INTRODUCTION

In redesigning the NEF website, we have set out to improve readability, signposting and navigation, and, on the home page, to give a clearer sense of what NEF is about.

We have also adopted a more vibrant design, which is more in keeping with the look-and-feel developed for *Change The Rules*.

Some of the key changes are illustrated and explained in the following pages. Although only desktop versions of the pages are shown here, the mobile designs have undergone similar improvements.

The launch of the new website will also mark the completion of the branding refresh that we have implemented over the last six months. Having already switched to cleaner, sharper lines and a livelier colour palette, we have also updated the NEF logo to complement the new look.
Key sections now appear directly on navbar

Tighter banner area (and combined with missions below gives clearer introduction to NEF)

Missions introduced and given prominent billing (may be reduced once established)

Much tighter and more newsy latest content list. Six rather than four items featured, with much less scrolling required

Change the Rules website promoted

Clearer links to our campaigns/projects ‘hub’ pages.

Redundant ‘latest’ links removed (now in main navbar)

Better organised footer, which also provides direct links to NEF Consulting and Change the Rules on every page.
Standfirst and pullout quotes no longer all caps (making longer texts easier to read)

Clearer, better placed social media sharing buttons

Larger body text and wider column for increased readability

Tags now appear below articles

Inline donation form added to content pages

A clearer, more attractive ‘Up next’ section to increase site stickiness, with links to four not two articles.

The signup form has been moved below the ‘Up next’ panel which creates a more natural page flow.
The current website doesn’t really have an About section, just a set of ungrouped pages and an essay-like article. The new website has an About section with a landing page to help you find key content. The text has been completely rewritten.

Staff profile pages are now better presented and give access to more writing and media appearances with less scrolling/next page clicking.
Tighter, photo-led design has a newsier feel and requires less scrolling and clicking of ‘next page’ links.

Tighter design requires less scrolling and clicking of ‘next page’ links. Authors’ names are now included in listings.