



WEBSITE MANUAL

Build Guidelines

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ULTERIOR HORIZONS

Our values are built on an ideal that all children deserve a future of their own. We aspire to make breakthroughs for immediate and lasting change for children through learning, opportunities, and support.

CORE ELEMENTS

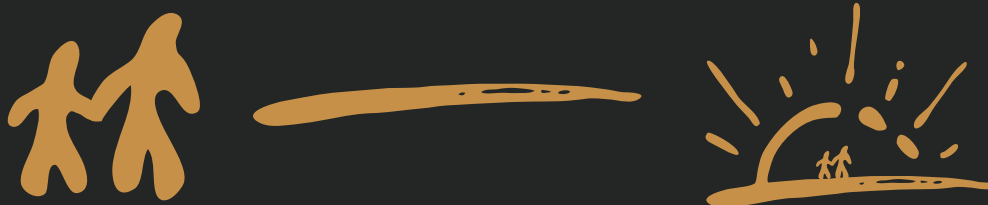
Logo Design



Logo Variations



Brand Devices



Favicon



Colour

R 79 G 69 B 55
C 57 M 58 Y 71 K 46
#4f4537

R 37 G 39 B 38
C 72 M 64 Y 65 K 69
#252726

R 241 G 221 B 176
C 5 M 11 Y 34 K 0
#f1ddb0

R 128 G 138 B 115
C 51 M 35 Y 57 K 8
#958c63

R 204 G 148 B 176
C 20 M 43 Y 86 K 2
#cc9444

CORE ELEMENTS

Imagery



Edited Images

When the page is a continent or a country, such as a focus page then an edited image with page title would be required with appropriate style & theme.

Integration Typography



CORE ELEMENTS

Typography

ITC Avant Garde Gothic LT Bold

ASPIRE

Helvetica

to a better world

Typeface & Sizes

HEADER

Helvetica Bold 32pt (Always uppercase)

SUB HEADER

Helvetica Bold 18pt (Always uppercase)

Body copy

Helvetica, sans-serif 12pt

Buttons

Normal state

REGISTER TODAY!

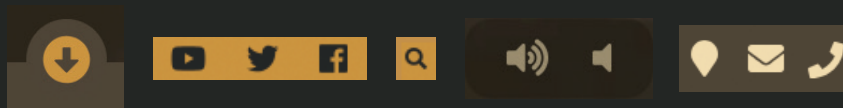
Hover (Transition fill - left to right)

REGISTER TODAY!

Glow animation (0% - 100%)

REGISTER TODAY!

Icons



Where an icon would be required or placed, please refer to the Font-awesome web collection.

More Content Icon: `<i class="fas fa-arrow-alt-circle-down"></i>`

Twitter Icon: `<i class="fab fa-twitter"></i>`

Facebook Icon: `<i class="fab fa-facebook-square"></i>`

YouTube Icon: `<i class="fab fa-youtube"></i>`

Search Icon: `<i class="fas fa-search"></i>`

Volume On: `<i class="fas fa-volume-up"></i>`

Volume Off: `<i class="fas fa-volume-off"></i>`

Address Marker: `<i class="fas fa-map-marker"></i>`

Email Icon: `<i class="fas fa-envelope"></i>`

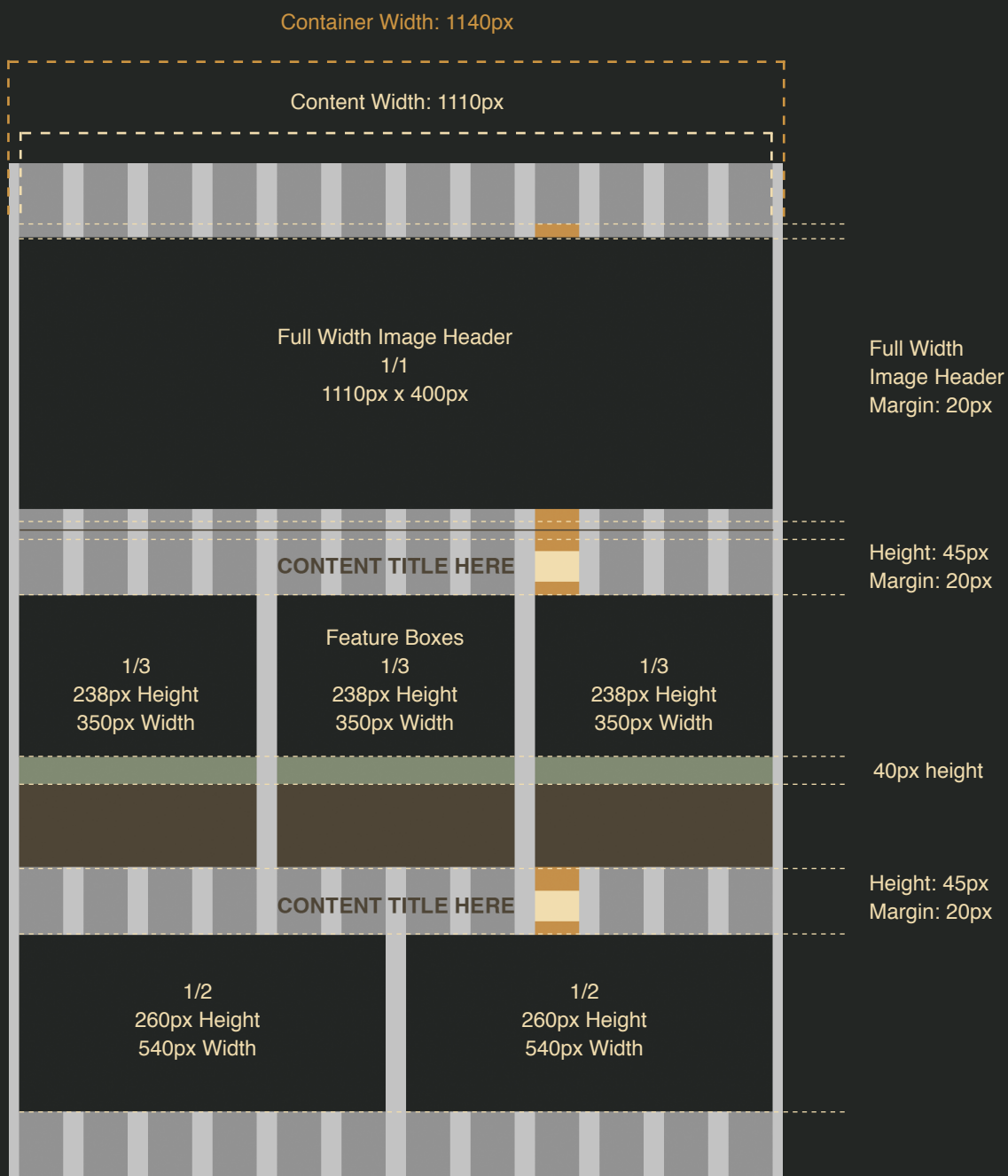
Phone Icon: `<i class="fas fa-phone"></i>`

This would be installed as a link on the HTML head. Using the font-awesome icons is the ideal way to include icons into the web page. This method allows you use SVG or vector formats which wouldn't pixelate, additionally, this works well if you need responsive icons to scale depending on the viewpoint or device.

GRID GUIDELINES

Container Width: 1140px
Content Width: 1110px

Container Padding: 15px
Content: 1140 - 15px - 15px



Page Column Structure

To be able to do a responsive design, I've decided to use a bootstrap 12 column grid structure which would allow as a good dividable multiplication. From a 12 column grid I would be able to create the following:

1/1
1/2 - 1/2
1/3 - 1/3
1/4 - 1/4 - 1/4 - 1/4
etc..

If you do not want to use all 12 column individually, you can group the columns together to create wider columns.

Bootstrap is a very common and effective for creating and managing a grid for responsive design. This will allow an easier transition between viewpoints and flexible columns.

Using bootstrap grids, I can manually set the column amount for each block for all three main viewpoints, desktop, tablet and mobile. This means, as column that might be 1/3 on desktop could be set as a full width block on mobile (12/12 or 1/1 column).

Column Presets

Through the design and wireframes, I've established that I will be using multiple presets of columns.

These are as follows:

Full Width: 1/1

Feature Boxes: 1/3 - 1/3 - 1/3

Two Columns: 1/2 - 1/2

Feature Image & Body copy: 2/3 - 1/3

Body copy & two images: 2/4 - 1/4 - 1/4

4 Feature Boxes: 1/4 - 1/4 - 1/4 - 1/4

Either side of each column will be a 15px padding. So where two columns meet that will amount to 30px padding to separate both boxes. This will be a great way to setup the web page.

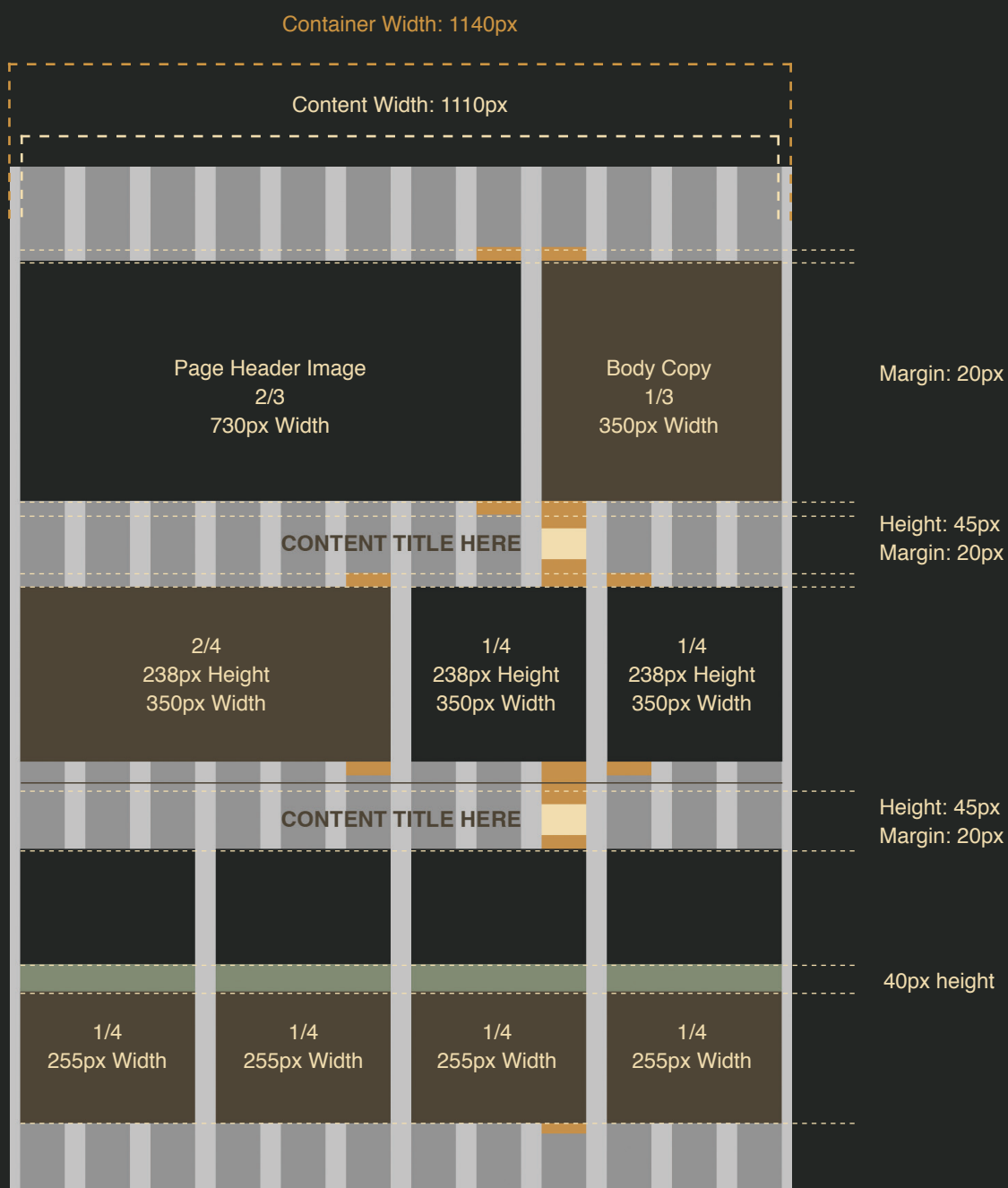
Grid Key

	Margin indication		Body Copy Background		Image box
	Title Background		Content Height		Content Guides

GRID GUIDELINES

Container Width: 1140px
Content Width: 1110px

Container Padding: 15px
Content: 1140 - 15px - 15px



Page Elements

Horizontal Rule - `<hr>` tag

To divide content and sections of the page, I've decided to include a horizontal rule tag. This tag will be used to as a divider or space for titles or content.

height: 2px
width: 100%
margin: 10px

SUB HEADER

H3 Text `<h3>`

Any featured text will be placed into a block with a H3 text tag. This will be used to highlight the title of a particular field.

background: #948c63
colour: #f1ddb0
padding: 10px
margin-bottom: 15px
text-transform: uppercase
text-align: center

Block Background

The content block will be used to hold any content such as images or body text. This box will have additional styling for any content such as a box-shadow and bottom margin with a background colour.

margin-bottom: 15px
background: #252727

SECTION HEADER

H2 Headers `<h2>`

Between any content and a hr tag, I will need section headers to distinguish the content. That is where h2 tags will come very helpful.

colour: #f1ddb0
font-weight: 700
margin: 20px
letter-spacing: .5px
text-transform: uppercase
text-align: center

Grid Key

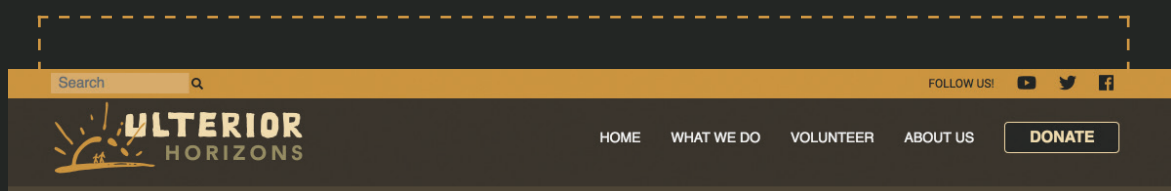
	Margin indication		Body Copy Background		Image box
	Title Background		Content Height		Content Guides

HEADER & NAVIGATION

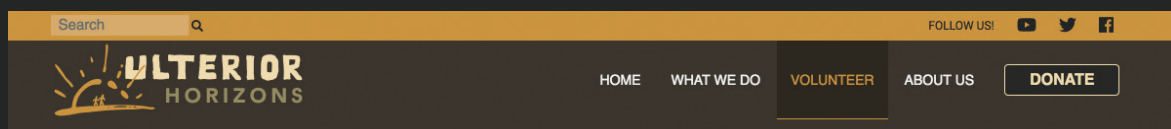
Desktop Navigation

Viewpoint > 729px or greater

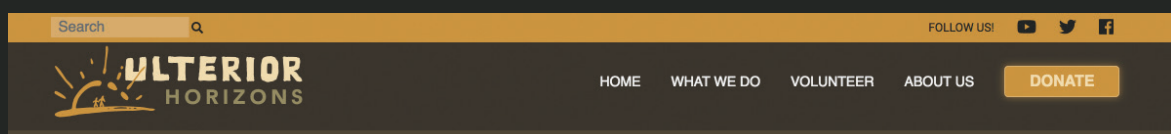
Container Width: 1140px



Navigation Tab hover



Navigation Donate hover



Navigation Features

The navigation bar should be fixed to the top of the browser window. When the user scrolls down the web page, the main navigation bar which includes the logo design and nav buttons will be locked or fixed in place.

Once a user scrolls the page, the top bar (search and social media) will not be fixed like the main navigation, and won't appear when the user scrolls.

Navigation Styling

Position: Top of Page

Background: `rgba(37, 39, 38, 0.5)`

Nav height: 90px

Top bar height: 30px

Position: Fixed (scrolled)

Background: `#252726`

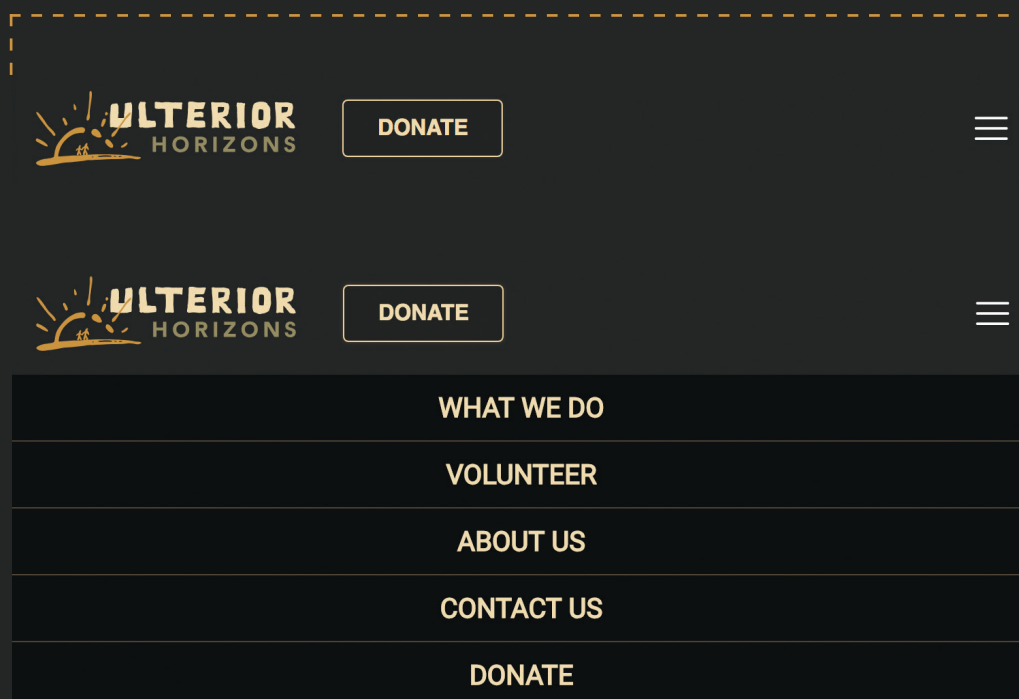
Nav height: 90px

Top Bar: hidden

Mobile Navigation

Viewpoint < 728px or less

Page Width: <728px



Mobile Navigation

When the viewpoint is under 728px, the mobile responsive navigation will appear. The burger menu icon will appear on the right side, with the logo on the left as long side a donate button.

Once the viewpoint reaches 418px or under the donate button will disappear. At this scale, only the logo and menu icon would be present. The navigation menu icon will have a drop-down for the pages.

Navigation Styling

Position: Fixed to top of page

Background: #252726

Nav height: 90px

Drop-down menu

Colour: #f1ddb0

Background: #02070f

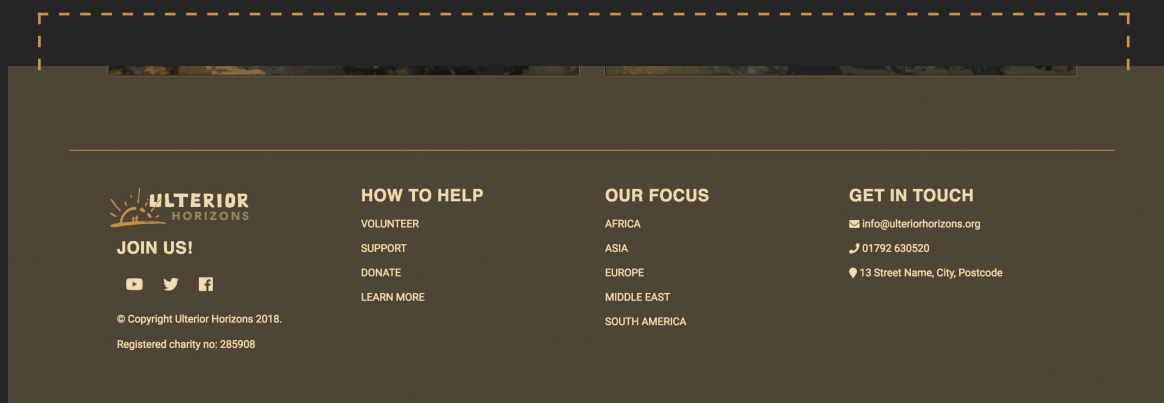
Height: 49px

FOOTER

Desktop Footer

Viewpoint > 729px or greater

Container Width: 1140px



OUR FOCUS

AFRICA

ASIA

EUROPE

MIDDLE EAST

SOUTH AMERICA



Font Awesome icons used for the address, email and phone contact information.

Footer Styling

Position: Bottom of page

Background: #4f4537

Footer Padding: 40px

Height: 49px

1px top border colour: #cc9444

All main content have a 50px margin above the navigation bar.

Standard state

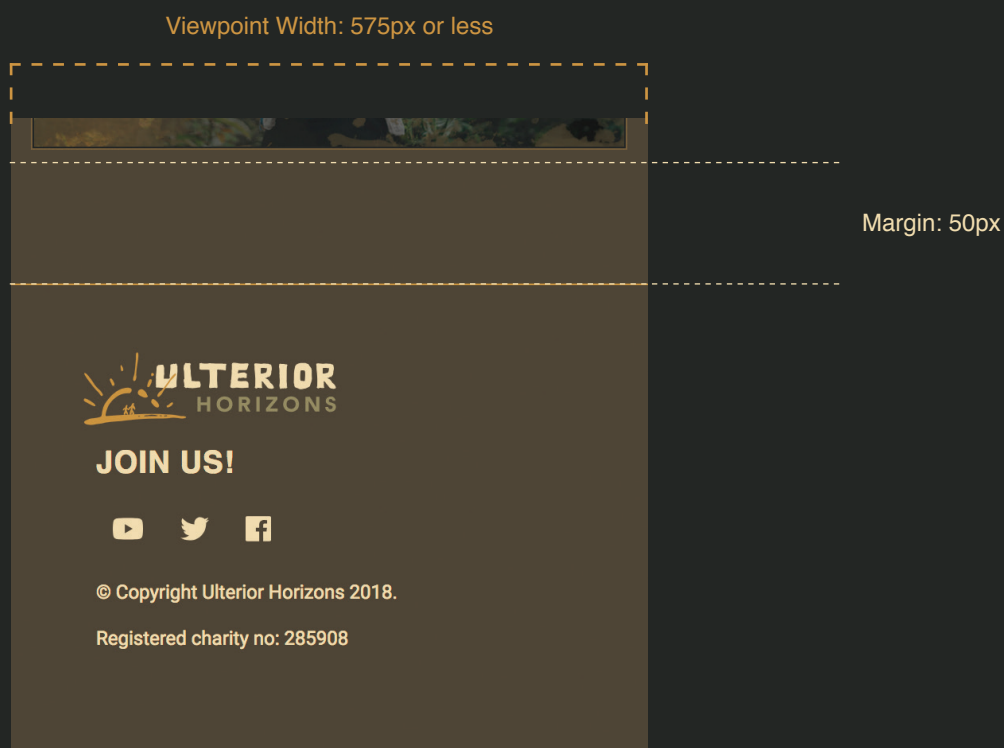
Colour: #f1ddb0

Hover state

Colour: #cc9444

Mobile Footer

Viewpoint < 728px or less



Mobile Footer

As you viewpoint of the user decreases the responsive design of the footer would be altered. When the viewpoint is smaller than 992px, the responsive design of the column structure would change from a 4 column footer as on the desktop, to a 2 column structure and as it continues to decrease in size, eventually the 'How to Help', 'Our Focus', and 'Get in touch' would disappear to only reveal the company logo, join us, copyright and charity number.

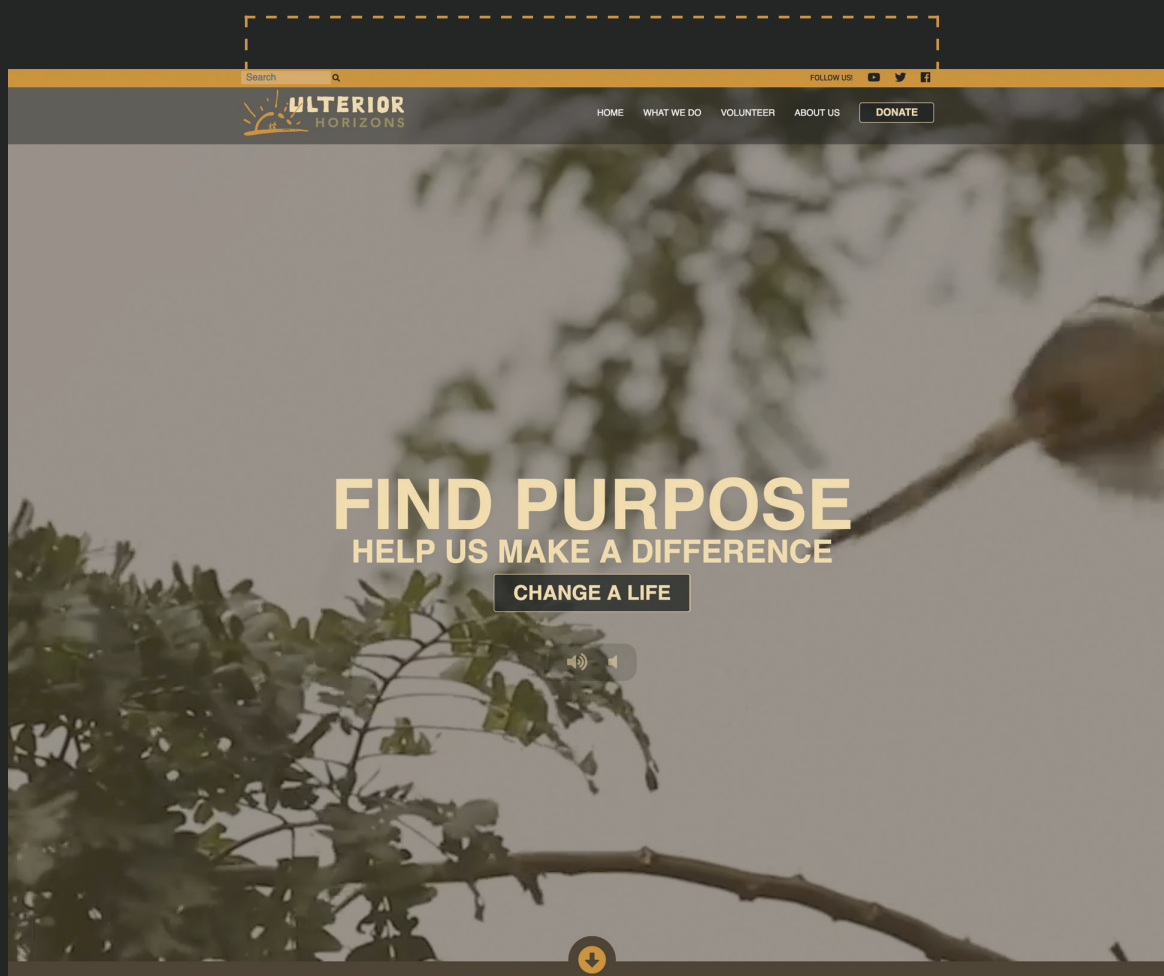
HOME PAGE

Desktop

Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

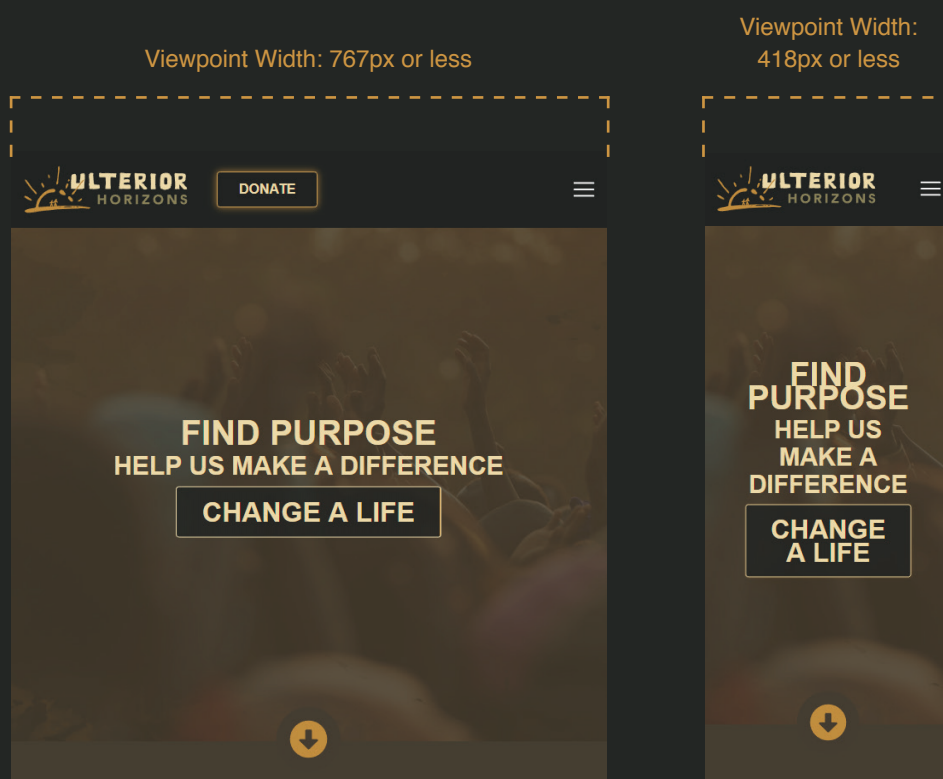
Container Width: 1140px



Underneath the homepage header video you should always place a button to indicate the fold of the page for any further content. Upon clicking the button, a smooth transition will scroll to the content ID.

Tablet & Mobile

Viewpoint < 767px or less



Under 767px

Once the browser or device width reaches under 767px the video would be hidden and removed, and instead display a poster background image that would be fit to cover the area. This would reduce site response & load-time for a better user experience.

Additionally, the titles would reduce in size appropriately depending on the width and the video controls for volume would be removed.

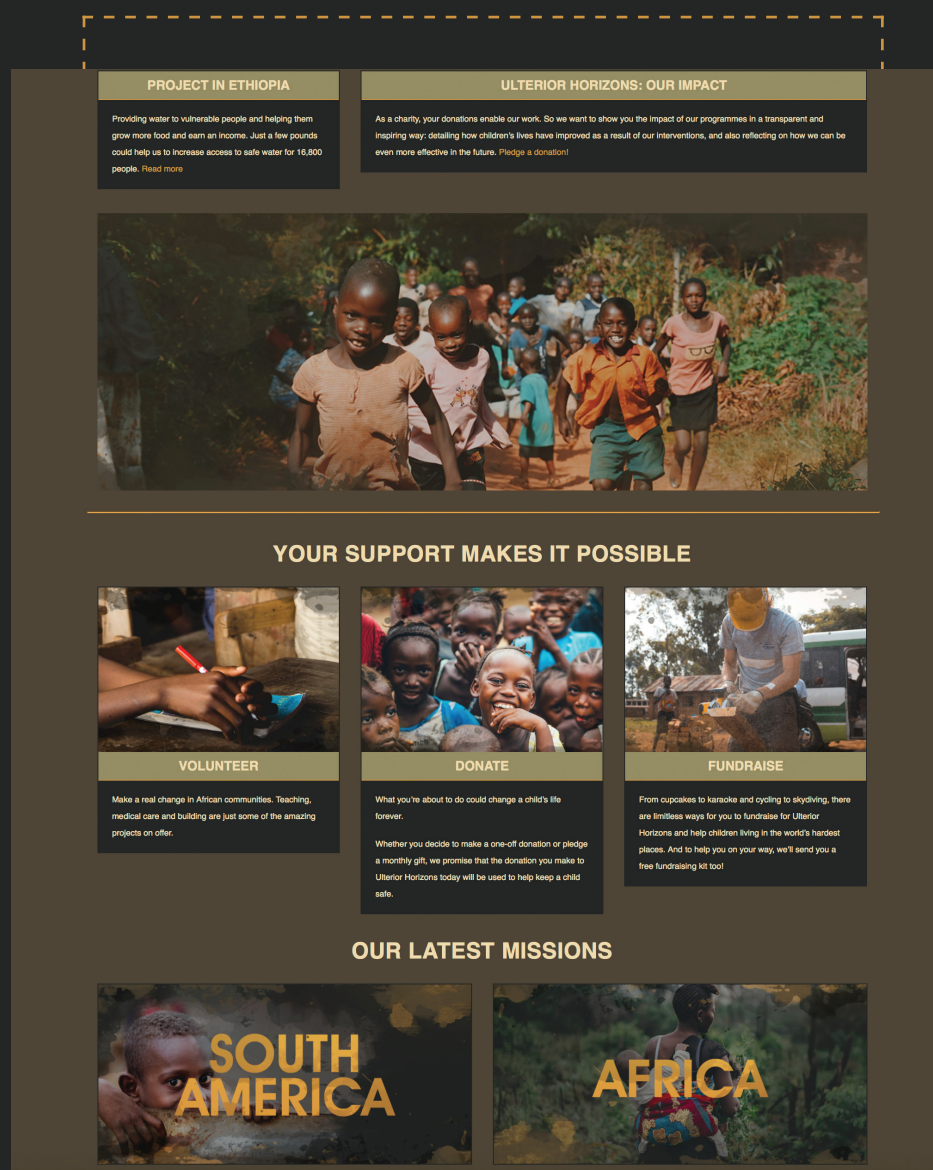
HOME PAGE

Desktop

Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

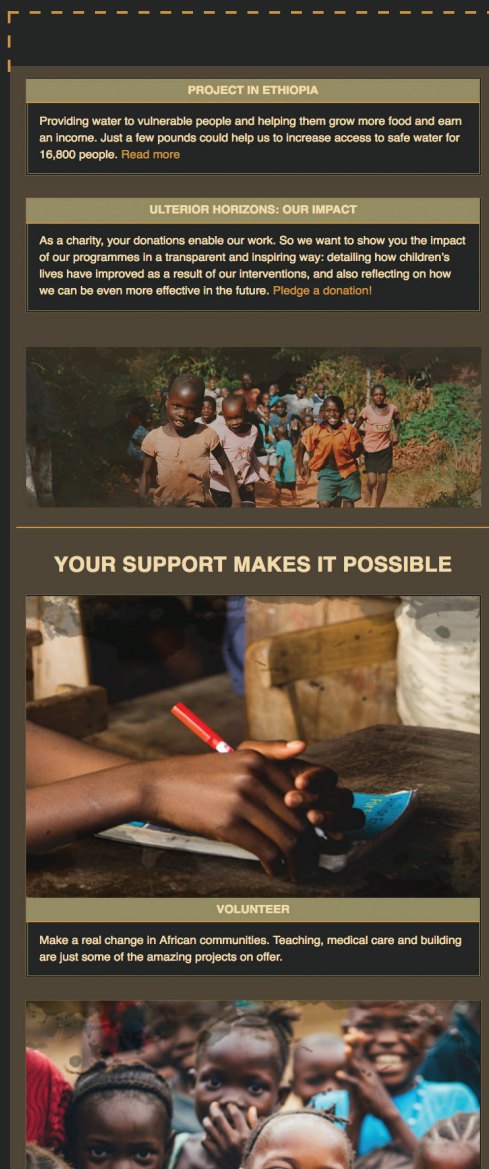
Container Width: 1140px



Tablet & Mobile

Viewpoint < 767px or less

Viewpoint Width: 767px or less



Home Page

The home page should include full width video header that will display a header and engaging button, as well as video volume controls and fold button.

Under the video, content will be displayed of the most recent project, as well as the company vision statement. Company brand images should be visible to give a better sense of the life's that we reach.

The homepage should be used as a place to show the most recent work we've done and latest missions. This content could be updated over the weeks or months to reflect more recent information. It's advised that we adjust this information ever so often to show active work in the charity.

Responsive

When the device viewpoint is reduced to lower than 767px or less the column structure would change to become a single column so that the view is an appropriate size whilst in keeping with the browser or device width, so that the user doesn't need to scroll horizontally, only vertically.

Additionally, when the browser is 991px or lower the format would adjust again and eventually reach the 767px single column.

ABOUT US & WHAT WE DO

Desktop
Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

Container Width: 1140px



ABOUT US

WHO ARE WE?

Poverty, conflict and disaster leave millions of children living in fear. Fear of hunger and disease. Fear of violence, conflict and exploitation. Fear that robs them of a childhood.

Our local staff work in thousands of communities across the world to free children from fear. They live and work alongside them, their families and communities to help change the world they live in for good.

We can do this because people like you are prepared to sponsor, donate, pray, campaign or simply share the stories of boys and girls who have been given hope for the future.

We aim to inspire breakthroughs in the way the world treats children, for immediate and lasting change in their lives. We are also committed to the highest standards of behaviour ensuring that we respect everyone we work with and each other.

FOUNDED

2018

VOLUNTEERS

504

DONATE NOW

WHAT WE DO



IMPACT

Implementing change for good is at the heart of what we do. Because this change is brought about through the support of our donors, we are honest about our impact and fully accountable for our actions.



LIFE-SAVING FOOD

Across the world, we're helping malnourished children survive and thrive. There's enough food in the world for everyone. But poverty and rising food prices mean that many families simply can't afford it.



EDUCATION

Too many children are missing out on life changing opportunities. We're working in the world's poorest, most dangerous and hard-to-reach places to make sure children have the chance to fulfill their potential.



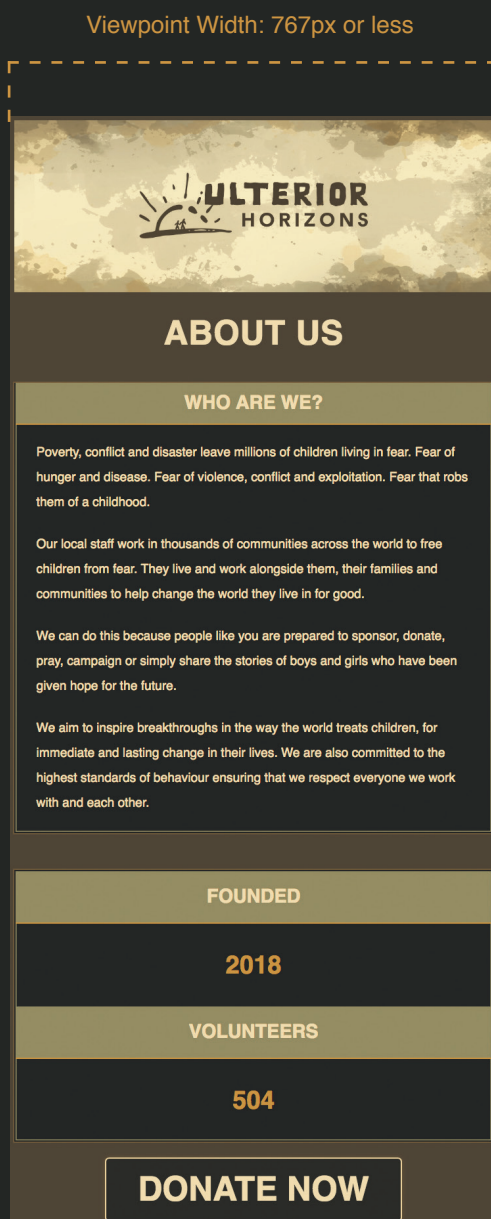
COMMUNITY

Recognising that those living in fragile contexts face multiple risks and prolonged conditions of uncertainty, we work with communities to help them become more resilient to natural and man-made hazards.

24

Tablet & Mobile

Viewpoint < 767px or less



About Us & What We Do

This page includes information about who we are as a business, and some other key facts that could be switched out depending on any recent developments. Another donate button would be placed underneath these facts to engage a further response for the cause.

A full width header image would be placed at the top displaying the logo design with the brand textures & style.

Underneath the about us section, you'll find a what we do area that will encompass four general areas of focus that the company is involved with. These being, impact, life-saving food, education and community. It's important to note that an image should be present above these titles.

Responsive

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VOLUNTEER

Desktop
Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

Container Width: 1140px



VOLUNTEER

VOLUNTEERING, REDEFINED

At Utterior Horizons, we create life changing journeys. We are pioneers in the volunteer travel industry and experts in responsible volunteering and internships in Africa. We invite you to join our passionate teams and to experience projects that we have built and grown, hand-in-hand with local communities. Let us take you #BeyondVolunteering to a place that leaves you awed, inspired, able to do more, to discover more, and to make a real impact.

This is volunteering, redefined.

FOR EVERY STEP

Our experienced teams are with you every step of the way, both on and off your project, to ensure you have the best experience and help you make the biggest impact possible during your time.



COMMUNITY

COMMUNITY VOLUNTEERING

What you're about to do could change a child's life forever. Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to Unicef today will be used to help keep a child safe. [Learn more](#)



TEACHING

TEACHING IN ZANZIBAR

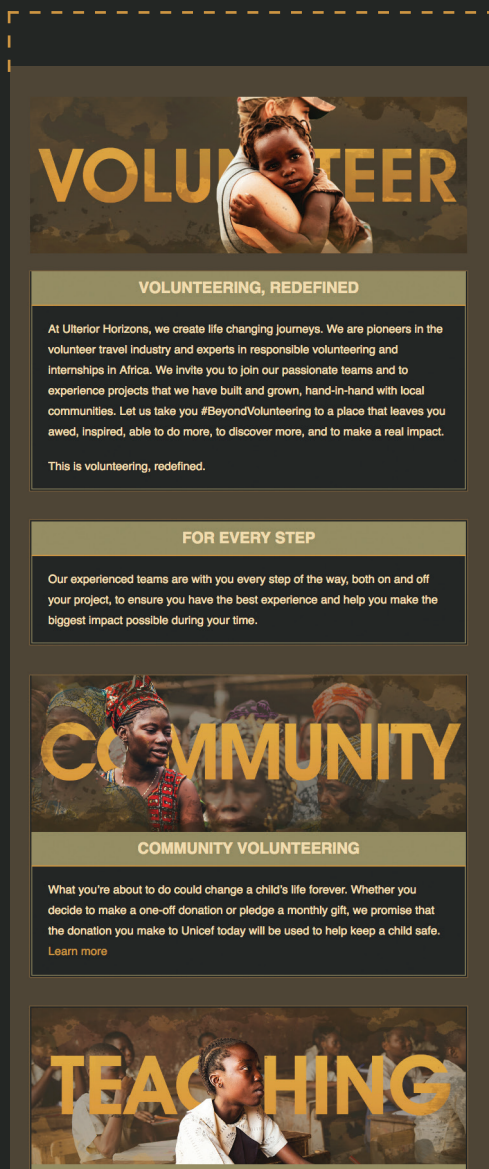
Live the tropical island dream while teaching English, caring for children, promoting gender equality, developing the community centre and assisting with local conservation initiatives in Incredible Zanzibar. [Learn more](#)

REGISTER TODAY!

Tablet & Mobile

Viewpoint < 767px or less

Viewpoint Width: 767px or less



Volunteer

The volunteer page would be a collection of information as an introduction to the volunteer programme. Volunteering, redefined. It's important to give a very community driven vibe to the page as well as an emphasis on support. We are trying to encourage the audience to sign up and start a thought about making the decision of volunteering.

The main way we are going to get people on-board the programme would be by giving them extensive information about the opportunities available.

This would be treated as an initial page on volunteering, and would be followed up by more comprehensive pages for each place.

Responsive

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DONATE

Desktop

Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

Container Width: 1140px

DONATION INFORMATION

First Name

Last Name

Email

£5 £15 £30 £100

ONE-TIME MONTHLY

☐ EMAIL ME A RECEIPT ☐ GIVE ANONYMOUSLY

DONATE NOW

RECENT PLEDGES

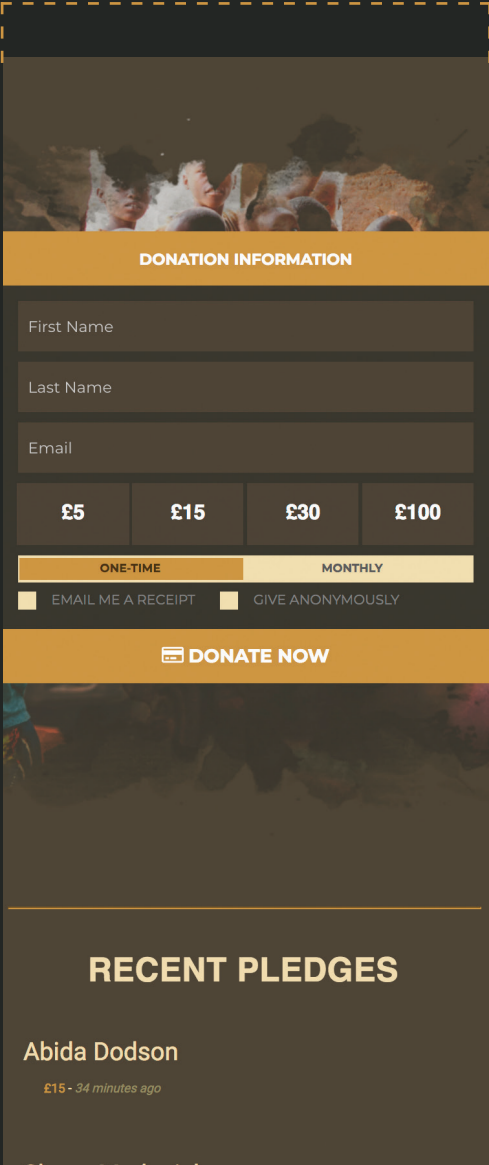
Abida Dodson £15 - 34 minutes ago	Shane Mcdaniel £5 - 42 minutes ago	Anonymous £100 - 56 minutes ago	Danniella Burt £15 - 1 hour ago
Anonymous £5 - 3 hours ago	Ryder Kumar £5 - 3 hours ago	Tudor Dodd £30 - 4 hours ago	Lester Clifford £30 - 5 hours ago

THANK YOU!

Tablet & Mobile

Viewpoint < 767px or less

Viewpoint Width: 767px or less



The mockup shows a mobile donation interface. At the top is a header image of a group of people. Below it is a 'DONATION INFORMATION' section with input fields for 'First Name', 'Last Name', and 'Email'. This is followed by a row of four buttons for donation amounts: '£5', '£15', '£30', and '£100'. Below these are two tabs: 'ONE-TIME' (selected) and 'MONTHLY'. At the bottom of this section are two checkboxes: 'EMAIL ME A RECEIPT' and 'GIVE ANONYMOUSLY'. A 'DONATE NOW' button with a credit card icon is positioned below the checkboxes. The bottom section of the form is titled 'RECENT PLEDGES' and features a card for 'Abida Dodson' with a pledge of '£15 - 34 minutes ago'.

DONATION INFORMATION

First Name

Last Name

Email

£5 **£15** **£30** **£100**

ONE-TIME **MONTHLY**

☐ EMAIL ME A RECEIPT ☐ GIVE ANONYMOUSLY

DONATE NOW

RECENT PLEDGES

Abida Dodson

£15 - 34 minutes ago

Donate

The donate page is a very important for the charity to function. The background would have a floating png image behind a donation box that the user would fill out using their information, and selecting an amount and payment option. Looking into the future we would allow an alternative amount, for a 'enter amount' option.

Underneath the donation box, the audience can see other recent pledges or donations. The reason for this is to show an engagement of support and active sponsors of the causes.

This would hopefully give incentive for the user to follow others, as well as a thank you note underneath.

Responsive

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AFRICA

Desktop
Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

Container Width: 1140px



AFRICA

LIVE-SAVING FOOD

Across Africa, drought, war and lack of food mean millions of children and their families are facing starvation. More than 680,000 children are severely malnourished and need immediate life-saving food. Without this help, one in five of these children could die.

Uttar Horizons supplies of clean water, life-saving food and vaccines are helping to keep children safe from the effects of drought and conflict.

Without enough food and clean water, children's lives are in extreme danger – we need your help.

MORE THAN 5.5 MILLION MALNOURISHED CHILDREN

FOOD SHORTAGES

We've strengthened early warning systems to prevent food shortages and helped increase vulnerable households' incomes. In health, we've improved sexual health services for adolescent girls and boys and helped reduce the spread of HIV. We've also helped improve education, get more children into schools and open up employment opportunities.





EAST AFRICA



ETHIOPIA

Despite progress in the last 30 years child mortality rates are still high. We've embarked on a plan to make Ethiopia a place where children can thrive. Find out more



KENYA

We work with the poorest people in Kenya, including nomadic communities, refugees from war-torn Somalia, and vulnerable children with uncertain futures. Find out more



UGANDA

We started work in Uganda in 1959. We're working to reduce child deaths from preventable diseases and to protect children affected by HIV and AIDS. Find out more



ZIMBABWE

We began our work in Zimbabwe around 25 years ago. With life expectancy among the lowest in the world, we're working to protect and care for vulnerable children. Find out more

Tablet & Mobile Viewpoint < 767px or less

Viewpoint Width: 767px or less



Africa

This 'focus' page would be used as template through all the areas the charity is based, as well as any individual locations. It must include an image on the top left, 2/3 of the full width showing an appropriate location based images with the associated page title.

On the right of the image, there must be included a text about the most prominent development or news.

Underneath a four column grid is used to show the individual locations around the set country or continent. The rows of how many features places can be adjusted, it doesn't have to be restricted to only four, an additional row can be included. The images for all features must be accurate.

Responsive

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Additionally, when the browser is 991px or lower the format would adjust again and eventually reach the 767px single column.

SOUTH AMERICA

Desktop
Viewpoint > 992px or greater

Refer to wire-frame & grid guidelines for dimensions and margins.

Container Width: 1140px



WE'RE IMPROVING EDUCATION

In poor, rural areas, up to 20% of children who enrol in school drop out in the first year. Many children drop out because the curriculum is irrelevant to their lives and the quality of state education is poor: 70% of children who've completed six years of schooling can't read or understand forms to apply for a job or open a bank account, for example.

We're working with children, teachers and local authorities to improve access to and quality of education.

HELPING TO GIVE EVERY CHILD A BETTER FUTURE

WE'RE SAVING CHILDREN'S LIVES

Together with our partners, we improve access to health, education, nutrition, protection and parenting services for children under five from poor and excluded communities in the north-east.



SOUTH AMERICA



BRAZIL

Here, we're helping young people access healthcare, including sexual health services. We're also protecting vulnerable child workers. [Find out more](#)



ECUADOR

We started working here in 2002. We're focusing on helping every child to get a basic education and we're also working to promote children's rights. [Find out more](#)



HAITI

The 2010 Haiti earthquake killed 230,000 people and left more than 1 million homeless. We're working with families on health, education, and protection issues, and preventing and treating cholera. [Find out more](#)



PERU

We started working here in 1980. We're working to get every child a good education. And we want children here to grow up without fear of violence. [Find out more](#)

Tablet & Mobile

Viewpoint < 767px or less

Viewpoint Width: 767px or less



WE'RE IMPROVING EDUCATION

In poor, rural areas, up to 20% of children who enrol in school drop out in the first year. Many children drop out because the curriculum is irrelevant to their lives and the quality of state education is poor: 70% of children who've completed six years of schooling can't read or understand forms to apply for a job or open a bank account, for example.

We're working with children, teachers and local authorities to improve access to and quality of education.

HELPING TO GIVE EVERY CHILD A BETTER FUTURE

WE'RE SAVING CHILDREN'S LIVES

Together with our partners, we improve access to health, education, nutrition, protection and parenting services for children under five from poor and excluded communities in the north-east.



South America

The position and setup of this page would be the same template grid as the Africa page, as the layout must be consistent for these pages when a location is discussed.

The same rules of content must be followed as used in the Africa page. The layout must remain the same, and only variation being the images and text.

The hierarchy of text and information must not be adjusted.

All content on the page including images & text must be relevant, and cannot be information that isn't associated with the page's purpose. For example, do not include information about Africa in South America.

Responsive

When the device viewpoint is reduced to lower than 767px or less the column structure would change to become a single column so that the view is an appropriate size whilst in keeping with the browser or device width, so that the user doesn't need to scroll horizontally, only vertically.

Additionally, when the browser is 991px or lower the format would adjust again and eventually reach the 767px single column.

NEED HELP?

If you don't understand anything explained or outlined in this manual, please contact us immediately.

Under no circumstances should you be creating any form of communication that reflects the brand if you haven't followed the correct guidelines.

For further information, please visit our online website resources.
www.ulteriorhorizons.org/webguidelines

Please follow our brand guidelines
www.ulteriorhorizons.org/brandmanual

Asset Library files used in this manual are available online.
www.ulteriorhorizons.org/assetlibrary.zip

