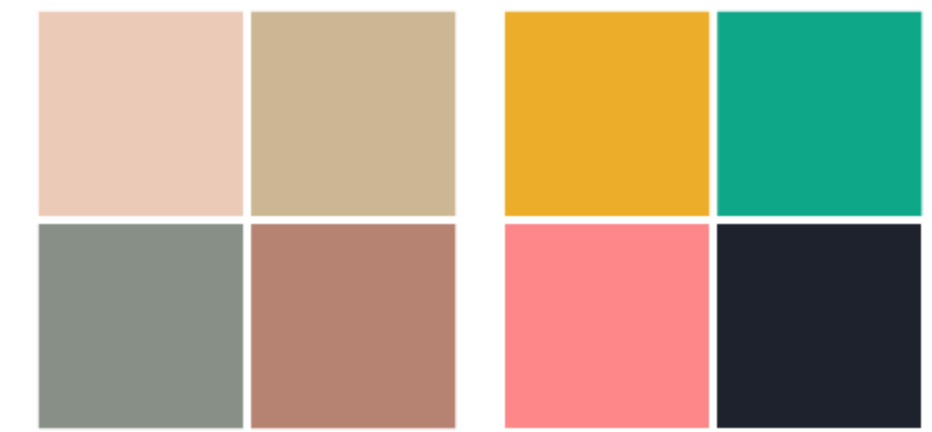
COLORS



Season



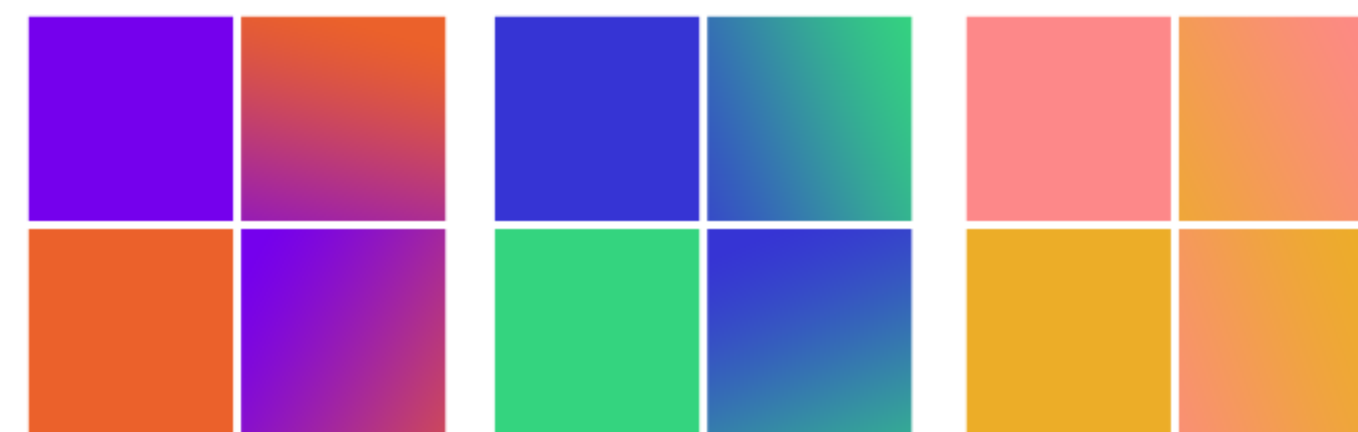
Warm vs Cool



Soft vs Bold



Monochromatic



Gradient

LINE WEIGHT



Simple



Intricate



No-Lines

Weight



Thin

Thick

Corners



Angled

Rounded

LOGOS

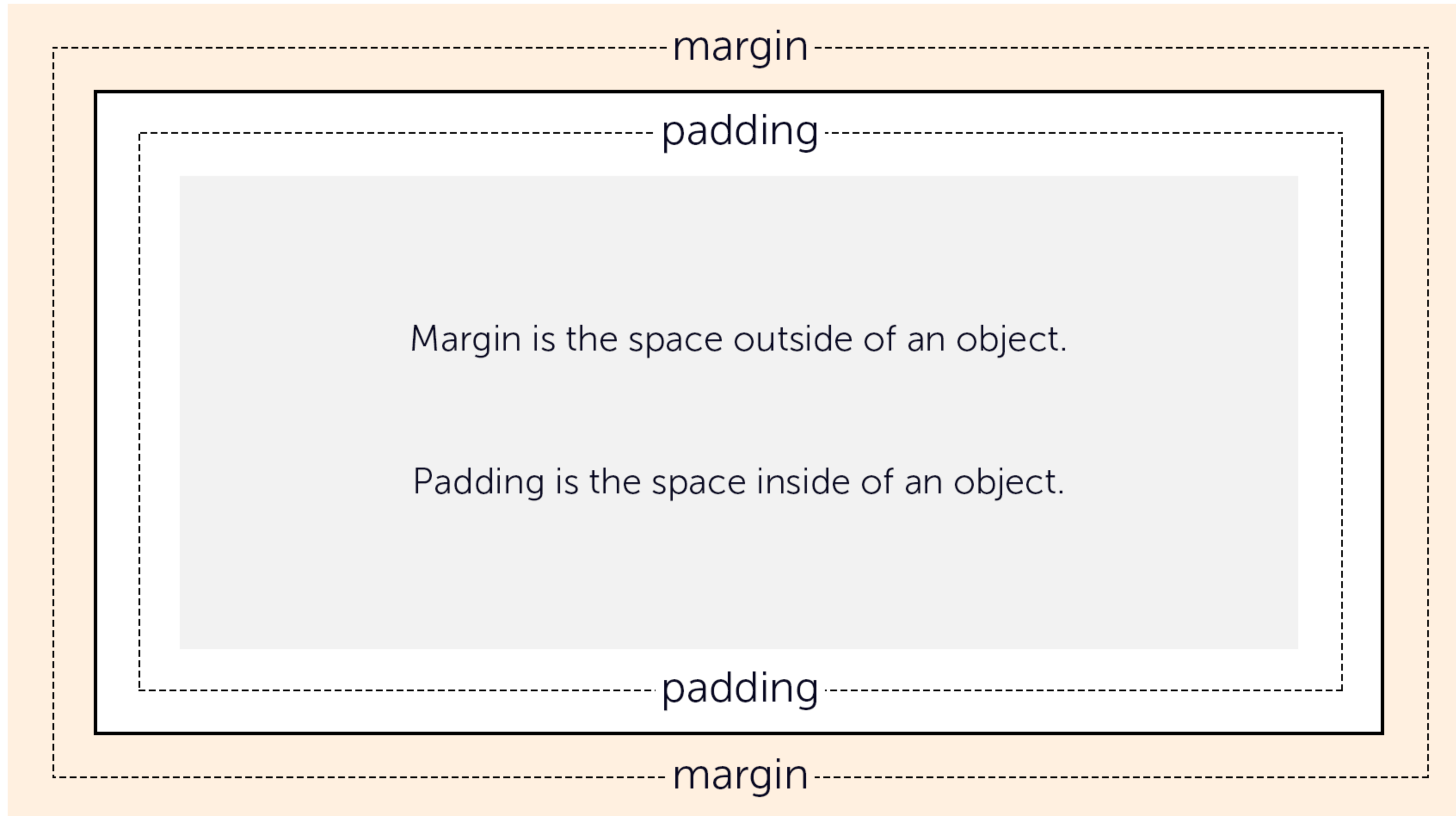


Type Based (Logotype)



Brandmark

SPACING



TYPE

SERIF

SANS
SERIF

Display

LETTER
SPACING

Also known as Kerning & Tracking

LINE HEIGHT
LINE HEIGHT
LINE HEIGHT
LINE HEIGHT

Also known as Leading