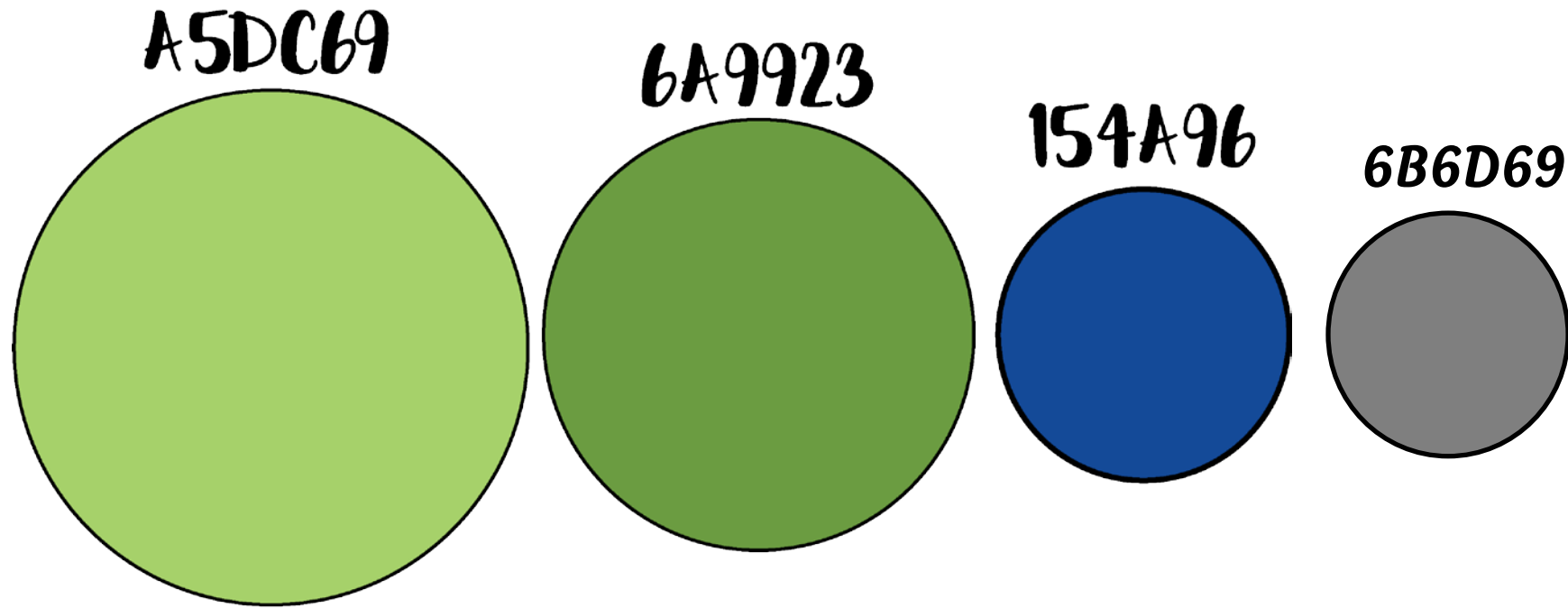




My One Earth

Style Guide

MyOneEarth.org

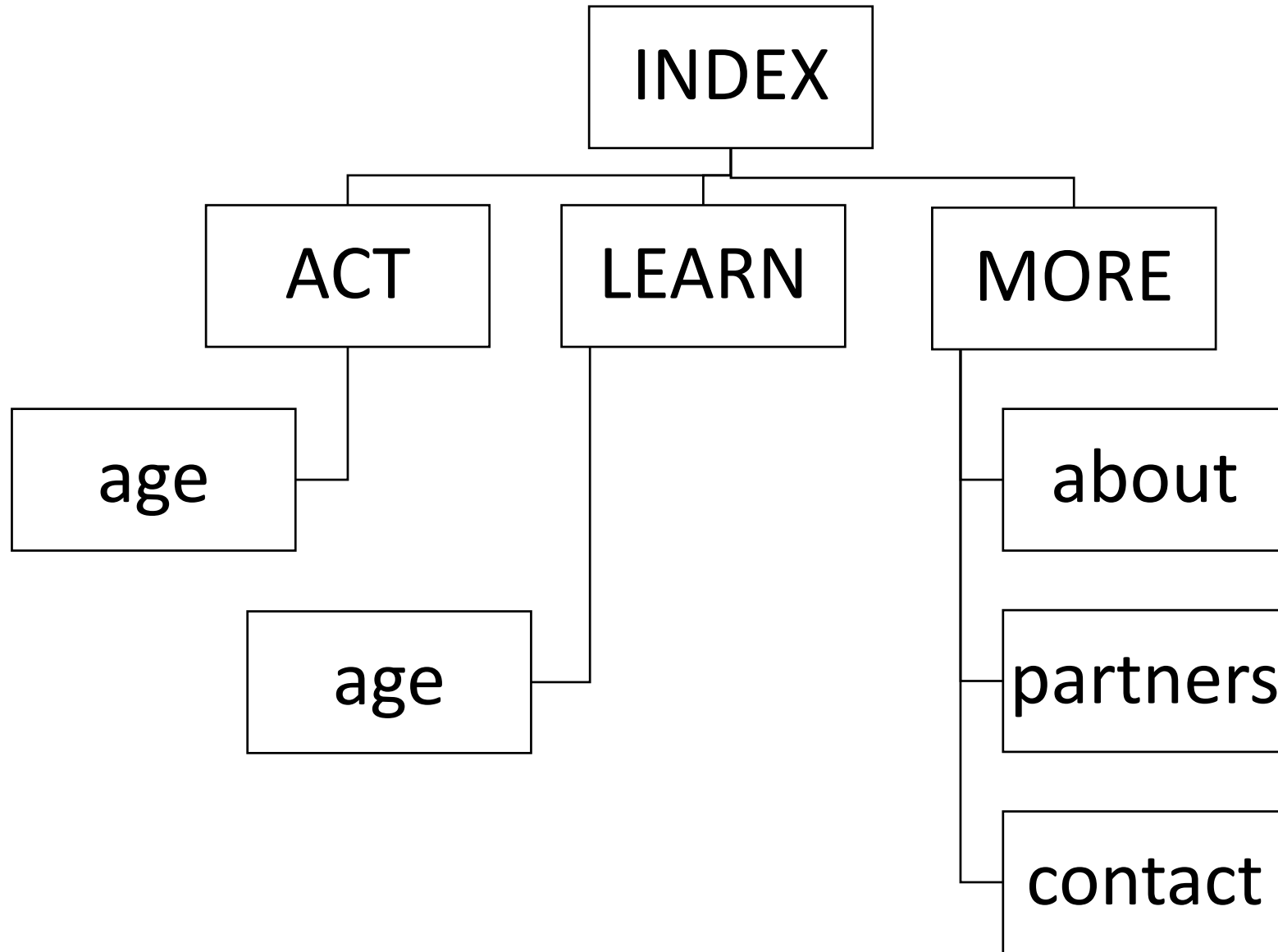


Headings: Open Sans Bold font

Subtitles: Lemonada font

Main text: Open Sans font

Accents: Arvo font



UI Plan

- What four elements on the website will be interactive?
 - Hamburger menu
 - Sub-navigation
 - “read more” button
 - API to find a local charging station for your electric vehicle
- How will a user interact with these elements?
 - click to open
- What will the result of the event be?
 - The menu and sub-navigation buttons will drop down, the ad will take them to a partner charity, the API will display top 10 charging locations.
- What API will you be using?
 - <https://api.carbonintensity.org.uk/intensity/date> (current carbon intensity in the UK)



MyOneEarth

ACT LEARN MORE



80% of ocean debris is plastic.
And it's killing sea life.

DESKTOP
MOCK-UP



**ONE TINY CHANGE
MULTIPLIED BY BILLIONS
CAN CHANGE THE WORLD**



**What are YOU doing
to save the Earth?
Share your ideas
and you could win
\$1,000!**

#MyOneEarth



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DESKTOP MOCK-UP (subsites)





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MORE



Half of the world's forests
have been destroyed.

Age 5-10

Age 11-13

Age 14-18

Age 18+

9 WAYS YOU CAN REDUCE OCEAN PLASTIC

1



Boycott single-use plastic

2



Join the reusable revolution

3



Shop local & request
plastic-free packaging

The 20 warmest years on record all occurred in the past 22 years, with 2015-18 making up the top four. Across the globe, the average sea level increased by 3.6mm per year between 2005 and 2015.



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(subsites)

MOBILE MOCK-UPS (subsites)

