

Indigenous Peoples Page Creation Guide

Core Requirements

Technical Foundation

- **SEO:** 100% Lighthouse score compliance
- **Mobile:** iOS/Android optimized with touch targets minimum 48px
- **Performance:** Critical CSS inline, images lazy-loaded (except hero), WebP with JPG fallbacks
- **Accessibility:** WCAG AA contrast, semantic HTML, ARIA labels, skip navigation

Cultural Approach

- **Respect First:** Every design choice must honor the culture being represented
- **Authentic Research:** Minimum 5 authoritative sources per section
- **Living Cultures:** Present as vibrant contemporary peoples, not museum pieces
- **Self-Determination:** Link to Indigenous-led organizations only

Page Structure

1. HTML Head (SEO Critical)

None

- Title: "[People Name]: [Descriptive Phrase] | Indigenous Peoples Repository" (under 60 chars)
- Description: 150-160 chars highlighting uniqueness, location, and cultural significance
- Canonical URL:
`https://www.globalfirstnations.com/peoples/[people-name]`
- Favicon: Culture-appropriate emoji from `indigenous-groups.js` as inline SVG
- Open Graph & Twitter cards with cultural imagery
- Structured data: Article + BreadcrumbList schemas
- Mobile meta tags including theme-color matching cultural palette

2. Navigation

None

- Sticky header with blur backdrop
- Mobile hamburger menu with slide-out navigation
- Links: Home | All Peoples | [Region] | Culture | History | Language | Today
- Smooth scroll to sections with active state indicators

3. Hero Section (First Impression)

None

Visual Requirements:

- Full viewport height with cultural gradient/image background
- Animated element reflecting culture (e.g., snowflakes for Arctic, leaves for forest)
- Typography: Display font for h1, 3-line subtitle with key cultural markers

Content:

- H1: "The [People] People"
- Subtitle: [Key Cultural Trait] • [Geographic Marker] • [Historical Resilience]

4. Introduction Section

None

Research Depth:

- Population data from last 5 years
- Traditional territory size/description
- 2-3 defining cultural characteristics
- Language family and number of speakers

Quick Facts Box:

- Population (with source year)
- Geographic regions (specific)

- Languages/dialects
- Territory size or range

5. Culture Section (Heart of Page)

None

Minimum 3 Cultural Subsections from:

- Traditional architecture/housing
- Clothing and adornment
- Transportation innovations
- Art forms and crafts
- Music and performance
- Food systems
- Spiritual/religious practices
- Social organization

Each subsection needs:

- 150-300 words
- Specific examples, not generalizations
- Past AND present practices
- One image with detailed alt text

Values Paragraph:

- 4-6 core cultural values with explanations
- How these manifest in daily life

6. History Section (Chronological Journey)

None

Required Periods:

1. Ancient Origins (archaeological evidence, origin stories)
2. Pre-Contact Era (political systems, achievements)
3. First Contact (specific dates, initial impacts)
4. Colonial Period (resistance, adaptation, losses)
5. Modern Era (rights movements, cultural revival)

Each period needs:

- Specific dates where known
- Named individuals when possible
- Both triumphs and tragedies
- Connection to present day

7. Language Section

None

Content Requirements:

- Language family tree/relationships
- Geographic distribution (with map if possible)
- Number of speakers (historical vs current)
- Writing systems (traditional and modern)
- Preservation efforts (apps, schools, programs)
- Sample words/phrases (with audio links if available)

8. Modern Life Section (Contemporary Focus)

None

Political Achievements:

- Land rights victories
- Self-governance structures
- International recognition
- Specific laws/treaties with dates

Current Challenges (presented with dignity):

- Climate/environmental pressures
- Economic opportunities/barriers
- Cultural preservation efforts
- Health and education access

Cultural Renaissance:

- Contemporary artists/musicians/writers (named individuals)

- Cultural centers and festivals
- Youth movements
- Technology adoption

9. Resources Section (All Hyperlinked)

None

Categories:

- Museums and Cultural Centers (4-5 with full URLs)
- Indigenous Organizations (4-5, Indigenous-led only)
- Educational Resources (language learning, documentaries, books)
- How to Visit Respectfully (if applicable)

10. Call to Action

None

Requirements:

- Link to primary Indigenous-led organization
- Brief description of their work
- Secondary option for cultural/arts support
- Proper link attributes (target="_blank", rel="noopener norereferrer")

Design Philosophy

Color Palette Derivation

1. Research traditional colors/materials of the culture
2. Extract 5-7 colors creating a cohesive palette
3. Assign semantic meaning (primary, accent, warning, etc.)
4. Test contrast ratios for accessibility

Cultural Design Elements

- **Patterns:** Based on traditional textiles/art (borders, backgrounds)
- **Animations:** Subtle, culturally relevant (weather, nature, craft elements)

- **Icons:** Avoid stereotypes, use authentic symbols sparingly
- **Typography:** Hierarchy reflecting cultural importance

Example Palettes

- **Arctic Peoples:** Blues, whites, northern light greens/purples
- **Forest Peoples:** Deep greens, earth browns, sky blues
- **Desert Peoples:** Warm oranges, sandy beiges, sunset purples
- **Ocean Peoples:** Teals, coral colors, sandy creams



Research Standards

Minimum Sources Per Section

- Population/demographic data: Government census or UN data
- Historical information: 3+ academic sources
- Cultural practices: Indigenous-authored sources preferred
- Modern challenges: Recent (within 5 years) reporting
- Organizations: Official websites only

Fact Verification

- Cross-reference historical dates
- Verify population numbers from multiple sources
- Check organization URLs are current
- Validate language statistics

Cultural Sensitivity Checklist

- ✓ Avoid "noble savage" romanticism
- ✓ Include contemporary achievements
- ✓ Use present tense for living practices
- ✓ Name specific individuals when possible
- ✓ Acknowledge painful histories without dwelling
- ✓ Center Indigenous voices and perspectives



Code Standards

HTML

- Semantic elements (`<main>`, `<section>`, `<article>`)
- Proper heading hierarchy (single H1)
- All images with width, height, alt attributes

- Links with descriptive text (no "click here")

CSS

- CSS variables for all colors
- Mobile-first approach
- Maximum 3 media query breakpoints
- Animations with `prefers-reduced-motion` respect

JavaScript

- Minimal, progressive enhancement only
- No external dependencies
- Event delegation for efficiency
- Null checks and error handling

Performance

- Total page weight under 2MB
- Hero image under 200KB
- Other images under 100KB each
- Maximum 2 font weights



Required Images

1. **Hero Background** (1920x1080px min)
 - Landscape representing traditional territory
 - Or cultural activity in natural setting
2. **Cultural Practice Images** (800x600px)
 - 3-5 images showing different aspects
 - Documentary/respectful photography style
3. **Language Map** (1200x600px)
 - Simple, readable distribution map
4. **Social Cards**
 - OG: 1200x630px
 - Twitter: 1200x675px



Final Checklist

Before considering page complete:

- ☐ All sections have minimum required content
- ☐ 0 broken links (test every URL)
- ☐ Mobile menu functions properly
- ☐ Images load with proper fallbacks
- ☐ Text passes contrast checks
- ☐ At least 2 Indigenous organization links
- ☐ Page works without JavaScript
- ☐ Load time under 3 seconds
- ☐ No Lorem Ipsum or placeholder text
- ☐ Cultural review by knowledgeable source (if possible)



Copy-Paste Brief Template

None

Create an Indigenous Peoples page for the [PEOPLE NAME] people following these specifications:

CULTURE: [People name from indigenous-groups.js]

REGION: [Geographic region]

EMOJI: [From indigenous-groups.js]

PRIMARY COLORS: [Suggest 3 based on cultural research]

Follow the Indigenous Peoples Page Creation Guide with:

- Full mobile optimization
- [X] major cultural sections with [specific focus areas based on this culture]
- Links to [suggest 2-3 relevant Indigenous organizations]
- Design inspired by [specific cultural elements]
- Hero animation featuring [culturally relevant element]

Research emphasis on: [2-3 unique aspects of this culture to highlight]

This guide ensures consistency, respect, and quality across all Indigenous peoples pages while allowing for unique cultural expression in each design.