

MINER'S LAMP

style guide

	•		I
-	primary	CO	lours

– secondary colours -

#717771	#ededed	#00779e	#85a448	#e1af0a
90%	90%	90%	90%	90%
80%	80%	80%	80%	80%
70%	70%	70%	70%	70%

COLOUR COMBINATIONS

These are recommended colour combinations for this colour scheme.



Grey can be used at full opacity as text on any #ededed background. In order to make it pop on other colours however it should only be used when the background colours are at lower opacities (such as 70%).



#ededed can be used at full opacity as text on any background. Generally it works best when the background colours are at full opacity, however this can be decided on a case by case basis.

COLOUR SCHEME TWO

primary colours —			secondar	y colours ——
#a19061	#162a53	#dbdbdb	#00779e	#00000
90%	90%	90%	90%	90%
80%		80%	80%	80%
70%		70%	70%	

COLOUR COMBINATIONS

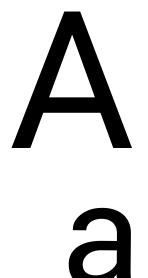
These are recommended colour combinations for this colour scheme.



#dbdbdb is suggested to be used as a background colour, with gold and navy making up the main text colours.



On darker backgrounds #dbdbdb is suggested to be used as the text colour.



ABCDEFGHIJKL
MNOPQRSTUVW
XYZabcdefghijkI
mnopqrstuvwxyz
1234567890'?'"!
"(%)[#]{@}/&<+=\$;:*

Styles Light
Regular
Medium
Bold
Black

Font Name: Yantramanav

Font Style: Bold

Font Use: This font is used for the company name. When used for the company

name it should be used in bold and all uppercase letters.

Font Size: Dependent on medium; for the website the font should be at a minimum of 70px. Leading for the company name should be 60px.

CSS

@import url('https://fonts.googleapis.com/css?family=Yantramanav'); k href="https://fonts.googleapis.com/css?family=Yantramanav" rel="stylesheet"> font-family: 'Yantramanav', sans-serif; text-transform: uppercase



ABCDEFGHIJKL MNOPQRSTUVW XYZabcdefghijkl mnopqrstuvwxyz 1234567890'?'"! "(%)[#]{a}/&<+=\$;:*

Styles

Thin Thin Italic Extra-Light Extra-Light Italic Light Light Italic Regular

Regular Italic

Medium

Medium Italic

Semi-Bold

Semi-Bold Italic

Bold

Bold Italic

Extra-Bold

Extra-Bold Italic

Black

Black Italic

Font Name: Raleway

Font Style: Extra Light

Font Use: This font is used for the body copy on the website. Although the style 'Extra Light' should be used the majority of the time,

'Regular' can be used in cases where the font should stand out more.

Font Size: Dependent on medium; for the website body copy the font should be at approximately 14px. Headings should be 25px.

CSS

@import url('https://fonts.googleapis.com/css?family=Raleway'); <link href="https://fonts.googleapis.com/css?family=Raleway" rel="stylesheet"> font-family: 'Raleway', sans-serif;

A

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0 '?' "!" (%) [#] {@} / &<+= \$;:

a

Styles

Regular Regular Italic **Bold**

Font Name: Old Standard TT

Font Style: Regular

Font Use: This font is used for the nav bar and other headings on the website. It is a serif font which means it is slightly more decorative than our body copy font, but is easier to read than our display font.

Font Size: Dependent on medium; for the nav bar the font should be around 14px. For other headings the font should be around 25px.

CSS

@import url('https://fonts.googleapis.com/css?family=Old+Standard+TT'); <link href="https://fonts.googleapis.com/css?family=Old+Standard+TT" rel="stylesheet"> font-family: 'Old Standard TT', serif;

SITE CONTENT

HOME		
Slogan —	30 words	
Summary of company -	200 words	
Social media links	ocial media links Instagram @minerslampaward; Twitter @theminerslampaward	
Buttons —	ttons ————— Each link to different part of home page	
•	Our Donors — List of sponsors (past years)	
•	Miner's Lamp Award Winners —— Profiles of 2016/ 2017 winners	
•	Gallery — 2016 gallery = photos, printed program — 2017 gallery = photos, media coverage, printed program, video	
Navigation ————	 Each links to different parts of home page 	
•	About Us —— "Message from Carol & Jackie	
•	Your Impact — Research & results	
•	Get Involved — Blurb on donating; Sponsorship opportunities	
•	Blog — News, related info Rotate through on main page (title, body, image, author, tag); can click to expand and bring you to full page	
•	Contact — Email, location (?)	
Message carousel — Key points about MLA rotate through • 100% of funds collected go to research		
	 Amount of money donated to research since MLA was launched Date of next event 	

Footer

DESIGN RATIONAL / USER FLOW

Focus

Providing information and awareness about charity and gala/ event.

Main Design Ideals

- Minimalism
- Flashy & classy; evoke event atmosphere through colour scheme
- One page design (scrolling rather than clicking)

User flow: one page design will route people to the main page; focus on informing about mental health awareness and the Miner's Lamp Award/gala.

Conversion: getting sponsors, event interest

Main Pages

- Home design (long, main page with scrolling)
- News (blog post expanded/ informational page "look")
- Photo gallery

DESIGN INSPIRATION

Read our 2017 Alumnae Report now! About Academics Admissions Team Blog Get Involved Donate Q Search



AKILAH

INVESTMENTS LEADERSHIP IDEAS PARTNER GET INVOLVED

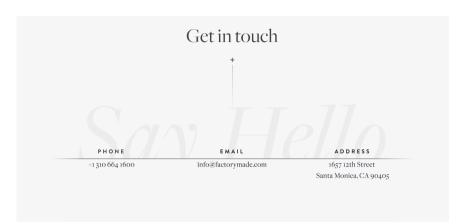
WHO WE ARE REGIONS











http://yolive.me/

https://www.akilahinstitute.org/

https://act.everyaction.com/best-nonprofit-websites-2016/mobile/brightpink

https://act.everyaction.com/best-nonprofit-websites-2016/mobile/nuru

http://acumen.org/ http://1billionnets.org

http://www.conservation.org/Pages/default.aspx/

https://aqua.org/blog







POR 2DA VEZ EN EL

LIBRO "THE BEST 365

WEBSITES AROUND

THE WORLD" COMO

JURADO

- MARCH 5, 2015 -

Y ASÍ CIERRA MI AÑO DE JURADO 2014 EN

AWWWARDS

Animal Rescue / April 19, 2017 Animal Rescue Update: Harbor Seal Admitted

Our Animal Rescue staff is currently caring for a male harbor seal

2015'S AWWWARDS REPEAT JURY MEMBER

FORMANDO PARTE DE SU JURADO INTERNACIONAL EN ESTE AÑO 2015

2014'S AWWWARDS JURY MEMBER

— JANUARY 25, 2014 —

NOW I'M A MEMBER OF AWWWARDS'S JURY PANEL. THIS ORGANIZATION HAS RECOGNIZED IMPORTANT BRANDS ONLINE PROJECTS AS GOOGLE, ADOBE, MICROSOFT AND BIG SPACESHIP.

DISTANTSOL NOW RE

- DECEMBER 3 PROJECT TO PROMOTE IND

ART AND CULT

AWWWARDS ME REELIGE PARA SEGUIR













