

Visual Vocabulary Reference

bright

clean

crisp

fresh

sleek

light

open

minimal

subtle

subdued

modern

intelligent

scholarly

editorial

neutral

objective

playful

whimsical

witty

quirky

fun

adventurous

glamorous

flashy

lively

festive

rich

vibrant

bold

strong

colorful

graphic

curvy

energetic

electric

fierce

earthy

organic

natural

breezy

calm

cool

mellow

peaceful

friendly

inviting

welcoming

cheerful

simple

warm

classy

elegant

mysterious

dark

artistic

nostalgic

old-fashioned

high contrast

photographic

typographic

boxed

rounded

sharp

consistent

organized

structured

uniform

cagey

cluttered

contained

rigid

complex

scattered

frenetic

conservative

uneven

fragile

drab

faded

flat

plain

cold

vague

gaudy

harsh

muddy

solemn

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