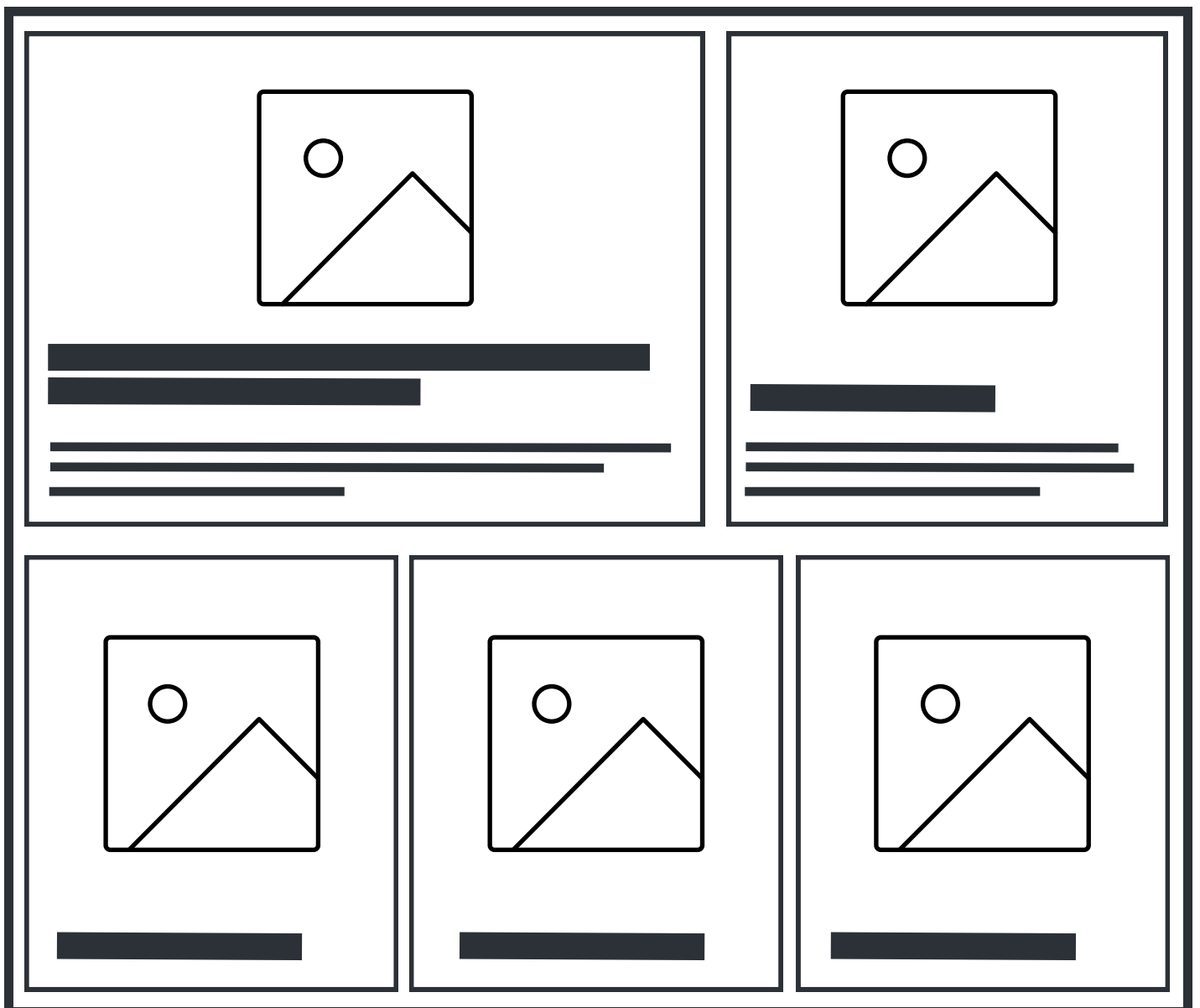
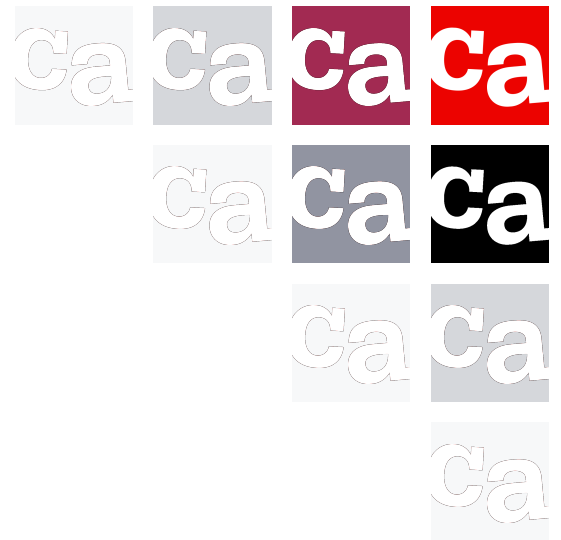


Designing for Christian Aid on the web

How the Christian Aid brand
is applied to our online
presence.



Colour palette

Main colours

Christian Aid's main brand colour is red, but this is supported by two other "main" colours as detailed below. These are the three colours that should be used the majority of the time for all key visual elements.



Neon Red

#EA1017

RGB 234 / 16 / 23



Plum

#A22A52

RGB 162 / 42 / 82



Charcoal grey

#2C3137

RGB 44 / 49 / 55

Supporting colours

This section of the palette provides extra colours that should be used sparingly. They are appropriate for charts, infographics or user-interactions etc.



Honey

#EEA300

RGB 238 / 163 / 0



Amber

#EE7700

RGB 238 / 119 / 0



Apple

#A1D884

RGB 161 / 216 / 132



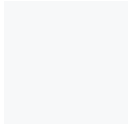
Sky

#6AD1E3

RGB 106 / 209 / 227

Greys

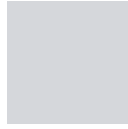
The palette of greys is crucial for effective UI design as it provides a choice of colours for backgrounds, borders and other decorative elements, as well as a variety of text colours to react to different background colours.



Pale grey

#F7F8F9

RGB 247 / 248 / 249



Light periwinkle

#D5D7DB

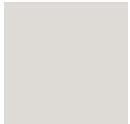
RGB 213 / 215 / 219



Bluey grey

#9194A1

RGB 145 / 148 / 161



Warm grey

#DEDAD5

RGB 222 / 218 / 213

Combinations

All of Christian Aid's main colours, when used as a background colour, require white text for satisfactory contrast. The only other colour that should be routinely used as a background colour is the 'pale-grey', which requires black text.

Blocks of text should always use a dark colour, i.e. a paragraph of text should never be displayed in red or plum writing, for example. These colours are reserved for text that acts as a link, or within a button or other interactive element.

Christian Aid is committed to accessibility standards - please always check your colour combinations for readability and contrast.

Fonts

Christian Aid has two fonts in it's design system, one serif, and one sans-serif. Furthermore, each of these fonts is used in one of two weights, either 'regular' (400) or 'black/extra bold' (900).

Mokoko (serif)

Our serif font is "Mokoko". This is a licensed font that we pay for. If you are designing pages that will be hosted on any of Christian Aid's domains (and sub-domains) then you will be able to use this font. If, however, you are designing Christian Aid branded content that will sit on an external site/platform, our license will not cover the use of this font and you will need to find a suitable alternative.

Usage

Mokoko should be used for headings, link text and buttons. In some rare cases, Mokoko could be used for larger paragraphs of text, but this should always be a deliberate decision based on the need for this paragraph of text to stand out in a way that can't be achieved through font size and/or weight.

Mokoko Extra Bold

Mokoko regular lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Open Sans (sans-serif)

Open Sans is a free sans-serif font that can be download from google fonts and used freely without any concerns around license agreements etc.

Usage

Open Sans is the main font that used for content and copy on the website. All large blocks of text, articles, descriptive content etc should be written in this font. In addition to the two different weights that we use, Open Sans can be displayed in 2 main sizes - 'base - 1rem' and 'large/lead - 1.25rem'.

Open Sans Extra Bold

Open Sans regular, lead text lorem ipsum dolor sit amet, consectetur adipiscing elit.

Open Sans regular, regular size sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Images

Christian Aid aims to be an image-led brand, meaning that we put high-quality, story-telling photography at the heart of our content and design. Images on the Christian Aid website are used in a variety of contexts, but there are a few simple rules/guidelines that will aid in choosing/taking images that are effective in our designs.

Image composition

Any image that is used on our website will have to react to our responsive web design, meaning that the same image could be shown on a wide variety of devices and screen sizes. It is, therefore, impossible to guarantee that the whole image will always be visible - in fact, in most cases, it won't be as our CMS (Drupal) will crop the image appropriately for the component and screen dimensions in which it is to be rendered. It is therefore that the following principles are kept in mind:

#1 - Have a clear subject/focal point in the image.

Images that don't have an obvious subject won't engage the supporter. Also, images of crowds of people, or anything that is a very zoomed-out or wide-angle shot will often be much harder to make sense of on a smaller screen.

#2 - Keep the subject close to the centre.

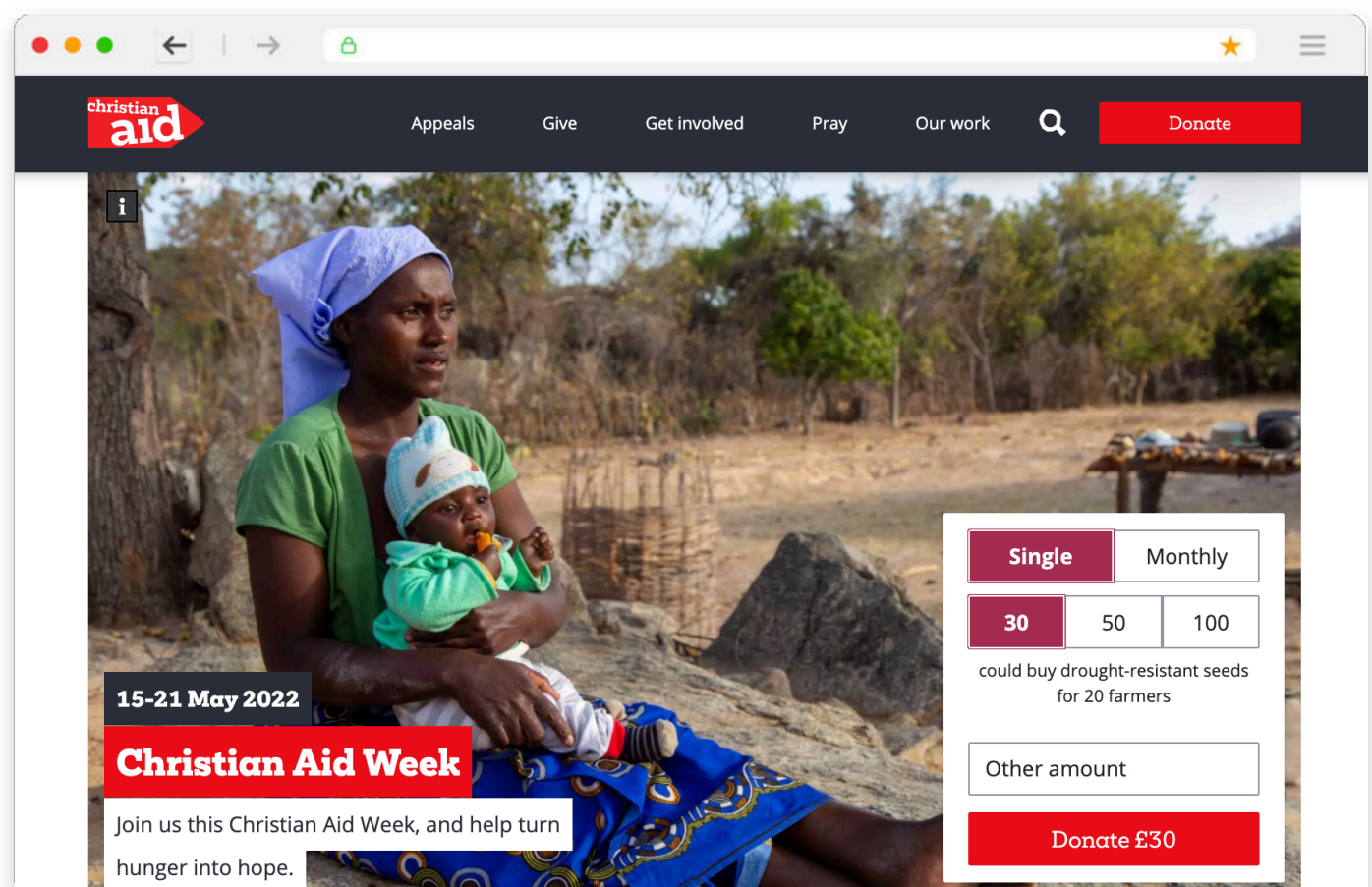
Whilst this doesn't need to be true of all images on the CA website, it is important that we have a good selection of images that are composed with the subject close to the centre.

The main reason for this is that images often have other content overlaying them. The best example of this is our “banner” component, that appears at the top of most pages. There is often text content, some buttons, and a donations widget overlaying the image, which would easily cover up the subject if it was positioned near the edges/corners.

A centrally positioned subject also means that we can have more confidence that the subject will always remain in view, however the image is cropped for the varying screen sizes that it will appear in.

#3 - Leave plenty of room around the subject.

Related to point #2, it is important that the subject of an image does *not* take up the entire frame, but rather has a fair amount of background space/padding around it. This will again help when the image is cropped and when other content is overlayed, to try and make sure we are not obscuring the subject of the image.



Responsive design

The below images show a few examples of a Christian Aid “banner” and how it adapts to different screen sizes and devices.

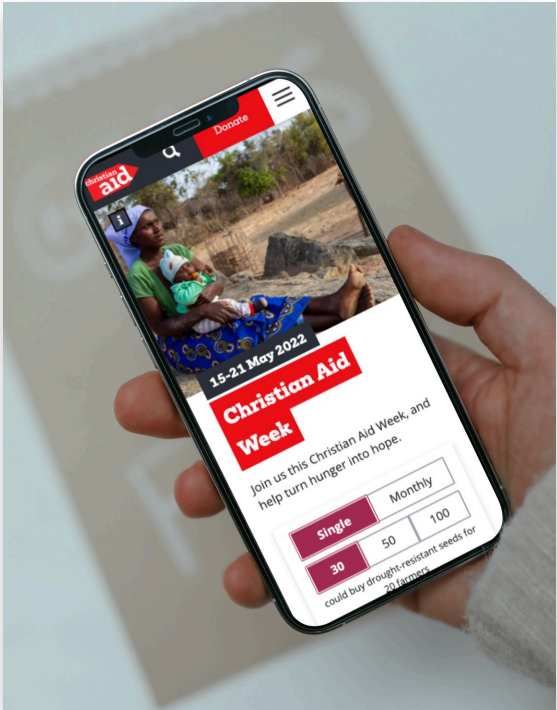
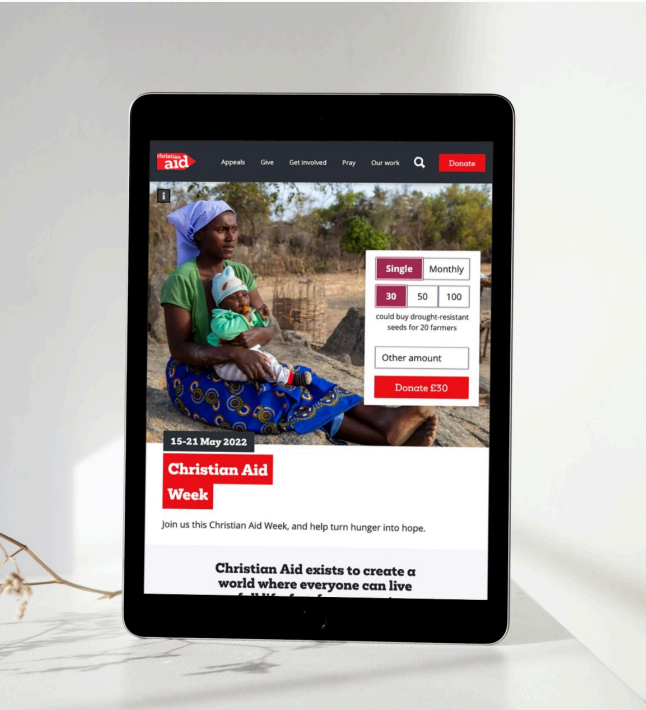
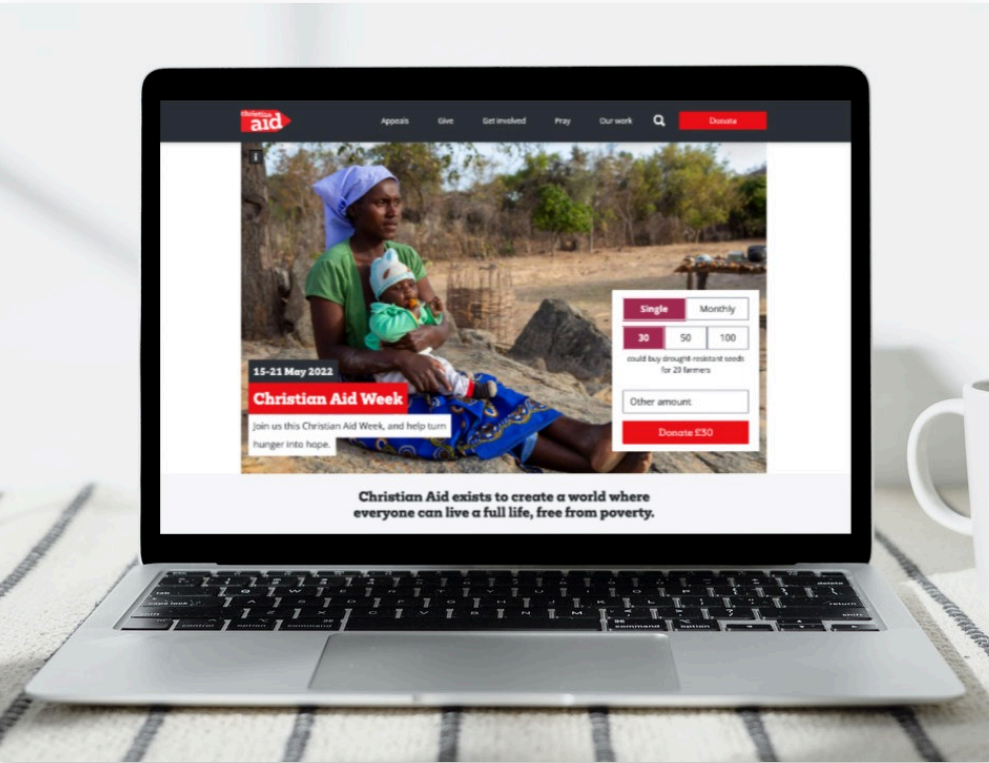


Image dimensions

Images should be provided at **2400px wide**. This is the largest size it would ever be rendered on our website. Drupal itself will handle cropping these images for smaller contexts.

It is also important that images be optimized for the web. This means choosing the correct file format and compression - an image should never be more than a few hundred Kb in file size.

File formats

Photographs should be provided as JPEG files. Vectors (e.g. logos or icons), text or any other computed-generated graphics should be provided as PNG files.

Individual icons should be provided as SVG files.

For files of combined media (e.g. an photograph with some text or iconography overlayed) the asset should be provided as a PNG file, although it should be noted that the PNG will be larger in file size than a JPG, and care should therefore be taken to optimise the asset for web as much as possible.

Image Examples

The examples below show a wide variety of ways/contexts in which images are used in our design system. These examples should help inform the images you try and source.

Teaser pods



Christian Aid Week 2022

Join us this Christian Aid Week, and help turn hunger into hope. Hope lives in you.

Join us



Loss and Damage petition

We're calling on Boris Johnson to fully back the creation of an international loss and damage fund.

Sign now



Ukraine Crisis Appeal

We stand with the people of Ukraine.

Read more

Image with text

Christian Aid Week 2022

Challenge yourself this May

Take on our 300,000 steps challenge this May - get fit while raising vital funds.

Sign up



Stories



Our response

Natalia, and her two children, Igor, 9, and baby girl Nastia, 2 months, are the first family to stay in a shelter supported by our partner Hungarian Interchurch Aid in Lviv, western Ukraine. Nastia is also the youngest internally displaced person there.

The shelter is in a church building and was established at the very beginning of the war. A priest runs it and says they shelter 150 refugees daily. Some refugees rest for a short time there and some stay longer. Women and children are prioritised so that they don't need to sleep at overcrowded railway stations

Natalia and her children arrived to Lviv by bus. The family comes from the Kyiv region. Natalia's husband is in the army.



'Our village was destroyed. There was bombing every day. I feared for my family. I'm afraid for my husband.'

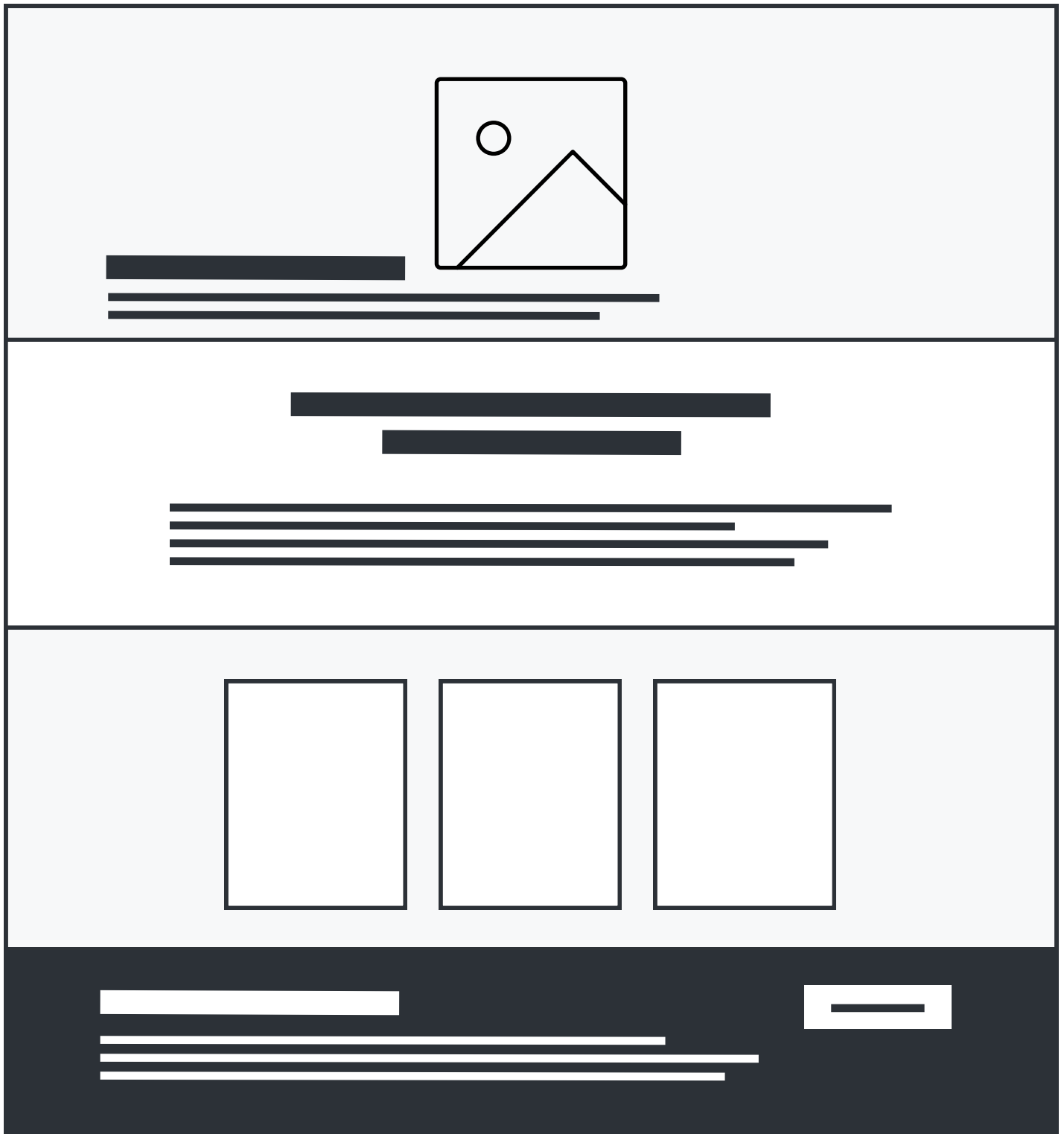
Natalia says she wants peace for her children. She says she wants to stay in Lviv until the end of the war, because the bombings in her home village were incredibly stressful.



'When there was bombing at night, I did not know where to go. We feared that our building would be destroyed. In this shelter, I feel peaceful.'

Layouts

Whilst there is no one template that governs how a page should look, there are some key elements and principles, and a library of components, that should influence the design decisions you are making.



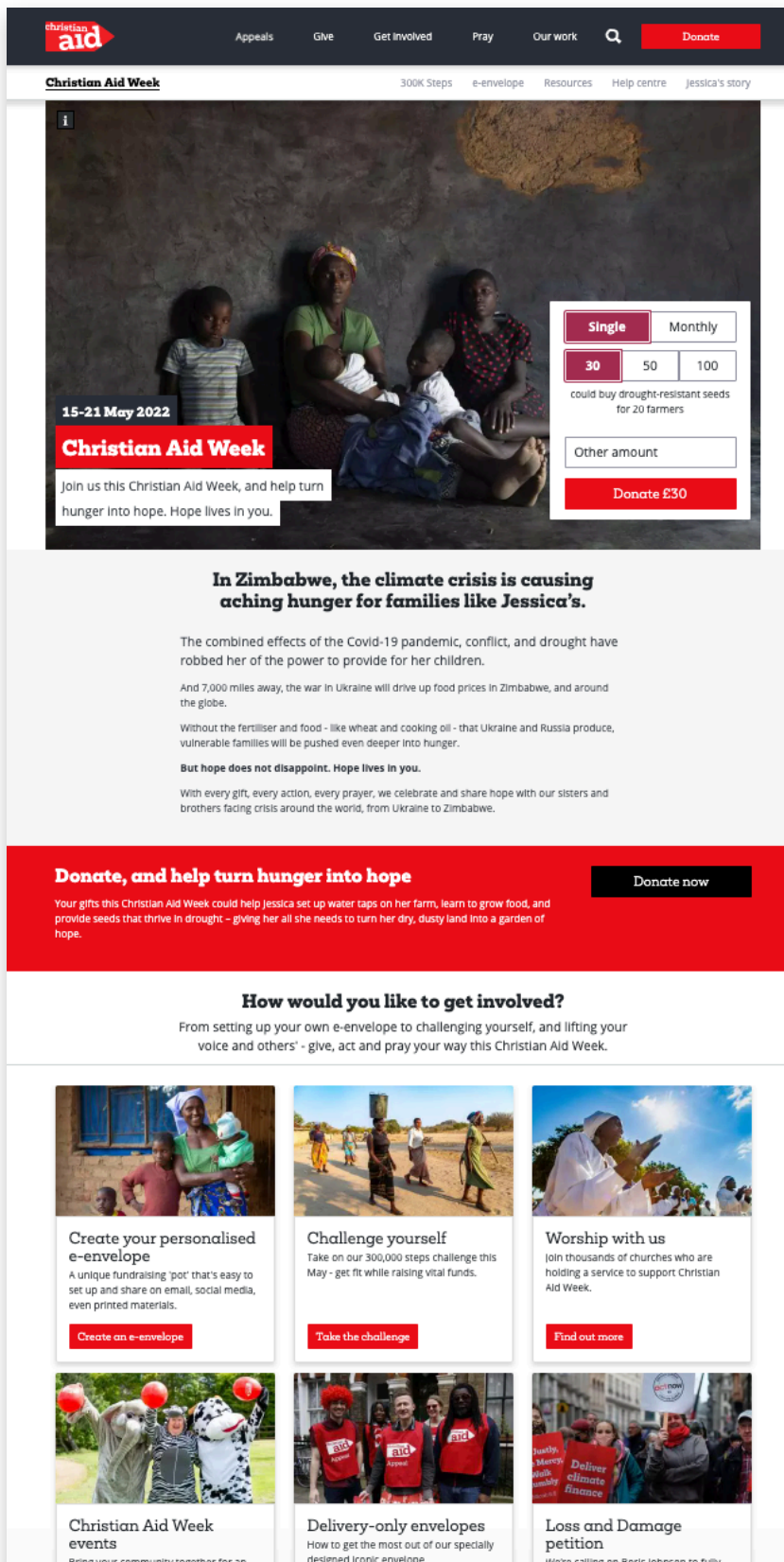
Almost every piece of Christian Aid content starts with a banner. This is important for SEO (the banner contains the `h1` (main title) for the page, and for the UX, as the banner should provide a meaningful heading and introduction about the content of the page, and can include other meta-data in the “pre-title”. Finally, whilst banners *can* be “text only”, they should, as often as possible, include an image - Christian Aid is an image-led brand.

Pages are built with clear sections of content. Some of the key design decisions are listed below, and can be seen in action on the screenshots that accompany the next couple of pages.

Section titles are centre-aligned, all other text content is left-aligned.

Text content is carefully considered for its context. E.g. banner titles and button text should not be too long (more than a few words), descriptive copy like the paragraph of smaller text in the red ‘Call to Action’ paragraph to the right can be longer, but should not exceed a couple of sentences. Text content that stretches these limits will start to have side affects on other parts of the layout.

The screenshot displays the Christian Aid website's 'Ukraine Humanitarian Appeal' page. The top navigation bar includes links for Appeals, Give, Get Involved, Pray, Our work, a search icon, and a prominent red 'Donate' button. The main banner features a photograph of a large group of refugees, with the text 'Ukraine Humanitarian Appeal' and 'Over 5.2 million people have fled their homes as conflict intensifies in Ukraine.' A red 'Donate' button is positioned below the text. Below the banner, a section titled 'Intense conflict in Ukraine is threatening the lives and livelihoods of civilians across the country.' provides detailed information about the crisis, including the number of people displaced and the impact on civilians. It also outlines Christian Aid's response, mentioning partnerships with the ACT Alliance and the Hungarian Interchurch Aid (HIA) in Ukraine and Hungary. A red 'Call to Action' section at the bottom encourages users to 'Act: call on the government to help Ukrainian refugees' and includes a 'Sign the petition' button. The page concludes with a section titled 'Our response' featuring a photograph of a family (Natalia and her children) and text describing the shelter provided by the Hungarian Interchurch Aid in Lviv.



Our secondary navigation is sticky at the top of the page and provides a contextual menu.

Background colours help create the division of content.

Text line-length, and line-height are carefully considered to try and maximise legibility.

Our grid system means things tend to line up in neat right-angles, with consistent margins and padding.

It should generally be noted that there is not much flexibility built into this design system. The choice of colours, the positioning and ordering of elements within a block etc tend to be hard-coded, or very limited in the number of options provided. Care should therefore be given to carefully review a variety of pages on the Christian Aid website.

If your design is a significant departure from what you can see, it will require developer time and a minimum 2-week lead time for completion.