SAFE GROUND

Reducing impacts of war

Projects   Dispatches

Reducing impacts of war

ERW IN THE PACIF
IN SEARCH OF SA
GROUND

2025
Style
Guide

Signing In

Type in the URL of the SafeGround website into your browser window.

https://www.safeground.org.au

Now add: /wp-admin to the end of it, like this:
https://www.safeground.org.au/wp-admin

You will be directed to a Wordpress login page.

Write your user name (or email address) and password in the appropriate fields, then click on the blue "Log In," button.

CMS and Editors
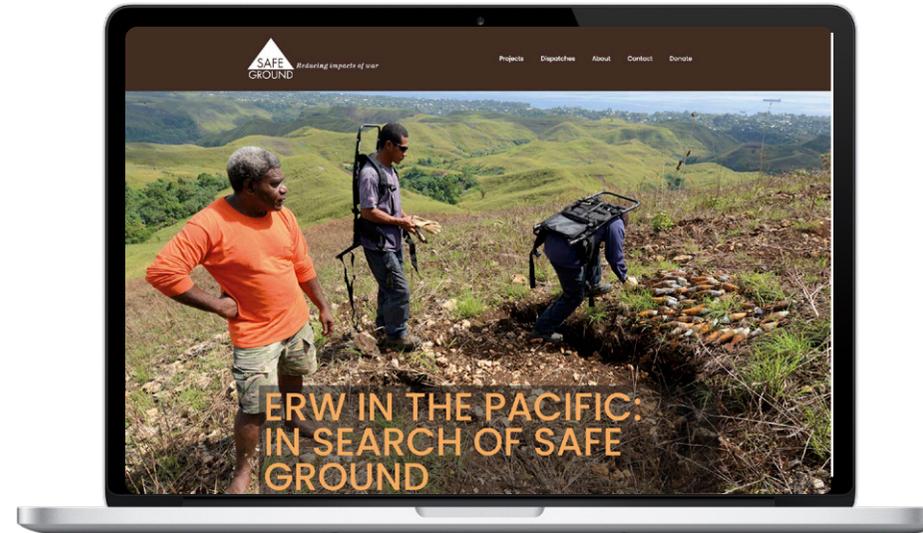
Website Description

The SafeGround website is a Wordpress website. Wordpress is an open-source, content management system, commonly referred to as CMS.
The site utilises two different page builders; Guttenberg and Elementor. Guttenberg is a block-based editor that is built into Wordpress, while Elementor is more visual.
Elementor offers additional features like premade templates, fonts, and designs, while Gutenberg's features include drag-and-drop functionality, a code editor, and styling tools.
Elementor can be used as a theme, while Gutenberg works with an active theme.
SafeGround uses Charity, an Elementor theme. From the theme, we have created our own "child theme," which means we've made some custom variations to suit our purpose.

Site Structure

An planning map of the SafeGround website, using Miro software.
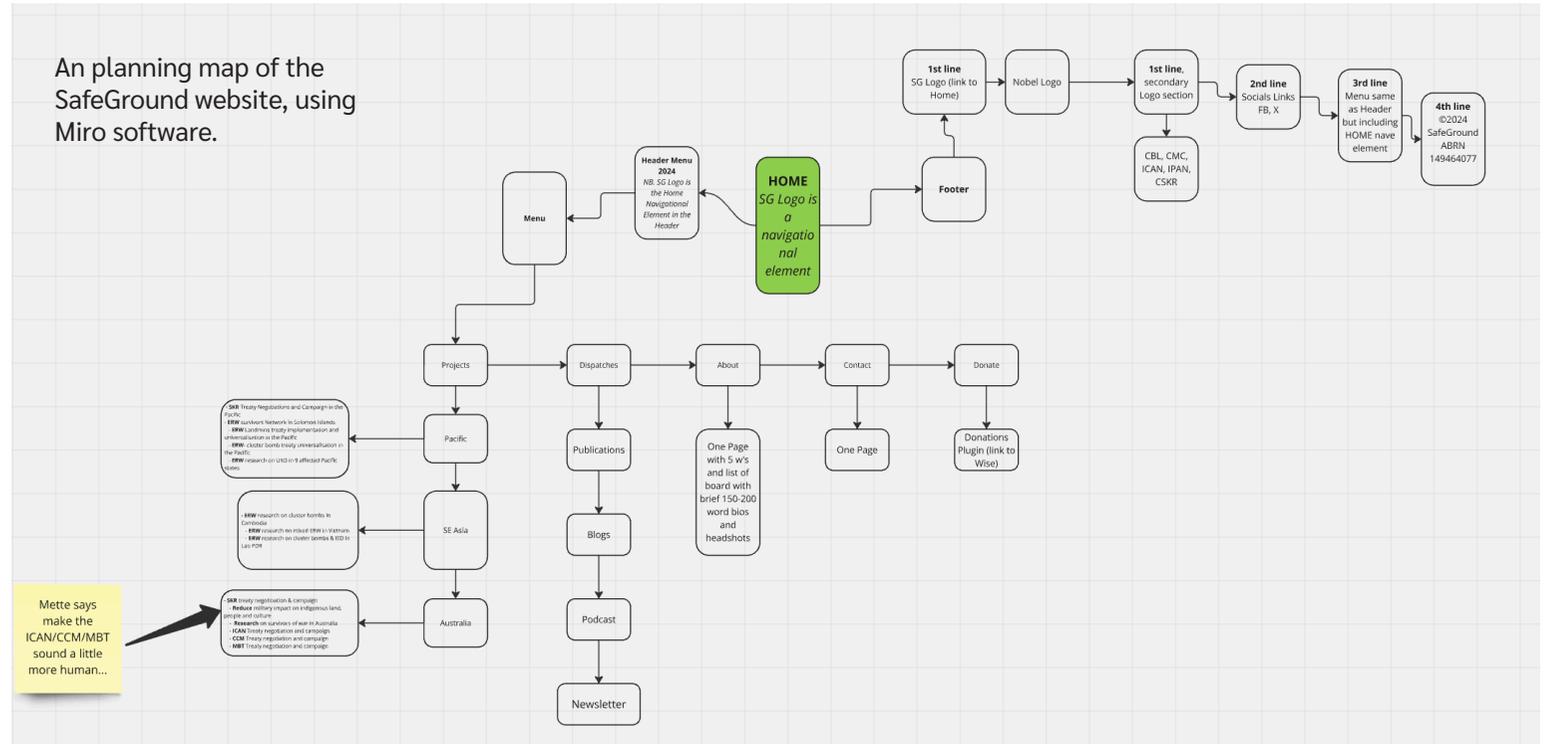
Maintain Structure

Readers scan websites from top to bottom.
Putting key informatoin or content at the top will attract readers into our site.
A strong site structure makes it easier for readers to easily find content - reducing cognitive load.
The site structure acts as a blueprint, which makes it easier for the site to be found by webcrawlers and for our

SEO (search engine optimization).
Sticking to the structure when we post content maintains our brand.
Please follow this style guide and reach out if you've any questions or need help!

contacttheatherfaulkner@gmail.com

Posting Content

Posts and Pages are used to publish SafeGround. The important distinction between Posts and Pages is this:

- Pages are content that doesn't change very much. This includes our About, Donate, Contact and Home pages. They are designed and edited using Elementor only.

- Posts are regularly updated contributions to the website and pertain to categories. Their templates are designed with Elementor, but the content you will upload is done using the Guttenberg block editor.

As a contributor, you will be mainly be posting content using the Guttenberg Block Editor.

Assigning Contributors

A template has been designed for all contributors to fill out and complete their draft of their story.

The template can be downloaded and sent to contributors in various formats (eg. docx, pages, etc.) They will either fill out the template online or on their home computers. Folders have been set up on the SafeGround G Drive to store the text and media files.

Folder Heirarchy

SafeGround Share Folder (Google Drive)
Mass Communication
SG Website
2024 Redesigned SafeGround Website
Stories
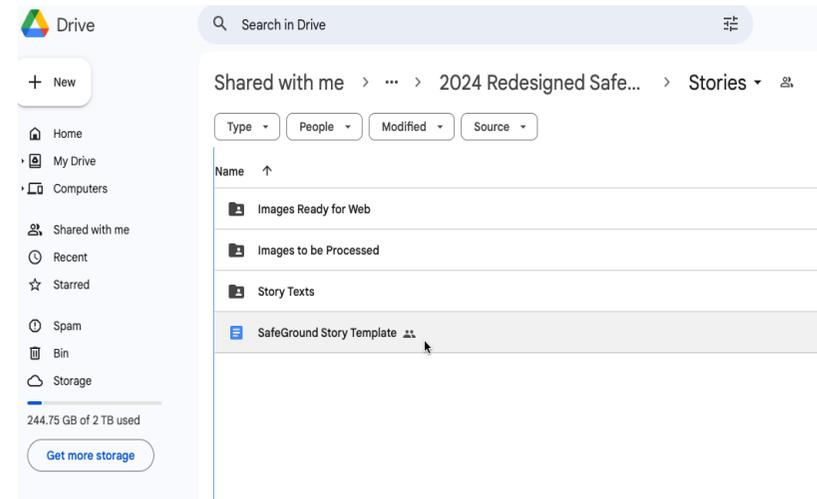
This is the template for all contributors.

Please use this to record not only your story, but also the media that may accompany it.

The copy will go into the Story Texts folder, images and graphics into the Images to Be Processed folder.

The webmaster will edit the images down to a web-ready (low resolution) file size.

One important note: Do not upload videos to the SafeGround website. The protocol is to ask Mette to upload the video to the SafeGround Youtube channel.

We can then embed the video without tasking the website with a huge file (our file space is limited). This is standard practice for all websites.
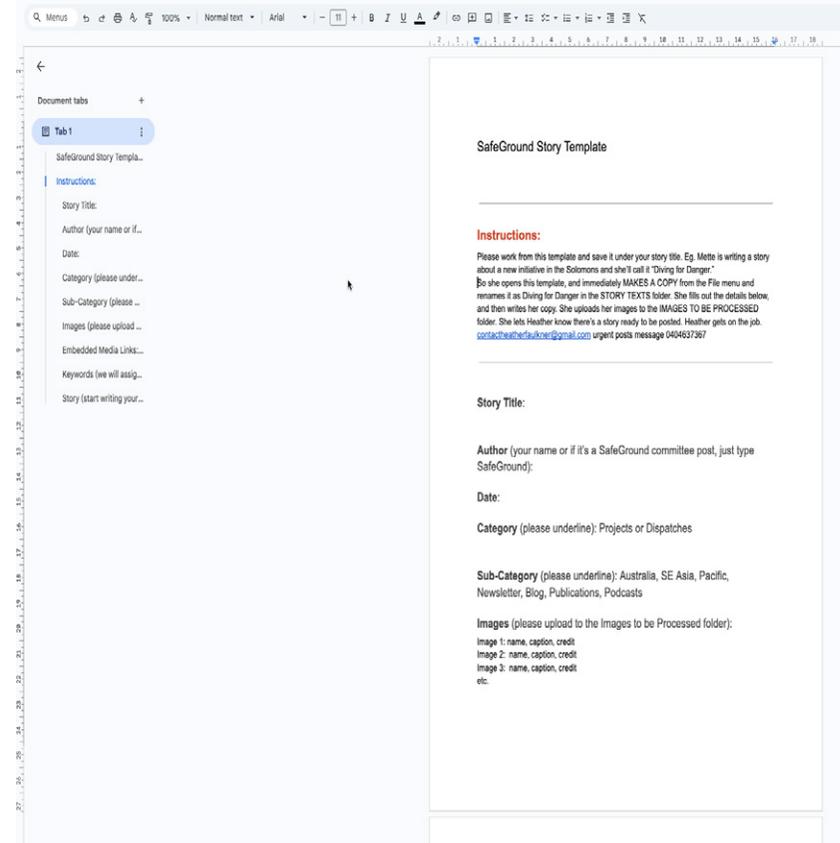
Posting Stories to the Site

Posts and Pages are used to publish SafeGround. The important distinction between Posts and Pages is this:

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For more information on Guttenberg, go to: https://wordpress.org/gutenberg/

Here is how to post your content:

Make sure your copy is edited and that there are spaces between paragraphs in your word document. Save it as the title of the article.

There are three options to make a new post:
- Hovering over Posts and selecting Add New Post from the small window that pops up on the right;

- Clicking on Posts and when the new Posts list page shows up to the right, choose the Add New Post option next to Posts on the top left of the page;
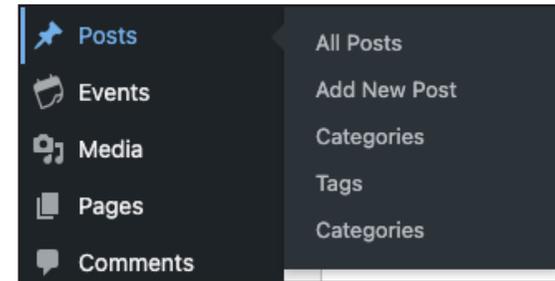
Once you've made a new post, copy and paste your title into the title section (Add Title).
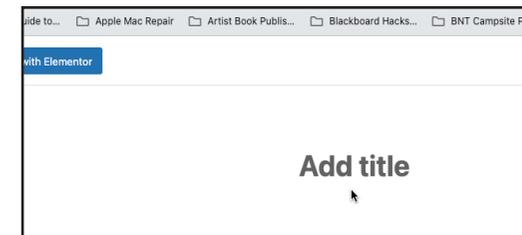
Then go to the upper right hand side of the page and click on "Save Draft."

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d
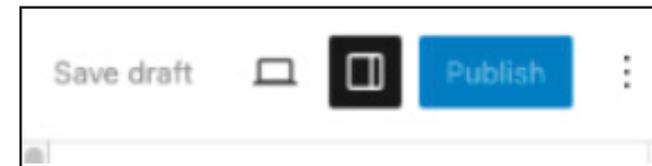
Go to the block editor – the blue square with the + sign in it next to the Wordpress icon at the top left of the page and click on it;
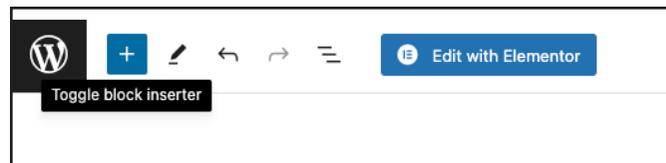
Click, hold and drag the Preformatted icon into the Type/to choose a block line under the title.
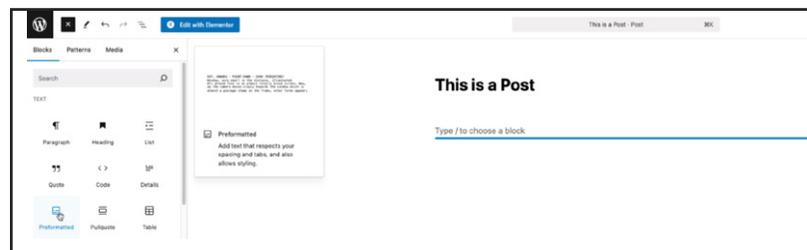
7.   Copy your text from the Word doc, and paste it into the Write Preformatted Text field.

7.   Copy your text from the Word doc, and paste it into the Write Preformatted Text field.

Copy your text from the Word doc, and paste it into the Write Preformatted Text field.

Save Draft

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d

Transform the Preformatted Text box to Paragraph;

Save Draft

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d
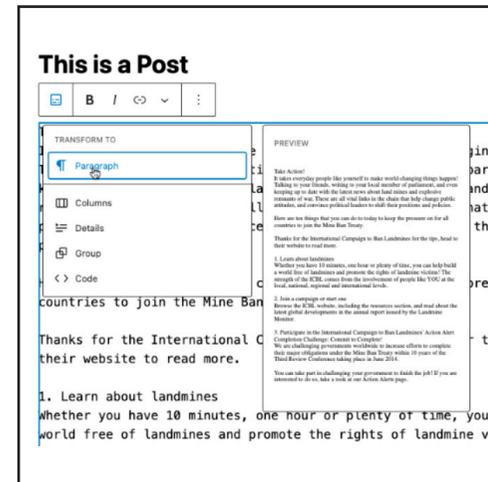
Adding Images

This assumes that you have uploaded your media to the relevant folder in the Media section. Go to "Adding Media," in this styleguide to find out how to do this.

Use the block editor again and scroll down to the MEDIA section. Click, hold and drag the Image icon to a space below your text.

Click on the Media Library option that pops up, and find your image in its relevant folder.

Determine if you want captions on the image – if you do, write te caption information into the field on the Media page where the image sits before you insert it into the post.

You can now move your image up to place it in or above the text block.
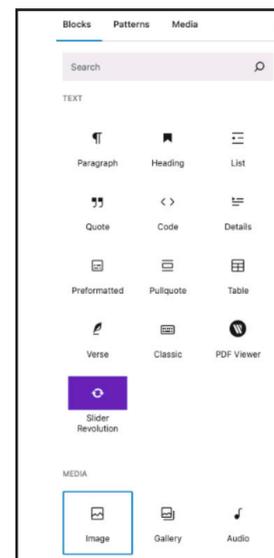
Save Draft

Note: by default, the images you place in the post will appear on the D fetails block above your text post. If you post more than one image, it will turn into a small slideshow.

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d

Adding a Feature Image

The feature image shows up in two places; above the post as a long image under the headline and as the image in the archive section of the category that your post sits under.

On the top right-hand corner of the page, you will see "Post" and "Block". Click on "Post," and there you can set the feature image. Generally, this should be the lead image for the post.

Save Draft

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d
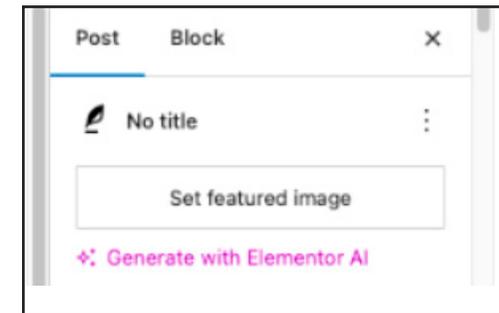
Adding a Category

Posts are saved under categories. Think of these as sections you would find in a newspaper (eg. business section). Categories act the same way and have sub-categories.

Sub-categories sit under categories.

Dispatches is the main category that sits over the sub-categories of Blogs, Newsletter, Podcasts and Publications.

Projects is the main category that sits over the sub-categories of Australia, Pacific and SE Asia.
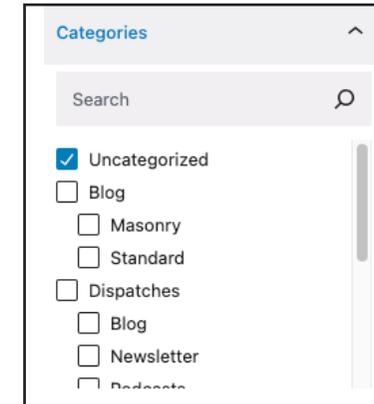
- From the right-hand side menu when Posts is selected, you can scroll down and select the categories that your post belongs to;

- Uncheck the "uncategorised" category;

- Check either Dispatches or Projects;

- Check the relevant sub-category your post refers to;
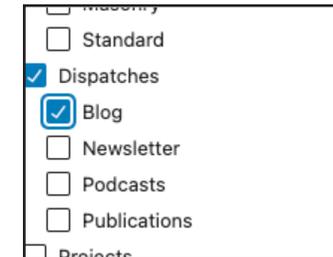
Save Draft

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d?share=copy

Adding Tags

Tags are keywords that help folks search for posts with similar themes. They show up on the Details block at the top of every post. When a reader clicks on one of the tags, they will be sent to an archive page with posts that share the same tag they reader chose.

- Find the Tags selection section on the right hand side menu when Posts is selected;

- From the selection of tags below the box, click on the ones that represent your post. You can select more than one;

Tags ^

ADD NEW TAG

| Mine Ban Treaty ✕ | UXO ✕ |
| WW2 ✕ | |

Separate with commas or the Enter key.

MOST USED
ERW   Mine Ban Treaty
Stop Killer Robots
lethal autonomous weapons
Australia   UXO   Solomon Islands
WW2   Cluster Munitions
Nuclear Weapons

Save Draft

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d?share=copy

Adding the Publishing Date and Author

The writer of the post may not always be a SafeGround committee member. Rather than give every writer a login to the website to post their work as an author, we are able to assign an author to a post, as well as a date, so that when a contributor submits a word document to us, we can set up the page and attribute the post to that author without them logging in as a use on the site.

- Scroll down the post page until you get to the Post Details section at the bottom.

- Click in the Published box and a calendar pops up. You can choose today's date or assign a date to it.

- Click in the Author box and add the name of the author.

Post Details ▲

Published

November 29, 2024

Author

Mette Eliseussen

Save Draft

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d?share=copy

Publishing the Post

- Click on the blue "Publish" button;

- Choose whether the post is public or private;

- Click Publish again;

- Click on the View Post button and a new tab will open with your post as it appears on the website.

Follow this online in the video demo: https://vimeo.com/1035173356/d21b7a295d?share=copy
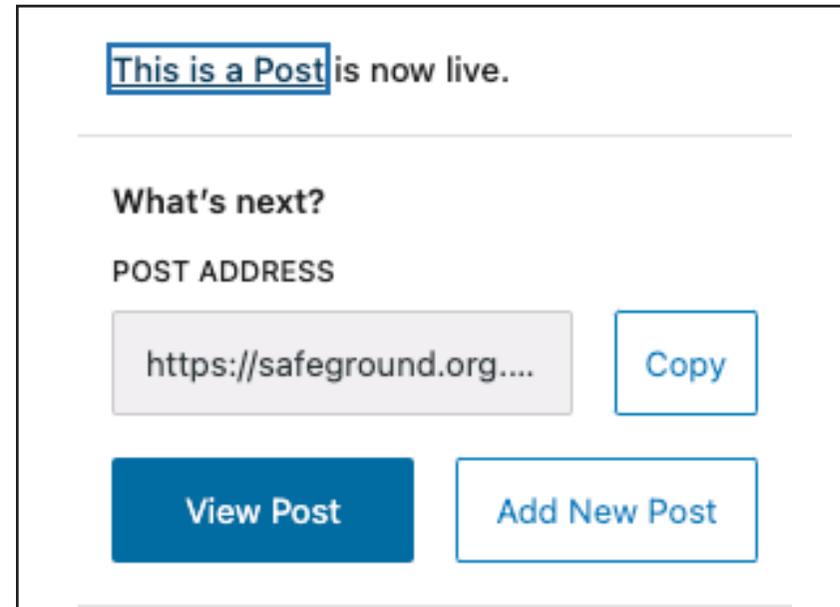
Embeding Podcasts

We will keep using the Guttenberg Block Editor for this.

Enter all content in the Guttenberg Block editor, save it as a draft.

Now, from the menu at the left, choose the podcast player (easiest to type pocast into the search bar on the left and three players will pop up).

Choose Podcast Player.

If you click on it, it should pop into your content area, but you can drag it in as well.

Add your podcast. In the video instructions, I clicked on the box to choose a podcast and Stay in Command came up. But in the box below, you can enter the URL of your podcast.

Now you'll see a menu pop up to the right of the content area, which pertains to the podcast. You can fill in the fields as you like. This is for people who may want to listen on other services like Apple, etc.

To change the Play button colour, go to Color Scheme and choose the yellow one (see illustration.)

Remember to save as you go.

Save Draft or Publish
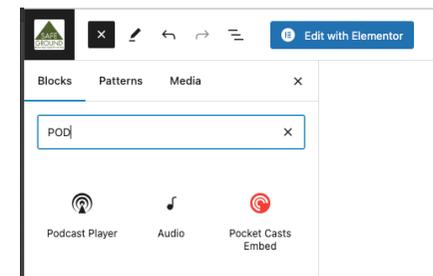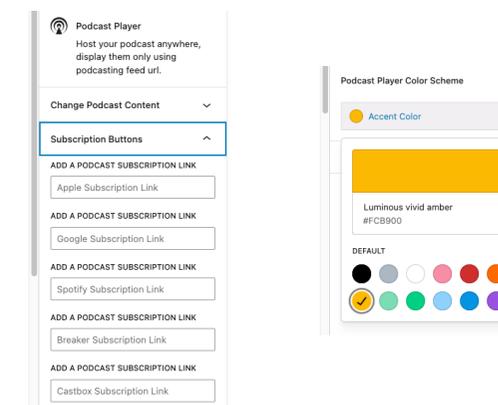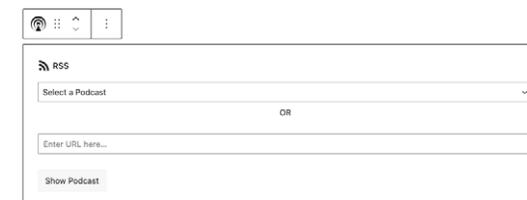
Follow this online in the video demo: https://vimeo.com/1039844140/6371bdba81?share=copy

Embedding Video

This is all done in the Guttenberg Block Editor.

Upload your images and other media first.

Make a new Post.

Enter all of your content including images, tags, feature image, categories, etc.

Now, go to the block editor + sign and under the search function, type, "Youtube Embed" and the Youtube Embed Widget will show up. Select this, drag it on to the page where you want it.

Paste the URL of your Youtube movie, NOT the Embed code. The widget does that for you.

Click the blue "Embed" button.

Done.
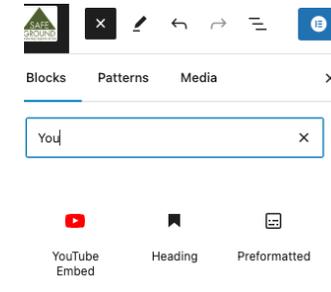
Save Draft or Publish

There is no video for this - it's pretty easy

PDFs into PDF Readers

For visual, step-by-step instruction, please follow the video link below.

We will be using a combination of the Guttenberg Block editor and the Elementor editor for this.

Upload your PDF into the Publications, PDF folder via the Media folder.

Enter all content except for the PDF and download button in the Guttenberg Block editor, save it as a draft.

Now, choose Edit in Elementor.

You'll notice that the text and image you uploaded are in a container. Make a new container inside this container at the bottom.

In this new container, add the PDF Reader widget from the Elements sidebar.

In the Content area of the Editing sidebar, add the URL for the PDF (you can go to the Publications folder to copy the URL from the file).

Now click on the Style area (next to content) and add 1000 to the empty height box and click "Apply".

you should have a nice PDF reader on the page.

Now make another container and add the button widget to it. Paste the URL for the PDF into the Link box and then go to the Style area. Change the colour to Header Footer. Then Click on Hover and in the Hover Animation panel, choose Shrink.

Follow this online in the video demo: https://vimeo.com/1039843854/590f6fe515

Front Page Slideshow

This is a fairly advanced and uses Slider Revolution, a built-in slideshow software. It's best to view the video instructions where you can scrub back and forth until you get it right.

Please follow the video instructions for this.

Save Draft

Follow this online in the video demo: https://vimeo.com/1040267163/03ac55da02?share=copy

Colour Palette

SafeGround has moved from military green to more natural browns to give it an earthier feel. The colours we use belong to this complimentary colour palette.

We use HEX codes so that Wordpress can recognise colours. Hex codes are a # followed by a six-to-eight-digit letter and number combination.

Pure white is #ffffff; Pure black is #000000 (zeros)

Here's where things get interesting. Colours for different elments are not universal througout the site. This is because of the different functionality assigned to dynamic elements (links, buttons) in posts (Guttenberg) and pages (Elementor).

Here is what our colours look like in the elementor global colour chooser

Global Colors	
Primary	#6EC1E4
Secondary	#54595F
Text	#000000
Accent	#61CE70
WHITE	#FFFFFF
HEADER FOOTER BACKGR...	#A86741
BUTTON	#FFCC00
NEW BUTTON	#F7AE62
Buttons on Blogs	#E0CDA9
Pale Sand	#FFECC6

HEX CODES AND CMYK SWATCHES FOR THE COLOR BROWN

LIGHT BROWN	MID BROWN	DARK BROWN
PALE SAND #FFECC6 CMYK: 0 8 20 0	MAPLE #BB9351 CMYK: 23 38 73 12	COPPER #B87333 CMYK: 22 57 85 13
SAND #EDCDAF CMYK: 7 22 33 0	CAMEL #C19A6B CMYK: 22 37 60 10	MOCHA #654321 CMYK: 39 61 84 53
HAZELNUT #CFB595 CMYK: 19 27 42 5	CAFÉ AU LAIT #A9846A CMYK: 28 44 53 19	MAHOGANY #420D09 CMYK: 48 93 77 74
SABLE #E0CDA9 CMYK: 14 18 38 1	TAUPE #B98663 CMYK: 25 42 54 15	COCOA #412920 CMYK: 57 73 75 66
CHAMOIS #F7AE62 CMYK: 0 38 67 0	AMBER BROWN #A6674C CMYK: 27 60 67 20	UMBER #3D2D13 CMYK: 50 60 85 73

Signing In
CMS + Editors
Site Structure
Posting
Colour Palette

Home Page (Elementor)

Header & Footer

Posts (Guttenberg)

Slide Background
Colour: #141414 50%
Opacity

Background #412920

Button Background
#412920

Headline: #f7ae62
Subhead #f7ae62
Buttons
White Text #ffffff

Submit button #F7AE62

Text Links #F7AE62

Menu Drop Down
#a9846a

✱

In Action Box #ffECC6

These are the permanent colours we use for elements on the SafeGround website. The About, Contact and Donate pages (all in Elementor) use this same combinaton.

Some posts have coloured sub-headings. There is wriggle room here if you choose to use colour, but please, keep it to the darker of the four colours that appear here.

✱

Logos

The Logo has been updated and there are three colour options: brown, green and white. They are all transparencies and saved as SVG files (scalable vector graphics), which, unlike JPEGS or PNGs, can be scaled to any size without loosing details. They are designed in Adobe Illustrator.

Tracking Stories

The Storytracker is an excel document (or a Google Docs Spreadsheet) that you must enter your post details into so that we can keep track of stories and their posting progress. It's also a great record to rely on if we do a redesign from scratch again, or if the website goes down.

The Storytracker has two tabs; one for the redesign which logs every story ever published on the website, and another for current posts. Please use this.

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GROUND
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