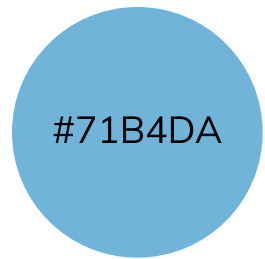


Live Like Jake Foundation

STYLE GUIDE

Colors



Typography

Muli Bold

Live Like Jake

Muli Semibold

Bringing Awareness to Drowning Prevention

Muli Regular

Drowning is a major worldwide cause of death and injury in children. Long term neurological outcomes of drowning cannot be predicted accurately during the early stages of treatment and although survival after long submersion times, mostly by young children, has been reported, many survivors will remain severely and permanently neurologically compromised after much shorter submersion times.

Interactive Elements

Mobile Hamburger Menu

On mobile, the user will select the hamburger menu to view the full menu.

Navigation Sub-menu Drop Down

On desktop, there will be a sub-menu drop down for the About section. When the user hovers over the About link, the menu will expand to two page links: Learn and Scholarships.

Tabbed Content

On the Learn page, there will be three tabs to click on: Statistics, Safety Training, and Safety Tips. By clicking on each tab, a different set of information will appear.

API - NCHS Injury Mortality data

On the Learn page, the main headline includes a statistic for the number of kids who have drowned in the United States. This API will pull from the NCHS's Injury Mortality dataset and update the headline with the most recent information.