

# Let's Build a Site Together

## Part 2



**HARTFORD WORDPRESS MEETUP**

**June 14<sup>th</sup>, 2021**



# Agenda



- Speaker Introductions
- Recap of Part 1 & Design Assets Review (15 mins) – Ray
- Configuring Global Settings in Kadence (15 mins) – Peter
- Q&A (10 mins)
- Building the Header (15 mins) – Ray
- Building the Home Page – Hero Section (15 mins) – Peter
- Q&A (10 mins)
- What's Coming Up Next In Part 3



About Me:

25+ years in IT

Developer/Architect

Pratt & Whitney, Aetna,  
UnitedHealthGroup

4+ years using WordPress

Self-employed

Lives in Newington

Married, no kids -  
1 crazy cat

Geek



## Ray Michno

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[linkedin.com/in/ray-michno](https://www.linkedin.com/in/ray-michno)

**Co-Organizer, Hartford WordPress**



## About Me:

35 years in technology-based sales, marketing, and creative.

Build & maintain WP sites.

Data-driven sites since 1996, used ColdFusion before WordPress.

The Hartford Courant  
Mason Advertising Agency  
Kuehne + Nagel Logistics  
Henkel / Loctite

A proud autodidact.  
Introvert by nature, ambivert by practice.

Live in South Windsor  
Married with two adult children



**Peter Ingersoll**  
**[peter@ingersollinteractive.com](mailto:peter@ingersollinteractive.com)**

**Ingersoll Interactive**  
**Co-Organizer, Hartford WordPress**

# Part 1 Recap



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# The Big Picture



- Build a moderately complex website from scratch
- Only use (free) plugins when needed
- Each Meetup will build on prior ones
- Show best-practices vs. quick-and-dirty solutions
- Participate hands-on as much as possible!
- No hosting required to participate – build locally

# Our Project



- Fictional Non-profit
  - WP Animal Rescue
- Goals of website:
  - Education, Donations, Facilitate Pet Adoptions, Recruit Volunteers
- Even though our project will be very specific, the tools, techniques and guidelines can be applied to any type of website

# Our Inspiration



[Who We Are](#)

[What We Do](#)

[Our Impact](#)

[Take Action](#)

[Contact](#)

[DONATE](#)

## Your Support Makes a Difference

Helping young people grow into healthy, educated  
and productive adults.

[LEARN MORE](#)



<https://www.duda.co/preview?site=/site/dm-theme-1007730-en-431?preview=true&themeld=1007730&manifestId=-1>



# Getting Started – Design Assets Review



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# Design Assets



- **Fonts:**
  - Headlines: **Montserrat**
  - Body: **Open Sans**

Roboto		⊕
Open Sans		⊕
Montserrat	Regular ▾	↑↓
Open Sans	Regular ▾	

The spectacle before us was indeed sublime.

Apparently we had reached a great height in the atmosphere, for the sky was a dead black, and the stars had ceased to twinkle. By the same illusion which lifts the horizon of the sea to the level of the spectator on a hillside, the sable cloud beneath was dished out, and the car seemed to float in the middle of an immense dark sphere, whose upper half was strewn with silver. Looking down into the dark gulf below, I could see a ruddy light streaming through a rift in the clouds.

<https://fonts.google.com/specimen/Montserrat>

# Design Assets



- Colors:

Red Logo

**#EB1212**



# Design Assets



- **Complementary Colors**

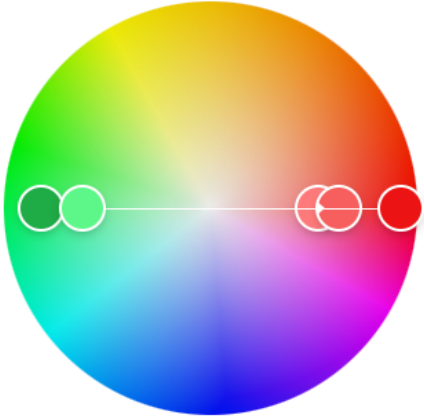
- Colors directly across from each other on a color wheel
- Exact opposites
- Work best when one is main color and other is an accent

# Design Assets



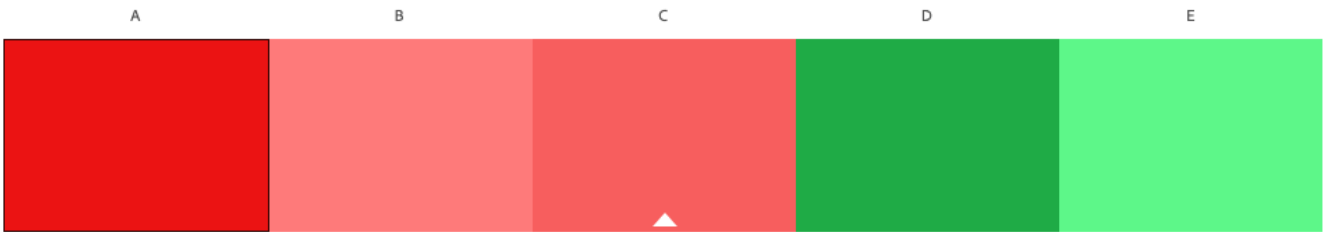
Apply Color Harmony ?  
Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom



Reds  
#EB1212  
#FF7A7A  
#F75E5E

Greens  
#1FAB46  
#5EF789



	#EB1212	#FF7A7A	#F75E5E	#1FAB46	#5EF789
R	235	255	247	31	94
G	18	122	94	171	247
B	18	122	94	70	137
☀	92	100	97	67	97

Color Mode  
RGB

# Design Assets



- **Images**

- **Logo & Favicon**



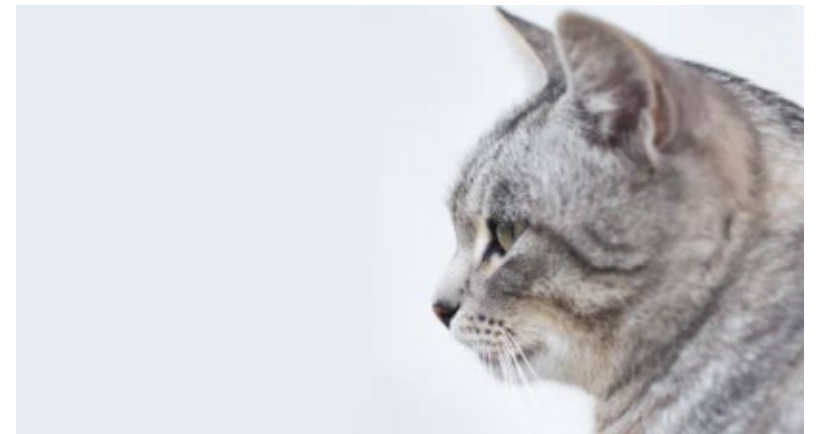
*WP  
Animal  
Shelter*



- **Hero Section**

- [Dog](#)

- [Cat](#)



# Design Assets



- **Hero Section – Headings and Subheadings**

**“Help a Pet in Need”**

**“We’re ready for a forever home!”**

**“You can save a life!”**

**“Your best friend is waiting!”**

# Configuring Global Settings in Kadence



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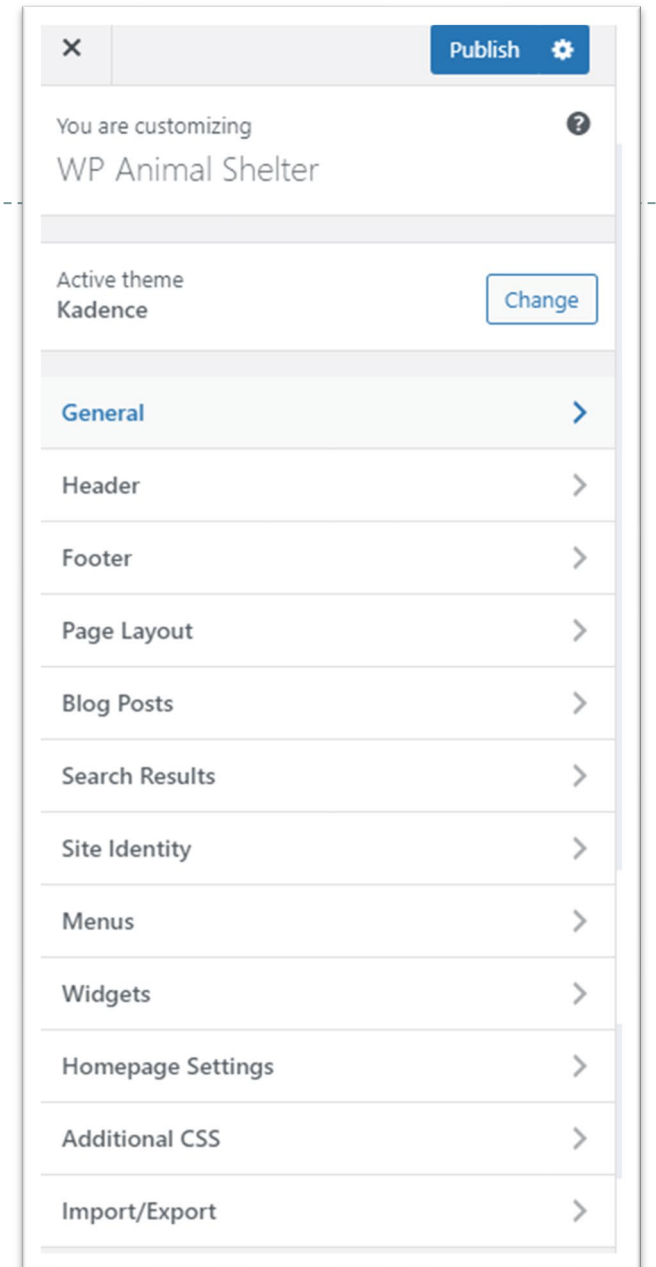




# Kadence Settings / Customizer



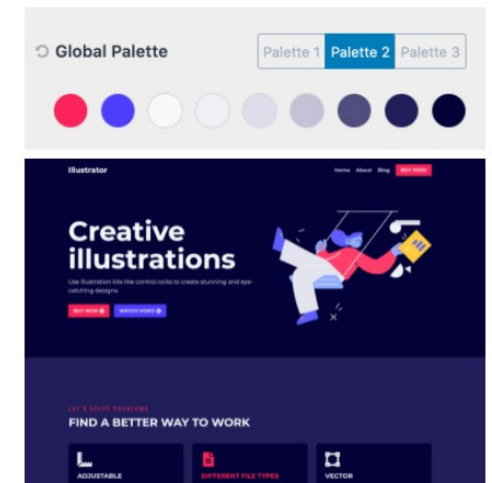
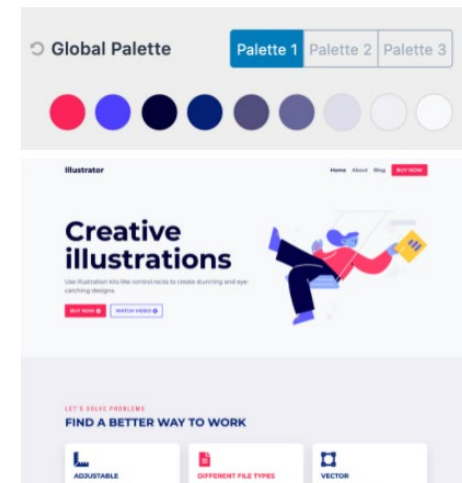
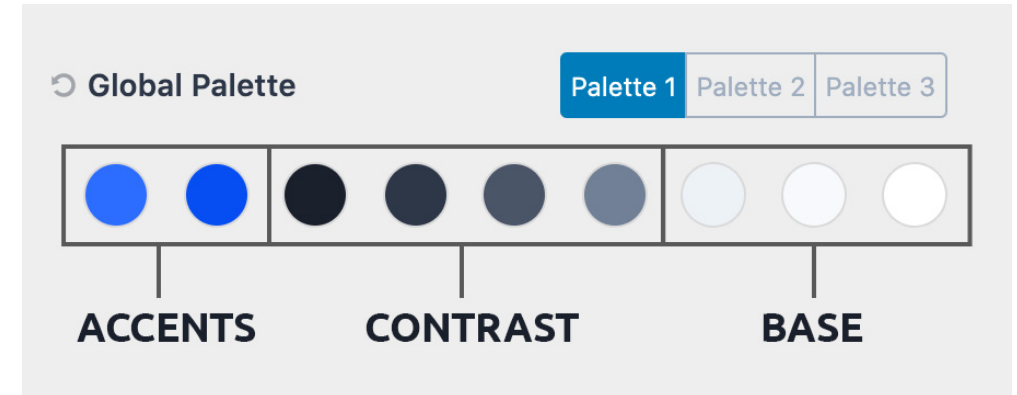
- General
  - Layout, Colors, Buttons
- Page Layout
  - General: Content Max Width, Spacing
- Site Identity
- Homepage Settings



# Kadence Settings / Colors



- Global Palettes (3)
  - Accents: Buttons, attention elements
  - Contrast: Text colors, borders
  - Base: Background colors
- Colors can be custom
  - Granular settings
  - Within blocks



# Configuring Global Settings in Kadence



**Demo Time!**

# Building the Header



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# Building the Header



**Demo Time!**

# Building the Home Page



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# Building the Home Page



**Demo Time!**

# What's Coming Up Next



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# What's Next in Part 3



- Finish Home Page
- Build Footer
- Build Contact Page