



Style Guide and Website Maintenance

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► About SERVE

SERVE is a development and volunteering organisation committed to providing equal opportunities for poor communities living in **Southern Africa, South-East Asia, and South America.**

Inspired by the belief that **‘Solidarity In Action’** can improve the lives of the most vulnerable, SERVE works in partnership with local communities and organisations to offer high-quality vocational and educational learning opportunities, helping young people gain employment or start and develop their businesses.



Values and Mission

- A commitment to the principle of authentic solidarity.
- An approach driven by the analysis that capacity matters.
- A perspective that understands that trade is as important as aid.
- A partnership, participative and programmatic approach to development.
- The belief that Global Citizenship Education is fundamental for sustainable change.
- A resolve to acknowledge the call of southern NGOs to devote greater energies to an activist style of development education.

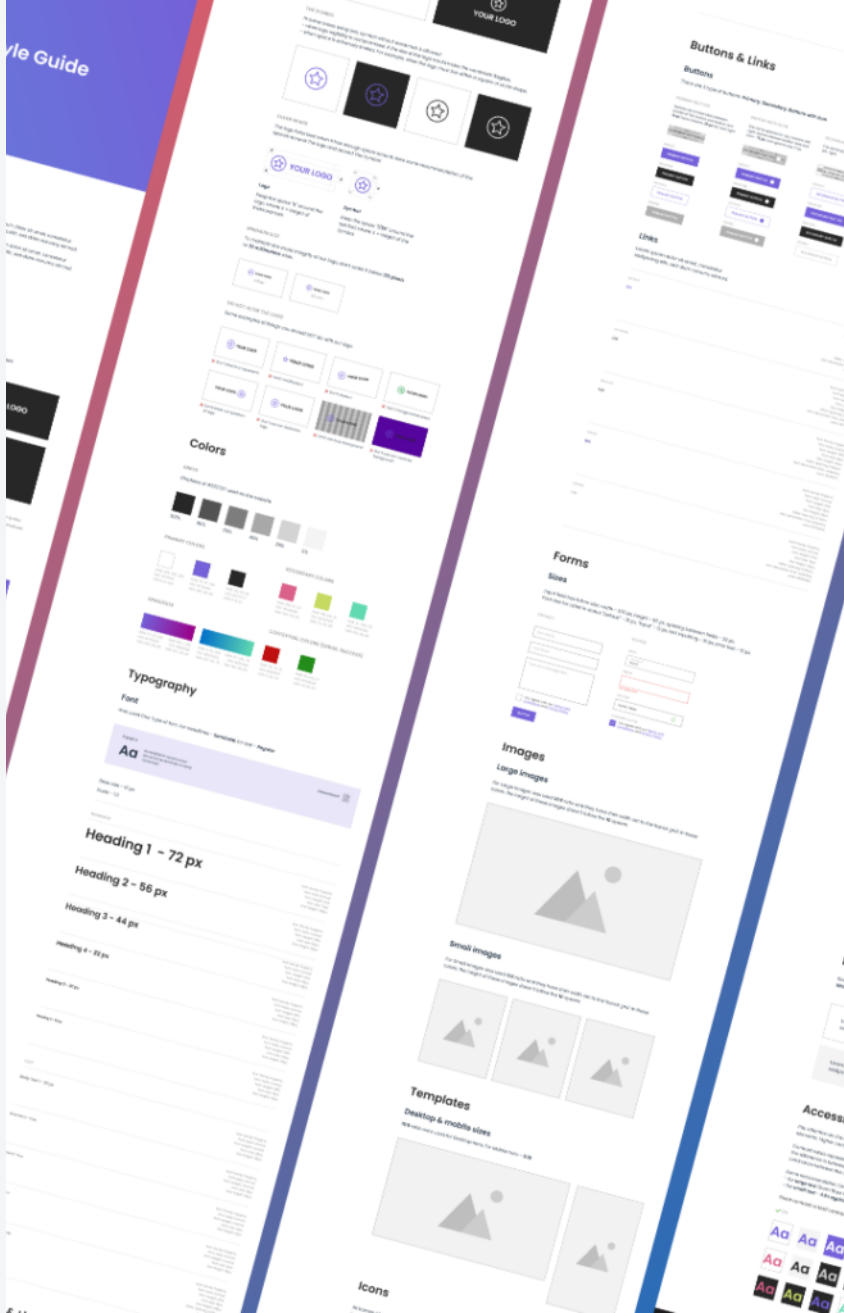
Introduction

A style guide is the documentation of your brand identity, presented in a format that makes it easy to apply the identity to any content you create. From your logo to your brand voice, it's a toolkit to help you present a consistent, cohesive brand to the world.

From May to September, 2022, SERVE has chosen to adopt a new style guide for its website. Through this document you will find the guidelines to maintain this website according to the proposed design.

Topics

- Colour Psychology
- Colour Palette
- Iconography
- Typography
- Templates
- Buttons
- Images



Green Nature, Fresh, Loyal, Gentle, Money
Blue Peaceful, Dependable, Wise, Calm
Purple Royal, Rich, Artistic, Unique, Imaginative
Pink Soft, Caring, Gentle, Affectionate
Red Hungry, Romantic, Brave, Bold
Orange Cheerful, Friendly, Playful, Warm
Yellow Warmth, Clarity, Sunny, Happy, Positive
Brown Earthy, Organic, Stable, Natural
Black Sophisticated, Powerful, Mysterious
Gray Focused, Neutral, Calm, Modern, Careful

White Innocent, Ethereal, Sterile, Calm

Colour Psychology

Colour plays a vital part in how your website and your brand are perceived and remembered. Color psychology is being used around us every single day and not only in what brands we buy, but also in how we react to our environment. For this reason, aspects of Colour Psychology were used to create the new colour palette for SERVE's website. The chosen colour scheme has color ranges of yellow, blues, and grays.

Yellow

Psychologically, it is the most powerful colour. It has a fairly long wavelength and is predominantly emotionally stimulating. It can lift our spirits and our self-esteem; it is the color of confidence and optimism. Happiness, positivity, and warm summer sun is what yellow reminds us of.

Blue

Blue is the color of the mind and is essentially soothing; it affects us mentally. Strong blues will stimulate clear thought and lighter, soft blues will calm the mind and aid concentration. It is the colour of clear communication. Blue color is stable, harmonious, peaceful, and trustworthy.

Gray

Gray is a neutral point between white and black. It implies security, maturity and integrity,


Colour Palette

To create a colour palette, you select a primary and a secondary color to represent your brand.


Primary

A primary color is the color displayed most frequently across your app's screens and components.


- **Blue** will be used in hero background gradients, main sections backgrounds, icons, headings 1, action links, and buttons (on hover).



#011F5F
RGB 1, 31, 95



#022E79
RGB 2, 46, 121




#0262C0
RGB 2, 98, 192

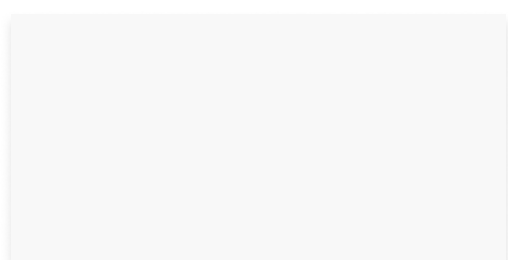
Secondary

A secondary color provides more ways to accent and distinguish your website.

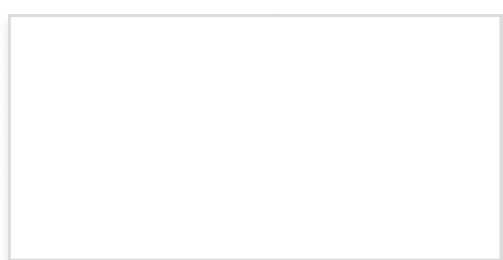
- **Yellow** should be used as an accent colour, to either complement sections where the background is blue or as an action button (default). Can also be used to highlight a particular topic or heading.
- **White** complements blue and gray, and is either used as a background colour, on icons, or/and as a type colour.
- **Gray** will be used as an alternative to white on backgrounds. Dark gray will be used on type colour.



#FBCC11
RGB 251, 204, 17



#F8F8F8
RGB 248, 248, 248



#FFFFFF
RGB 255, 255, 255

Example

Primary

1

#022E79

Secondary

2

#FBCC11

Secondary

3

#F8F8F8

1

EVERY GIFT MATTERS

3


Solidarity
in Action

Join us today in helping to provide equal opportunities for communities living in poverty across the globe.

2

DONATE NOW

FIND OUT MORE



Typography

Typography is a visual element of your brand style guide that goes beyond the font you use in your company logo. It supports your blog design down to the links and copy on your website — even your tagline. Typography plays a major role in your website's user experience, so you want to make sure it is visually appealing while also being accessible and easy to read.

► Poppins

Poppins is a Sans-serif typeface that was designed for free so that it can be used worldwide. In this typeface, you will find beautiful and eye-catching curves and along with that, this is also being used as a web font.

Poppins will be used on this website for:

- 1. Main Headings
- 2. Sub Headings (less than 20 characters)
- 3. “Read More” Links
- 4. “See All” Links
- 5. Buttons

Poppins Light </>

Poppins

Poppins Regular </>

Poppins

Poppins Medium </>

Poppins

► Open Sans

Open Sans is a humanist sans serif typeface and is known to present a neutral, however friendly look. It was optimized for print, web, and mobile interfaces, and has fantastic legibility characteristics in its letterforms.

Open Sans will be used on this website for:

- 1. Paragraphs (more than 20 characters)
- 2. Extra information
- 3. Navigation Bar
- 4. Breadcrumbs
- 5. Footer Links


Open Sans Light </>

Open Sans

Open Sans Regular </>

Open Sans

Example



1 Sub Heading - Poppins

2 Main Heading - Poppins

3 Paragraph - Open Sans

4 Button - Poppins

Iconography

Iconography is a visual language used to represent features, functionality, or content. **Icons are meant to be simple**, visual elements that are recognized and understood immediately. Besides being more aesthetically pleasing, consistency in iconography removes ambiguity and helps users distinguish an icon with which they can interact from a graphic or background image with which they cannot.

Example of Iconography on the “How Can I Get Involved” section of the website.



Volunteer

Join us and make a positive difference in the world



Donate

Help us transform the lives of those living in poverty



Fundraise

Support vulnerable youth to pursue their dreams



Shop

Buy a gift to help the communities we work with

Images

Images and photos have always been a vital part of visual communication, so ensuring that your website makes the most out of the images you pick is a must. Choosing the wrong image has the potential to ruin your website, in more ways than one. It can negatively impact both your UI and UX, so choose wisely.

Do’s



- **Choose high-quality images:** Make sure the images you pick are high quality. Images with large pixels and a high-resolution work best. Regarding their size, think about how your website is going to look on both a desktop and a mobile device.
- **Original photos and low-quality images:** If you must use an image that was taken by one of the partners, give preference to horizontal images. Try adding low quality photos to small sections instead, either on a call to action or part of a slider.
- **Make the image do the talking:** Hook your site visitors with an engaging image. Instead of loading your website with tons of text, go with an image that gets the point across. Even if the text is a good read, not all of your users are going to take the time to read it.

Dont’s



- **Text on images:** Avoid selecting images that were adapted for social media posts with titles, and/or text on them. This is a bad practice and mobile users might not be able to view the text in the same way that is being displayed on desktop. Instead, try adding the text either as a heading, paragraph or caption on the page. By doing this, you have better chances of people finding this page online, improving your SEO score and online traffic, making it accessible for anyone and available on any type of screen.
- **Collages:** Avoid using collages as banners. This text won't be identified if the user makes a Google research and it might not be displayed right on other screens, apart from desktop.

Components - Buttons

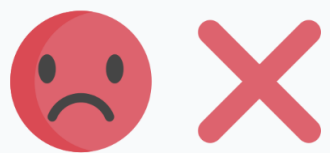
Your website buttons are more than just window dressing; they’re essential design elements that help tell a story about your brand and guide visitors closer to your products or services.

Good Button Design



- **Clear:** The button text and colors need to be clear, sharp and easy to understand.
- **Concise:** Minimal text on buttons is ideal. One word is the goal, two words at most. If you’re having trouble paring down your button-text, take a step back and ask yourself “What do I want the reader to do on the page right now?” The first word that comes to mind will probably be a verb.
- **Contextual:** Where does the button lead? What does it do? Confusing buttons don’t get clicked. If you have a button labeled “buy now,” it should lead to a page where a user can input their card details rather than another page that describes the product they want to buy.

Bad Button Design



- **Devoid of Color:** Bright, bold buttons are great to help guide the visitor’s eye toward key elements on the page. Remember, your web page is a journey, and the buttons you place on it should act as a map. Without full-color buttons, your readers might struggle to make it through the page and convert.
- **Misplaced:** On a similar note, misplaced buttons can also confuse the users. If your buttons aren’t placed in an area that sets the reader up to learn more or make a purchase, a lone button in the middle of a paragraph won’t help and could actually make matters worse. Keep things simple by adding buttons only where you need the visitor to take action. Some examples of these areas include: near a features and benefits section, in the header of a page, and at the bottom of a page.

Buttons

The buttons designed for SERVE present rounded corners and are hoverable, which means that when the user scrolls the mouse on the button, a different colour will appear and once they are clicked, they will be taken to a different page.

Default/No Interaction



Background Colour
#FBCC11
RGB 251, 204, 17

Font Colour
#011F5F
RGB 1, 31, 95

On Hover/Active



Background Colour
#0262C0
RGB 2, 98, 192

Font Colour
#FFFFFF
RGB 255, 255, 255

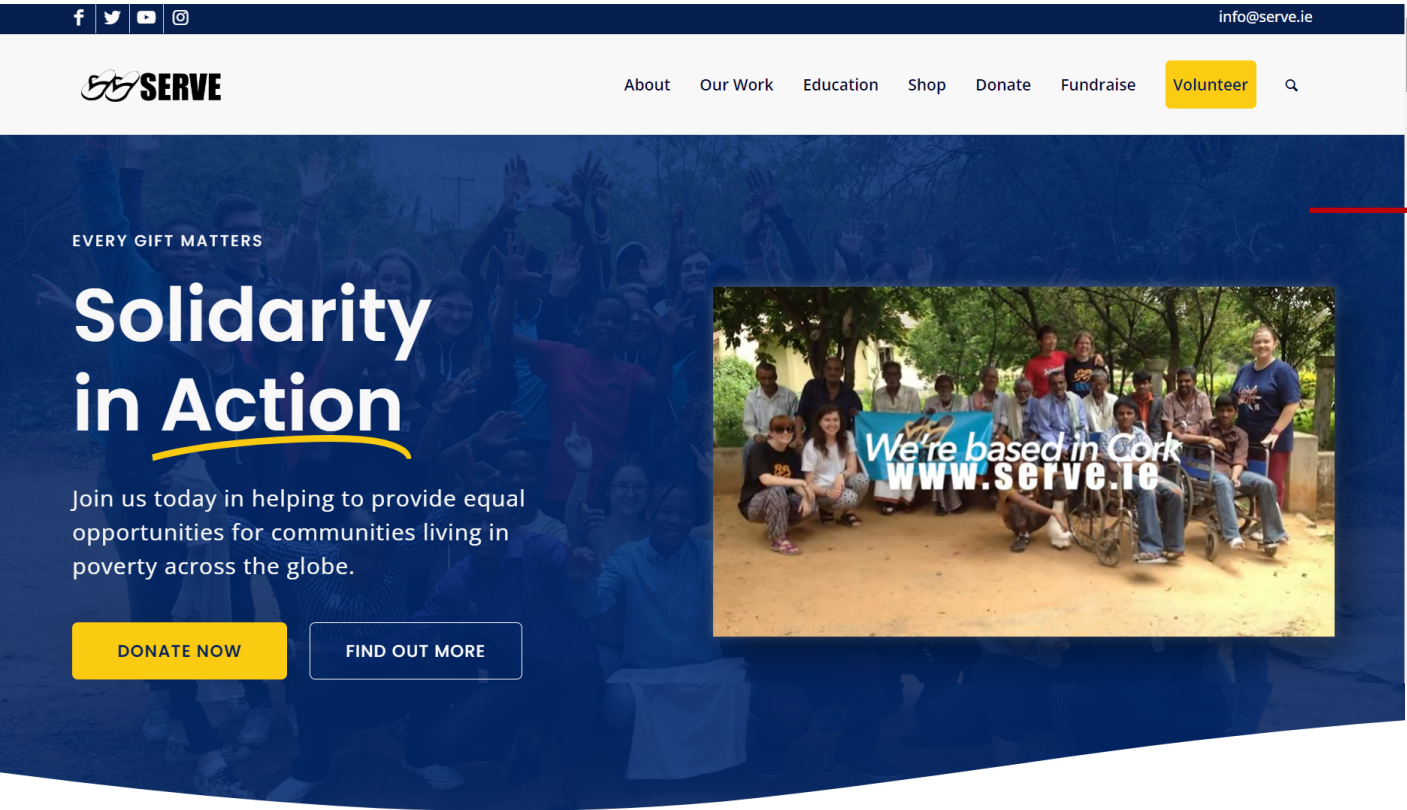
Templates

Elementor templates are pre-designed pages and blocks that you can apply to individual pages or even specific User Interface (UI) elements. The right template will provide a solid foundation that you can then tweak to bring it into line with your own branding. This can help you create a stunning website, with minimum hassle.

This website contains six main templates:

- Home pagev
- Fundraise
- Volunteer
- Articles
- Donate
- Events

Template - Home Page

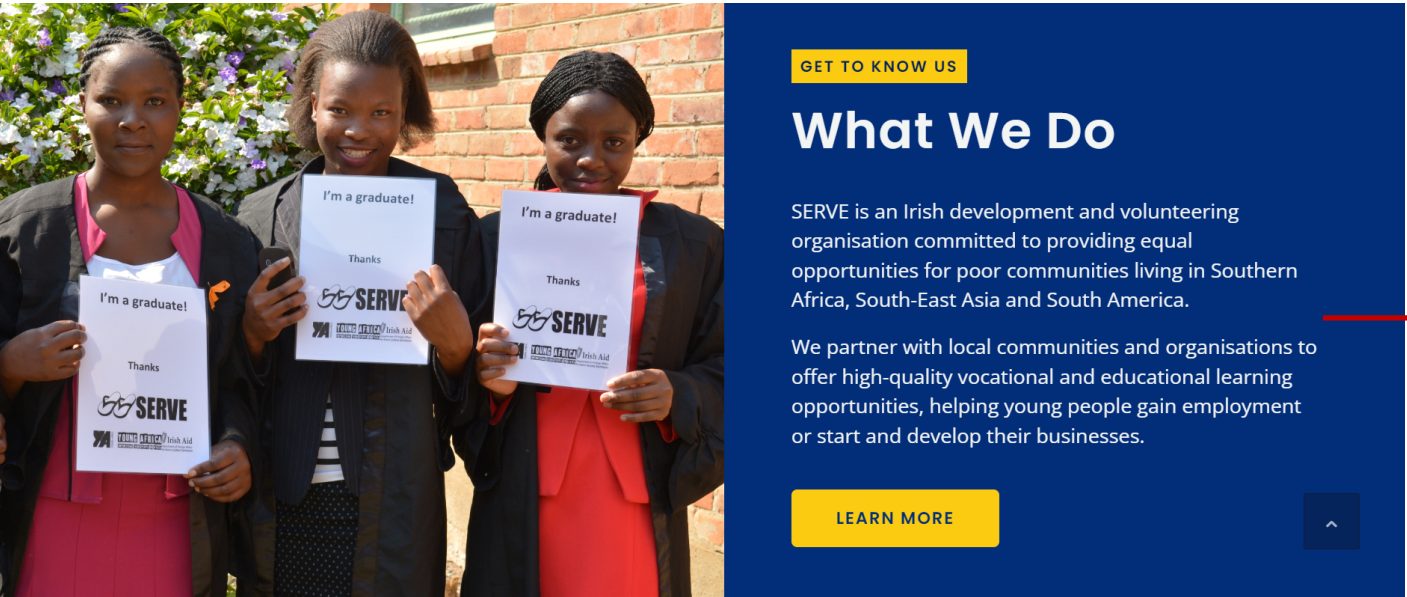


1 Hero Image

- Heading
- Sub-Heading
- Paragraph
- Button 1
- Button 2
- Background



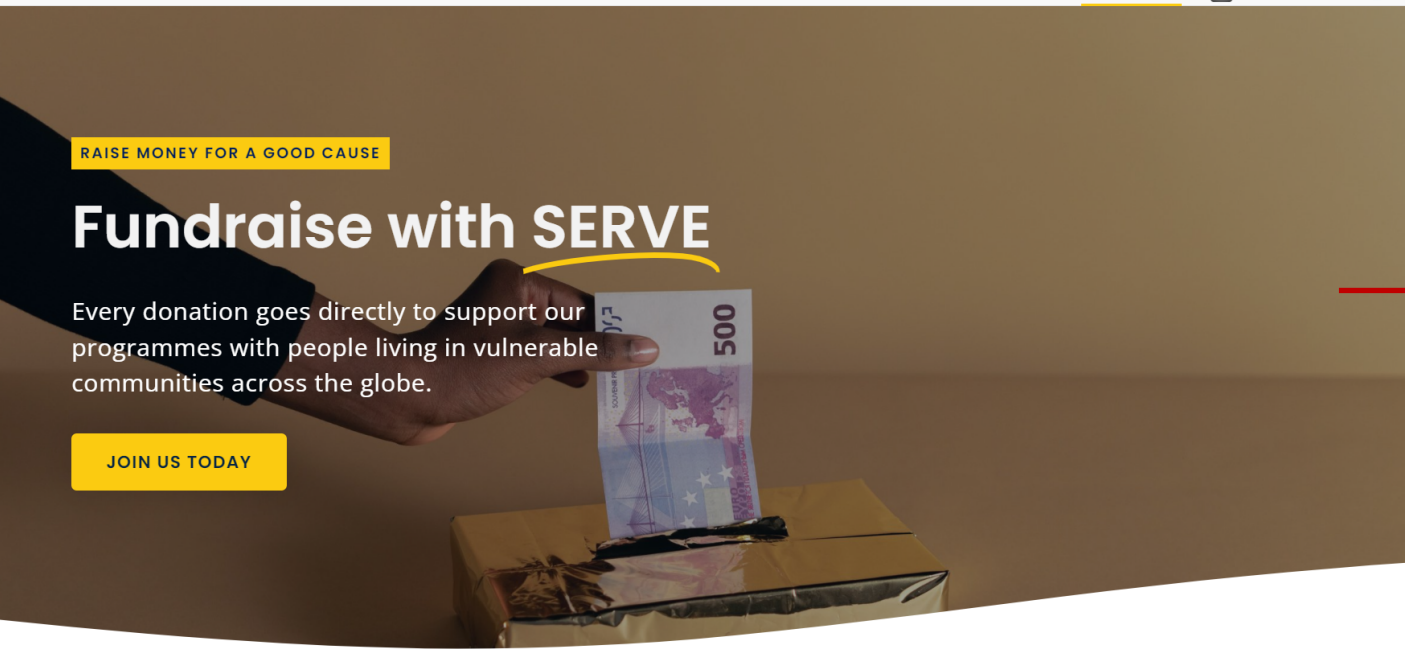
2 Members Section



3 What We Do Section

- Heading
- Sub-Heading
- Paragraph
- Button 1
- Background

Template - Fundraise



1 Hero Image

How You Can Get Involved

You can join one of our fundraiser events or organise your own to support our work. Every donation goes directly to support our programmes with people living in vulnerable communities across the globe. Join in to show your solidarity.

CHARITY

SERVE 5-a-side Soccer Tournament

SERVE hosts 5-a-side Soccer Tournament to help fund their overseas development programmes on Saturday September 10th 2022 Nemo Rangers GAA Club, Douglas, Cork.

[READ MORE »](#)

FUNDRAISING

Solidarity with Ukraine

Solidarity with Ukraine Irish Charity
SERVE like so many other citizens and groups are deeply perplexed by the unfolding tragedy

[READ MORE »](#)

FUNDRAISING

Organise your own SERVE Fundraiser

Organise your own fundraiser Join SERVE's community of fundraisers today to show your solidarity in action. All donations go directly

[READ MORE »](#)

2 How You Can Get Involved

Other Ways to Help

€60 / €120
£50 / £100

→ SHOP

Gifts For Anytime

Support your fundraising efforts by encouraging your friends, family and community to purchase from a selection of SERVE Ethical Gifts. These gifts make special occasions even more unique. They directly support the communities we work with.

[BROWSE SHOP](#)

3 Other Ways To Help

Join our Newsletter

Subscribe today for free and stay up to date with our latest news and events.

[SUBSCRIBE NOW](#)

4 Newsletter Call to Action

Template - Volunteer



1 Hero Image

→ VOLUNTEER

Join 2023 Volunteer Programme

Applications are now open to our Volunteer Programme which has overseas and local options. Deadline: 21st Nov '22

READ MORE

→ EVENT VOLUNTEER

Christmas Volunteers

SERVE is on the look out for volunteers to help us during Christmas events. Get in touch, if you're passionate about the Global Goals, are self-motivated, a team player and willing to learn.

READ MORE

3 Other Ways To Help

↑



4 Newsletter Call to Action

Final Tips

Breadcrumbs

Breadcrumbs are a secondary navigation aid that helps users easily understand the relation between their location on a page (like a product page) and higher level pages (a category page, for instance). With breadcrumbs, if you’ve reached a page you don’t want to be on, you can easily find your way back or go back a step or two and start over.

- It can be added to the main links pages, such as Donate, About, Education, Volunteer, etc as these links are already available on the navigation bar.
- It's absolutely **not needed on the homepage**.

Headings

- Include **relevant keywords to the subject**, and try to keep the length between 50 to 70 characters. Template 1 and Template 2 headings can be copied and pasted if you are unsure how to do it (in regards to the design).
- Every page has to be given **a title that describes the content to be shared**.
- **Avoid overusing words** (including serve's name).

How Can I Get Involved?

There are a number of ways you can help SERVE

Sub-Headings

- It can be some description of the article, essay, or news.
- It can be an action that you want to the user to perform, even though this is not a button.
- Create an impact statement. Example: Every gift matters.

Navigation Bar



Background 1	Background 2	Media Icons	Contact Info	Links	Action Button	Search Bar
<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>	<div></div>
061F4F	F8F8F8	FFFFFF	FFFFFF	030733	FBCC11	030733

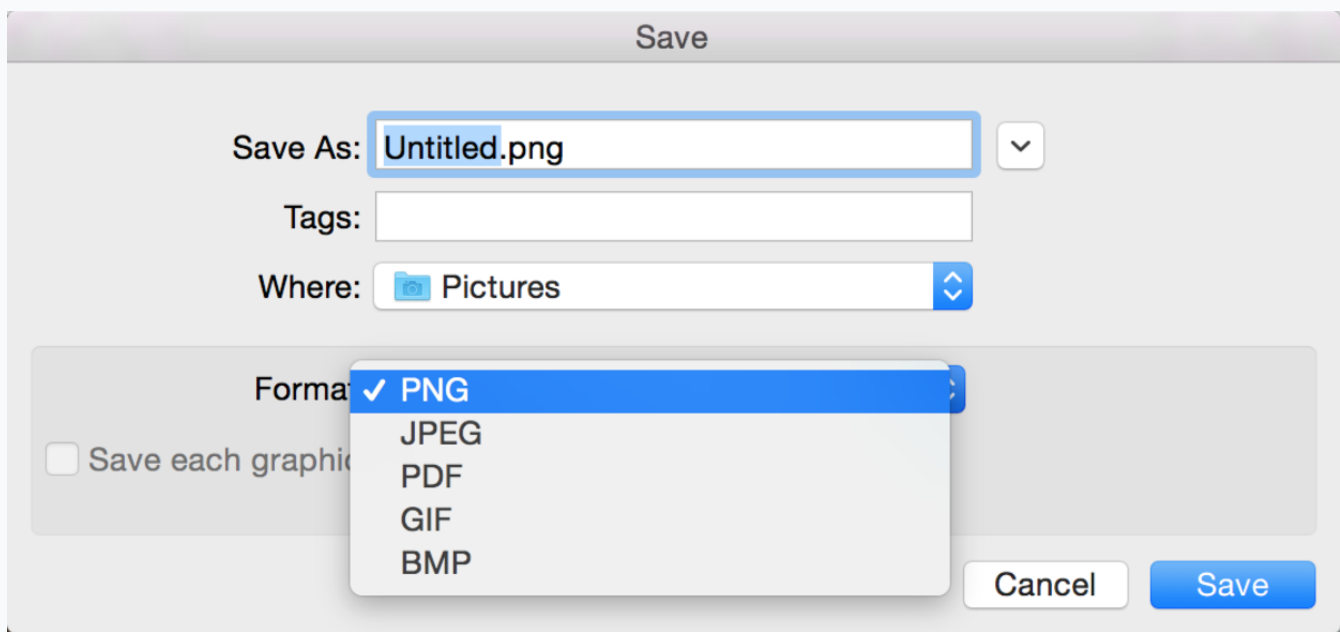
Final Tips

Memberships And Donors

This section was created using a Media Carousel template on Elementor, which can be easily edited to add or delete a logo.

Format

- Logos must be on PNG format (transparent background). PNG format ensures that the background of the section won't be affected by the logo's background.

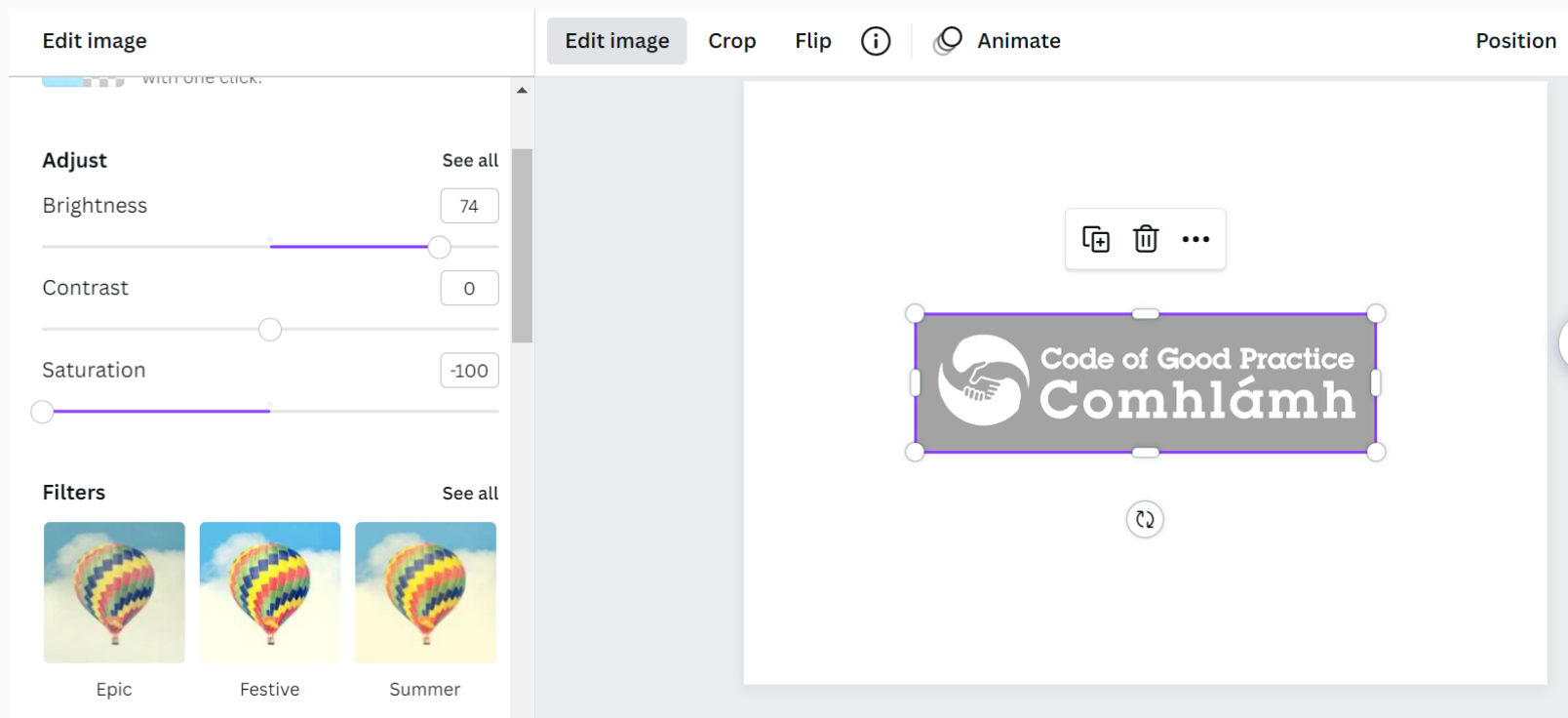


Colour

To match the other logos, you must either add a gray colour filter, gradient or edit the logo on a photo editor program before uploading it to the Media Carousel. For example, [Canva Photo Editor](#) can be used to edit a logo. That can be done by:

- Bringing the image's **Saturation to -100**.
- If necessary, increase or decrease the **Contrast and/or the Brightness** until you see consistency with the other logos. In the example below, the background colour was quite dark so increasing the image's Brightness to +74 did the trick.

Example of Canva Photo Editor and how it can be used to edit a logo.



Final Tips

Memberships And Donors

Size

There is not a particular requirement in regards to the size of the logos as the Carousel features are designed to accomodate different sizes. However, you should give preference to the logos that both the text and icons are horizontal.

Examples of Logo sizes

Memberships and Donors

1

1305 × 390

< Code of Good Practice comhlámh

2

180 × 50

benevity

3

412 × 122

IDEA IRISH DEVELOPMENT EDUCATION ASSOCIATION

4

494 × 102

the wheel Stronger Charities. Stronger Communities >

Add a new logo

1. Go to the Home page and select “Edit with Elementor”.

A dark rectangular button with a circular icon containing the letters 'IE' and the text 'Edit with Elementor' in white.

2. Press “Edit Media Carousel”.

A button with a light blue background and a white border. It features the IDEA logo on the left, the text 'Edit Media Carousel' in the center, and a right-pointing arrow on the right.

3. Select the option “Add Item” and then “Choose Image”.

Two screenshots of the Elementor interface. The left screenshot shows a list of items with 'Item #7' and 'Item #8', each with a copy icon and a close icon, and an 'ADD ITEM' button at the bottom. The right screenshot shows the configuration for 'Item #9', including a 'Type' selector, an 'Image' section with a 'Choose Image' button, and a 'Link' dropdown menu.

4. On the Upload Files window, press “Select Files” to select an image from your computer.

Insert Media

Upload files

Media Library

Drop files to upload

or

Select Files

Maximum upload file size: 128 MB.

Insert Media