

## Project: The Abundant Living Ministries

### Introduction/Objective

This site was designed and developed for a non-profit organization that teaches how to live healthy in order to eliminate sickness and disease. The mission and objective of this organization is to reach the whole world with the importance of real nutrition and the principles of the body's self healing.



The screenshot shows the homepage of Abundant Living Ministries, Inc. The header features the organization's name in a stylized green font with a drop shadow, the tagline "Changing lives!", and a circular logo with a globe and the text "ABUNDANT LIVING MINISTRIES". A portrait of Pastor Kemi Oluwakoya is on the right. A navigation menu on the left includes "Home", "Bio", "Mission", and "Contact Us". The main content area is titled "Welcome To The Abundant Living Ministries" and contains a "Holy Bible" icon, a paragraph about the organization's foundation on the word of God and prayer, and a call to action: "We teach prayer as an art, that should be learned in order to be effective in achieving amazing results. Prayer helps to enforce God's purpose on earth. ALM exists to help promote prayer in the body of Christ, churches, families and individuals by equipping and training others to pray." A "Call Today 404-406-8277" button is overlaid on a fruit basket image.

### Target Audience

The target audience is very broad. It is specifically targeted to anyone who is interested in healthy living. It is especially helpful for those who want to use natural medicine because of the side effects of traditional medication.

### Design Approach

The entire site keeps the same layout on every page, considering hierarchy, proximity, and consistency throughout. The layout has the power to control the appearance of the site. The

site was created XHTML and CSS. All buttons and image manipulation, as well as the construction of the logo and graphics, were created in Adobe Photoshop.

### **Branding and Identity**

The logo is a symbol for the company, and it gives a company's brand image. The most important issue that I focused on as I was developing the logo was good use of font and color. Typography should be as simple as possible so at a glance, the audience would recognize the logo. In order to make a good logo, I paid attention to the harmony between the color and the font. The colors are blue, white and green # 07438c, # 2b92ef, # 62ce61, # ffffff and # 020202.



I used the fruit image because fruits and vegetables are natural, natural healing comes from natural products. This is what the organization wants to encourage, natural fruits and vegetables have the power to heal.

# The Abundant Living Ministries Site Map

