



THE MINER'S LAMP

style guide

COLOUR SCHEME ONE

primary colours

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

secondary colours

#a19061	#162a53	#dbdbdb	#00779e	#000000
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.



#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.

A
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 ' ? ' " !
" (%) [#] { @ } / & < + = \$; : *

Styles

Thin
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');  
<link href="https://fonts.googleapis.com/css?family=Yantramanav" rel="stylesheet">  
font-family: 'Yantramanav', sans-serif;  
text-transform: uppercase
```

MAIN FONT

A
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 ' ? ' " !
" (%) [#] { @ } / & < + = \$; : *

Font Name: Raleway

Font Style: Extra Light

Styles	Thin	<i>Medium Italic</i>
	<i>Thin Italic</i>	Semi-Bold
	Extra-Light	<i>Semi-Bold Italic</i>
	<i>Extra-Light Italic</i>	Bold
	Light	<i>Bold Italic</i>
	<i>Light Italic</i>	Extra-Bold
	Regular	<i>Extra-Bold Italic</i>
	<i>Regular Italic</i>	Black
	Medium	<i>Black Italic</i>

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

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 ' ? ' " !"
(%) [#] {@} / & < + = \$; :

Font Name: Old Standard TT

Font Style: Regular

Styles

Regular

Regular Italic

Bold

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 — Instagram @minerslampaward; Twitter @theminerslampaward

Buttons — 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

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

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JOIN

Partner with us to empower moms.

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FUNDRAISE

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info@factorymade.com

1657 12th Street
Santa Monica, CA 90405

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<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>

88

GRADUATE EMPLOYMENT RATE

88% of alumnae are employed within six months of graduating

58

GRADUATES GET PROMOTED

58% of graduates have received at least one promotion in their position and/or salary increase since graduation

36

GRADUATES BECOME WORKPLACE LEADERS

36% are supervising at least one other employee

90

GRADUATES GIVE BACK

90% of graduates are supporting at least one individual or family member financially

“

Danny Trejo has joined the cast of Robert Rodriguez’s “From Dusk Till Dawn: The Series”

”

READ ARTICLE

• • • • •

Animal Rescue / April 19, 2017

Animal Rescue Update: Harbor Seal Admitted

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

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 AWWARDS

2015'S AWWARDS REPEAT JURY MEMBER

MARCH 5, 2015

AWWARDS ME REELIGE PARA SEGUIR FORMANDO PARTE DE SU JURADO INTERNACIONAL EN ESTE AÑO 2015

2014'S AWWARDS JURY MEMBER

JANUARY 25, 2014

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

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DECEMBER 3

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