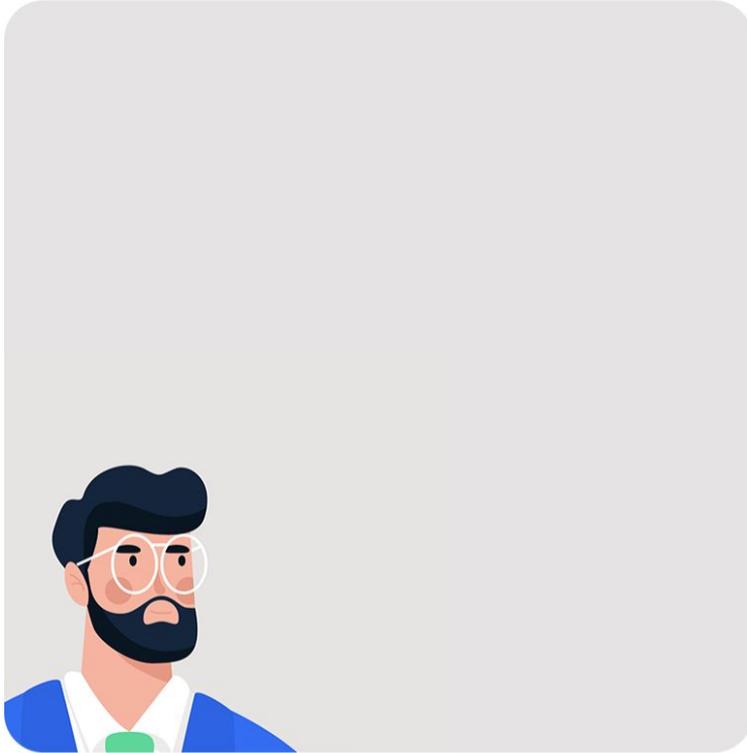heue digital™

A guide to simple, clean and minimalist design

In a world full of fuzz, it's refreshing to see design that gets messages across clearly and quickly. That's the driving force behind our design approach.

HAVE A PURPOSE

Trust us, less is more.

Less is always more. For the attention-seeking, (which, lets face it, we all are) creating a simple and clean design for your website/app is the best way to go.

Each section of your website or app — down to an image, a title and even a caption — should have a clear, defined purpose. Establishing purpose, through a simple and clean website design, drives engagement and keep visitors coming back for more. If you're looking to propel your business forward, a minimal and clean design is the way to go.

Make sure that your app/website design fits with your brand. A relevant design, that is cohesive with your brand, can increase your chances of selling your product or service to your target audience.
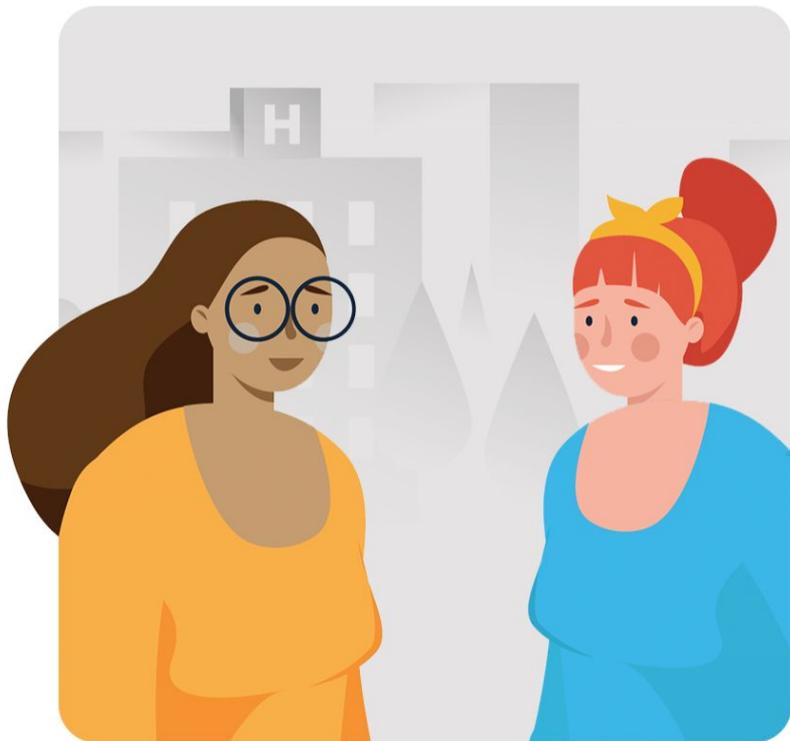
02 UNDERSTANDABLE

Everyone wants to be understood - even your business.

In order to be successful, you must have a website/app that is understood by your target audience. No one enjoys being immersed in clutter, that is irrelevant to their main goal. Make sure that your site focuses on your primary goal: the product or service that you're trying to showcase. For example, if your primary goal is to sell coffee products, you may not want to distract your visitors with information that doesn't directly contribute to the sales pitch.

Make it clean, simple and easy to browse. Bring your audience's attention to important portions of your site, ensuring they can understand what you are trying to say. If you follow this, you're more likely to engage potential customers who spend more time browsing through your website.

This sounds like an easy goal. But take the right steps to accomplish it. Start by making goals for yourself. Then, make sure everything on your site contributes to that goal in one way or another. Finally, only use designers that have worked with minimalistic style, allowing your content to breathe, and create a fresh feel.
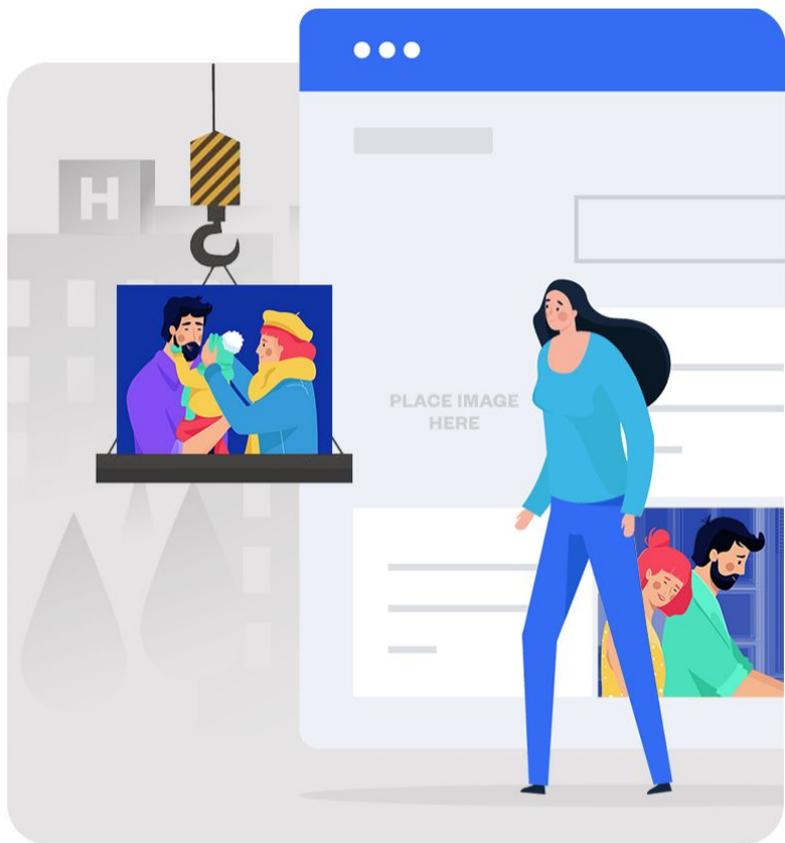
03   IMAGERY

Image is everything.

Think about when you're browsing the internet. You click on a website, only to discover pixelated low-quality images. You get a bad vibe and click away, due to the lack of high-quality imagery, and don't think of using that person's services. It is the same for your website. A website that lacks quality imagery feels illegitimate.

Using great images makes you appear credible and reinforces that you're a reputable business. It also demonstrates that you truly care about your presence and you put in time and effort into how you're perceived.

If you aren't a photographer, or most of your existing images aren't that great, try using **Unsplash** or **Pexel**. These are websites that offer high-quality, royalty-free stock photos that do not look like cliche stock photos. And always consider what images go best with your branding.

Yes, picking the right font says a lot.

One of the most overlooked segments of websites is the typography. It is essential to use typefaces that not only suit your brand, but are readable, and noticeable.

Font choice can affect how a potential customer may position your brand. Serif fonts position you as an antique or editorial, whilst sans-serifs are more modern. Thin fonts may give you a more high-end look, whilst regular or bold fonts may appeal more to mass market brands.

Make sure you consider using a font that fits your target audience, what you want to say and what you are offering. Try using **Google Fonts**. It has a large variety to choose from which you can easily implement into your website.

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