

A Puerto Rican flag is displayed, hanging from a wall. The flag features a blue triangle at the top with a white star, and three vertical stripes of red, white, and red below. The background is a dark, textured wall.

# **Archivo de Respuestas Emergencias de Puerto Rico**

## **Style Guide, Mockup, and Social Media Strategy**

# Brand Colors

This color selection ties in well with the Puerto Rican flag colors while also being colorblind friendly. The colors create enough contrast on the page while not being too harsh on the eyes.



CMYK  
42 21 0 54  
RGB  
10 64 117  
HEX  
#0A4075



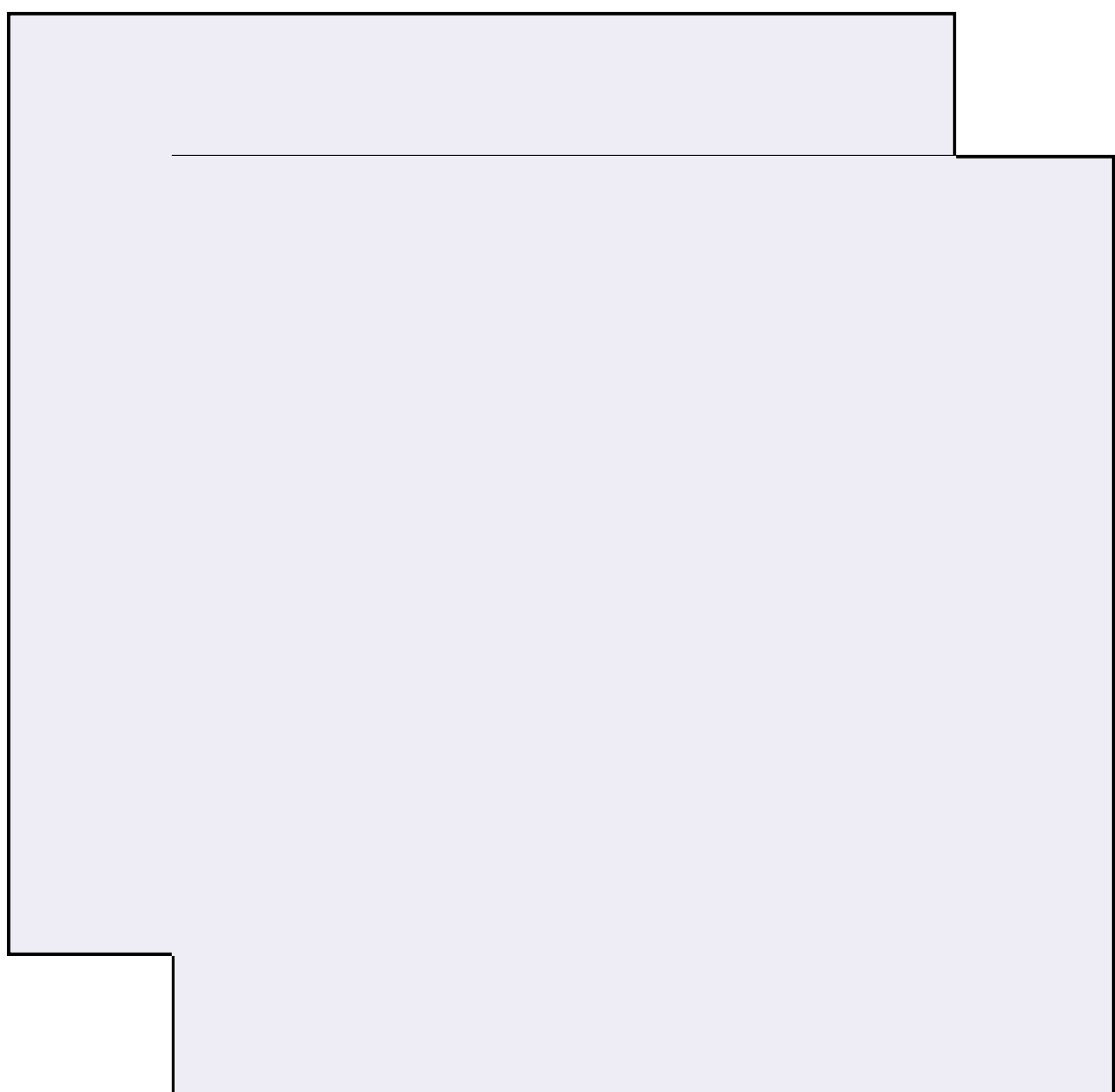
CMYK  
0 55 61 20  
RGB  
204 63 48  
HEX  
#CC3F30



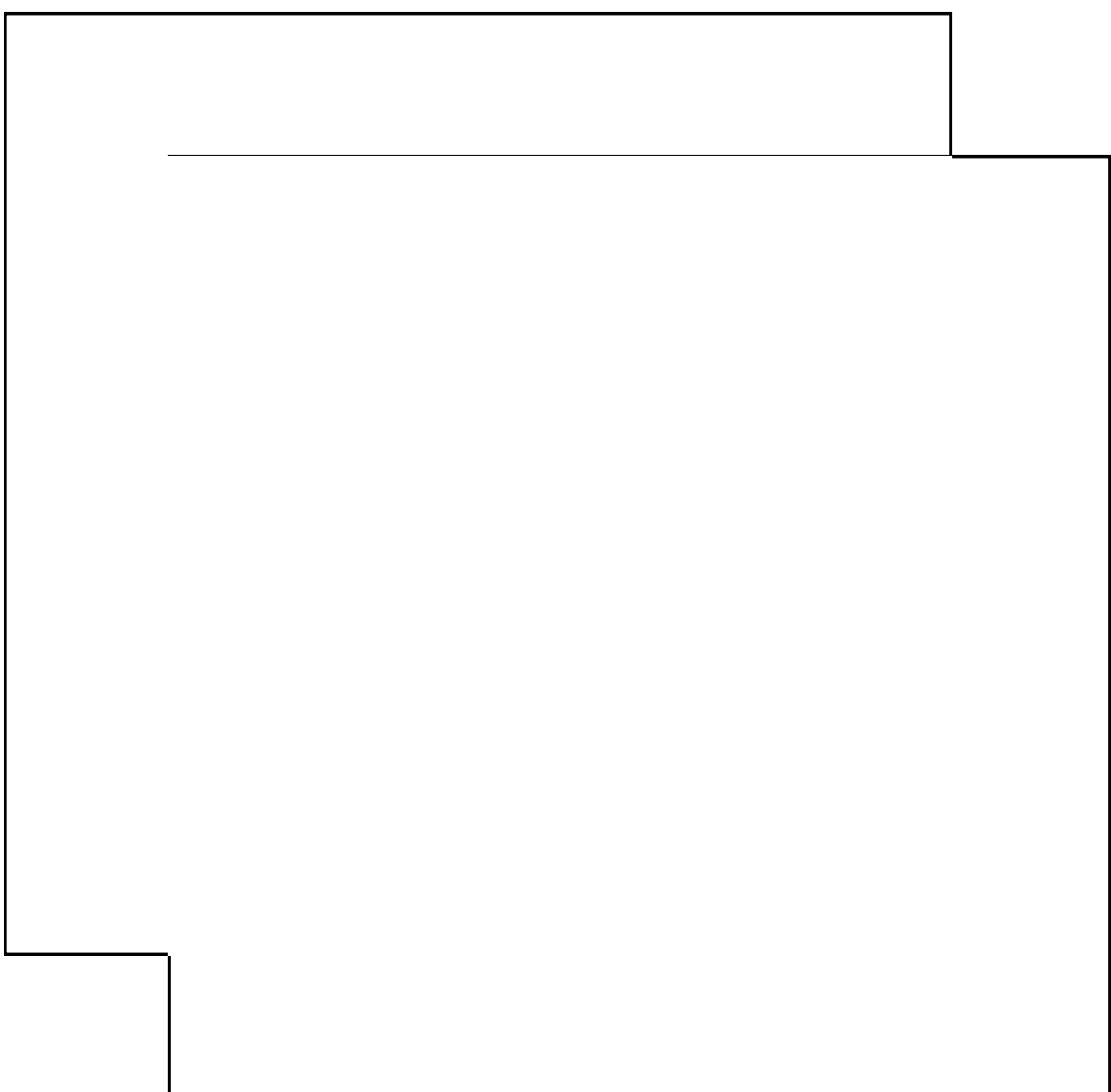
CMYK  
2 4 0 60  
RGB  
99 93 103  
HEX  
#635D67



CMYK  
0 0 0 100  
RGB  
0 0 0  
HEX  
#000000



CMYK  
2 3 0 4  
RGB  
238 236 244  
HEX  
#EEECF4



CMYK  
0 0 0 0  
RGB  
225 225 225  
HEX  
#FFFFFF

# Typography

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We are using Open Sans as our primary typeface for our brand and website. It is a web safe font that is also legible in all sizes and weights. It will have different weights and spacings for each use. All text should be left aligned except the home page title.

## Open Sans Extra Bold

Open Sans Extra Bold is used for the wordmark, home page title, and headers. For phrases that are less that 10 words only.

## Open Sans Extra Bold

**Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp  
Qq Rr Ss Tt Uu Vv Ww  
Xx Yy Zz 1234 /()&!@\$**

## Open Sans Semi Bold

Open Sans Semi Bold is used for all buttons and subheadings. Letter spacing should be at 9% unless for header buttons.

## Open Sans Semi Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234 /()&!@\$**

## Open Sans Regular

Open Sans Regular is used for body text, image descriptions, and licensing information.

## Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1234 /()&!@\$

# Logo & Wordmark

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**weAREPR**

Adding the “we” in front of acronym creates a sense of community and also ties on with the fact that this is a project that focuses on content rooted in disasters that have occurred in Puerto Rico

**we  
ARE PR**



**we  
ARE PR**

**we  
ARE PR**

**we  
ARE PR**

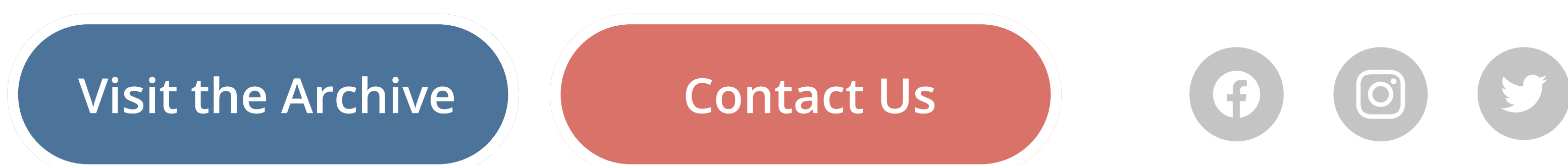




# Other Elements

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**Buttons** Any buttons that direct users to a different page on the site should utilize the blue in the color palette while the red should be used when users have to enter information; such as the contact page



**Headers** Any versions/combinations of the color way are acceptable for the header



# Tone

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Communication should be formal, polite, and easily translatable for both English and Spanish. Our brand is professional and informative, so content should be written like you are writing to a colleague or some one in academia; be respectful and concise

Some examples of this include:

About Archives News **EN** 

Having a button in the menu bar that allows users to switch from English to Spanish and vice versa This is a very important factor for the accessibility of the site.

## Contact Us

Please fill out the information in the form, and we will get back to you soon.

This message is concise, professional, and is easily translated to Spanish.

# Archivo de Respuestas Emergencias de Puerto Rico

When it comes to important titles or pieces of content, the default language used should be Spanish, because a large portion of the audience speaks Spanish exclusively or partially, in addition to a large portion of the content being documented is also in spanish



# Archivo de Respuestas Emergencias de Puerto Rico

Visit the Archive

## ABOUT US

### WHAT WE DO

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut aliquam aliquam magna, eu convallis dui accumsan et. Sed aliquet nulla neque, at condimentum ex ullamcorper ut. Aenean sollicitudin commodo dapibus. Morbi viverra eros ut enim mollis sagittis vitae id arcu. Fusce aliquet eros eget faucibus efficitur. In sed lacinia orci, pretium vulputate velit. Morbi aliquam dignissim turpis, sit amet rhoncus nisi blandit a. Nulla venenatis vel velit.

## RECENTLY ARCHIVED ITEMS [SEE MORE](#)



Oral history interview with Ledlyn Chárriez Colón, May 28, 2018



Entrevista de historia oral de Rosa Burgos, Mayo 28, 2018



Oral history interview with Pablo Luis Rivera, May 27, 2018

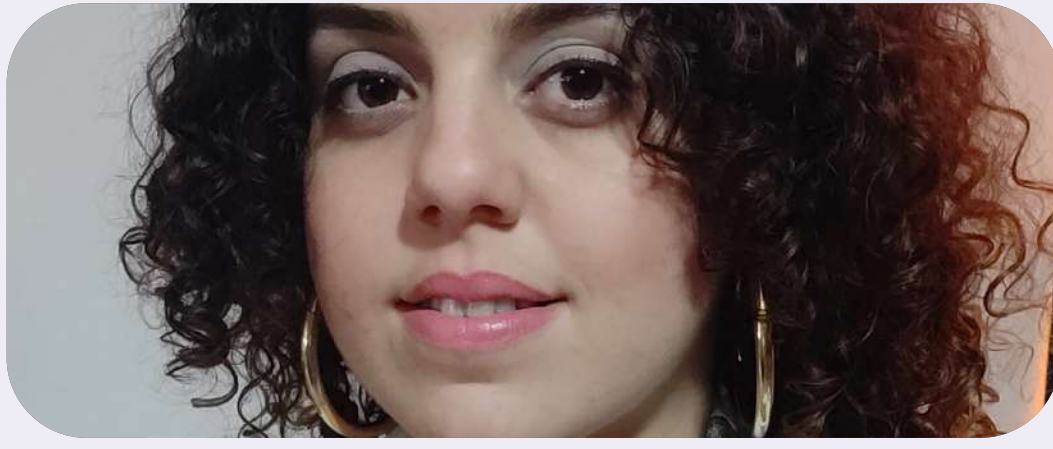
## News & Updates [SEE MORE](#)



Metadata and Omeka S Workshop by Ben

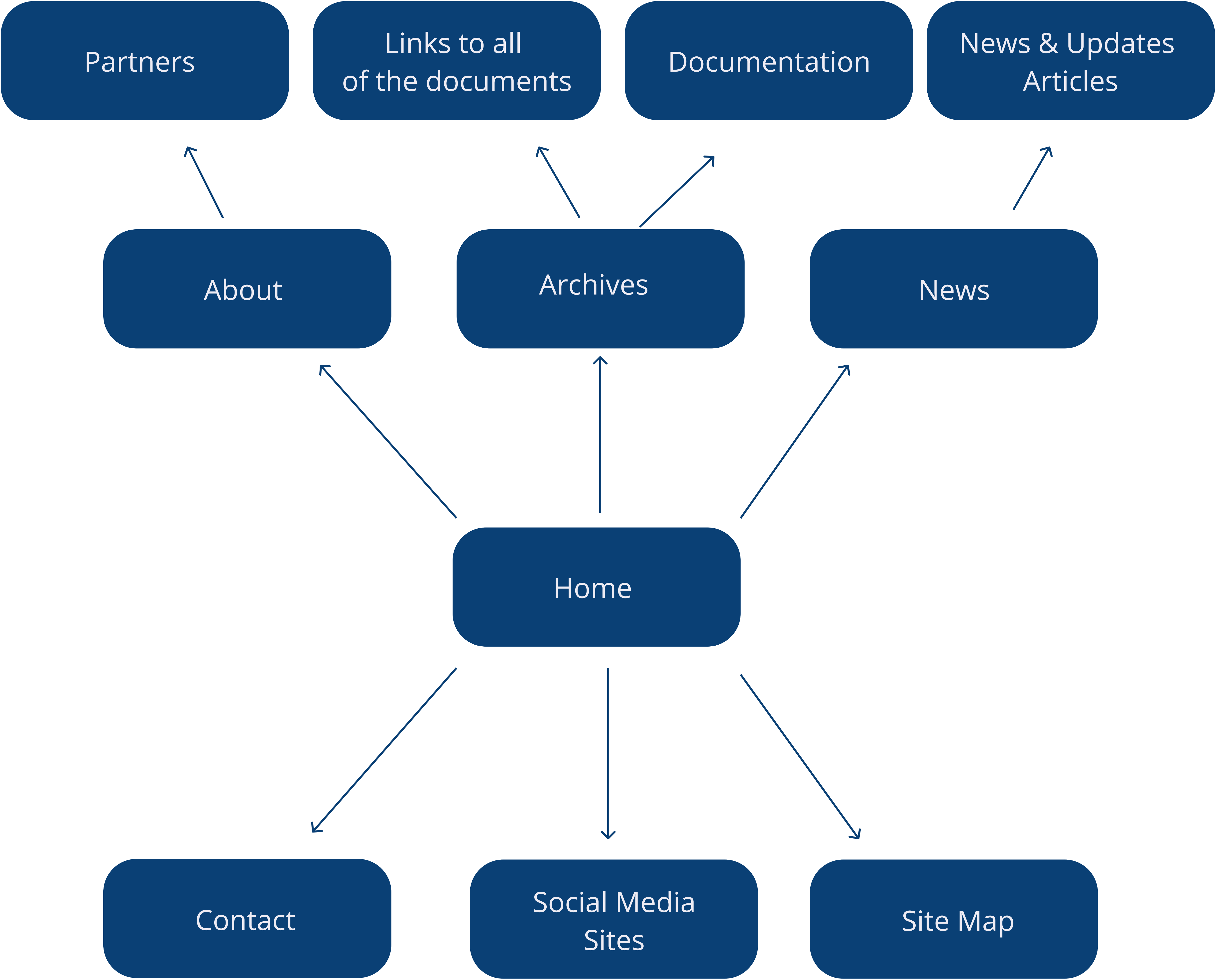


AREPR Project Leads Present at New Canaan Library's Resilience Series



Student blog: Transcription, Translation, and Editing Training









# Social Media Strategy

- **A key goal for our social media strategy is to raise awareness of the work we are doing**
- **We noticed that the AREPR social media platforms were very inactive. We pledge to respond to engagement at least once a day**
- **Seeing that this is a digital repository our target audience are the scholars of this world. We hope to build a collection of merit that draws scholars from all walks of the world to access information from our library**
- **We are also not limiting ourselves to just scholars. Our ultimate goal is to make this digital library a source of information to anybody around the world who seeks the knowledge in our vaults**

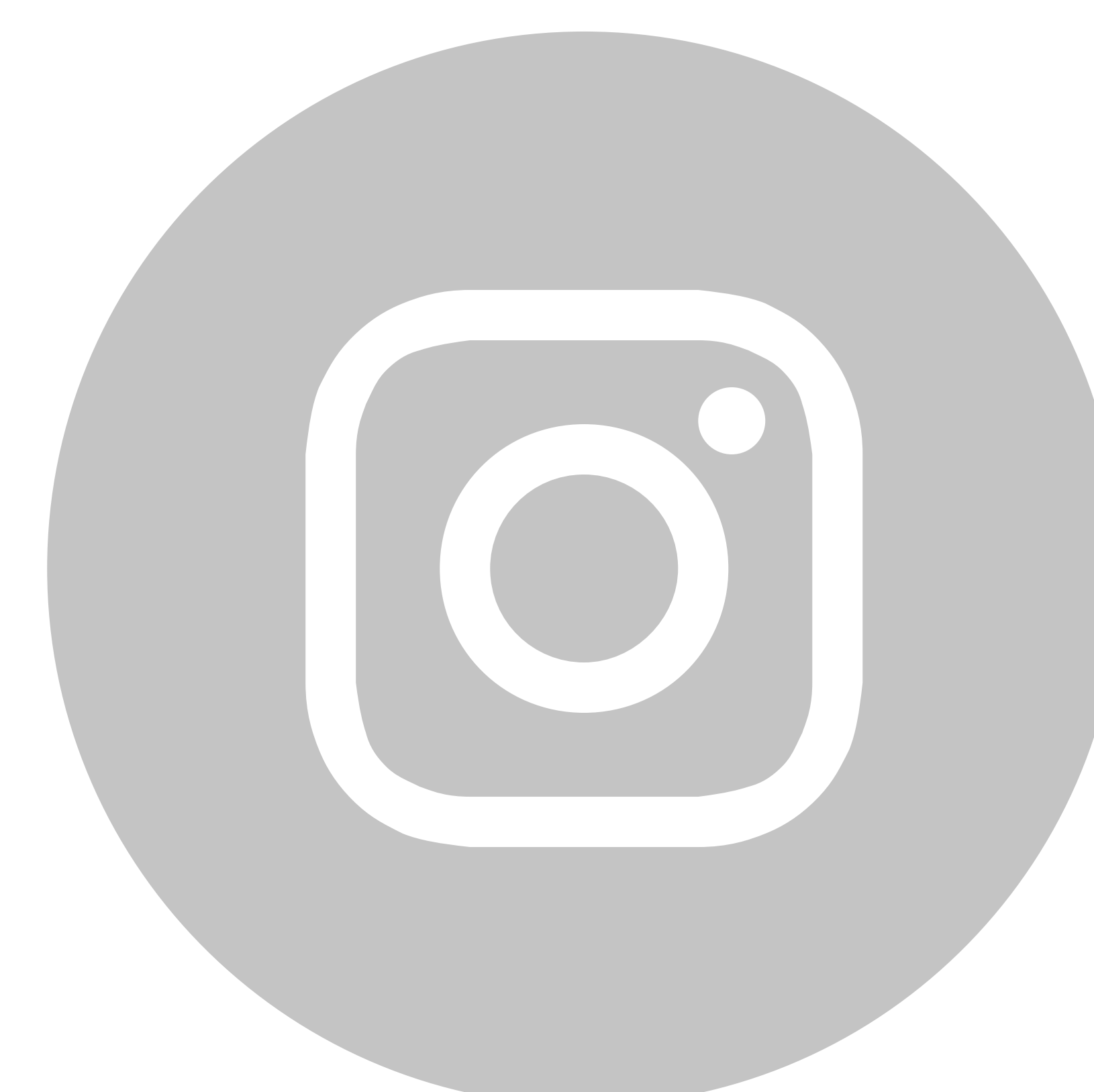






# Social Media Strategy

- **FaceBook is by far the most used social media platform around the world and we believe it is a crucial element of our strategy. Since we have the biggest following on this platform will we use this acccount to spread information of important dates on the horizon. This account will be updated every few days at the minimum**
- **Instagram is the the King of media sharing. This platform is the perfect channel for sharing our new addtions to our digital library. This will be a vital tool to help bring much needed attention to our organization. This account will be updated any time exciting additions come into our library.**
- **Twitter will also play a huge role in the growth of our organization because of its ability to keep us connected to what's happening on the world everyday. It has become a great platform of spreading information and so we plan on utilizing this. We plan on using twitter to help spread information about the happenings of Puetro Rico and how it effects our organization.**







# Social Media Strategy

- The Digital Public Library of America is a great example of a renowned Digital Library. They happen to utilize the platforms of Facebook, Instagram and Twitter brilliantly.



- The AREPR are using Twitter, Instagram and Facebook but quite ineffectively in our opinion. It seems to be scholars of the academic world who are engaging with our platforms. They seem to use Facebook to alert their followers of upcoming meetings and discussions that they can attend yet despite this there seems to be no other presence.

**Facebook: @RespuestasPR**

**Instagram: @RespuestasPR**

**Twitter: @RespuestasPR**

- For example, the Instagram account has not one single post. The twitter account hasn't posted since March of 2021. The most active account is the Facebook account but even then it is only updates the account a couple times a month.

