interweb

Generated on 15/11/2026 00:17

KNOWLEDGE BASE · PUBLIC DOCUMENT

Colours, fonts and a logo for a small business website: simple rules that avoid a messy look

Website Content & Design

CODE	VERSION	COUNTRY · LANGUAGE
RLX-AO-KB-1776	v2026.10.15	Angola · English

Interweb Angola
RLX Angola, Lda. · Group RLX Holdings
Tax ID (NIF) 500 260 5724 · Commercial registration no. 26464-25/250724

https://www.meu.interweb.ao/knowledgebase/1776

Colours, fonts and a logo for a small business website: simple rules that avoid a messy look

Website Content & Design Created on **October 15, 2026** 2 min read



The short answer: a site that looks careful does not need a designer: it needs **few choices, repeated consistently**. Two main colours and one accent, two typefaces at most, plenty of white space and a simple logo that reads when small. What makes a site look amateur is the mixing, not the lack of money.

The rules

Part	Simple rule
Colours	One brand colour for headings and buttons, a light background (or a very dark one, but only one) and an accent colour only for the main button. More than that confuses.
Contrast	Text must read well against the background. Light grey on white fails. See **Six accessibility checks**.
Typefaces	One for headings and another for body text, or the same for both. Prefer those that read well on small screens. Body text at a comfortable size.
White space	Let it breathe: margins, space between blocks. A site full of everything tires.
Logo	Simple, readable when small and in black and white. Ask for it in a format that scales without losing quality (SVG) and a version with a transparent background.
Images	In the same style and light, if you can. Real ones, not catalogue ones. See **Photos for your website**.

How to apply it

1. **Choose the colours from the logo,** not the other way round. If the logo has a colour, that is the brand's.

2 **Use a theme or a template and change little:** the colours, the logo and the images. A well-chosen template already has the right proportions. See **WordPress block editor or Elementor**.

3 **Set the choices once** (in the theme settings) and do not repeat them by hand on each page, so they stay the same.

4 **Look at it on a phone** and with a friend who looks for ten seconds: first impressions are those of someone arriving.

Beware of fonts and images that are not yours.
You need a licence to use them on a site. “Free” text does not mean free for any use: check the licence. And a logo copied from elsewhere or drawn from a well-known one can be a trademark problem.

Fonts loaded from outside make the page slower and may have privacy implications; use few and measure: **Faster first paint**.

NEED A HAND?

Want an opinion on your site’s colours and look? Open a ticket with the address.

Open a support ticket →

SEE ALSO

- **What goes on your home page: five things a visitor looks for in the first ten seconds** →
- **Is your website accessible? Six checks anyone can do** →
- **Photos for your website: where to get them legally and what to credit** →
- **WordPress block editor or Elementor: which one to build your pages with** →

interweb

Interweb Angola

RLX Angola, Lda. · Group RLX Holdings

TAX ID (NIF)	500 260 5724
COMMERCIAL REGISTRATION NO.	26464-25/250724
REGISTERED OFFICE	Rua Direita do Patriota, Bairro Dangereux Belas, Luanda, Angola
CONTACT	info@interweb.ao · +244 942 011 191 · www.interweb.ao
OPENING HOURS	Monday to Friday - 08 AM to 04 PM Saturday & Sunday - Closed

RLX-AO-KB-1776 · v2026.10.15 · Generated on 15/11/2026 00:17

Online version of this document