

# 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](http://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.