## **Requirements for development of WordPress Elementor ‘blocks’ (templates) World CP Day website**

We’re in the process of re-building the [**WorldCP Day website**](https://worldcpday.org/) in WordPress Elementor for easy maintenance and a design refresh. Our requirements below.

* Templates (we call them **blocks**) to be built in WordPress Elementor (see example screenshot below from a different website).
* Option to add a block anywhere onto a page by inserting (template).
* Blocks to be editable by us when it comes to:
  + The options outlined in the block specifications below
  + Selection of brand colours and option to add any colour with a HEX code.
* **Design style and brand guidelines should mimic the** [**CP360 website**](https://cp360.org/).
* All blocks to be fully responsive (mobile first).
* All blocks to use brand colours.

**Templates**

A screenshot of a computer

AI-generated content may be incorrect.

**Brand colours**

Use of charcoal and white for contrast and the CP360 colours (see CP360 brand guidelines attached).

*Main colours as below*

A blue and orange circles with black text

AI-generated content may be incorrect.

**List of blocks to be developed**

|  |  |
| --- | --- |
| No | Block name |
| 1. | **Font blocks** |
| 2. | **Header/main navigation block** |
| 3. | **Footer block** |
| 4. | **Homepage header block** |
| 5. | **Countdown** |
| 6. | **Buttons** |
| 7. | **Sliding Instagram stories (Type A) / Quotes block (Type B)** |
| 8. | **Breakout box** |
| 9. | **Impact stats** |
| 10. | **Horizontal navigation element** |
| 11. | **50/50 block** |
| 12. | **Cards 3 x block** |
| 13. | **Stories** |

To minimise the effort required from your team, we propose that the blocks are built in the following manner (please advise if you prefer a different method):

1. For each block we've provided a visual example, so you can recreate the visual example in Elementor, then
2. overlay branding/style from CP360 website-and-brand guidelines (e.g. font style/size, colours, and other branding elements)
3. **Fonts blocks**

* Font Roc Grotesk: <https://fonts.adobe.com/fonts/roc-grotesk>
* Please apply CP360 brand guidelines – Typeface specifications
* Please apply text sizes as in
  + Headline block (H1, H2, H3)
  + Lead text block
  + Body text

1. **Header/main navigation block**

**Features:**

* Colour: HEX: #1A1A1A
* Text: HEX#FFFFFF
* World CP Day logo (left) *logo attached*
* Underline when hovering. Colour: HEX: #56CCCC. Please make the line a bit less bold than on the current CP360 website: [*https://cp360.org/*](https://cp360.org/)
* Header height as per the homepage mockup attached: worldcpday-homepage-structure-mockup
* Option the change logo
* A navigation that is easy to edit.
* Mobile navigation design as per the CP360 website: [*https://cp360.org/*](https://cp360.org/)

A screenshot of a computer

AI-generated content may be incorrect.

1. **Footer block**

**Features:**

* Colour: HEX: #1A1A1A
* Text: HEX#FFFFFF
* CPA logo and CP360 logos (right) *logos attached*
* Option to edit all elements in the footer and add page links
* Social icons: Facebook, X, Instagram, YouTube
* Option to add hyperlinks to social icons
* Mobile order: Page links (1), Follow us (2), Logos (3), Powered by (4)
* See mock-up attached: worldcpday-homepage-structure-mockup

A black background with a black square

AI-generated content may be incorrect.

1. **Homepage header block**

A powerful header with a joyful image.

**Features:**

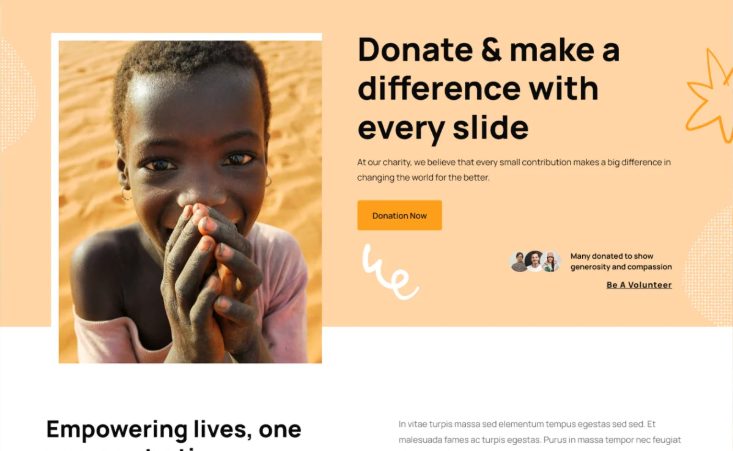
Full width engaging header (see example below)

* Headline
* Message
* Option to add Hashtag
* Action button
  + Option to add a hyperlink to the button
  + Option to change colours of the:
    - Background
    - Text
    - Button
* Two illustrations (see star and swirl in example below)
  + Option to replace illustrations

**Header block - Example copy:**

* + Heading: A Global Day for Millions
  + Text: World Cerebral Palsy Day is a movement for and by the 50 million people living with CP, their families, and their supporters. Join us to celebrate, advocate, and take action.
  + Option: Hashtag: #UniquelyCP
  + Action button: Join us!

*Visual example of a homepage header we like.*



You can find the image on the following website: <https://elements.envato.com/donorfull-charity-donation-elementor-pro-template--WZJFY5K>

1. **Countdown**

**Features:**

* Counting down days to the 6th of Oct 2024
* Option to set countdown date
* Date should show depending on timezone
* Option to add/remove

*Visual example of a countdown (also see homepage structure mock-up attached)*

**A screenshot of a phone

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<https://essential-blocks.com/countdown-in-gutenberg/>

1. **Buttons**

**Features:**

* Option to add up to three buttons in a horizontal row
* Option to select background colour and text colour
  + Black = White text
  + Orange, Green and Blue = Black text

A black background with white text

AI-generated content may be incorrect. A close up of a sign

AI-generated content may be incorrect.  ![A blue square with white dots

AI-generated content may be incorrect.](data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAAIcAAAA+CAYAAAABIgi3AAAAAXNSR0IArs4c6QAAAARnQU1BAACxjwv8YQUAAAAJcEhZcwAAEnQAABJ0Ad5mH3gAAACuSURBVHhe7dIxAYAwEMDAB5M1XU+wsNE4uFtiINfa+xk4uL/CjzlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOkjlI5iCZg2QOwswLKh8Dau+RltgAAAAASUVORK5CYII=)

1. **Sliding Instagram stories (Type A) / Quotes block (Type B)**

**Features:**

* Block headline
* Possibility to Instagram stories/quotes to full 100% width or 50% width
* Arrows to slide between stories/quotes.

**Type A:** Possibility to add a link to Instagram taken automatically from our Instagram channel.

*Example – Type A*

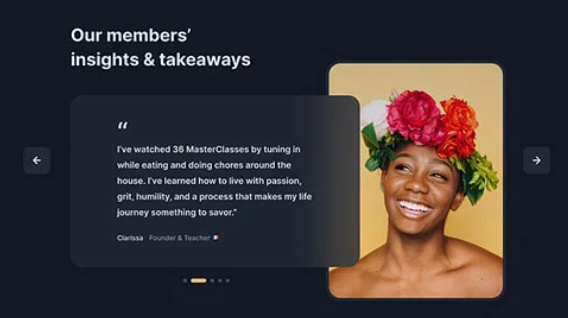


**Instagram stories examples:**

* + <https://www.instagram.com/p/DBqg85ZzB2d/?img_index=1>
  + <https://www.instagram.com/p/DAvkTL6tREF/>
  + <https://www.instagram.com/p/C-7vIvtzVeq/?img_index=1>

**Type B:** Possibility to add an image, quote and name + title.

*Example B*.



<https://www.sliderrevolution.com/design/testimonial-slider-examples/>

1. **Breakout box**

**Features:**

* Flexible width – Can be put into colums
* Options:
  + Headline
  + Description/text
  + Up to 3 buttons
  + Change colours:
    - Background
    - Text

***Example text***

World Cerebral Palsy Day is about recognition, inclusion, and action for the 50 million people world-wide that live with cerebral palsy. It’s a day to celebrate the achievements of the CP community, challenge barriers, and push for a more accessible, inclusive world.

Join us and be part of the movement. Together, we can create change.

[Button]

1. **Impact stats**

**Features:**

* Possibility to add up to 4 Types of stats (example stats below)
  + 187 partners
  + 24.5 Million people reached
  + 75 countries
* Design with a coloured background behind the number to highlight (not exactly the same as this example)
* Text in the below example

*Example:* [*https://theembracehub.com/*](https://theembracehub.com/)

A white background with black text and numbers

AI-generated content may be incorrect.

1. **Horizontal navigation element**

**Features:**

* Headline
* Description
* Icon changes on hover (see below)
* Options:
  + Background colour
  + Text colour

*Example:* [*https://cp360.org/*](https://cp360.org/)

**A black background with white text

AI-generated content may be incorrect.**

Example on hover (icon has changed)

**A black background with white text

AI-generated content may be incorrect.**

1. **50/50 block**

**Features:**

* Image on right or left
* Option to add a background colour
* Headline
* Description
* Option to add a quote instead of headline and description (Example B)
* Option to add a button

**Where you’ll find them:**

* *Example A:* <https://cp360.org/the-movement/>
* *Example B:* <https://cp360.org/campaigns/>

*Example A*

**A person sitting in a chair

AI-generated content may be incorrect.**

*Example B*

**A blue circle with black text

AI-generated content may be incorrect.**

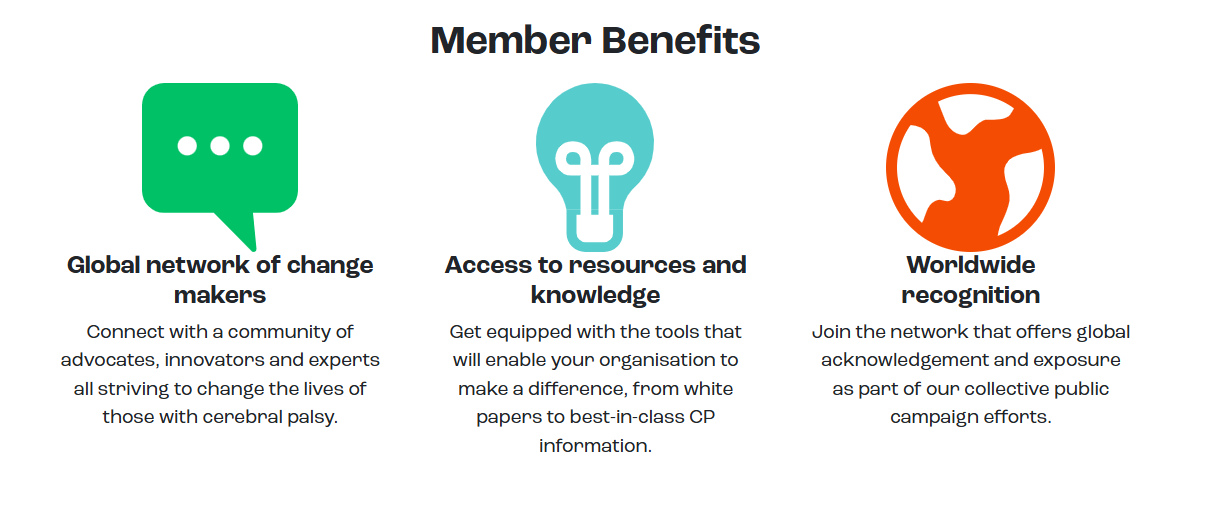
1. **Cards x 3 block**

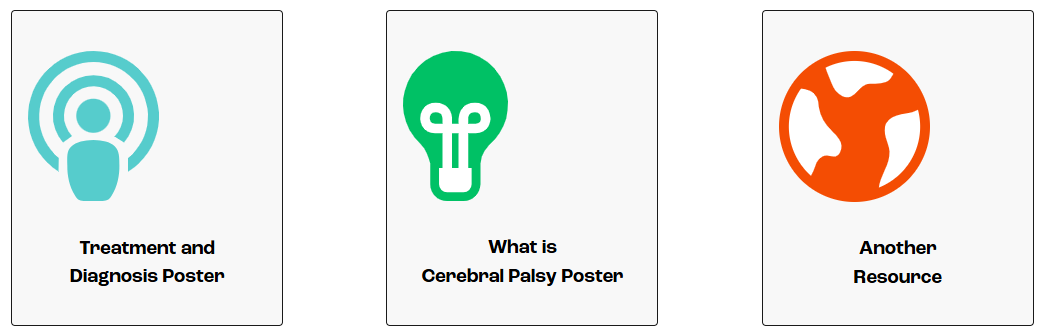
**Features:**

* Block headline
* 3 x cards
* Icon or image
* Title
* Description
* Option to add background
* Option to add hover state
* Option to hyperlink hyperlink

*Examples:*

* <https://cp360.org/join-us/>
* <https://cp360.org/about-cp/>

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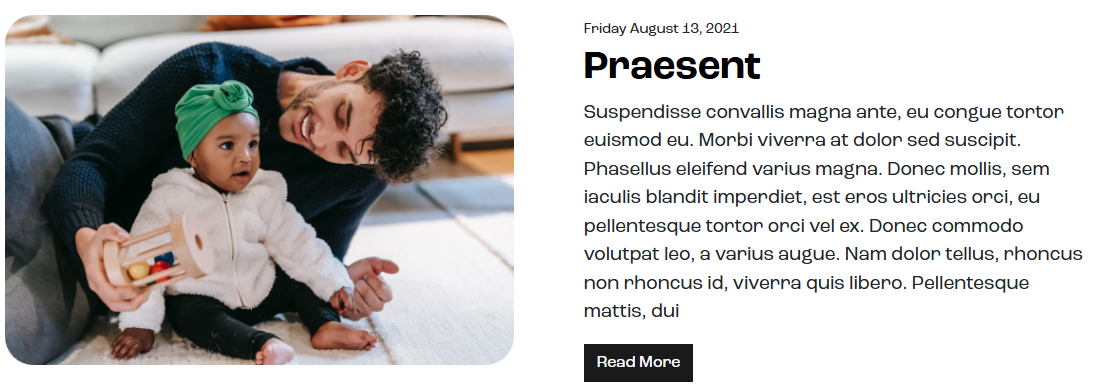
1. **Stories**

**Features:** News/blog posts, three items in rows.

* Use a ‘read more’ button rather than an underlined ‘Read more’ link.



* Option to feature one on a different page:



*Example:* <https://cp360.org/blog/>