

SO, YOU WANT TO BUILD A SLIDE? START WITH THESE BASIC STEPS.

Let's guide you through the basics of building a slide. [Visit the Brand Compass for more on our voice and visuals, plus downloads.](#)

01 Start with a template.

Visit the [Brand Compass \(brand.westmonroe.com\)](#) or [Templafy](#) to start your design. You can download templates, design elements, photos, and more.



Our primary colors, white and grounded blue, are the backbone of our templates.

02 State your big idea in the header.

Our brand voice is **clear and human**, so your headers should be, too! Stick to two lines and use Arial bold. Our **highlight graphic** is built into key messaging layouts to help you spotlight impactful words.



We *only* use our highlight yellow for the highlight graphic.

03 Map out your content.

Don't worry too much about design yet. **Start with what you want to say.** Use:

- **Subheads and bullet points:** Quickly convey key concepts.
- **Square callouts:** Pull out big ideas into call-out boxes.
- **Illustrations and tables:** Breakdown and visualize complex ideas.
- **Graphs:** Leverage the data visualization palette to convey hard numbers.



04 Differentiate your content with accents & support neutrals.



Emphasize primary subheads, key phrases in text, & illustrations.

Emphasize select primary subheads, stats, & illustrations.

Organize your content & graphics.

05 Sprinkle in design elements for a personal touch.

- **Photography:** Show our work in action with natural & abstract photos.
- **Icons:** Compliment your message in infographics or symbolize a concept.