# organdonor.gov

## In this document

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Page 3 - Home Page – Font Size, Margin, Padding, Letter Spacing Markup
Page 4 - Learn Page – Additional Markup (Second Level Page)
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## Functional prototype (view in Chrome)

http://od.crosbydev.com
login: crosby  pass:crosby705

- functional “For the Community” tray
- mega menu and mobile menu
- Facebook social feed
- responsive to 3 viewports (1170px, 992px, 768px)

## Files within the zipped package

**Home Page Files**

Home Page Design Photoshop File
*9869 HRSA Homepage 970px v1.psd*

Carousel Builder Photoshop File
*9869 HRSA Homepage 970px v1 carousel builder.psd*

Megamenu Example Photoshop File
*9869 HRSA Homepage 970px v1 megamenu.psd*

For the Community Example Photoshop File
*9869 HRSA Homepage 970px v1-expanding-top-tray.psd*

Mobile Design Home Page Photoshop File
*9869 HRSA Homepage mobile v1.psd*

Mobile Menu Example Photoshop File
*9869 HRSA Mobile_Menu.psd*

**Lower Level Page Files**

Learn Page Photoshop File
*9869 HRSA Learn 970px v1.psd*

How Donation Works Page Photoshop File
*99869 HRSA How Donation Works 970px v1.psd*

**Assets**

Font Package- Open Sans
*assets/fonts*
http://www.google.com/fonts/specimen/Open+Sans

Offsite Icon
*assets/offsite_icon.ai*

Social Icons
*assets/social-circles*

organdonor.gov Type Treatment
*assets/organdonorTT/typetreatment_final.ai*

**Copy**

Copy, metatags, links document

Megamenu Copy document for all 4 states

## Contained in the Axure wireframe link: http://dncwy8.axshare.com

Page 2 - Wireframe of Home Page with 3 viewports
Page 3 - Wireframe of Mega Menu Example in 1 viewport
Page 4 - Wireframe of Mobile Menu Example in 1 viewport
Page 5 - Wireframe of Learn Page with 3 viewports
Page 6 - Wireframe of How Donation Works with 2 viewports

# Home Page – Color, Font Face

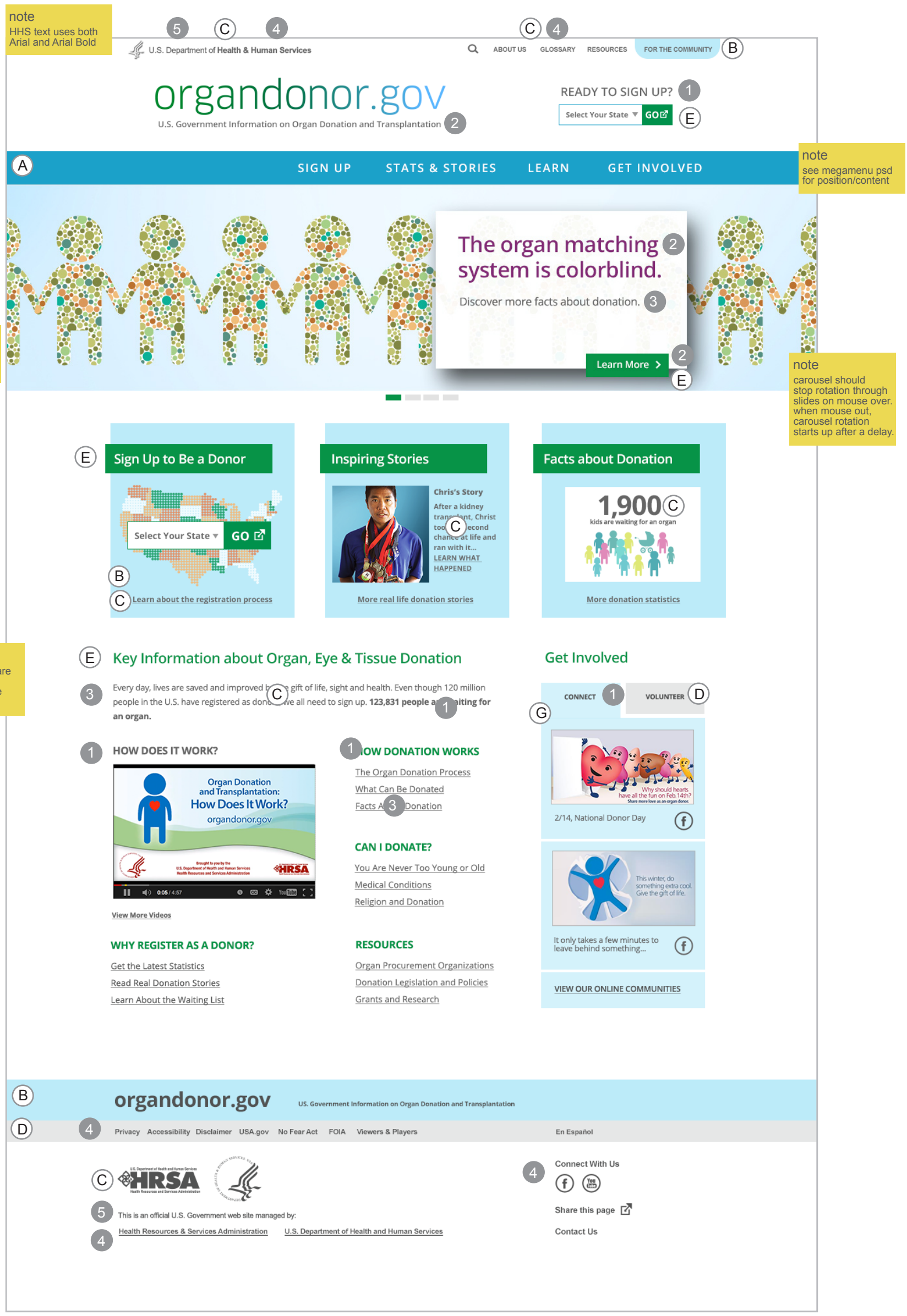
note
HHS text uses both Arial and Arial Bold

note
first carousel position is what is displayed on mobile

note
see megamenu psd for position/content

note
carousel should stop rotation through slides on mouse over. when mouse out, carousel rotation starts up after a delay.

note
"###### people are waiting for an organ." should be dynamic text.




## Color

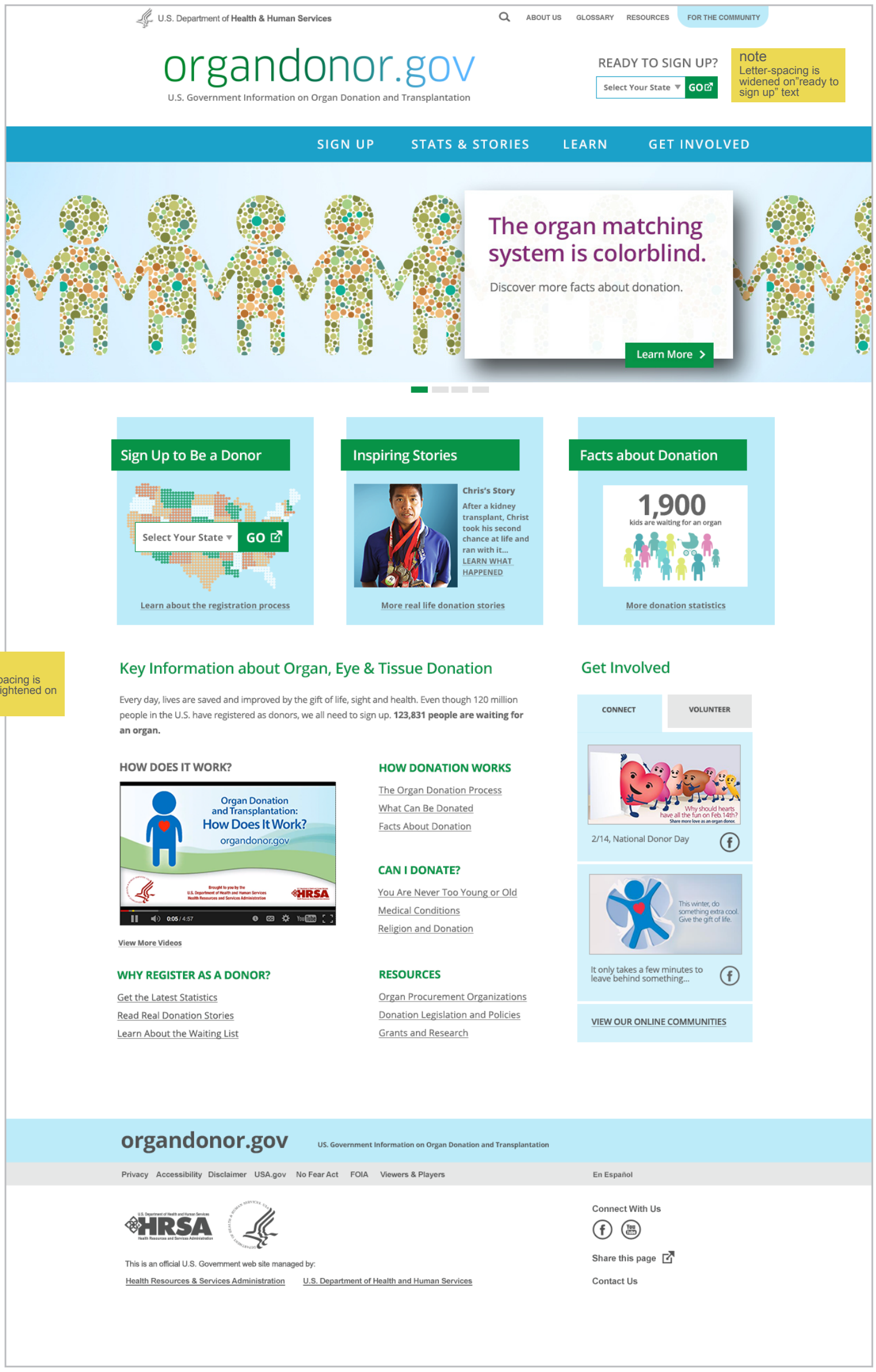
| | | | |
|---|---|---|---|
| A | #1BA1C9 | (dark blue) | |
| B | #BCEBF9 | (mid blue) | |
| C | #656565 | (dark grey) | |
| D | #E6E7E7 | (light grey) | |
| E | #079347 | (green) | |
| F | #EB7A39 | (orange) | |
| G | #E9F5F8 | (lt blue) | |

## Font Face

1. Open Sans Bold 700
2. Open Sans Semi Bold 600
3. Open Sans (regular) 100
4. Arial Bold*
5. Arial*

* Used only for utility nav items and footer

Home Page – Font Size, Margin, Padding, Letter Spacing



Learn Page – Additional Markup
(Second Level Page)

note
100% width background gradient on second level pages (not a carousel or rotating image)

note
Generous spacing between sections on second level page content



# organdonor.gov

U.S. Government Information on Organ Donation and Transplantation

READY TO SIGN UP?
Select Your State GO



F
# LEARN
A
## about organ donation

How does organ donation happen? What organs and tissues can be donated? How does someone get on the transplant waiting list? Get the facts here.






## What Can Be Donated

Eight organs can be transplanted, along with corneas and tissues such as bones, bone marrow, skin, heart valves, even face and hands.

Learn More about What Can Be Donated >

- Organs
- Corneas and Other Tissues
- Hands and Face
- Blood Stem Cells
- Cord Blood



## How Donation Works

Organ donation is the process of providing one or more organs to transplant into another person. Donors can be deceased or living.

Learn About the Donation Process >

- The Deceased Donation Process
- The Living Donation Process
- Getting an Organ Transplant
- Organ Donation FAQs
- Organ Donation Myth



## Who Can Donate

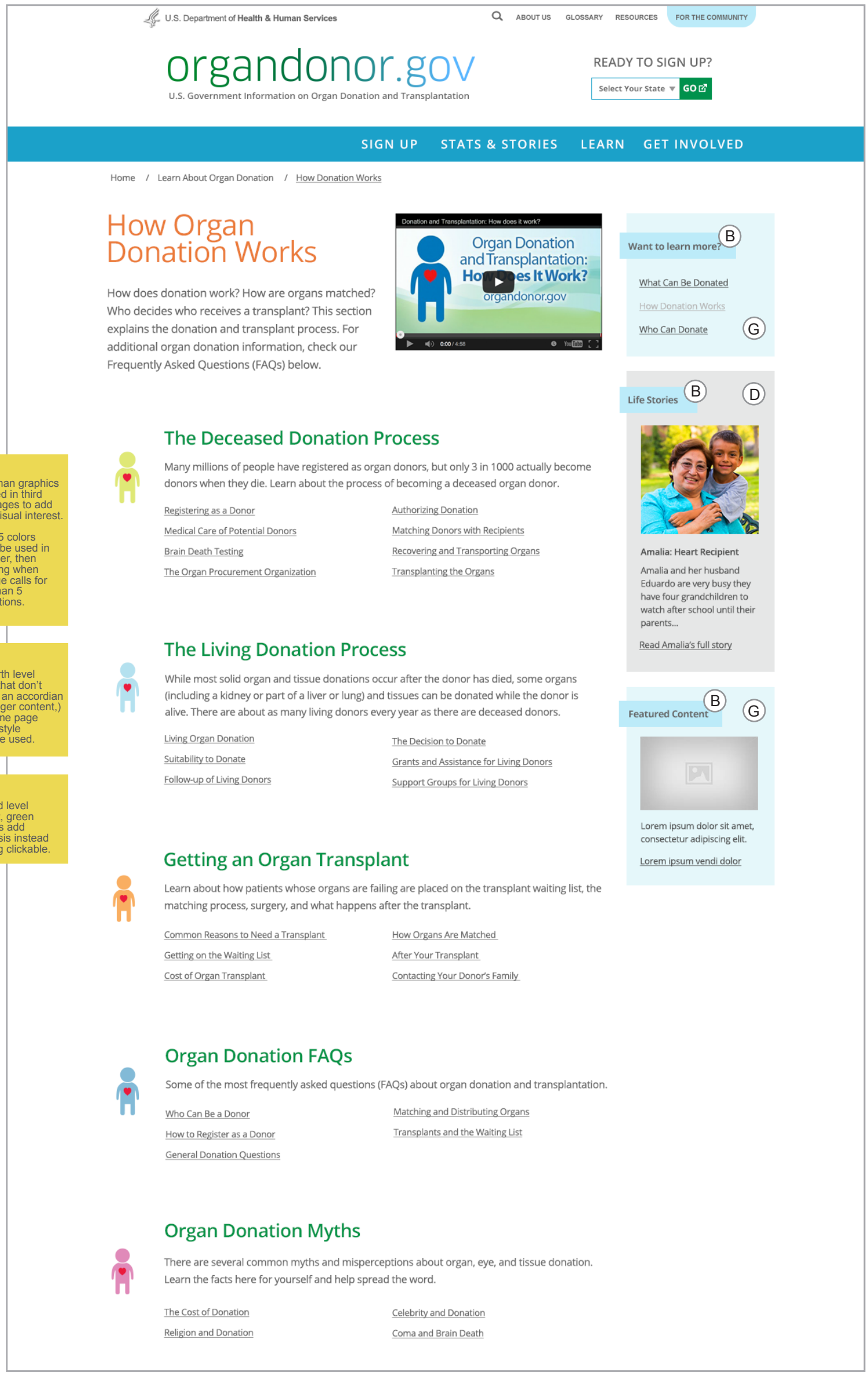
Learn about the needs of different age groups and ethnicities, views of major religions on donation, and health conditions that affect donation.

Learn More about Who Can Donate >

- General Population Donation
- Donation and Minorities
- Donation and Age 50+
- Pediatric Donation
- Religion and Donation

How Donation Works – Additional Markup

(Third Level Page)




note

Heart man graphics are used in third level pages to add some visual interest.

These 5 colors should be used in this order, then repeating when the page calls for more than 5 subsections.

note

On fourth level pages that don't require an accordian (i.e. longer content,) this same page format/style could be used.

note

On third level content, green headers add emphasis instead of being clickable.

## Color

- A #1BA1C9 (dark blue)
- B #BCEBF9 (mid blue)
- C #656565 (dark grey)
- D #E6E7E7 (light grey)
- E #079347 (green)
- F #EB7A39 (orange)
- G #E9F5F8 (lt blue)

## Font Face

1. Open Sans Bold 700
2. Open Sans Semi Bold 600
3. Open Sans (regular) 100
4. Arial Bold*
5. Arial*

* Used only for utility nav items and footer

# Home Page Mobile Viewport – Additional Markup

note
See mobile menu psd for content and style

note
Carousel disabled for mobile. Text is default grey (#656565.)

note
Text in stat should be HTML text for easy scaling and updates.

note
Line spacing is more open in mobile for easier small screen reading.

U.S. Department of **Health & Human Services**

organdonor.gov

U.S. Government Information on Organ Donation and Transplantation

MENU | SEARCH



The organ matching system is colorblind.

Discover more facts about donation.

Learn More >

## Sign Up to Be a Donor




Learn about all the registration process

## Inspiring Stories



**Chris's Story**

After a kidney transplant, Chris took his second chance at life and ran with it...
LEARN WHAT HAPPENED

More real life donation stories

## Facts about Donation

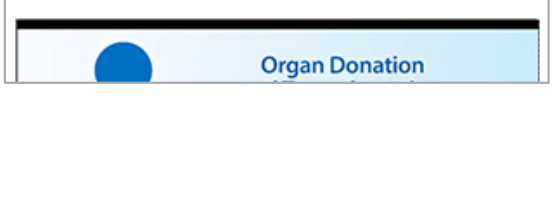



More donation statistics

## Key Information about Organ, Eye & Tissue Donation

Every day, lives are saved and improved by the gift of life, sight and health. Even though 120 million people in the U.S. have registered as donors, we all need to sign up.
**123,831 people are waiting for an organ.**

### HOW DOES IT WORK?







View More Videos

note
Slight margin on video edge, to allow scrolling without activating video.

### WHY REGISTER AS A DONOR?

Get the Latest Statistics

Read Real Donation Stories

Learn About the Waiting List

note
Line spacing is more open in mobile for easier small screen reading.

### HOW DONATION WORKS

The Organ Donation Process

What Can Be Donated

Facts About Donation

### CAN I DONATE?

You Are Never Too Young or Old

Medical Conditions

Religion and Donation

### RESOURCES

Organ Procurement Organizations

Donation Legislation and Policies

Grants and Research

## Get Involved

**CONNECT**




2/14 National Donor Day

**VIEW OUR ONLINE COMMUNITIES**

**VOLUNTEER**

There are many ways to volunteer. Contact these organizations to find out more.

**ORGAN PROCUREMENT ORGANIZATIONS**

**DONATION RELATED ORGANIZATIONS**

**TISSUE DONATION ORGANIZATIONS**

**BLOOD DONATION ORGANIZATIONS**

**RELATED HEALTH ORGANIZATIONS**

En Español

Connect With Us

note
Tabs disabled for mobile.

| | |
|---|---|
| **#1BA1C9 (dark blue)** | Primary navigation bar color, or photo caption for second level page images |
| **#BCEBF9 (mid blue)** | A background color to highlight important content |
| **#656565 (dark grey)** | Used throughout the site for text and links of medium importance. The “workhorse” color. |
| **#E6E7E7 (light grey)** | A background color on lower level pages to highlight secondary or less important content. (Same use as #E9F5F8) |
| **#079347 (green)** | Key actionable items like buttons or links to primary content. Or to add emphasis in deeper content. |
| **#EB7A39 (orange)** | For large display text, as an accent. Will usually be paired with #1BA1C9 (dark blue.) |
| **#E9F5F8 (lt blue)** | Background color on lower level pages to highlight secondary or less important content. (Same use as #E6E7E7) |
| **Open Sans Bold 700** | Mostly used for smaller text in links, call to action or important data. Used sparingly. |
| **Open Sans Semibold 600** | Primary navigation, headers, call to action, important captioning. Basically, any large or “display” text. |
| Open Sans (regular) 100 | Used throughout the site for text and links of medium importance. The “workhorse” type weight. |
| **Arial Bold** | Only for utility nav items and footer text. |
| Arial | Used sparingly in utility nav items and footer, as a contrast/accent type weight to Arial Bold. |

**organdonor.gov sitemap**
**revised**
Mar. 25, 2015

# ORGANDONOR.GOV

Utility Navigation

- **FOR THE COMMUNITY** (Links To Sub Page)
- **GLOSSARY** (Links To Sub Page)
- **RESOURCES** (Links To Sub Page)
- **ABOUT US** (DoT & HRSA)
  - Legislation
  - Grants

**Advisory Committees**

- Advisory Committee On Organ Transplantation
- Advisory Committee On Blood Stem Cell Transplantation

Main Navigation

## SIGN UP AS A DONOR

- Sign Up in Person

## STATISTICS AND STORIES

- **The Need Is Real** (Statistics)
- Life Stories

## LEARN ABOUT DONATION

- What Can Be Donated
  - Organs
  - Corneas and Other Tissues
  - Face and Hands
  - Blood Stem Cell
  - Cord Blood
- **How Donation Works**
  - The Deceased Donation Process
    - Brain Death
    - Matching Donors with Recipients
  - The Living Donation Process
  - Getting an Organ Transplant
  - Organ Donation FAQs
  - Organ Donation Myths and Facts
- **Who Can Donate**
  - General Population
  - Minority Donation
    - African American
    - ANHOPI
    - Hispanics
  - Senior Donation
  - Pediatric Donation
  - Religious Views on Organ Donation

## GET INVOLVED AND HOW TO HELP

- Sign Up as a Donor (Link to Sign Up)
- **Connect** (Social Media)
- **Volunteer/OPOs**
  - Donation Organizations
- **Help Spread the Word/Resources**
  - Workplaces
  - Civic
  - Students
  - Glossary
  - Other Resources
- **Events**
  - National Donor Day
  - Donate Life Month
  - Older Americans' Month
  - National Minority Donor Awareness Week
  - National Donor Sabbath

* Category and page names are working titles and will be refined as the redesign process proceeds.