BRAND IMPLEMENTION

WEB PAGE DESIGN

"Branding is deliberate differentiation"

Debbie Millman

Notes:

WEB PAGE DESIGN

Are Your Wireframes Ready For Design?

Here are some questions to help you determine if your web page wireframes are ready for design:

- [ ] **Does the layout support the goals of the page?**
- [ ] **Does the layout use negative space to create visual impact?**
- [ ] **Does the layout stimulate the audience through visual tension?**
- [ ] **Does the layout include focal points that highlight important content?**
- [ ] **Does the layout tell a compelling story?**
- [ ] **Is the layout creative?**
- [ ] **Is there important content and a call-to-action above the fold?**
- [ ] **Is the layout accessible and easy to navigate on all devices and browsers?**
- [ ] **Are there calls-to-action distributed throughout the layout?**
- [ ] **Does the wireframe state the problem the visitor wants to solve?**
- [ ] **Does the wireframe explain the benefits of your product or service?**
- [ ] **Does the wireframe describe who your product or service is for?**
- [ ] **Does the wireframe demonstrate why your product or service works?**
- [ ] **Does the wireframe show the results your customer should expect?**
- [ ] **Does the wireframe include testimonials, ratings, or social proof?**
- [ ] **Does the wireframe inform the consumer about what they will receive?**
- [ ] **Does the wireframe include a FAQ section?**

How to Add Brand Identity to Wireframes

1 Add Logo and Tagline

Depending on the website layout, this may be in the upper left of the page, or perhaps centered at the top of the page if the design is absent of navigation.

Be sure the logo is large enough that all elements are visible, recognizable, and legible.

2 Add Brand Colors

You should have already defined 1 primary color, 2-3 accent colors, and 3-5 supporting colors.

The primary and accent colors should be used to highlight the most important elements on the page. For example, valuable information, buttons, and calls-to-action.

The supporting colors should then be used for backgrounds, borders, text blocks, content separators, heading, subtitles, and button hover states.

3 Add Brand Typography

Begin by applying the most impactful fonts to the page headings. Work your way down the page, and apply the subheading fonts, and then finally the basic paragraph fonts to the text blocks, lists, or bullet points.

Take advantage of the different font weights that may be available for each typeface. This will help create focus, draw attention, as well as express the brand's personality.

4 Add Brand Graphics, Icons, Photos, and Imagery

The content placement, and dimensions for these elements should have already been defined with placeholders in the wireframes.

So all you need to do now is swap out each placeholder with the actual photo, icon, or graphic.

Notes:

5 Review and Make Changes

Once the page has been fully designed, review everything you have done and make any necessary changes.

You may find that call-to-action buttons are too close to each other. Or perhaps some of the color placements are not as visually appealing as they could be. Pay close attention to the font sizes and verify that all text elements are legible.

Take a broad overview of the entire page, and ask the following questions:

- [ ] **Does the page feel cohesive?**
- [ ] **Are your eyes drawn to the most important content on the page?**
- [ ] **Does the page support your brand's style?**
- [ ] **Does the page reflect your brand's personality?**
- [ ] **Is the page visually appealing?**
- [ ] **Does the page tell a story, and lead the visitor through a journey?**
- [ ] **Does the design support the content and goals of the page?**
- [ ] **Is there a clear, obvious, and easily accessible call-to-action?**
- [ ] **Is this page GREAT design?**
- [ ] **Do you LOVE this page?**

How to Create Focus and Direct Through Design

TIP 1: Use Movement

Movement on a web page can be everything from videos, to animations, to slideshows, to scrolling effects, to how content enters the page, to how buttons react on hover, or how the navigation menu responds to interaction.

Movement not only enhances the user experience, but it is also highly effective in generating a response.

TIP 2: Use Directional Imagery

Use faces to increase the human and emotional connection the viewer will experience when visiting a web page. When people can associate other humans to a brand, they are more likely to approve of it, and perceive it as trustworthy.

Studies have shown that people follow the gaze of the people in the photos. So always be sure that when using photos of people, that they are either looking towards, or pointing at the content you want them to pay attention to.

Always use high quality photos that convey emotion. For example, photos of your employees, your products, or happy customers.

Notes:

TIP 3: Use Contrasting Elements

Contrast can be accomplished through color, size, space, shape, or a combination of several of these options.

By creating unbalance in design, you are able to direct and guide the user through your web page, without them even being aware of what you are doing.

TIP 4: Use White Space

Great designers know when and how to use white, or negative space to increase the overall impact of a design.

It may seem odd to leave an area empty, and not fill it with something useful. However, it's this empty space that creates a break in the design, so the human eye, and brain, can take a moment to evaluate all the content, and then direct attention to what appears to be important.

TIP 5: Use Impactful Color

This is why you chose 1-2 attention colors when designing your brand's visual identity. It's these impactful, visual stimulating, and attention grabbing colors that will direct the audience to the most important elements on the web page.

Typically, attention colors are used for call-to-action buttons, main headings, or to highlight extremely valuable content.

TIP 6: Establish Hierarchy with Size

The size of content elements on a page will also establish importance and direct focus.

Big and bold headings can be used to emphasize a brand purpose, values, and message. Using larger text for headings and subheadings makes it easy for visitors to scan the long sections of copy, and follow the structure of the page.

Elements like the logo, site title, and calls to action should be where the users' eyes go to first. So make sure they are large enough to draw their attention.

Structure the navigation so the most important, and highest converting pages appear larger in the primary menu, above the lower priority, less converting pages.

Notes:

Big Ideas:

Notes:

Let's Optimize and Accelerate Your Brand Growth Together!

To take your brand to the next level, I invite you to book a Brand Growth Strategy Call with me.

What to Expect:

Comprehensive Brand Evaluation:
I'll assess your current brand and business strategy.

Tailored Solutions:
Discover how a Brand Audit can benefit, optimize, and accelerate your business growth.

Expert Guidance:
Receive personalized advice and actionable steps to enhance your brand's performance.

Text Me:
830-250-5370

Email Me:
chris@BrandsByChris.com

CHRIS MCCARTHY
BRAND GROWTH ADVISOR

BrandsByChris.com