**Analogue April CIC : Website Design Brief**

**Design the digital space of the UK’s coolest offline movement – Analogue April**

**Task Description:**

We’re looking for a creative website designer to build a visually engaging, easy-to-navigate website for **Analogue April CIC**, a new UK-based social impact initiative encouraging individuals and families to reduce smartphone and social media use during April each year.

The site must be fully **WIX-compatible**, mobile-responsive, and built with accessibility, clarity, and inspiration in mind. It needs to have the ability to **Register** interest, **Login,** and **Donate.** The tone is bold but friendly—similar to Movember UK—with clear calls to action, high readability, and a confident identity. It should feel like a positive challenge, not a guilt trip.

**Core Objectives: *Content is already written in ‘Website Content’ Doc.***

* Introduce the campaign clearly and memorably
* Make it easy to get involved: fundraising, donating, participating
* Offer resources and practical challenges
* Tell our story and share our impact
* Encourage community and press engagement

**Site Structure: *Horizontal Navigation on Website & Drop Down Tabs***

* **Support Us** (Raise Funds, Donate, Resource Tips, Events, Where Do Funds Go?)
* **About Us** (Our Movement, Our Cause, Our Impact, Our Story, Our Values, Our Cause Areas)
* **Smartphone Health** (Overview, Healthy Habits, Daily Totals, Healthy Tips)
* **Digital Challenges** (Pre-April Digital Challenges, April Commitment Options)
* **Blog & Resources** (Blogs, Publications)
* **LOGIN**
* **REGISTER**
* **DONATE**

**Design Notes:**

* Clean, modern layout with engaging visuals (illustrations or photos welcome)
* Typography should be strong and readable, ideally sans serif
* Use friendly iconography and colour accents for navigation clarity
* Support for embedded video, forms, and third-party donation links
* Prefer drag-and-drop WIX compatibility so the team can update in-house

**Deliverables:**

* A fully functional, live WIX website
* Editable content blocks and pre-designed templates
* Assistance setting up WIX hosting if needed
* Registration, Login and Donation Pages

**Design Inspiration & Visual Style Guide:**

**Overall Vibe:**  
Think *1990s throwback meets modern minimalism*—analogue culture brought into the now. The site should evoke a sense of a cool, fun rebellion. It should feel like an *intentional lifestyle movement*, not a corporate campaign.

**1. Visual Aesthetic Inspiration**

**Analogue Tech Vibes**

* **Analog Web Design**: Incorporates vintage elements like typewriter fonts, textured backgrounds, and lo-fi aesthetics to create a feeling of nostalgia. Reference : <https://pros.squarespace.com/blog/analog-design-trend>
* Imagery of early (1990-2010’s) analogue mobile phones, landlines, walkmans, and payphones References : <https://sl.bing.net/f4C47Yqs0Ie>
* Grainy textures or scan-line overlays reminiscent of VHS
* Polaroid-style photo frames for featured images
* Flat-lay shots of analogue objects: notebooks, cassettes, film cameras, etc.

**Fashion & Colour Palette (1990-2010’s-Inspired)**

Consider using a colour scheme inspired by the 90s, such as electric blue, acid green, and pastel tones, to evoke nostalgia while maintaining modern appeal.

**2. Typography**

* **Primary Font**: Old-school **typewriter-style serif** font for headers (e.g. "Courier New", "American Typewriter", or retro fonts like "IBM Plex Mono")
* **Body Font**: Clean, modern sans-serif (e.g. "Inter", "Lato", or "Raleway") for readability

**3. Imagery and Icons**

* **Vintage Mobile Phones**: Incorporating illustrations or images of 90s mobile phones to enhance the nostalgic feel. These visuals can serve as icons or decorative elements throughout the site.
* **Hand-Drawn Patterns**: Using hand-drawn or doodle-style patterns to add a personal and retro touch to the website's background or sections, aligning with the analogue theme. <https://pros.squarespace.com/blog/analog-design-trend>