Website Visual Identity: Colours, Fonts and Logo, and How to Apply Them Consistently

Programming and design · https://www.hyyat.com/en/knowledgebase/website-visual-identity/

In shortA website visual identity is a **consistent system** of logo, colours, fonts, icons, button styles and imagery, applied the same way on every page. The goal is not beauty alone, but for visitors to recognise your company at a glance and trust that it is organised. Start with three things: **a primary colour, a readable font and a clear logo**, then fix them in a short guide.

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When you browse a large company's website, every page looks related: the same colours, the same buttons, the same way of presenting images. That is no accident. It is the result of a defined **visual identity** applied with discipline. The good news is that this discipline is not reserved for big companies. Any small or medium business can apply it to its website.

This guide breaks down the elements of a website's visual identity, how to choose them, and how to turn them into simple rules that everyone working on your site can follow.



Logo versus visual identity

The logo is part of the identity, not all of it. A logo is a mark of recognition. A visual identity is the whole system around it: how colours are used, which fonts, and how images, icons and buttons look. You can have a beautiful logo and still have a website with no identity if every section follows a different style.

1) Colours: a system, not a collection

Nothing breaks an identity faster than adding a new colour every time a section needs to stand out. Instead, give colours roles:

Role	Where it is used
Primary colour	Header, key headings and featured backgrounds. Usually taken from the logo.
Secondary colour	Supports the primary in sections and icons without competing with it.
Action colour	One colour reserved for "Order now" and "Contact us" buttons, so they always stand out.
Neutrals	Greys and white for text, backgrounds and dividers.

Role	Where it is used
Status colours	Green for success and red for errors in forms and alerts.

A rule designers often use to balance colours is **60-30-10**: the largest part of the page in a neutral, a smaller part in the primary colour, and the smallest part in the action colour. It is not a law, but it is a starting point that prevents chaos.

From the design desk: Test your button colour on a white background and on your primary colour. If it is not clear on one of them, you will need a different action colour or a different button style on that background.

2) Fonts: readability first

Typography carries much of a site's personality. Choose **a heading font** with character and **a body font** that is comfortable for long reading on mobile. Two fonts across the whole site is usually the maximum. If your site runs in Arabic and English, pick fonts that match in weight and feel across both languages.

- Test the font on a full paragraph on a phone screen, not on a single large word.
- Make sure the font includes the weights you need, such as regular and bold.
- Host the font locally on your site for better speed, as explained in Google Fonts in WordPress.

3) The logo and where it goes

A website needs several versions of the logo, not just one:

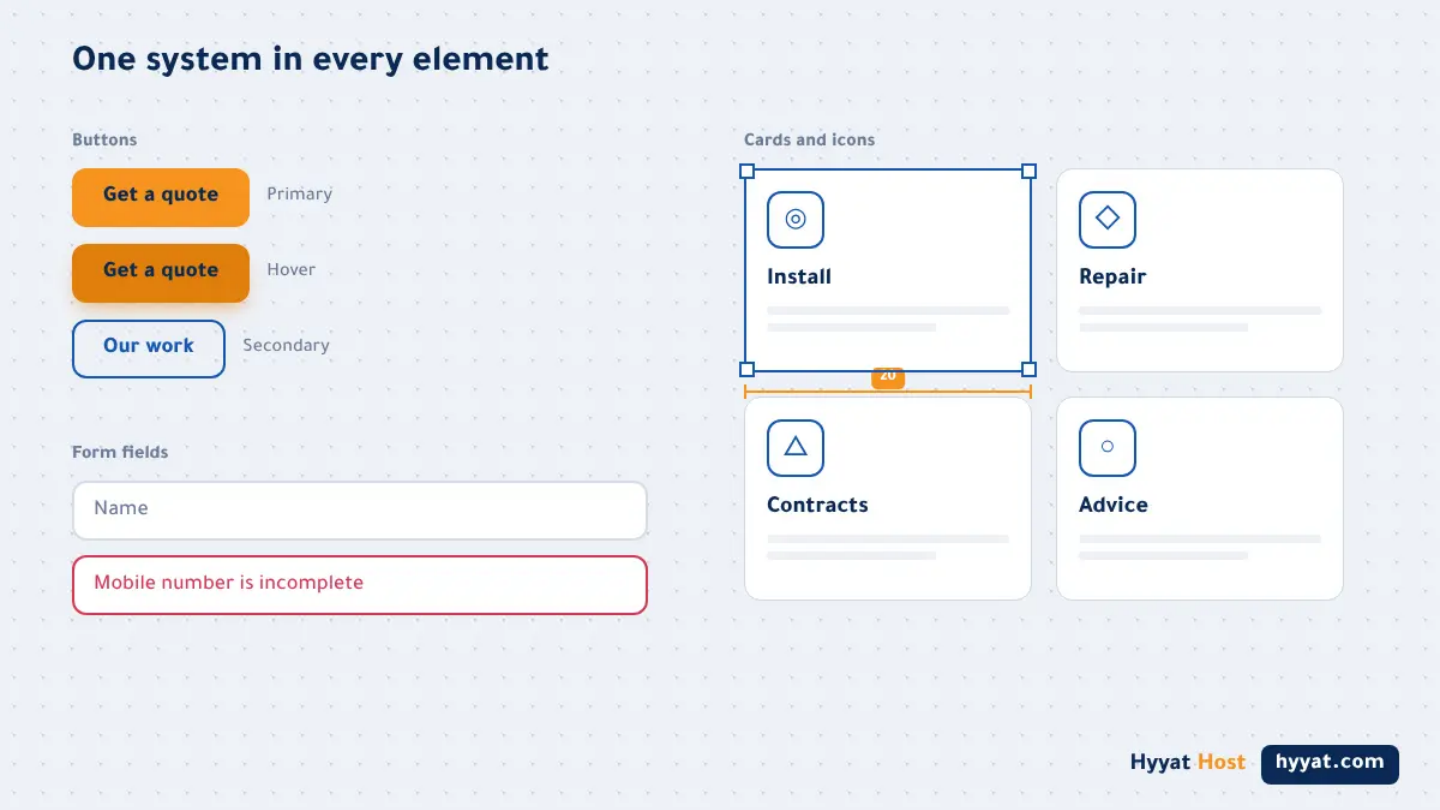
Full version For the desktop header, with symbol and name.
Compact version The symbol alone for mobile and tight spaces.
Light versionA white or light logo for dark backgrounds and the footer.
Browser iconA small square version shown in the browser tab.
To add a browser icon in WordPress, see adding a site icon (favicon). If you do not have a logo yet, order it before the website from our logo and banner design service, because the site colours and fonts are built on it.

4) Images and icons: one style

A warm photo next to a cold one, or a colourful icon next to a line icon, makes a page look assembled from different sources. Pick **one style**: line icons with the same stroke width, or all filled. Real photos with the same colour treatment, or illustrations in the same style.

5) Repeated elements: buttons, cards and forms

This is where identity shows in the details. Rounded or sharp button corners? Do cards have shadows? What do form fields look like? When these details are defined once and repeated, visitors feel the order without noticing why.



A short brand guide for your website

You do not need a fifty-page brand book. One page is enough for most companies, covering:

1. **Logo** approved versions, clear space around it, and what not to do, such as stretching it or changing its colour.
2. **Colours** the HEX code and role of each colour, as in the table above.

3. **Fonts** the heading and body fonts and the main sizes for each.
4. **Buttons** the primary and secondary button, and how they look on hover.
5. **Images** examples of what fits the identity and what does not.

The guide helps outside the website too: in social posts, presentations and email signatures. And when you add a new page a year from now, you only need to go back to it for the page to stay consistent.

Common identity mistakes on websites

- A stretched or squashed logo because it was uploaded at the wrong proportions.
- More than three different fonts on one page.
- The action colour used for decoration, so it no longer draws attention to buttons.
- Old pages left in the previous style after the identity was updated.

For mistakes that go beyond identity, see website design mistakes.

No identity yet? Start like this

Many small companies launch a website without a brand guide. That is fine, as long as the choices are not left to chance:

1. **Start from the logo** Take its main colour as the site's primary colour rather than inventing a new one.
2. **Choose the action colour carefully** A colour clearly different from the primary that also shows well on white.
3. **Pick one font in two weights** Regular for body text and bold for headings is enough for a tidy site.
4. **Fix the image style** Decide from the start: real photos or illustrations, warm or neutral lighting.

With these four decisions, your site has a clear identity foundation that can grow later without redesigning from scratch.

Summary

- Identity is a consistent system, not just a logo.
- Define colour roles, use two fonts at most, and prepare several logo versions.
- Write the rules on one page and apply them to every new page.

For every website we design, we build a complete visual system from your brand. See our website design service.

Frequently asked questions

What is a website visual identity?
A consistent system of logo, colours, fonts, icons, images and button styles, applied the same way on every page of the site.

Do I need a full identity before designing the website?
You need at least a clear logo and a primary colour. The rest of the system can be built during the website design.

How many fonts should a website use?
Two at most in most cases: one for headings and one for body text, or one font in different weights.

What is the 60-30-10 colour rule?
A way to balance colours: the largest part in a neutral, a smaller part in the primary colour and the smallest part in the action colour. It is a starting point, not a law.

Do you design the logo with the website?
Yes, through our logo and banner service, and it is best to have the logo ready before the visual design of the site begins.

Related guides

- Website Design Mistakes That Drive Customers Away: 12 Common Errors and How to Avoid Them
- The Company Website Design Process: From the First Meeting to Launch
- UI vs UX: User Interface and User Experience Explained With Company Website Examples

- Google Fonts in WordPress: Choosing a Readable Font, Adding It from the Font Library, and Hosting It Locally for Speed
- Adding a Site Icon (Favicon) in WordPress: The Right Size and Where It Lives in General Settings or the Customizer

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