**Client: Lansdowne Children’s Centre**

**Project: LCC Foundation Website**

**Date: January 7, 2021**

**Colour Codes:**

Light Green - #259f42

Dark Green - #00703c

Donate Now Green - #39ba9c

Yellow - #fec43d

Pastel Green (used in content containers) - #d7f1eb

Orange - #eb822b

Text Grey - #282829

**Fonts:**

Navigation (Parent) – Montserrat SemiBold

Navigation (Child) – Montserrat Medium

Page Titles – Montserrat Bold

Home Banner Content – Montserrat Medium

Home Leader Paragraph – Montserrat Medium

Yellow Button – Montserrat Medium

Donate Now – Montserrat Bold

Home Values Titles – Montserrat Medium

Values Content – Montserrat Regular

Footer Nav (Parent) – Montserrat Bold

Footer Nav (Child) – Montserrat Regular

**Content:**

Please use the content from the content file provided, and where directed use the PDF files. There are many pages that Lansdowne has not yet provided content for (and may be wishing to fill in on their own after the site is made accessible to them) which will be based on the layout of the ‘The Results’ page as a template. These pages have been specified under the ‘Pages Using the Basic Content Template’ section in this document.

Front End

**Header Navigation**

In order of appearance: Site Selection, Text Size, Social and Contact, Navigation Bar.

**Site Selection**

These are 2 buttons in the top left corner that serve the purpose of allowing the user to jump between the 2 main parts of the site: the ‘Centre’ and the ‘Foundation’ sides of the site. When the link is clicked, it will navigate the user to the corresponding landing page.

**Text Size**

This function is to help ensure that the site is compatible with AODA compliance standards. This is especially important for an institution such as Lansdowne, which deals heavily with clientele that live with varying types of disabilities. Clicking ‘-‘ reduces the text size down to half of the default text size, while clicking ‘+’ will enlarge the text size by up to double the default text size.

**Social and Contact**

When the phone number is clicked, this should attempt to dial the phone number.

Facebook: <https://www.facebook.com/Lansdowne-Childrens-Centre-127644350608842/>

Twitter: <https://twitter.com/LansdowneBrant>

Instagram: <https://www.instagram.com/lansdownechildrens/>

LinkedIn: <https://ca.linkedin.com/company/lansdowne-children%27s-centre>

**Navigation Bar**

There are 8 main items in the navigation bar at the top of the page: Donate, Capital Campaign, Community Impact, About Us, Events, Accountability, Image Gallery, and Contact.

5 of the items in this list are parent items, and when hovered will display the child items beneath them in a dropdown menu (styled as shown in the PDF). The 5 parent items are: Donate, Capital Campaign, Community Impact, About Us, and Events. For the child items, please refer to the Site Map.

**Mobile View**

The layout of the Header Navigation is very different when sized down to mobile. This is shown in the Mobile PDF. Clicking ‘Menu’ drops down a green list of items that fills the height of the phone screen. Clicking ‘Menu’ again closes the menu. Each parent item drops down a list beneath it when clicked (shown in the PDF).

**Footer Navigation**

In the footer of this website is an expanded view of the contents of the website. This secondary navigation acts as a Site Map and should help with AODA compliance. The pages listed here are linked to the same way they are in the Header Navigation. Parent headings are not clickable, but the child items below are. Social media links are the same as in the Header Navigation.

The only unique feature to the Footer Navigation is the link to the ‘Member Portal’. This will link to the appropriate landing page for the Lansdowne Portal Login. You can find the design for this within the Portal Website Package.

**Home**

In order of appearance: Banner, Leader, Our Vision, Our Values, Capital Campaign.

**Banner**

This is a pretty standard type of banner in terms of the elements that make it up, and the functionality. The banner will automatically fit to the full height of the browser window. The ‘About Us’ link will link to the ‘About Us’ page. The image is static, and there will be no image rotation or slider. The only unique element of note is the green gradient overlay behind the content and on top of the image. This overlay is important to maintain text visibility which is critical to meet AODA standards. The green colour used is #00703c.

**Leader**

This is a simple paragraph that leads the audience into the content beneath it. The font used here is Montserrat Medium, colour set to #00703c.

**Our Vision**

Nothing too particularly challenging about this content either. Simple stuff. The image should fill the container it is within and should remain centred vertically and horizontally so as to ensure the focus of the image is not cropped with scaling.

**Our Values**

Again, a simple layout here. Nothing out of the ordinary for layout/functionality.

**Capital Campaign**

Simple layout, nothing much of note. The background image has an overlay colour applied to it of #00703c. The ‘Learn More’ button will be linking to a page that has not been written yet (we need the client to do this). For now, please just leave this link as a ‘#’ empty link. We will update as soon as we have direction from the client.

**About Us**

Similar to the Home Banner image, this page has a green overlay on it for text visibility reasons. Unlike the Home Banner, however, this banner (which is the format used across all content pages from here on out) does **not** fill the height of the page. This is to prevent content from falling too low on the screen.

The Images on this page will remain centred vertically and horizontally to prevent unwanted cropping.

**Contact Us**

There is nothing particularly complicated about this page layout. On the left side of the page is the address for the Centre as well as their FAX number. On the righthand side will be the primary contacts for the Foundation, Angee and Candace. At this time we do not have a picture of Candace, so for now we will be using a placeholder image which the client will update once they have access to the website.

At the bottom of the page is a simple embedded Google map that will pinpoint where Lansdowne Children’s Centre is by default.

**Make a Donation**

Throughout the website is a ‘Donate Now’ button. This button will link to this page. This page can also be reached thought the navigation item listed under the ‘Donate’ parent item as ‘Make a Donation’.

This page is a basic donation form that the user will fill in their information to complete. Included in the form is a drop menu titled “Gift to a specific program or service”. This menu will be defaulted to ‘Where it is Needed Most’, but, as shown in the PDF, there will be other options that can be selected for this field.

The user can click ‘I would like to remain anonymous’ which will hide the donator’s information when the transaction is processed.

A reCaptcha must be included to prevent potential abuse of automated bots.

Selecting the yellow ‘Donate’ button will submit the form details to Lansdowne and will send the order through for processing with Lansdowne’s PayPal.

The form is based off of the existing form currently housed here: <http://www.lansdownecentre.ca/lcc_foundation/donate.php>

**Contact Us**

There is nothing particularly complicated about this page layout. On the left side of the page is the address for the Centre as well as their FAX number. On the righthand side will be the primary contacts for the Foundation, Angee and Candace. At this time, we do not have a picture of Candace, so for now we will be using a placeholder image which the client will update once they have access to the website.

**Charity Motorcycle Ride**

This page will be a standard page design for Lansdowne’s 1st party events. Originally LCC had 3 such events (they may add more in the future) but for now we only have 2: the Charity Motorcycle Ride, and the Heroes Walk and Roll events.

In order of appearance: Event Description, Image/Video Slider, Resources, Event Specifics.

**Event Description**

This is a simple content section in which the user can read about the event. There is nothing out of the ordinary here, it is just a simple text section.

**Image/Video Slider**

To the right of the content, there is a slider that can contain a small collection of images and embedded video players. The proportions of where the image displays should stay as close as possible to a 16:9 ratio so that videos do not have black bars on them. Images contained here may not always be exactly this ratio, so please have the image fill the space with a fixed height to prevent this section from changing in height from one image to the next.

The user can navigate through the various images/videos by either a) clicking left or right on the arrow buttons in the lower left of the preview area, or b) by clicking the indicator (small circles to the right of the arrow buttons). The number of indicators will vary with the number of videos/images that have been added.

**Resources**

Below the Image/Video Slider is the Resources section. Here the user will be able to click to open or download a linked file related to the event. This can be anything from Press Releases to Registration Forms or other files. The most likely file types here will be either PDFs, Word files or Excel files.

**Event Specifics**

This section will house any specifics of the event, such as the date, time, place, and any other important links that may be relevant to the user but does not fall within the Resources section. This section is simple text and in-text links.

**Heroes Walk and Roll**

We currently do not have updated information for this page, so the client will need to update this themselves. For now, we do have some placeholder information that can be used located within the content document under section 5.1.

**Third Party Events**

This page shares some aspects in common with the 1st Party Events, but instead will not include the ‘Event Specifics’ section, nor the image/video slider. It will only display either a single image or a video.

This page will be used to house multiple events, possibly more than the 2 shown on the PDF. Each event will have a Resources section under the image/video. Each event is differentiated by an alternating background colour. The first event has a white background, the second has a pastel green background, and then this will alternate from here if the amount of events is greater than 2.

**Image Gallery**

This page allows the user to browse collections of photos that Lansdowne has collected from their various events and programs. These albums will be housed under 2 different categories: ‘Our Events’ and ‘Our Supporters’.

Each album will have a collection of photos within it.

The albums are identified by their title and the thumbnail image chosen for the event. Further to this, each album will have a coloured overlay so set it apart from the others. These colours will be a repeating pattern of 5 different colour values.

Colour Values:

Light Green - #259f42

Aqua Green - #39ba9c

Yellow - #fec43d

Orange - #eb822b

Dark Green - #00703c

By default, only 4 events will show at a time until the ‘Load More’ button is clicked, which will load an additional 4 events before offering the user the option of loading more. This is to avoid from having the ‘Our Supporters’ or page footer from falling too far down the page. It also offers the user a little bit of control over how many events they are seeing.

When the album is hovered, the title text will shift up slightly in order to make room for the ‘View Gallery’ text. The user can click anywhere on the thumbnail image to open the contents of the album in a lightbox display.

**Gallery Album (Lightbox Display)**

This is the result of the user having clicked on an album from the ‘Image Gallery’ page. The user does not leave the page, instead the page is dimmed with a semi-transparent black overlay, and an image slider lightbox is loaded on top.

In order of appearance: Left/Right Arrows, Image Slider, Close (‘X’) Button, Album/Photo Information.

**Left/Right Arrows**

This allows the user to navigate through the image collection one at a time with each click. If the user is at the beginning of the album (*Image 1 of ??*) then only the right arrow will be visible. If the user is anywhere in the middle of the album, both arrows will be visible. If the user is at the end of the album, only the left arrow will be visible.

**Image Slider**

This is the area in which the images will be displayed. The background image is standard between all albums and is purely there to fill in space for images that are not wide enough.

**Close (‘X’) Button**

If the user wishes to close the album, they can do so by clicking the ‘X’ in the top right corner or by clicking outside of the white lightbox anywhere on the darkened background. Closing this brings the user back to the ‘Image Gallery’ view.

**Album/Photo Information**

This bit of text will display: a) the title of the album, and b) what image the user is currently viewing of the total number of images within the album.

**Meet the Board of Directors**

This page Will contain a wide group photo (the one currently shown in the PDF is a placeholder for now). It will also have a section on the left for President, Vice President, Past President, Treasurer and Secretary. On the right will be the list of the board of directors.

**Meet Our Lansdowne Kids**

This page will act as a simple blog-style page that allows the user to browse through the stories of some of the kids that Lansdowne works with.

The most recent story will display larger above the archive. An excerpt from the beginning of the text will be shown along with a button that allows the user to load the full story.

Beneath the first story is the ‘More Stories’ section. This section acts as an archive, with the current year displaying by default. The user can either select one of the other stories to read by clicking the ‘Read This Story’ button, or they can choose to select a different year from the dropdown if they wish to look through the older stories.

When one of the other stories are hovered, the container displays a drop-shadow effect.

**Meet Our Lansdowne Kids > Individual Story**

This is a pretty basic layout. Text, image, and a ‘Back’ button that when clicked navigates the user back to the ‘Meet Our Lansdowne Kids’ main page.

**Meet the Team**

This page is similar to the ‘Contact’ page. The page is comprised of a leader paragraph followed by Angee and Candace’s contact information.

**The Results**

This page is the standard for all content-based basic pages. It includes the following: Leader Paragraph, Intro Paragraph, Body Content, Image, Image Description, and Closing Statement.

**Leader Paragraph**

This is the first section of text under the banner. It is the green text in Montserrat Medium.

**Intro Paragraph**

To draw the reader in, the first paragraph will be an impactful statement that gives the reader an idea of what the page content is about. This is the larger dark grey text just above the Body Content.

**Body Content**

This is where the bulk of the page content is housed. This is basic text copy.

**Image**

Each page designed in this style will have the option of adding an image to accompany the page content. Additionally, LCC will have an option to include a video here if they wish to use this instead of a photo.

**Image Description**

LCC can choose to include a description that can either accent the page content, describe the photo, or identify persons within the photo.

**Closing Statement**

This is the green italicised text at the bottom of the page above the footer. This text serves as a bookend for the page and allows LCC to make one last impactful statement that closes the page content.

**Pages Using the Basic Content Template**

The following pages use the same page layout template as the ‘The Results’ page. Content for each of the following is included in the content document within the website package:

1.1 About Donating

2.1 & 2.2 Capital Campaign Sub Pages

3.2 Where Your Investment Goes

4.2 Lansdowne Foundation History

4.5 Strategy Plan

5.1 Heroes Walk and Roll

5.4 Start a Fundraiser

5.5 How to Participate

5.6 How to Volunteer

6.0 Accountability

**Member Portal**

This section will be outlined more clearly in the Functionality document within the Portal packaged file. Clicking this link (on either the Centre or Foundation side of the site) will navigate the user to a landing page that allows them to log into the Lansdowne Staff/Board Portal if they have a sign-in available to them.

CMS

**Home**

Ability to edit the main banner.

* Can upload a new image to replace the banner image
* Can change the banner title text
* Can change the banner body copy
* Can change the button text and page link

Ability to change the page Leader Paragraph text.

Ability to change the Our Vision section.

* Can change the image
* Can change the text on the right

Ability to change the text in the Our Values section.

Ability to change the Capital Campaign section.

* Can change the background image
* Can change the title of this section
* Can change the body copy of this section
* Can change the button text and page link

**About Us**

Ability to change the banner image.

Ability to change Section 1 content.

* Change the section title text
* Change the section body copy
* Change the image on the right

Ability to change Section 2 content.

* Change the image on the left
* Change the section title text
* Change the section body copy

Change Testimonial content.

* Change testimonial
* Change citation

**Contact Us**

Ability to change the banner image.

Ability to change address, city, province, postal code and fax number.

Ability to change leader paragraph text.

Ability to add/edit/remove Contacts. (Current Contacts are Angee and Candace)

* Each Contact includes
  + Contact Photo (make note to upload image sized as a square)
  + Contact Name
  + Contact Title/Job Position
  + Contact Phone Number
  + Contact Email

Ability to change the pinned location in the Google map.

**Make a Donation**

Ability to change the banner image.

Ability to manage the list of programs/services. (These appear in the dropdown labelled ‘Gift to a specific program or service)

* Can add, edit, delete, and change order of appearance within the list.

**Charity Motorcycle Ride**

Ability to change the banner image.

Ability to make changes to the details section.

* Can change the title of the section
* Can change the body copy of the section

Can make changes to the Image/Video Slider

* Can add, edit, delete, and change the order of appearance
* Each entry allows either: a) an image to be uploaded or, b) a video embed link to be added
* Limit of up to 10 entries can be added to this section (please make sure there is a note of this for the client)

Can make changes to the Resources section.

* Can add, edit, delete and change the order of appearance
* Each entry allows:
  + Resource Name
  + File Type
  + Upload a document

Ability to edit the Event Specifics section.

* Can change the left content (recommend info such as date, place, and time)
* Can change the middle content (recommend info such as link for registration and contact)
* Can change the right content (recommend additional info such as policies, cancellations or possible delays, etc.

**Heroes Walk and Roll**

Ability to change the banner image.

Ability to make changes to the details section.

* Can change the title of the section
* Can change the body copy of the section

Can make changes to the Image/Video Slider

* Can add, edit, delete, and change the order of appearance
* Each entry allows either: a) an image to be uploaded or, b) a video embed link to be added
* Limit of up to 10 entries can be added to this section (please make sure there is a note of this for the client)

Can make changes to the Resources section.

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* Each entry allows:
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* Can change the left content (recommend info such as date, place, and time)
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* Can change the right content (recommend additional info such as policies, cancellations or possible delays, etc.

**Third Party Events**

Ability to change the banner image.

Ability to manage a list of Event entries.

* Can add, edit, or delete Event entries
* Can change the order of appearance on the page

Each Event entry allows the client to edit:

* The name of the event
* The content of the event details
* The event image
* Can make changes to the Resources section.
  + Can add, edit, delete and change the order of appearance
  + Each entry allows:
    - Resource Name
    - File Type
    - Upload a document

**Image Gallery**

Ability to change the banner image.

Ability to manage a list of photo albums within the ‘Our Events’ section of the page.

* Can add, edit, delete, and change order of the photo albums
* Adding/editing a photo album allows the client to:
  + Set a name for the photo album
  + Choose a thumbnail image (make note that a square image works best here)
  + Choose a slider background image (green background image that photos display on top of in lightbox)
  + Add, delete, and change order of images within the album

Ability to manage a list of photo albums within the ‘Our Supporters’ section of the page.

* Can add, edit, delete, and change order of the photo albums
* Adding/editing a photo album allows the client to:
  + Set a name for the photo album
  + Choose a thumbnail image (make note that a square image works best here)
  + Choose a slider background image (green background image that photos display on top of in lightbox)
  + Add, delete, and change order of images within the album

**Meet the Board of Directors**

Ability to change the banner image.

Ability to change the page content:

* Can change the team photo
* Can change the content of orange text section on the left
* Can change the content of the middle section of text (list of Directors)
* Can change the content of the righthand section of text

**Meet Our Lansdowne Kids**

Ability to change the banner image.

Ability to manage a list of entries called ‘Stories’.

* Can add, edit, and delete Stories
* Adding/editing a story allows the client to set the following information
  + Story Title (recommend the child’s first name to remain consistent with existing entries)
  + Photo (recommend uploading a picture of the child in a square format to avoid cropping)
  + Add an image description (*optional* – will display under the image in a light green box)
  + Set a publish date.
    - This does not set a timer for the story to be published, this is purely for the purpose of determining; a) the order in which the stories will appear on the page, and b) the year in which the stories will be grouped
  + Story content – text
* A note should be included that the stories are organized by the publish dates set by the admin, with the most recent stories appearing at the top.
* A note should be included that the most recent (newest) story that appears at the top will display in the spotlight area above the ‘More Entries’ section of the page.

**Meet the Team**

Ability to change the banner image.

Ability to change the leader paragraph text.

Ability to add/edit/remove Team Members. (Current Team Members are Angee and Candace)

* Each Team Member includes
  + Contact Photo (make note to upload image sized as a square)
  + Contact Name
  + Contact Title/Job Position
  + Contact Phone Number
  + Contact Email

**The Results**

As mentioned in the Front End section of this document, this page reflects a Basic Content Template that we will be using for similar content pages.

Ability to change the banner image.

Ability to change the leader paragraph.

Ability to change the intro paragraph.

Ability to change the body content.

Ability to change the image.

Ability to add an image description (*optional* – will display under the image in a light green box)

Ability to change the closing statement at the bottom of the page.

**Pages Using the Basic Content Template**

The following pages use the same page layout template as the ‘The Results’ page. Content for each of the following is included in the content document within the website package:

1.1 About Donating

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