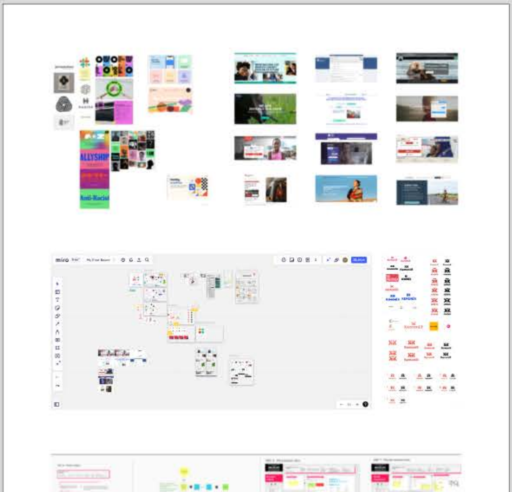
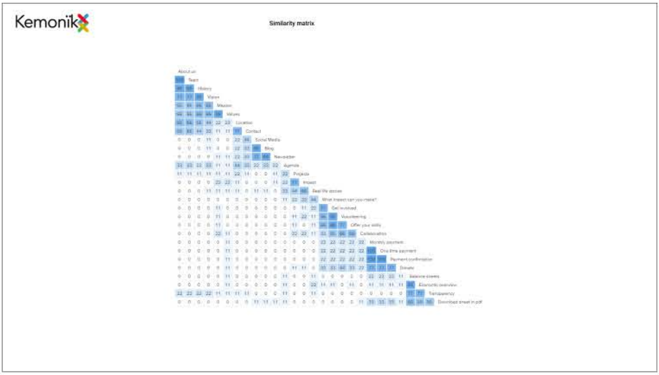
Collaboration:

- New site
- Rebranding

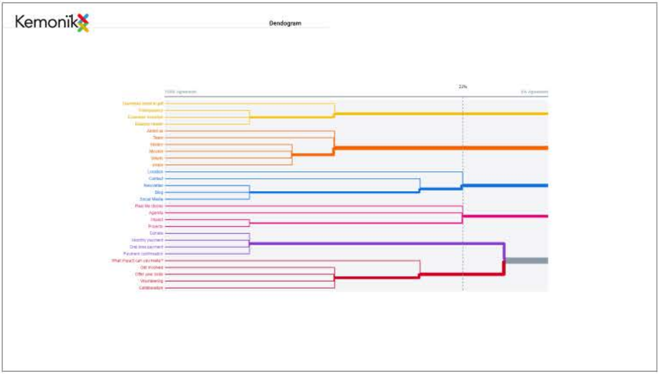


0:07
1:27 PM
0:05
1:27 PM
0:09
1:27 PM
Type a message

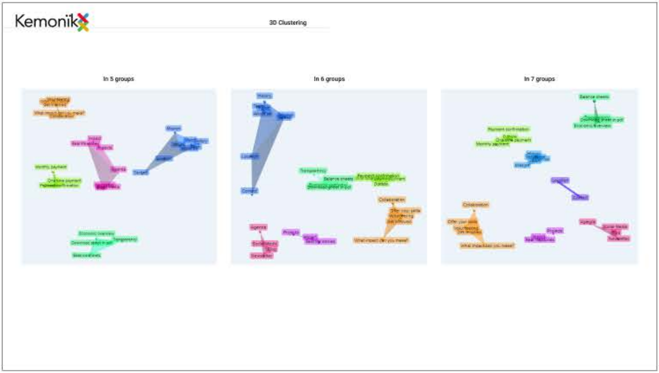

Kemonik

Similarity matrix

About us
Team
History
Vision
Mission
Values
Location
Contact
Social Media
Blog
Newsletter
Agenda
Projects
Impact
Real life stories
What impact can you make?
Get involved
Volunteering
Offer your skills
Collaboration
Monthly payment
One time payment
Payment confirmation
Donate
Balance sheets
Economic overview
Transparency
Download sheet in pdf



Dendogram

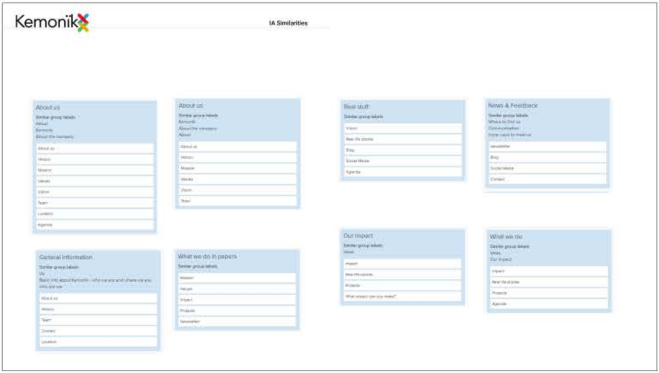


3D Clustering

In 5 groups

In 6 groups

In 7 groups



IA Similarities

About us
Similar group labels
About
Kemonik
About the company
- About us
- History
- Mission
- Values
- Vision
- Team
- Location
- Agenda

About us
Similar group labels
Kemonik
About the company
About
- About us
- History
- Mission
- Values
- Vision
- Team

General information
Similar group labels
Us
Basic info about Kemonik - who we are and where we are
who are we
- About us
- History
- Team
- Contact
- Location

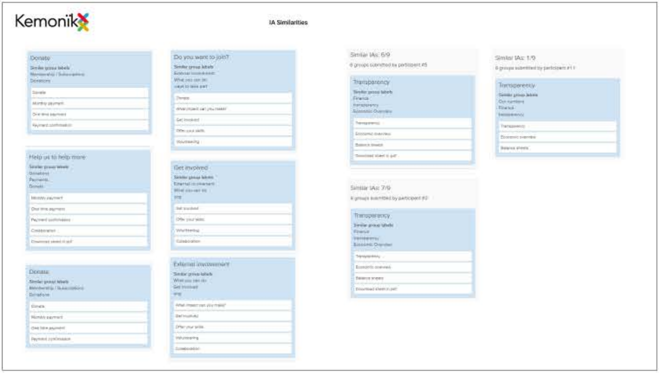
What we do in papers
Similar group labels
- Mission
- Values
- Impact
- Projects
- Newsletter

Real stuff
Similar group labels
- Vision
- Real life stories
- Blog
- Social Media
- Agenda

News & Feedback
Similar group labels
Where to find us
Communication
more ways to involve
- newsletter
- Blog
- Social Media
- Contact

Our impact
Similar group labels
Ideas
- Impact
- Real life stories
- Projects
- What impact can you make?

What we do
Similar group labels
Ideas
Our impact
- Impact
- Real life stories
- Projects
- Agenda



IA Similarities

Donate
Similar group labels
Membership / Subscriptions
Donations
- Donate
- Monthly payment
- One time payment
- Payment confirmation

Help us to help more
Similar group labels
Donations
Payments
Donate
- Monthly payment
- One time payment
- Payment confirmation
- Collaboration
- Download sheet in pdf

Donate
Similar group labels
Membership / Subscriptions
Donations
- Donate
- Monthly payment
- One time payment
- Payment confirmation

Do you want to join?
Similar group labels
External involvement
What you can do
ways to take part
- Donate
- What impact can you make?
- Get involved
- Offer your skills
- Volunteering

Get involved
Similar group labels
External involvement
What you can do
[illegible]
- Get involved
- Offer your skills
- Volunteering
- Collaboration

External involvement
Similar group labels
What you can do
Get involved
[illegible]
- What impact can you make?
- Get involved
- Offer your skills
- Volunteering
- Collaboration

Similar IAs: 6/9
8 groups submitted by participant #5

Transparency
Similar group labels
Finance
transparency
Economic Overview
- Transparency
- Economic overview
- Balance sheets
- Download sheet in pdf

Similar IAs: 7/9
8 groups submitted by participant #2

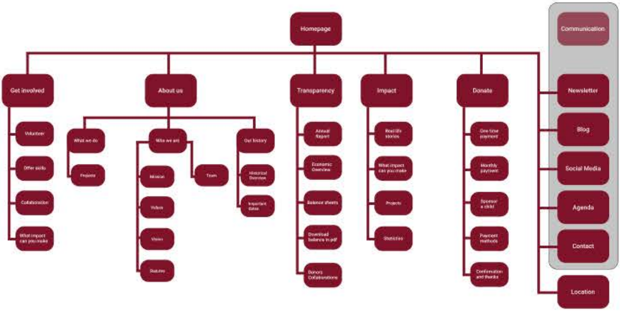
Transparency
Similar group labels
Finance
transparency
Economic Overview
- Transparency
- Economic overview
- Balance sheets
- Download sheet in pdf

Similar IAs: 1/9
8 groups submitted by participant #11

Transparency
Similar group labels
Our numbers
Finance
transparency
- Transparency
- Economic overview
- Balance sheets

Kemonik

Sitemap



- Homepage
  - Get involved
    - Volunteer
    - Offer skills
    - Collaboration
    - What impact can you make
  - About us
    - What we do
      - Projects
    - Who we are
      - Mission
      - Values
      - Vision
      - Statutes
      - Team
    - Our history
      - Historical Overview
      - Important dates
  - Transparency
    - Annual Report
    - Economic Overview
    - Balance sheets
    - Download balance in pdf
    - Donors Collaborations
  - Impact
    - Real life stories
    - What impact can you make
    - Projects
    - Statistics
  - Donate
    - One time payment
    - Monthly payment
    - Sponsor a child
    - Payment methods
    - Confirmation and thanks
  - Communication
    - Newsletter
    - Blog
    - Social Media
    - Agenda
    - Contact
  - Location

Kemonik

Sitemap

NAV MENU BAR

- Get involved
- About us
- Transparency
- Impact
- Donate
- Newsletter
- Blog
- Social Media
- Contact

EXTRA CONTENT

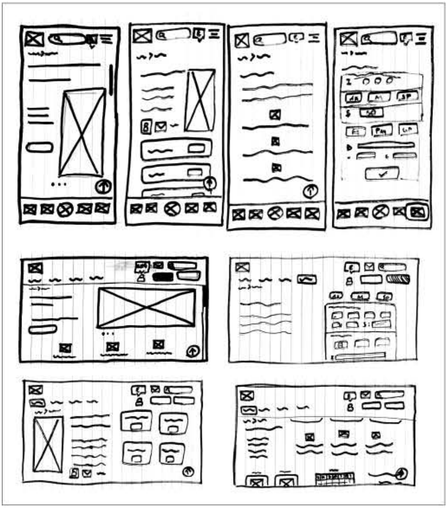
- Volunteer
- Projects
- Profiles
- Mission
- Values
- Vision

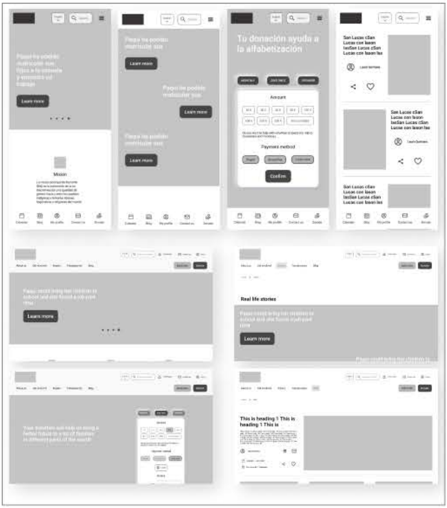
ABOVE FOLD?

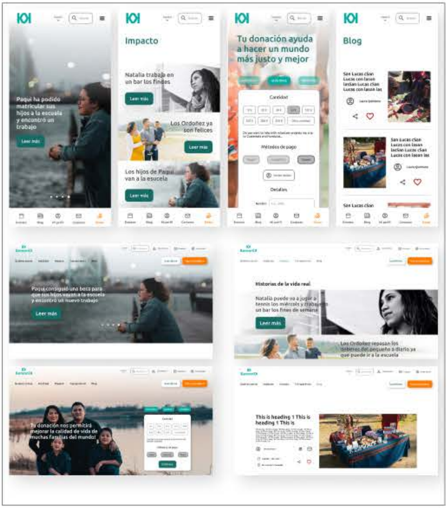
- What impact can you make
- Real life stories

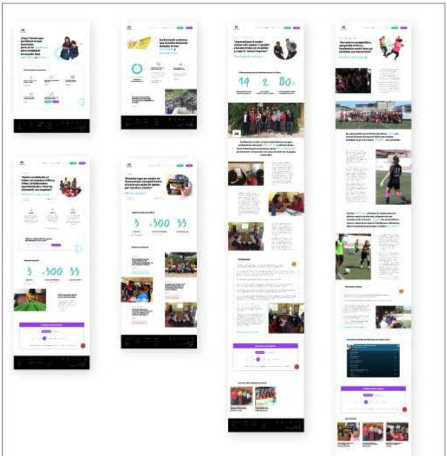
FOOTER

- Contact
- Location
- Agenda
- Newsletter

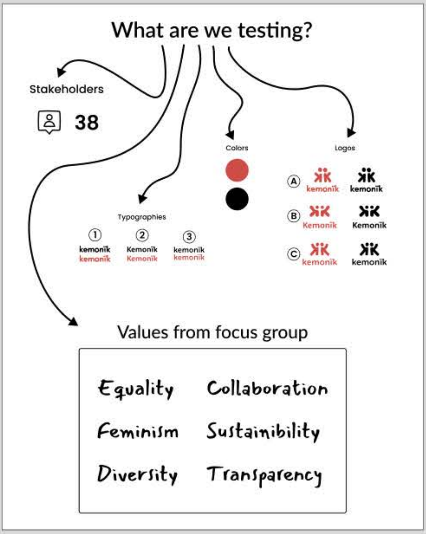



Learn more
Tu donación ayuda a la alfabetización
Amount
Payment method
Confirm
Mission
San Lucas cSan Lucas con lason lasSan Lucas cSan Lucas con lason las
Calendar
Blog
My profile
Contact us
Donate
Real life stories
This is heading 1 This is heading 1 This is


Paqui ha podido matricular sus hijos a la escuela y encontró un trabajo
Leer más
Impacto
Natalia trabaja en un bar los findes
Leer más
Los Ordoñez ya son felices
Leer más
Los hijos de Paqui van a la escuela
Leer más
Tu donación ayuda a hacer un mundo más justo y mejor
Cantidad
Métodos de pago
Detalles
Blog
San Lucas cSan Lucas con lasan lasSan Lucas cSan Lucas con lasan las
San Lucas cSan Lucas con lasan lasSan Lucas cSan Lucas con lasan las
San Lucas cSan
Paqui consiguió una beca para que sus hijos vayan a la escuela y encontró un nuevo trabajo
Leer más
Historias de la vida real
Natalia puede ya a jugar a tennis los miércols y trabaja en un bar los fines de semana
Leer más
Los Ordoñez repasan los deberes del pequeño a diario ya que puede ir a la escuela
Tu donación nos permitirá mejorar la calidad de vida de muchas familias del mundo!
This is heading 1 This is heading 1 This is


14
2
80
3
300
33
3
300
33

[redacted]



What are we testing?

Stakeholders

38

Colors

Logos

Ⓐ kemonïk kemonïk

Ⓑ Kemonïk Kemonïk

Ⓒ kemonïk kemonïk

Typographies

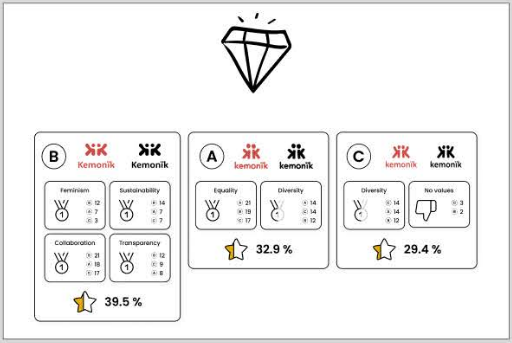
① kemonïk kemonïk

② Kemonïk Kemonïk

③ kemonïk kemonïk

Values from focus group

Equality
Collaboration
Feminism
Sustainibility
Diversity
Transparency



Ⓑ Kemonïk Kemonïk

Feminism
Ⓑ 12
Ⓐ 7
Ⓒ 3

Sustainability
Ⓑ 14
Ⓐ 7
Ⓒ 7

Collaboration
Ⓑ 21
Ⓐ 18
Ⓒ 17

Transparency
Ⓑ 12
Ⓒ 9
Ⓐ 8

39.5 %

Ⓐ kemonïk kemonïk

Equality
Ⓐ 21
Ⓑ 19
Ⓒ 17

Diversity
Ⓐ 14
Ⓒ 14
Ⓑ 12

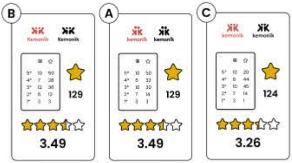
32.9 %

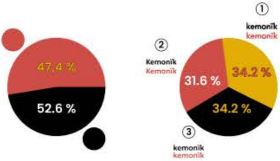
Ⓒ kemonïk kemonïk

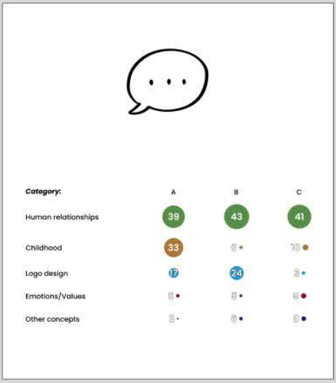
Diversity
Ⓒ 14
Ⓐ 14
Ⓑ 12

No values
Ⓒ 3
Ⓑ 2

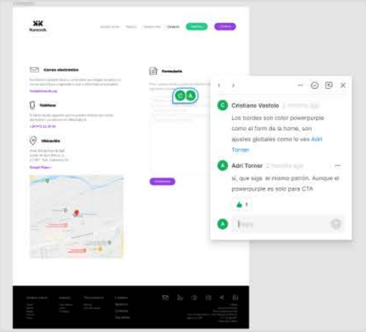
29.4 %







Category:	A	B	C
Human relationships	39	43	41
Childhood	33	8	10
Logo design	17	24	3
Emotions/Values	6	5	9
Other concepts	3	8	6


Correo electrónico
Teléfono
Ubicación
Formulario

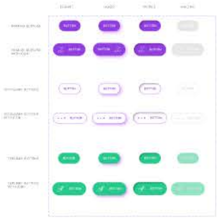
Cristiano Vastolo

Los bordes son color powerpurple como el form de la home, son ajustes globales como lo ves Adri Torner

Adri Torner

si, que siga el mismo patrón. Aunque el powerpurple es solo para CTA

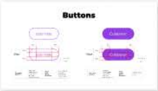
👍 1



Colour Palette

Typography - Headers
Typography

UI Elements
Colaborar
Leer más
"Buttons in the next section"


Buttons
Leer más
Colaborar

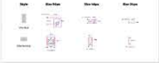
Buttons

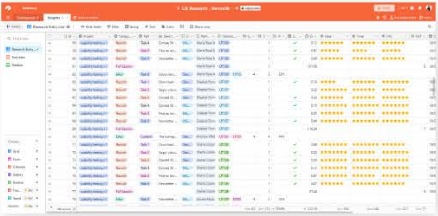
Imagery

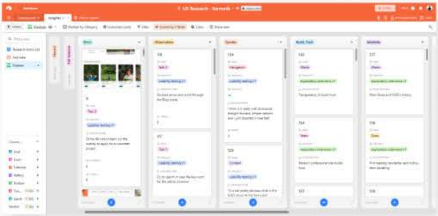
Iconography - Icons

Breakpoints
1440px
850px
450px

Iconography - Paddings




UX Research - Kemonik


UX Research - Kemonik

Style Guide Kemonïk

Section 1	Colour Palette
Section 2	Typography
Section 3	Iconography
Section 4	UI Elements
Section 5	Buttons
Section 6	Images
Section 7	Breakpoints

Colour Palette 1/1

PowerPurple **913FE0**	●	Main colour / Calls To Action / Important info / Links
SummerBlue **4DC1BE**	●	Main colour / Sections / UI / Graphics
SunnYellow **EAA934**	●	Secondary colour / UI / Contrast with blue
RedReddie **CE4D46**	●	Errors / UI / Warnings
FutuGreen **28C98C**	●	Secondary colour / UI / Confirmation

Typography - Headers 1/4

WE ARE 1	Family: Monsalva Weight: Regular Size: 72 px Letter Spacing: 0%	Typography	Desktop -Combine Hero (special values)	Mobile -
HEADER 1	Family: Montserrat Weight: Black Size: 48 px Letter Spacing: -2%	**Typography**	Desktop -Slider Hero	Mobile -
HEADER 2	Family: Montserrat Weight: Black Size: 32 px Letter Spacing: 0%	**Typography**	Desktop -Sections -Sliders	Mobile -Slider hero
WE ARE 2	Family: Monsalva Weight: Regular Size: 48 px Letter Spacing: 0%	Typography	Desktop -	Mobile -Combine Hero (special values)

Typography - Headers 2/4

HEADER 3	Family: Montserrat Weight: Black Size: 24 px Letter Spacing: -2%	**Typography**	Desktop -Articles in homepage -Subsections	Mobile -Sections
Nav bar	Family: Lato Weight: Light Size: 18 px Letter Spacing: -2%	Typography	Desktop -Top main Nav menu	Mobile -Articles titles -Subsections
Nav bar	Family: Lato Weight: Light Size: 18 px Letter Spacing: -2%	Typography	Desktop -Top main Nav menu	Mobile -Articles titles -Subsections
Pre Title	Family: Lato Weight: Light Size: 12 px Letter Spacing: 5% Capitals	TYPOGRAPHY	Desktop -Categories in cards	Mobile -Categories in cards

---

Typography - Body 3/4

Body large	Family: Lato Weight: Light Size: 24 px Letter Spacing: 0%	Typography	When to use: -Secondary text slider -	When to use: -Secondary text slider -
Bold	Family: Lato Weight: Bold Size: 16 px Letter Spacing: 0%	**Typography**	Desktop -Highlight subsections	Mobile -Highlight subsections
Body	Family: Lato Weight: Light Size: 16 px Letter Spacing: 0%	Typography	Desktop -Normal body text	Mobile -
Body small	Family: Lato Weight: Light Size: 14 px Letter Spacing: 0%	Typography	Desktop -	Mobile -Normal body text

---

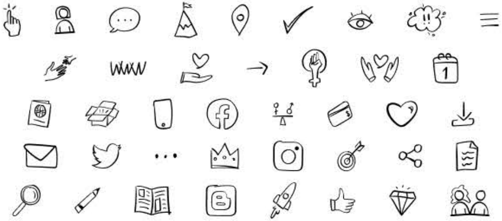
Typography - Specials 4/4

Links big	Family: Lato Weight: Black Size: 20 px Letter Spacing: 0%	**Typography**	Desktop -Links -Download	Mobile -Special sliders
Big buttons	Family: Lato Weight: Regular Size: 18 px Letter Spacing: 4%	Typography	Desktop -All buttons but nav bar	Mobile -Special sliders
Buttons	Family: Lato Weight: Regular Size: 14 px Letter Spacing: 3%	Typography	Desktop -Button nav bar	Mobile -All buttons

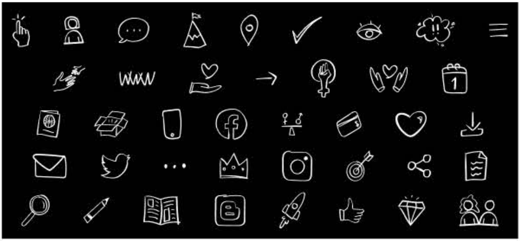
Links big	Family: Lato Weight: Black Size: 14 px Letter Spacing: 0%	Typography	Desktop -	Mobile -Links -Download

---

Iconography - Icons 1/8



Iconography - Negative 2/8



Iconography - Sizes 3/8

ICONS 96px

Color: Black / White
Size: 96x96px
Max content: 80px
Min padding: 8px

ICONS 48px

Color: Black / White
Size: 48x48px
Max content: 36px
Min padding: 6px

ICONS 24px

Color: Black / White
Size: 24x24px
Max content: 16px
Min padding: 4px

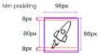
Iconography - Paddings 4/8

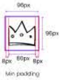
Style

Vertical

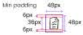
Horizontal

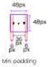
Size 96px


Min padding
96px
8px
80px
96px
8px


96px
96px
8px
80px
8px
Min padding

Size 48px


Min padding
48px
6px
36px
48px
6px


48px
48px
36 px
6 px
6 px
Min padding

Size 24px

Min padding
24px
24px

24px
24px
Min padding

Iconography - Logos 5/8

Kemonïk Kemonïk

Iconography - Names 6/8

Tap Profile Stories Peak Location Confirm

Vision Highlights BurgerMenu Sponsor Web

Donate Arrow Survivors GetInvolved Calendar

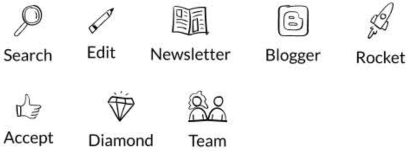
Iconography - Names 7/8

Immigration Transparency Mobile Facebook Equality

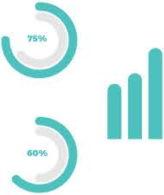
CreditCard Favorite Save Email Twitter More

Crown Instagram Goals Share Documents

Iconography - Names 8/8


Search
Edit
Newsletter
Blogger
Rocket
Accept
Diamond
Team

UI Elements - Graphics 5/5



Normally exported as image

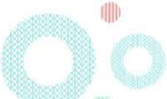
Color: 4DC1BE

Always as rounded as possible

When to use?

- *To show NGO's impact*
- *To give important info related to the NGO's mission and values*

UI Elements - Textures 4/5



Normally exported with image

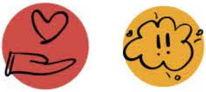
Colors
Any from colour palette
(depends on the image)

Proportions
Big size: 2/3 of image
Small size: 1/8 of image

When to use?

- *To play with images*
- *To combine with UI Elements*
- *To balance white space*

UI Elements - Icon background 3/5



When to use?

- *Combined with info box*

Normally exported as image with icon

Colors:
Any from colour palette
(depends on the textures and images)

Sizes:
For 96px icons - 90px
For 48px icons - 44px
For 24px icons - 22px

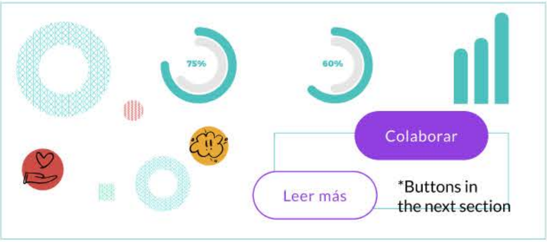
UI Elements - Info box 2/5

Stroke: 2px
Color: 4DC1BE
Size: screenwidth - margins
(margin >1000 px = 104px)
(margin >600 px = 52px)
(margin <600 px = 26px)

When to use?

- *To emphasize important info (i.e.)*
  - *Impact stats*
  - *What we do with 100 euros*
  - *Showing NGOs numbers*
  - *Subscribe to Newsletter*
  - *Download our statutes*

UI Elements 1/5

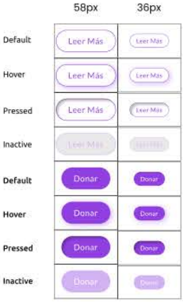

75%
60%
Colaborar
Leer más

*Buttons in
the next section

Buttons 1/5

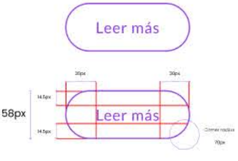
Big buttons	Family: Lato Weight: Regular Size: 24 px Letter Spacing: 4%	Typography

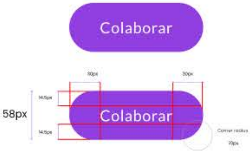
Buttons	Family: Lato Weight: Regular Size: 19 px Letter Spacing: 3%	Typography



	58px	36px
Default	Leer Más	Leer Más
Hover	Leer Más	Leer Más
Pressed	Leer Más	Leer Más
Inactive	Leer Más	[illegible]
Default	Donar	Donar
Hover	Donar	Donar
Pressed	Donar	Donar
Inactive	Donar	Donar

Buttons - Big buttons 2/5


Leer más
30px
30px
14.5px
58px
Leer más
14.5px
Corner radius
70px


Colaborar
30px
30px
14.5px
58px
Colaborar
14.5px
Corner radius
70px

Typography
Big Button

Family: Lato
Weight: Regular
Color: 913FE0
Size: 24 px
Letter Spacing: 4%

Shape
Color
Stroke
Big Button

Colour Fill: FFFFFF
Stroke: 1.5px
Colour: 913FE0
Placed: Inside

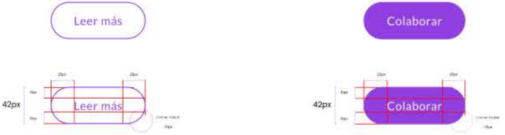
Typography
Big Button

Family: Lato
Weight: Regular
Color: FFFFFF
Size: 24 px
Letter Spacing: 4%

Shape
Colour
Stroke
Big Button

Colour Fill: 913FE0
Stroke: –

Buttons - Small buttons 3/5


Leer más
Colaborar
42px
Leer más
Corner radius
10px
42px
Colaborar
Corner radius

Typography
Small Button

Family: Lato
Weight: Regular
Color: 913FE0
Size: 18 px
Letter Spacing: 3%

Shape
Color
Stroke
Small Button

Colour Fill: FFFFFF
Stroke: 1px
Colour: 913FE0
Placed: Inside

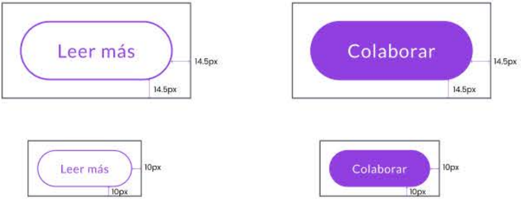
Typography
Small Button

Family: Lato
Weight: Regular
Color: FFFFFF
Size: 18 px
Letter Spacing: 3%

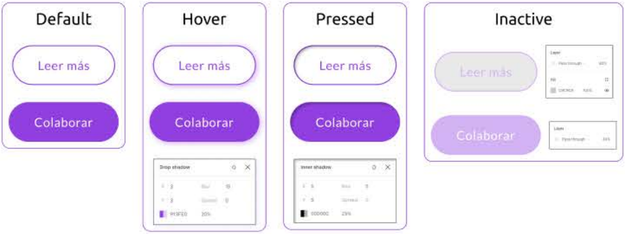
Shape
Colour
Stroke
Small Button

Colour Fill: 913FE0
Stroke: –

Buttons - External spacing 4/5


Leer más
14.5px
14.5px
Colaborar
14.5px
14.5px
Leer más
10px
10px
Colaborar
10px
10px

Buttons - States 5/5


Default
Leer más
Colaborar
Hover
Leer más
Colaborar
Drop shadow
Pressed
Leer más
Colaborar
Inner shadow
Inactive
Leer más
Layer
Fill
Colaborar
Layer

Images 1/4

Images - Round 2/4

When to use?

- *Always in hero, above the fold (scroll)*

Normally combined and exported with textures and in different sizes (responsive)

Sizes:
Big screen - from 400 to 500 px

Shape:
Completely round

Mask:
Remove background

Images - Rectangular 3/4

When to use?

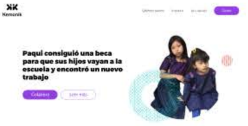
- *To balance white space*
- *In all sections and content, but not above the fold*

Exported in different sizes (responsive)

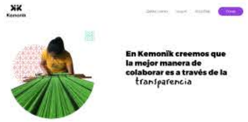
Sizes:
Fill the text
Aprox big screen - 600x400px

Shape:
Rectangular
Aprox proportion: 2/3

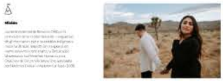
Images - Examples 4/4



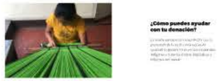
Paqui consiguió una beca para que sus hijos vayan a la escuela y encontró un nuevo trabajo



En Kemonik creemos que la mejor manera de colaborar es a través de la transparencia

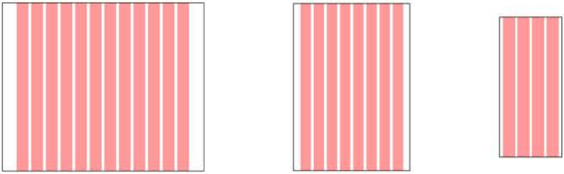


Misión



¿Cómo puedes ayudar con tu donación?

Responsive site - Breakpoints 1/5

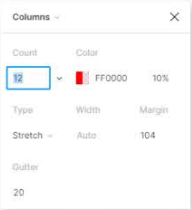


>1000px

>600px

<600px

Responsive site - Desktop 2/5



Columns

Count

12

Color

FF0000 10%

Type

Stretch

Width

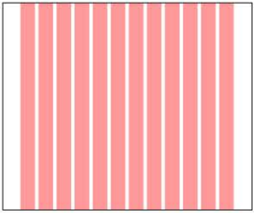
Auto

Margin

104

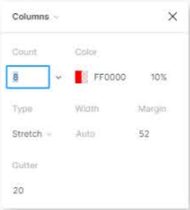
Gutter

20



1440px

Responsive site - Tablet 3/5



Columns

Count 8

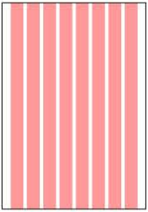
Color FF0000 10%

Type Stretch

Width Auto

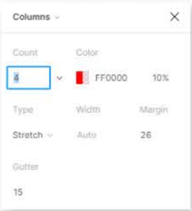
Margin 52

Gutter 20



850px

Responsive site - Mobile 4/5



Columns

Count 4

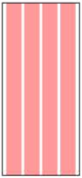
Color FF0000 10%

Type Stretch

Width Auto

Margin 26

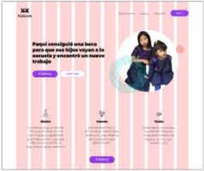
Gutter 15



450px

Responsive site - Example 5/5

1440px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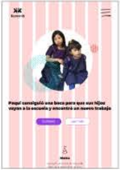
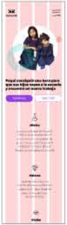
Misión
Valores
Visión

850px


Paqui consiguió una beca para que sus hijos vayan a la escuela y encontró un nuevo trabajo

450px


Paqui consiguió una beca para que sus hijos vayan a la escuela y encontró un nuevo trabajo

Misión
Valores
Visión