Logo Usage

Whenever possible, present ALP's logos in full color and in the horizontal format. The preferred presentation of the logo should be with the tangerine yellow gradient background. If space prohibits the use of the horizontal format, a vertical format may be used. Below are 3 examples the logo may be presented, with the middle being the official branding.

COLORS

Color Palette

Primary Colors

Tangerine Gradient	**Orange**	**Tangerine Yellow**

Secondary Colors

Black	**White**
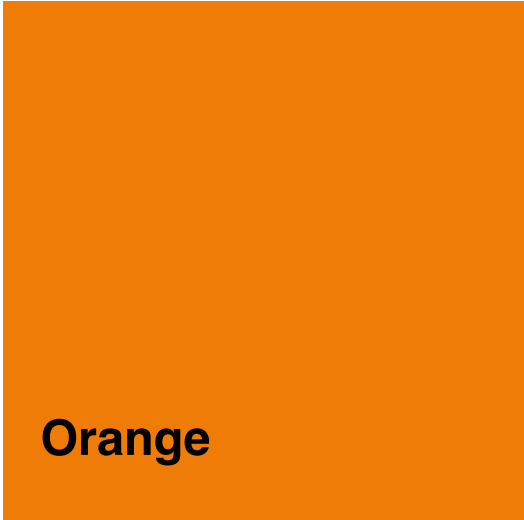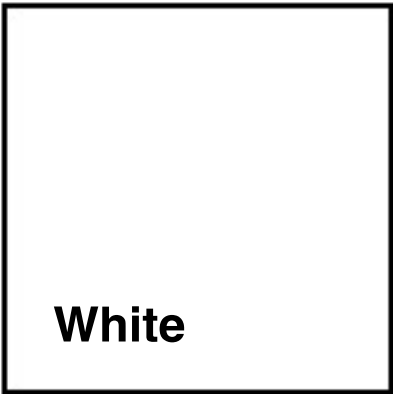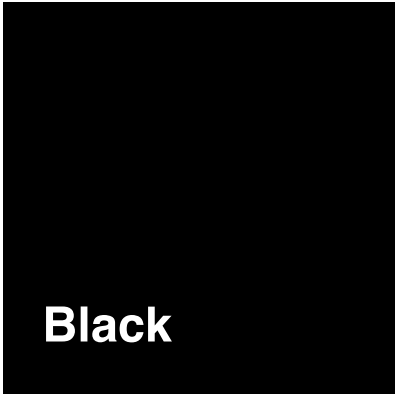
FONTS

Fonts

PINTANINA

LOGO & HEADER FONT. FOR PRODUCT BRANDING

Helvetica

Subheaders - Body copy

Helvetica Light

Body copy - This font will be used for long paragraphs, and pages that feature heavy copy.

CHALLENGES

Before

1. Website feels dated.

2. Does not cater to target demographic of 5-25 yr olds and their gatekeepers

3. Difficult for users to navigate, and execute action.

4. Content overload

WEBSITE REDESIGN

AFRICAN LIBRARY PROJECT

AFRICAN
LIBRARY PROJECT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis quis suspendis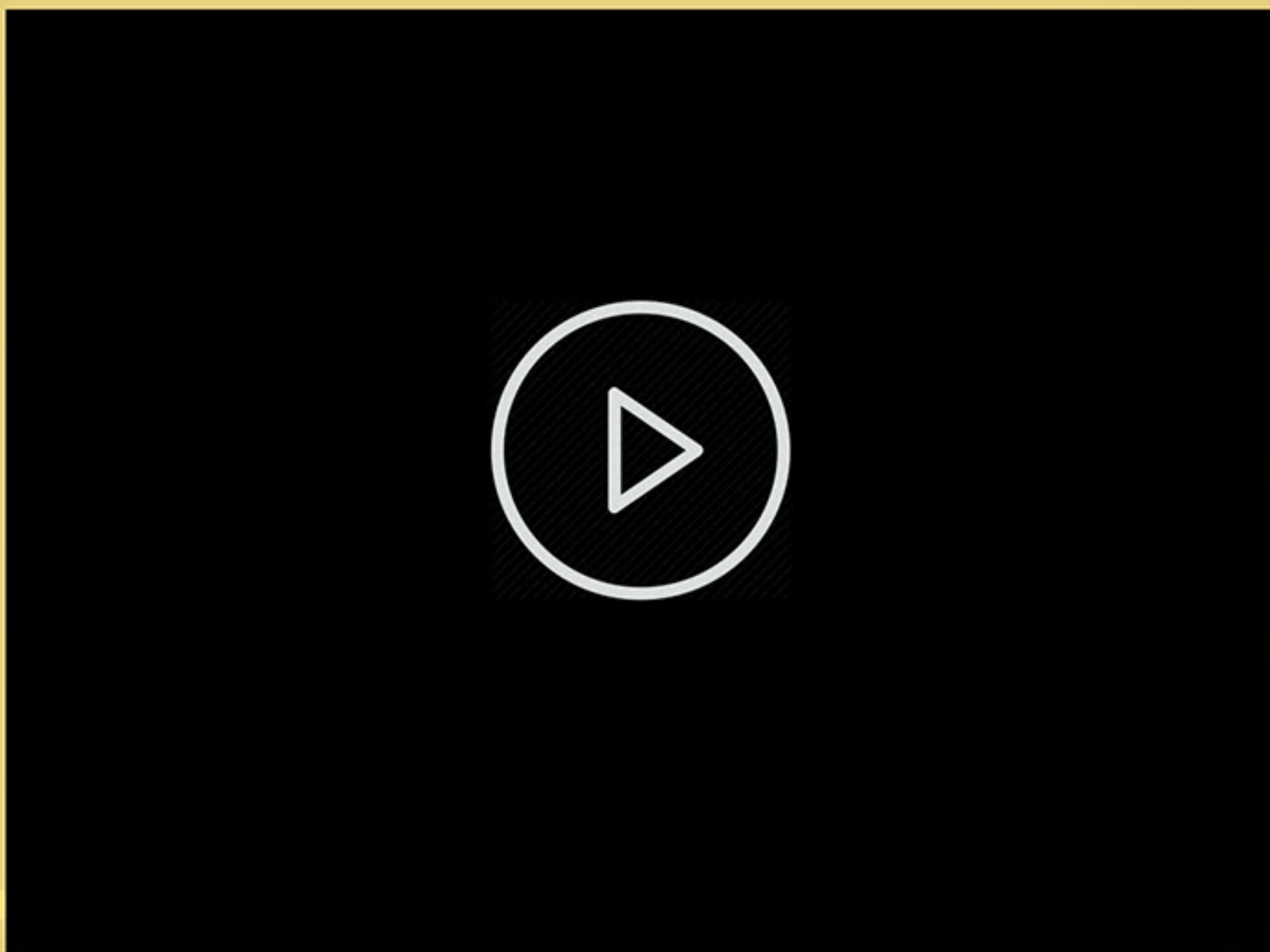se ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis quis suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Risus commodo viverra maecenas accumsan Risus commodo viverra maecenas accumsan maecenas accumsan maecenas accumsan accumsan maecenas accumsan .

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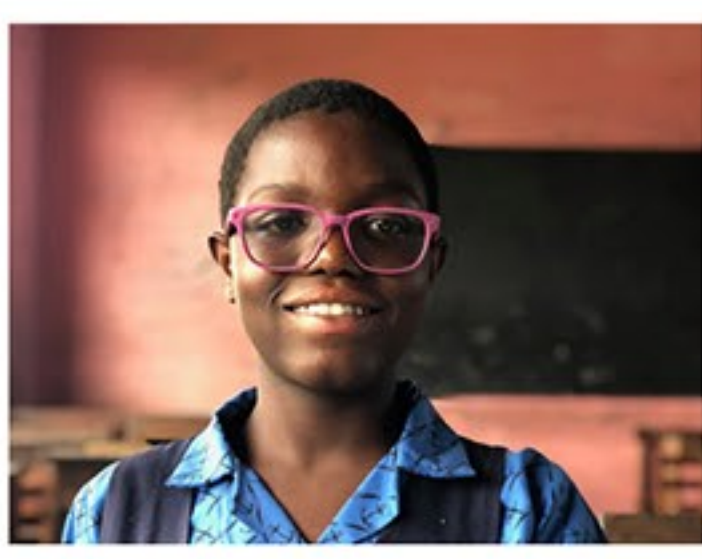
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[START A BOOK DRIVE]

BLOG

Blog Title
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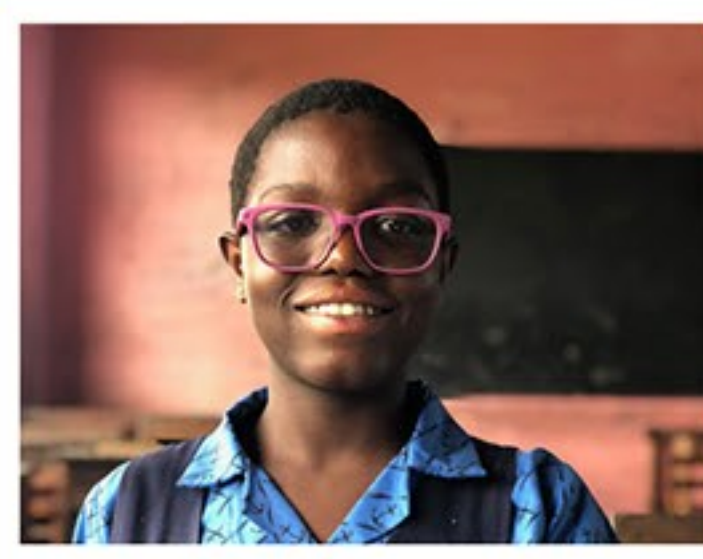
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis ipsum su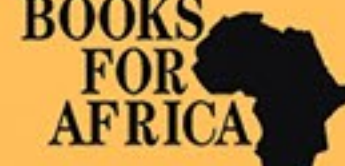spendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Risus commodo viverra maecenas accumsan Risus commodo viverra maecenas accumsan lacus vel facilisis. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. Risus commodo viverra maecenas accumsan .

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GENTLY USED BOOKS
↓
500
DOLLARS
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Please note: Only book drives in the U.S. or in Canadian cities near the border are able to make use of the U.S. Postal Service media mail options to get books to our warehouse in New Orleans. Book drives in other countries are not financially feasible. To find the countries and types of books we need now, click on the I'm Ready to Register Now! button below. Scroll down to the Book Drive Preferences drop-down menu. Then please register to get started, or request more information if you have questions.

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BOOKS FOR AFRICA

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AFRICAN
LIBRARY PROJECT

SOLUTiONS

AFRICAN LIBRARY PROJECT

1. Modern look & feel

2. Branded Organization

2. Desgined to engage target audience through use of color, type, and imagery.

3. Easy to navigate, and process information. Simplicity.

4. CTA's strategically incorporated with graphics for higher conversion rate (more book drives).
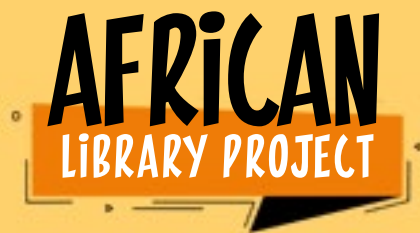
Our rebrand will feature updated imagery showcasing the lasting affects African Library Project has on its communities. The photos presented are a direct representation of ALP's collaborative efforts along with youth engagement and undeniable desire for more!
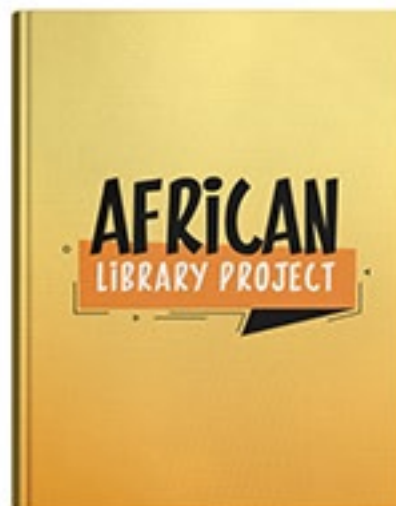
BRANDED MERCHANDISE

Rebranding produces opportunity to revamp merchandising and create awareness in various ways.

In addition to merchandising, social media content becomes more relevant, exciting, and inspires individuals to organize more book drives!

THANK YOU!