

HOLY ANGEL UNIVERSITY

6AWEB Final Requirement 2: Design Stage

PARA_DEVS

WD-302



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PARA - Style Guide / Brand Kit

1. Color Palette

Primary Colors:

- Purple (#9B75A6) - Used for headings, buttons, and key UI elements.
- Cream (#FCF8EF) - Used for backgrounds to maintain a soft, clean look.
- Dark Gray (#1E1E1E) - Used for text to ensure readability.

Secondary Colors:

- Light Purple (#BFA6C7) - Used for form backgrounds and subtle UI elements.
- Soft White (#FFFDF6) - Used for input fields and form areas.
- Accent Gray (#D3D3D3) - Used for secondary text or inactive states.

2. Typography

Primary Font:

- Inter (**Sans-serif**) - Modern, clean, and easy to read.

Font Weights & Styles:

- Headings: Bold (700)
- Subheadings: Semi-Bold (600)
- Body Text: Regular (400)
- Buttons & Links: Medium (500)

3. Responsive Design

Mobile Adjustments:

- Navigation: Uses a hamburger menu.
- Form Layout: Full-width stacked inputs.
- CTA & Headings: Reduced text size for readability.

Desktop Adjustments:

- Navigation: Full horizontal menu.
- Hero Section: Includes visual elements (animal images & paw prints).
- Form Layout: Wide, centrally aligned input fields.

PARA Homepage Overview

This page provides an overview of the overall website, giving users an introduction to our advocacy, and prompt them to check out our other pages via the call-to-action buttons distributed throughout the page.

Desktop/Mobile Viewport

Hero Section

- A bold, eye-catching banner with a message: *"ADOPT, DON'T SHOP"*, paired with a call-to-action button (CTA) prompting users to adopt.
- Background includes pet imagery to reinforce the theme of animal advocacy.

About Section ("Who We Are")

- This section introduces the organization's mission, supported by an engaging image of shelter animals to create emotional appeal.
- Includes a secondary CTA ("Learn More") for users to explore further.

Shelters Around Pampanga

- Displays logos of local animal shelters in an organized layout, ensuring clarity.
- Each logo is enclosed within a rounded border, enhancing aesthetic consistency.
- Includes a "See More" CTA, encouraging users to explore additional shelters.

Call to Action ("Be the Change")

- Reinforces the advocacy message with a motivational statement.
- Features a contact button, allowing users to reach out for adoption or support inquiries.

Footer Navigation

- Contains minimalistic links to essential pages: *Home, About, Shelter, Contact*.
- Designed with clear typography and a soft, user-friendly color scheme that aligns with the brand.

Landing page - desktop

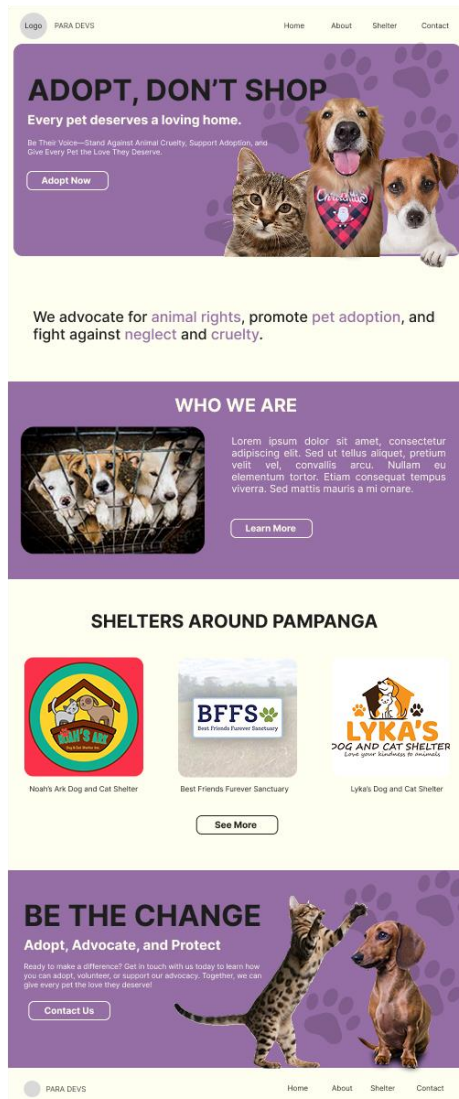


Figure 1. PARA Homepage
Desktop Viewport

Home page mobile

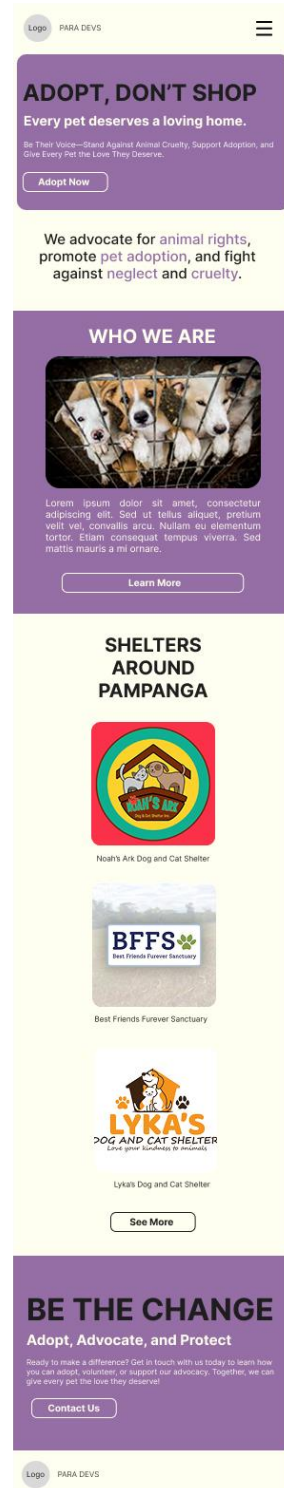


Figure 1.1. PARA Homepage
Mobile Viewport

PARA About Page Overview

This page gives users additional context in regard to our chosen advocacy. Our values, and the members of the team are also introduced here.

Desktop/Mobile Viewport

Hero Section ("About Us")

- A prominent banner featuring the section title with a concise description of the organization's mission and goals.
- Uses a purple background for contrast and brand consistency.

Our Values Section

- Displays three core values (Community, Compassion, Accountability) using simple, minimalistic icons that enhance readability.
- The circular icons create a balanced and structured layout.

Our Advocacy Section

- A visually engaging section with a real-world image of shelter animals, reinforcing the organization's mission.
- Text provides an overview of advocacy efforts, encouraging users to engage with the cause.

Meet Our Team Section

- Introduces the team members with profile images, names, and roles.
- The grid layout keeps it organized and easy to scan.
- Subtle purple background on profile cards enhances readability and visual appeal.

Call to Action ("Be the Change")

- Concludes with a motivational message encouraging user participation in adoption or advocacy.
- Includes a "Contact Us" CTA button, making it easy for users to take action.

Footer Navigation

- Consistent with the rest of the site, containing essential links (*Home, About, Shelter, Contact*).
- Uses clear typography and a soft color scheme for accessibility.

HOLY ANGEL UNIVERSITY

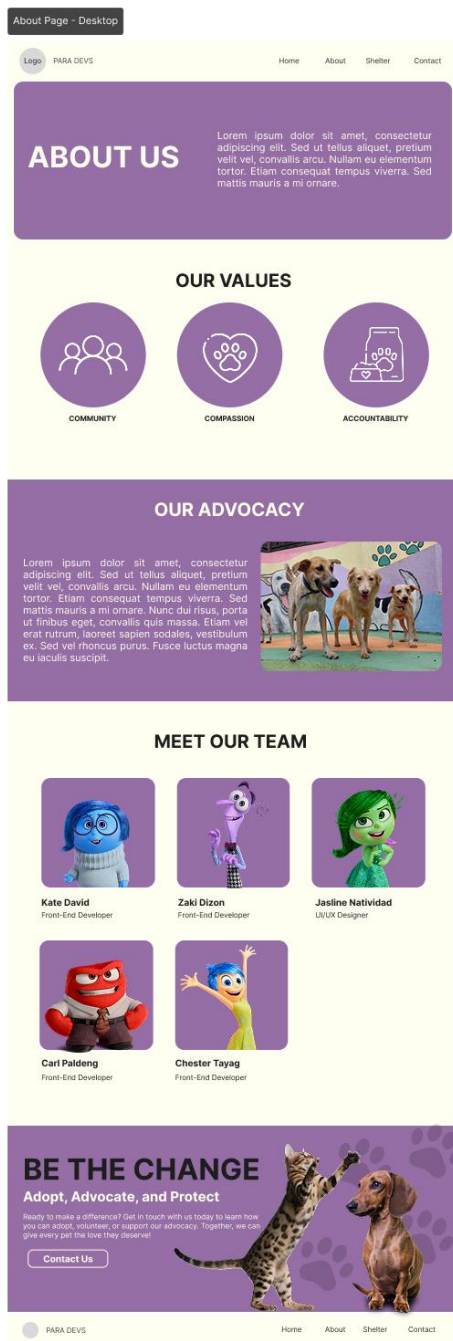


Figure 2. PARA About Page
Desktop Viewport



Figure 2.1. PARA About Page
Mobile Viewport

PARA Shelters Page Overview

This page showcases the various animal shelters located in Pampanga. Interested soon-to-be pet owners may choose among the list of animal shelters that is the most convenient for them and adopt a pet there.

Desktop/Mobile Viewport

Hero Section:

- A full-width banner image featuring rescued animals to create an emotional connection with visitors.
- Below the banner, a highlighted message in a purple background encourages adoption and shelter exploration.

Our Local Shelters Section:

- A two-column layout:
Left Column: Shelter logo/image.
Right Column: Shelter name, location, description, and a "Learn More" button for additional details.
Alternating background colors and columns provide a visually engaging contrast between different shelter listings.

Call to Action (CTA) – "Be the Change":

- Features a bold headline emphasizing advocacy for pet adoption.
- A "Contact Us" button for users interested in adoption or volunteering.
- A decorative pet-themed background enhances the page's aesthetic appeal.

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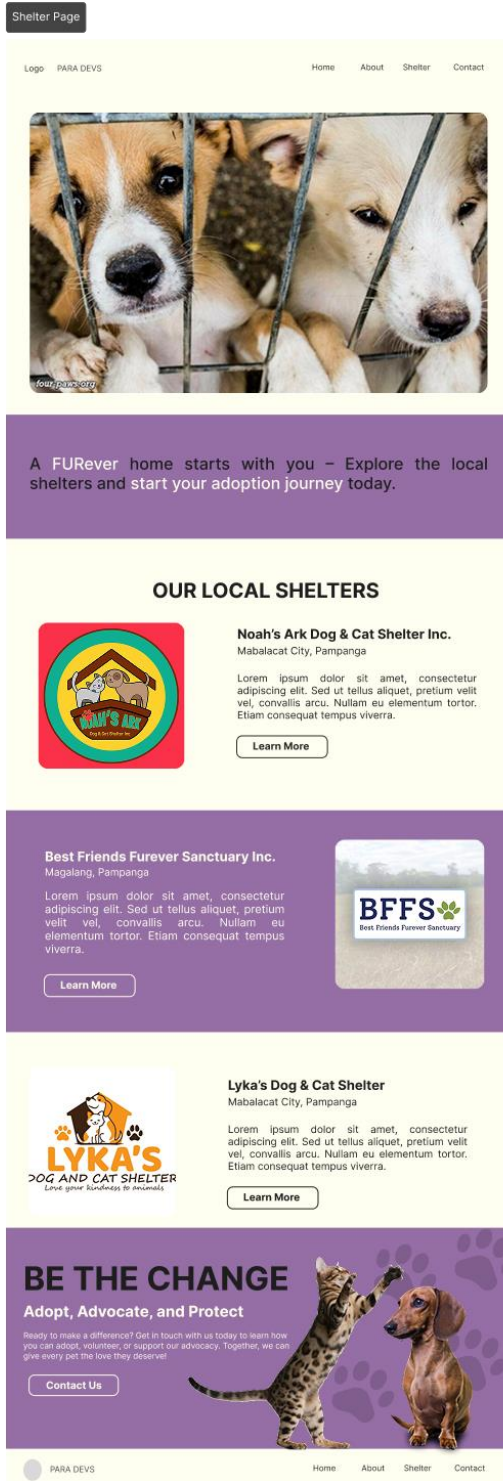


Figure 3. PARA Shelters Page
Desktop Viewport



Figure 3.1 PARA Shelters Page
Mobile Viewport

PARA Contact Page Overview

This page allows users to get in touch with the team through the contact form provided herein. The call-to-action button located at the end of every other page redirect users to this page.

Desktop/Mobile Viewport

Header Section

- The PARA logo positioned to the left.
- Navigation Menu with direct links to key pages (Home, About, Shelter, Contact).

Hero Section

- Same CTA ("GIVING ANIMALS A BETTER TOMORROW"), but with an enhanced background featuring animal images for emotional engagement.
- The background also includes subtle paw print graphics for added thematic consistency.

Contact Form Section

- Expanded form layout with larger input fields for ease of use.
- Same fields as mobile, but wider for desktop compatibility.
- The form remains centered for balanced composition.
- The Submit button follows a uniform style but with a hover effect for better interactivity.


Footer Section

- Branding and menu links duplicated for quick access.

Contact Page - Desktop

PARA DEVS Home About Shelter Contact

GIVING ANIMALS A BETTER TOMORROW



GET IN TOUCH

We'd love to hear from you by filling the form below.

First Name

Last Name

Email

Inquiry Type

Message

PARA DEVS Home About Shelter Contact

Figure 4. PARA Contact Page Desktop Viewport

Contact Page Mobile

Logo PARA DEVS

GIVING ANIMALS A BETTER TOMORROW

GET IN TOUCH

We'd love to hear from you by filling the form below.

First Name

Last Name

Email

Inquiry Type

Message

Logo PARA DEVS

Figure 4.1 PARA Contact Page Mobile Viewport

HOLY ANGEL UNIVERSITY

Members and Roles

Members	Roles
David, Kate Anne S.	Shelters Page Developer
Dizon, Laurence Zaki G.	About Page Developer
Natividad, Christine Jasline D.	Mock-ups Designer
Paldeng, Carl Lester P.	Contact Page Developer
Tayag, Chester Jonathan C.	Homepage Developer

PARA_DEVS' GitHub Repository

<https://github.com/WD-302-PARADEVS/6aweb-final-requirement>

References:

Noah's Ark Dog and Cat Shelter

<https://www.facebook.com/Noahsarkdogandcatshelter>

Best Friends Furever Sanctuary, Inc.

<https://www.facebook.com/bffs.org.ph>

LYKA's Dog and Cat Shelter

<https://www.facebook.com/lykasdogandcatshelter>