COMPETITVE ANALYSIS

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**1.David Suzuki foundation**

<http://www.davidsuzuki.org/>

Top nav

-about us

-issues

-what you can do

-blogs

-david

-dontate (darker colour)

Homepage

-Snip its of articles (read more)

-chunky ass footer

Design Trends

* tree texture
* blue
* green
* sans serif

**2. WWF**

<http://www.worldwildlife.org/>

Top nav

-species

-places

-our work

-donate button (in orange)

Homepage

-large image (advertising articles)

-Snip its of articles (pictures click to read more)

-twitter feed

Design Trends

-simple colours (black and white)

-lots of imagery

-one stand out colour (orange)

-sans serif

**3.Save Elephant Foundation**

<http://www.saveelephant.org/>

Top nav

-home

-about

-projects

-blog

-donate

-how to help

-press

-contact

Homepage

-call to action with imagery to navigational items (different pages)

-recent blog posts

-chunky ass footer

Design Trends

-brown

-green

-blue

-imagery

- slab serif

**4.Conservation**

<http://www.conservation.org/>

top nav

-nature + you

-our work

-get involved

-donate + join us buttons

- search field

Homepage

-large image (advertising an article) with read more button

-about them (4 icons) animated hover states  
-iconography to explain what they do and donate now button

- join us (field to enter e-mail)

- articles

-chunky ass footer

Design trends

-blue

-green

-white space

-iconography

-thin sans serif

**5. African Conservation Foundation**

<http://www.africanconservation.org/>

Top Nav------ **TOGGLE NAV\*\***

-login

-register

-menu (toggle)

**open menu**

-home

-news

-explorer

-jobs

-community

-volunteer

-take action

-travel

- donate button

Home page

-large image advertising article + join us button

- articles (read more)

-info about them

-how to get involved

-footer

Design Trends

-imagery

-white

-black

-blue

-yellow

-lots of white space