**Design Aesthetic for Helping Hands Website**

**Colour Scheme:**

* Primary Colours: Orange (#FFA500) and Brown (#A52A2A)
* Secondary Colours: White (#FFFFFF) for text contrast and black (#000000) for headings.
* Purpose: Orange conveys warmth and friendliness; brown provides a natural, earthy tone representing animals and rescue work.

**Typography (Fonts):**

* Headings: Bold, sans-serif font (e.g., Arial, Helvetica) to make titles clear and easy to read.
* Body Text: Regular sans-serif font (e.g., Arial, Helvetica) for readability and accessibility.
* Font Sizes:
  + H1: 36px
  + H2: 28px
  + Paragraphs: 16px–18px

**Layout Style:**

* **Centered Content:** Images, titles, and key sections are centered for a clean, balanced look.
* **Sections:** Each main topic (e.g., About Us, Volunteer, Adoption, Success Stories) is clearly separated with line spacing.
* **Cards/Boxes:** Image sections are presented with rounded corners, shadows, and padding to create a “card-like” effect.
* **Lists:** Bullet points used for tasks, steps, and fun facts for easy scanning.

**Interactive Elements:**

* Hover effects on navigation links: colour changes to indicate clickable items.
* Buttons for forms (Volunteer/Adoption) styled with hover states for user feedback.
* Responsive images using srcset and sizes to be able to use in any device such as mobile, tablet or even laptop.
* **Aesthetic Goal:**  
  The website should feel **friendly, approachable, and professional**, while highlighting the caring mission of Helping Hands Animal Rescue. The combination of warm colours, clear typography, and visual hierarchy ensures both readability and engagement for visitors.