

Similarity:

Interactable buttons/links are a similar shape, because they have a similar function of taking the user somewhere else.



Proximity and Continuation:

The headers are organized horizontally so they are in proximity to each other and are shown in a continuous straight line.



Symmetry:

The text and photos are centered on the website, creating symmetry in the design, making it pleasant to look at.



Affordances & signifiers:

The icons used for the contacts' mail and phone are signifiers that support the affordances of being for email addresses and phone numbers.

