

WFF National Youth Chapters Guidelines on building a website

These guidelines are intended to support World Food Forum (WFF) National Youth Chapters in developing and maintaining their websites in a consistent, professional and accessible manner. Please adhere carefully to the recommendations below.

1. Branding and Visual Identity

- **Logo Placement:**

The Chapter logo should be placed in the **top-left corner** of the website.

- **Logo Usage:**

- Use **only the official Chapter logo**.
- The FAO logo must **not** be used under any circumstance unless prior clearance has been obtained from the relevant FAO Country Office or FAO Regional Office.
- The WFF Youth Initiative logo must **not** be used unless explicitly approved by the communications team.

- **Typography:**

- It is recommended to use **Inter**, which is freely available via [Google Fonts](#).
- Alternatively, use other clean, legible fonts that ensure readability across devices.

- **Colour Palette:**

Where possible, align with the following brand colours:

- #5792CA
- #156B51
- #FBB800
- #E94F2B
- #FF8686
- #1F1F1F

- Use these colours consistently and avoid excessive variation.

2. Content and Language

- **Tone and style:**

Maintain a **polite, formal and professional tone** throughout the website.

- **Language requirements:**

- Websites may be developed in the **regional or local language**, provided content can be properly maintained.
- An English version of the website is encouraged; where possible, consider including a

language toggle or using automated translation

- **Content standards:**

- Ensure all information is **accurate, clear and up to date**.
- Avoid **personal opinions, political messaging or controversial content**.
- Focus on factual, aligned with the WFF Youth Initiative's mission to empower and engage youth in agrifood systems for a better future for all.

3. Images and media

- Use **high-quality images** that are clear, relevant and appropriate.
- Avoid pixelated, distorted or copyrighted images without proper authorization, make sure to give credits (usually available on the websites) for any images used from the web.
- Here are a few websites to download license-free images : [Pexels](#), [Pixabay](#), [Unsplash](#).
- Avoid the use of images generated using Artificial Intelligence tools.
- Ensure visuals reflect diversity, inclusivity and professionalism.

4. Structure and usability

- Follow the provided **wireframe** to ensure consistency across chapters.
- Ensure the website is:
 - Easy to navigate
 - Mobile-responsive (make sure to check the site on mobile screens)
 - Accessible (clear text, readable contrast, simple layouts)
- Suggested sections may include:
 - About the WFF Youth Initiative (please use the text below)

The World Food Forum (WFF) Global Youth Action Initiative, hosted by the Food and Agriculture Organization of the United Nations (FAO), is a global platform that empowers young people to drive the transformation of agrifood systems. It promotes youth engagement, innovation and collaboration, supporting youth-led solutions and participation in agrifood governance. By enabling young people to turn ideas into action, it contributes to accelerating progress toward the Sustainable Development Goals.

This website is independently managed by the National Youth Chapter and does not reflect the views of FAO or WFF.

- About the Chapter
- Activities and Initiatives
- News and Updates
- Contact Information

5. Maintenance and updates

- Websites must be **regularly maintained and updated** to reflect current activities and information.
- Remove outdated content promptly.
- Periodically review functionality (links, forms, pages).

6. Responsibility and ownership

- Each national chapter assumes **full ownership and responsibility** for the content published on its website.
- The WFF Youth Initiative **is not liable** for any content displayed on national chapter websites.

Chapter Logo

WFF Country name Youth Chapter

A short slogan such as:
"Local action, global impact"

Add an image from
the
Chapter's events/
group
photo/natural
landscape
of the country

About section

Brief about how the Chapter was created.

Mission statement

Vision

Meet the team

Maybe a
headshot of
the Chapter
member

Name Surname
Designation

Short bio

Join the Chapter

Name

Email

Your name

test@gmail.com

Message

Your message

Submit

Slogan

Chapter Logo

(Footer)

Add social media icons



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