

ALABAMA COUNCIL ON HUMAN RELATIONS, INC.

Branding & Website Redesign



Brandi Jones, Kaitlyn Crigler
Final Project Presentation
English 7080
April 23, 2019

Overview

The Client

- Alabama Council on Human Relations (ACHR): a non-profit organization located in Auburn, AL that focuses on improving the educational, economic, and social circumstances for underprivileged children and families

Why They Needed a Redesign

- ACHR's website is their audience's primary interaction point with the organization (other organizations direct individuals to ACHR's website)
- ACHR's website details essential information, including various child and adult services offered to the public, contact information, and news

Website Redesign Process

1. Organization Analysis (determine audience, pertinent information needed on the website, use "Keep, Kill, Combine, Modify" method to choose information)
2. Branding Board based on organization analysis results (logo variation designs, color scheme, typography)
3. Website Planning (site-map inventory, wire-frame layouts, initial drafts, final draft)
4. Client Feedback & Publishing (May 02, 2019)

Organization Analysis: Audience

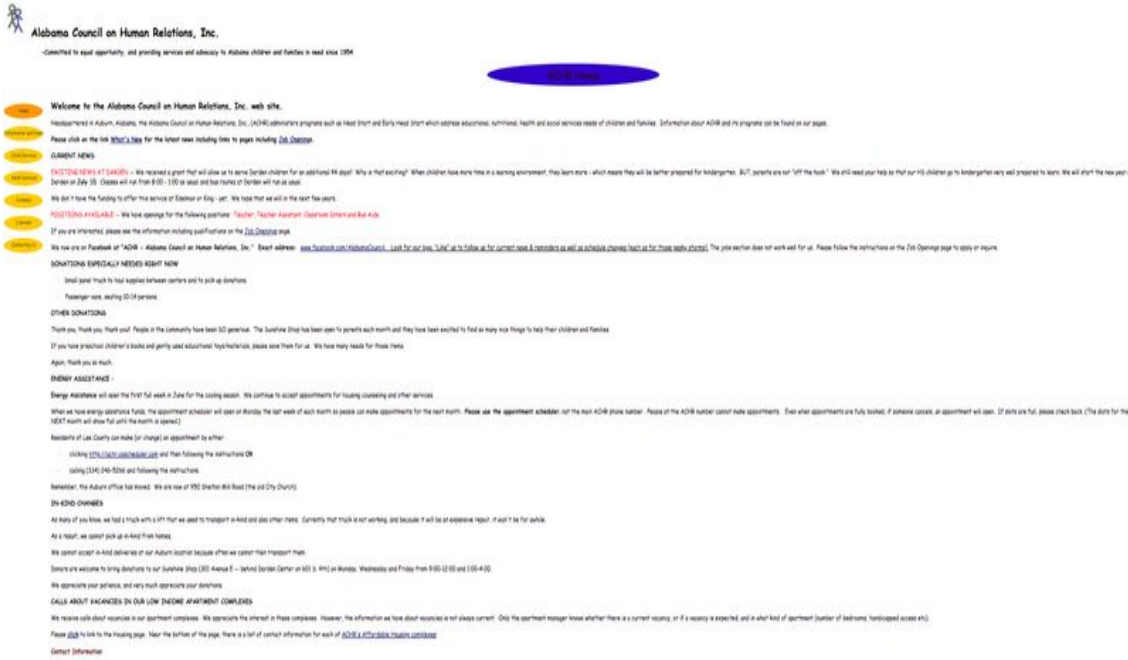
Primary Audiences:

- Caregivers/parents of children (Child Services)
- New fathers (Fatherhood Program)
- Home buyers, owners, and renters (Housing Services)

Secondary Audiences:

- Volunteers
- Donors
- Accreditation teams

Organization Analysis: Information



Screen capture of ACHR's original home page

- Reviewed all information on website with newly defined audiences in mind
- Used “Keep, Kill, Combine, Modify” process with all content
- Removed nearly 60% of web copy and 14 total pages by using this method

Branding Board

- Created Branding Board to provide a cohesive look throughout the website
- Used results of organization analysis and document design theory from course to direct style decisions
- Designed new logo variations, color scheme, and typography to better fit the needs of the audiences and to provide a modern aesthetic
- Completed revisions based on peer-feedback for final product

Branding Board: Main Logo

Original



Redesign Draft



Redesign Final



Branding Board: Logo Variations

Original



Variation #1



Social Media Icon

Variation #2



Watermark

Branding Board: Logo Variations

- Logo redesigned focused on the human element currently conveyed in ACHR's logo
- Sturken and Cartwright (2009) claim that “ads set up particular relationships between the signifier (the product) and the signified (its meaning) to create signs in order to sell not simply products but the connotations we attach to those products” (pp. 276). We see logos as working in the same way.
 - Sunbeam element attaches ACHR with hope/happiness

Branding Board: Color Scheme

Original Color Scheme



- Too busy and loud
- Does not match the audience (geared toward children)

Redesigned Color Scheme



- Complimentary
- Professional and engaging
- Appropriate for adult audience

Branding Board: Color Scheme

- We wanted to maintain the branding ACHR has already established while introducing two more muted, calm colors (slate blue and beige) that would give the color scheme a more professional, serious grounding.
- On their neutral emotion spectrum, Amare and Manning classify yellow and orange as “amused” and “stimulated” (pp. 80), respectively, which appeals to the energetic, child-oriented associations of ACHR; blue is classified as “focused” (pp. 80), which helps suggest the reliability and professionalism that we believe ACHR’s audience would want to see from such an organization.

Branding Board: Typography

Original Typography

T I M E S N E W R O M A N

C O M I C S A N S

- Old-fashioned or outdated
- Geared toward children
- Styles work against each other

Redesigned Typography

Museo (500)

Lato Light

- Modern and professional (but not old-fashioned)
- Still a hint of youthfulness

Branding Board: Typography

- Based typography redesign on Brumberger's (2003) claim that typefaces suggest personas and those personas should align with the purpose of the text
- Museo (500) better fits the needs of the primary audience: adults who are caretakers for children, not the children themselves
- Museo (500) is a serif font that is more "direct" (pp. 214) and professional in appearance, yet also contains serifs that are inconsistently applied across the letters (which makes it appear a bit more friendly/playful than the typical serif)

Website Planning: Site-Map Inventory

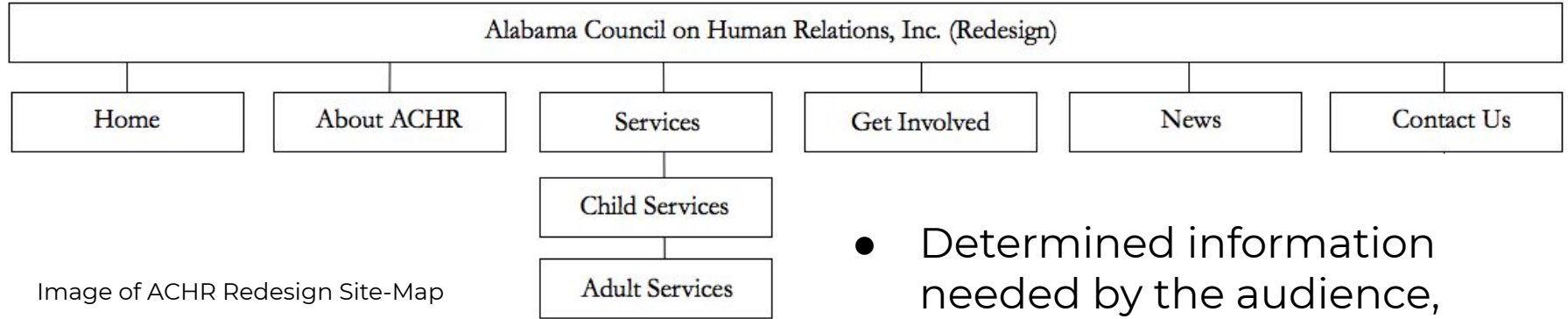
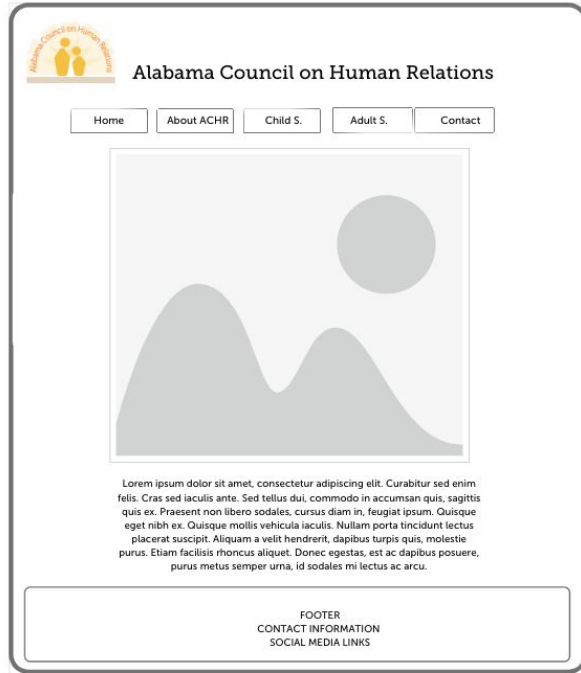


Image of ACHR Redesign Site-Map

- Determined information needed by the audience, removed all non-relevant content
- Organized content into appropriate navigation titles and decided necessary pages

*** Removed 14 total pages by reorganizing content**

Website Planning: Wireframe Layouts



- Created Wireframe layouts for each page before actually creating the website
- This let us decide beforehand the exact content we wanted on the site, instead of feeling compelled to fill the website with content
- Every piece of content had a purpose and place before ever moving it on the website

Screen capture of Home-Page Wire-Frame Layout

Website Planning: Initial Drafts of Website



ACHR is a state-wide, non-profit organization headquartered in Auburn, Alabama, and focuses its efforts on improving the educational, economic, and social circumstances for underprivileged children and families. ACHR accomplishes this goal through initiatives like its Child Development Program and Head Start Program, which address issues related to education, nutrition, health, and social services. Explore all the services we have to offer below.

Draft #1 of ACHR Home-Page

- Began using Wordpress.com but decided to switch to Wix.com for ease of our client (Wix is more user-friendly and affordable)
- Used ACHR social media accounts to fill website with images of real-life events and volunteers
- Followed feedback from peers to change border colors and styles to have better contrast

Website Planning: Final Drafts of Website



**Alabama Council on
Human Relations**

[About](#) | [Services](#) | [Get Involved](#) | [News](#) | [Contact Us](#)



Committed to equal opportunity and providing services and advocacy to Alabama children and families in need since 1954.

Alabama Council on Human Relations, Inc. is a state-wide, non-profit organization headquartered in Auburn, Alabama. We focus our efforts on improving the educational, economic, and social circumstances for underprivileged children and families. We accomplish this goal through initiatives like our Child Development Program and Adult Education Programs, which address issues related to education, nutrition, health, and social services. Read more about our programs and services below.

Child Services

We provide a variety of services for children (ages 0-12) that seek to guide them toward healthy lifelong development.

Adult Services

We offer a wide range of services and resources to adults that promote healthy families, nutrition, and financial stability.

- Used larger version of logo to better fill the header element
- Added mission statement below header to gain audience interest
- Added information about primary services directly to home page in a concise, easy-to-read layout

Final Version of ACHR Home-Page

Website Planning: Final Drafts of Website

News and Updates



Upcoming Events and Activ...

Write a comment



Now Hiring

Write a comment



Donations Needed

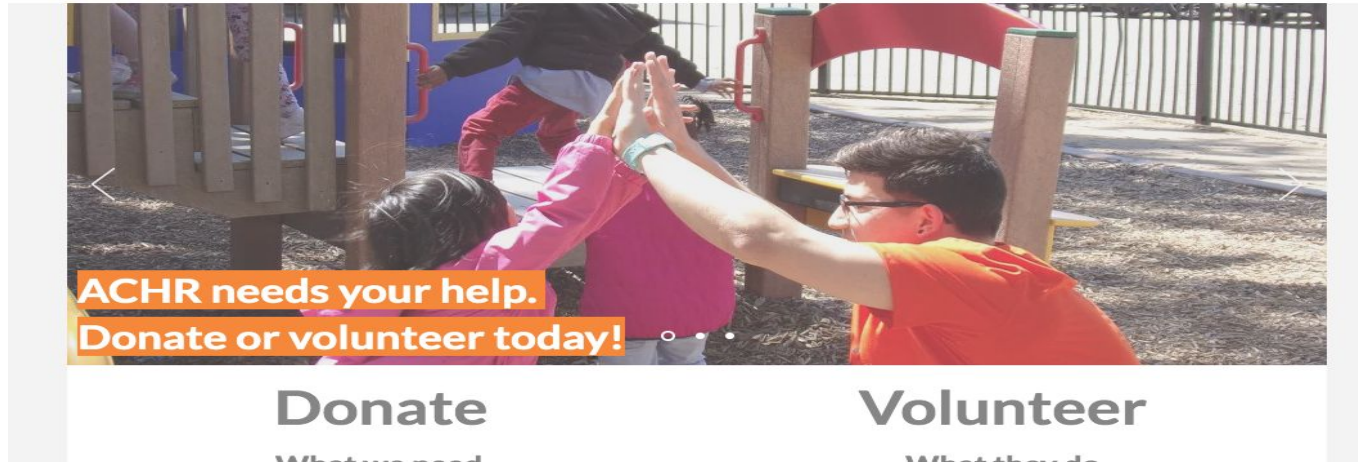
Write a comment



Final Version of ACHR Home-Page: News and Updates

- Added a News and Updates section at bottom of page to satisfy client request
- Removed page view counter after advice from peers

Website Planning: Final Drafts of Website



Final Version of ACHR Home-Page: Get Involved

- Added a slideshow to reinforce text content with images and to capture what ACHR is all about
- Followed peer feedback and changed overlay text background to orange for contrast

Final Result Overview

Redesigned website now has:

- consistent branding
- updated and high-quality logos for various purposes
- higher contrast between images, elements, and text
- 60% less copy text and 14 fewer pages

Redesigned website is now:

- directed to specific audiences
- user-friendly and intuitive
- WCAG 2.0 Web Accessibility compliant

Final Website Redesign Photos



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Child Services

We provide a variety of services for children (ages 0-12) that seek to guide them toward healthy lifelong development.

- Head Start Program
- Early Head Start Program
- Child Care Program

[Learn more >>](#)

Adult Services

We offer a wide range of services and resources to adults that promote healthy families, nutrition, and financial stability.

- Fatherhood Program
- Housing Counseling
- Affordable Housing

[Learn more >>](#)

Find out how you can help Alabama children and families through ACHR!

[GET INVOLVED](#)

News and Updates



Upcoming Events and Activ...

[Write a comment](#)



Now Hiring

[Write a comment](#)



Donations Needed

[Write a comment](#)





About Us

Alabama Council on Human Relations, Inc. is a state-wide, non-profit organization headquartered in Auburn, Alabama. We focus our efforts on improving the educational, economic, and social circumstances for underprivileged children and families. We accomplish this goal through initiatives like our Child Development Program and Adult Education Programs, which address issues related to education, nutrition, health, and social services. Read more about our programs and services below.

Our Mission

We aim to promote and implement programs that improve economic conditions, education, and racial relationships for all people, resulting in an increased self-sufficiency and overall improvement in their quality of life.

Our History

In 1954, ACHHR was organized as a forum for discussion and action on issues of racial and economic justice and educational opportunity in Alabama. As an outgrowth of the Atlanta-based Southern Regional Conference, a civil rights advocacy group, our efforts were first directed toward voting and school desegregation. The Reverend Martin Luther King, Jr., who was involved with ACHHR in the early years, credited ACHHR with performing a vital peacekeeping role during the bus boycott that followed Rosa Parks' refusal to give up her seat on a Montgomery bus.

Since our early days, we have become a member of the Southern Regional Council, the Education Coalition, and the Association for Community Based Education. We have assisted member and sister organizations in public education and direct action projects in the areas of education, employment, housing, voter education, legal education and assistance, health, and welfare. In all of our activities, the primary commitment of ACHHR has been and continues to be the concept of self-direction for low-income and minority individuals.



(334) 824-8836



@almaghoston@acthr.com



950 Shelton Mill Road
Auburn, Alabama 36830





Head Start Program

The Head Start Program is a comprehensive, quality program that includes education, health, parent involvement and social services designed to prepare children ages 3-5 for entry into public school. We currently serve more than 400 children across our three centers, with about 18 children per classroom. In addition, we have partnered with Lee County Schools to provide classrooms that serve children with special needs.

Benefits

- Linkage to medical and dental care
- Transportation for children living over two miles away
- On-site services for children with special needs
- Children encouraged to work at their own pace
- Parents gain experience in child advocacy

Guidelines for Application

- Children ages 3-5
- Residency in Lee County or Russell County
- Income guidelines (contact us for details)*
- Application at beginning of school year encouraged but not required

*Because there are more eligible children than slots, the ACHRH CCHS uses a lottery system to determine acceptance to the program. Ten percent of the slots are reserved for children with special needs. To accept children with diagnosed special needs who otherwise might not be eligible.

Early Head Start Program

The Early Head Start Program serves infants, toddlers, and pregnant mothers in order to foster healthy childhood development and to foster positive, nurturing relationships between mothers and their children. Our EHS Program provides both center-based and home-based models.

Benefits

- Linkage to medical and dental care
- Care provided in small groups of four
- Multi-age model allows siblings to stay together in their classrooms
- Weekly in-home visits for non-working mothers (or for those with childcare)
- Services for pregnant teens and teen mothers through local schools

Guidelines for Application

- Infants and toddlers (under 3 years old)
- Residency in Lee County or Russell County
- Income guidelines (contact us for details)*
- Application at beginning of school year encouraged but not required

*Because there are more eligible children than slots, the ACHRH CCHS uses a lottery system to determine acceptance to the program. Ten percent of the slots are reserved for children with special needs. To accept children with diagnosed special needs who otherwise might not be eligible.

Child Care

Our wraparound care serves children in our programs for extended hours at a low cost to parents (contact us for pricing information).

Ages: 0-12

Hours: 6am-8am and 1pm-5:30pm

Locations: Darden Center and Marian Wright Edelman Center

Care is also offered during summer break and winter holiday.



Fatherhood Program

The Fatherhood Program encourages responsible fathering and provides direction for how to be involved in their children's lives. Once a month, fathers meet to become more knowledgeable in a wide variety of areas, including how to support children's learning and love of literacy. In addition, fathers are encouraged to put themselves in the best possible position to support their children. Areas of focus include job exploration, remaining in school, and returning to school or training.

For more information, [contact us](#) and ask for the Fatherhood Specialist.

Housing Counseling

ACHR is certified by the U.S. Department of Housing and Urban Development (HUD) as a Housing Counseling Agency. Services are offered to home buyers, home owners and renters to assist in improving housing conditions and learning to meet the responsibilities of home ownership and tenancy. Our Housing Counselor provides individuals and families with information about safe, affordable housing and assists in resolving problems related to fair housing, home ownership, budgeting, mortgage default, rent delinquency and a wide range of other areas.

Counseling sessions available by appointment. [Contact us](#) to set up your appointment or learn more.

Affordable Housing

ACHR is certified as a Community Housing Development Organization (CHDO) in 31 Alabama counties. The goal of affordable housing complexes is to provide residents with a bridge from a difficult housing situation to their own residence at a later point. Because of this goal, residence in our complexes (except those designed for the elderly) should be considered short-term. Contact information for our complexes is listed below.

Bedell Village
Auburn, AL
334-821-9626
bedellvillage12@gmail.com

Grace Ridge
Auburn, AL
334-246-3397
graceridge12@gmail.com

Oak Ridge
Auburn, AL
334-821-0712
oakridgeapartments12@gmail.com

Crestview Senior Cottages
Prattville, AL
334-491-1002
crestviewcottages@gmail.com

Summer Wood
Camden, AL
334-682-5327
summerwoodapt@gmail.com

Inverness
Clanton, AL
205-280-1474
invernessapt12@gmail.com

Jackson Johnson
Eutaw, AL
334-683-8003
jacksonjohnsonapt12@gmail.com

Alfred Radney
Roanoke, AL
334-863-5739
alfredradney@gmail.com

Garden Greene
Lanett, AL
334-642-3474
gardengreene12@gmail.com

Glenwood Meadows
Luverne, AL
334-335-5886
glenwoodmeadows12@gmail.com

Darden Oaks
Opelika, AL
334-742-0019
dardenoaks@gmail.com



Donate

What we need

- Old cell phones + chargers
- Computers/tablets
- Educational computer programs
- Toys and books
- DVDs (rated G or PG)
- School supplies
- Clothing (in good condition)
- Disposable diapers
- Household goods (sheets, dishes, etc.)
- Adult clothing (interview-ready attire)

Where to take it

Sunshine Shop @ Darden on the Hill
on Avenue E behind Darden Center at 610
S. 4th in Opelika, Alabama

Volunteer

What they do

- Share creative activities
- Teach a craft
- Play an instrument
- Read to a child
- Befriend a child with a disability
- Work in our community garden
- Conduct informative workshops for parents
- Assist with a building/painting project
- Help maintain the ACHR website

How to get started

For more information or to start
volunteering, get in touch with us!

Contact Us



(334) 821-8336



@almsphotos@achr.com



950 Shelton Mill Road
Auburn, Alabama 36830



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News and Updates from ACHR



Apr 13 • 11m

Upcoming Events and Activities

Sample post about upcoming events and activities. Lorem ipsum dolor sit amet, ad mactus sanctus has. Sed veni nonummy medietatem an, eos vide...

0 views • Write a comment



Apr 13 • 11m

Now Hiring

Sample post about job opportunities. Lorem ipsum dolor sit amet, ad mactus sanctus has. Sed veni nonummy medietatem an, eos vide quaeisio ea. Est ex dicitur nimod delicata. Sit meis vivipert. erodit ex dicitur accipitatis duo ea, paulo choro mei...

0 views • Write a comment



Apr 13 • 11m

Donations Needed

Sample post about donations. Lorem ipsum dolor sit amet, ad mactus sanctus has. Sed veni nonummy medietatem an, eos vide quaeisio ea. Est ex dicitur nimod oblicata. Sit meis vivipert erodit accipitatis duo ea, paulo choro mei in, fo m...

0 views • Write a comment



(334) 821-8336



alr@alchrtionachr.com



950 Shelton Mills Road
Auburn, Alabama 36809





Still need more information about our programs, services, or the application process? Let us know!

Contact Us

Let's get in touch. Fill out the form below and we will get back to you soon.

Name	<input type="text"/>
Email	<input type="text"/>
Subject	<input type="text"/>
Message	<input type="text"/>

Submit

Thanks for submitting!

We would be happy to discuss your questions in person, through email, or over the phone.

Headquarters

Frank B. King Center
950 Shelton Mill Road
Auburn, Alabama 36830

Email

aima@holston@schr.com (general inquiries)
jaret.burns@achr.com (website inquiries)

Phone

(334) 821-8336
(334) 824-6397 (fax)

Center Locations

Frankie B. King Center
950 Shelton Mill Road
Auburn, Alabama 36830

Darden Center
604 South 4th Street
Opelika, Alabama 36801

Eckelman Center
Radford Drive
Huntsboro, Alabama 36860



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@aima@holston@schr.com



950 Shelton Mill Road
Auburn, Alabama 36830

