

## DESIGN BRIEF - 2026

### Nokofae Communications

Website Design & Development Project Brief

<b>Project:</b>	Nokofae Communications Website
<b>Client:</b>	Nokofae Communications Ltd.
<b>Prepared By:</b>	Sepenu Eric Adison, MPhil.
<b>Date:</b>	March 2026
<b>Submission:</b>	27th April 2026
<b>Version:</b>	1.0 - Confidential

*GVCC 812: Website Design and Management | University of Education, Winneba | 2025/2026 Academic Year*

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### Executive Summary

This design brief outlines the strategy, objectives, and visual direction for the development of a professional, responsive website for **Nokofae Communications Ltd**, a leading Ghanaian Graphic Design Company based in Accra, Ghana. The website will serve as the primary digital touchpoint for the company communicating its brand identity, showcasing its portfolio, and converting prospective clients into lasting partners.

Nokofae Communications (meaning "something beautiful" in Ga-Dangme) was founded in 2015 and registered in 2022 with a mission to empower African businesses through world-class

creative and digital communications. The new website must reflect this vision - bold, culturally rooted, and unmistakably professional.

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**Project Overview**

ITEM	DETAILS
Client	Nokofae Communications Ltd.
Industry	Technology & Creative Industry
Location	Accra, Ghana
Website Type	Corporate / Portfolio Website
No. of Pages	Minimum 5 (Home, About, Services, Portfolio, Contact)
Responsive	Yes - Mobile, Tablet & Desktop
Project Duration	6 Weeks
Submission Deadline	27th April 2026

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**Target Audience**

The website is designed to serve four primary audience segments:

**SMEs & Startups:** Ghanaian and African small-to-medium businesses seeking brand identity and digital services.

**NGOs & Government:** Non-profit organisations and public sector bodies requiring communications and web solutions.

**Corporate Clients:** Established businesses looking for premium creative and digital marketing partnerships.

**International Clients:** Pan-African and global organisations interested in culturally authentic African communications.

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### Design Objectives

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01. Establish a bold, professional digital presence that reflects the Pan-African identity of Nokofae.
02. Communicate the full service offering clearly and compellingly to all audience segments.
03. Showcase a curated portfolio of client work to build trust and credibility.
04. Generate inbound leads and enquiries through a user-friendly contact system.
05. Embed promotional video content to increase engagement and time-on-site.
06. Ensure full responsiveness and accessibility across all device types.
07. Achieve a root folder size under 25MB through optimised assets and clean code.

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### Visual Identity & Design Direction

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The visual language draws inspiration from Ghanaian Kente cloth tradition - geometric patterns, strong colour contrasts, and confident typography - reinterpreted through a bold, contemporary lens that is unmistakably African yet globally compelling.

### Colour Palette

COLOUR	HEX CODE	USAGE
Kente Gold	#F4A900	Primary accent - CTAs, highlights, headings
Ghana Red	#C0392B	Secondary accent - section labels, alerts, energy
Forest Green	#1A6B3C	Supporting tone - trust, culture, sustainability
Deep Ink	#0D0D0D	Background, navbar - authority and boldness
Warm Cream	#FAF5E9	Page background - warmth and approachability

### Typography

**Display Font:** Bebas Neue - Hero headings and large display text. Bold and impactful.

**Headline Font:** Syne (Bold) - Section titles and card headings. Modern and distinctive.

**Body Font:** Montserrat, Apos, Space Grotesk

- Body copy, UI labels, and navigation. Clean and highly legible.

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Website Structure - Site Map

PAGE	URL	KEY SECTIONS
Home	index.html	Hero, Marquee, Services Overview, Why Us, Portfolio Prev
About	about.html	Brand Story, Mission/Vision, Team, Values
Services	services.html	Service Details, Process, Pricing, YouTube Video Embed
Portfolio	portfolio.html	Filter Gallery, Stats, Client Testimonials
Contact	contact.html	Contact Form, Info Panel, Google Map Embed, FAQ

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Technical Specifications

SPECIFICATION	DETAIL
Technology Stack	HTML5, CSS3, Vanilla JavaScript,
CSS Approach	CSS Custom Properties (Variables), Flexbox, CSS Grid
Typography	Google Fonts: Bebas Neue, Syne, Space Grotesk, Montserrat
Responsiveness	Mobile-first design, breakpoints at 600px and 900px
Video Integration	YouTube iFrame Embed - Services page

Social media.	Facebook page iFrame Embed – Contact page
PDF Integration	Design Brief PDF linked in footer and contact page
Root Folder Size	Under 25MB - optimised assets, with Dreamweaver frameworks
Browser Support	Chrome, Firefox, Safari, Edge (latest versions)
Accessibility	Semantic HTML, colour contrast compliance, alt text

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**Project Timeline**

WEEK	DATES	MILESTONE
Week 1	30 Mar - 5 Apr 2026	Discovery, research & wireframing
Week 2	6 Apr - 12 Apr 2026	Design mockups, colour system & style guide
Week 3	13 Apr - 17 Apr 2026	HTML5/CSS development - Home & About pages
Week 4	18 Apr - 21 Apr 2026	Services, Portfolio & Contact pages development
Week 5	22 Apr - 24 Apr 2026	Design brief PDF, exegesis & asset optimisation
Week 6	25 Apr - 27 Apr 2026	Final testing, review & submission

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**Deliverables Checklist**

- ✓ index.html - Home Page (fully responsive)
- ✓ about.html - About Us Page (fully responsive)
- ✓ services.html - Services Page with YouTube video embed (responsive)
- ✓ portfolio.html - Portfolio Page with filter functionality (responsive)
- ✓ contact.html - Contact Page with form and map embed (responsive)
- ✓ design-brief.pdf - This design brief document (linked site-wide)
- ✓ exegesis.pdf - Project exegesis write-up (under 1000 words)
- ✓ Root folder under 25MB with all assets optimised

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### Sign-Off & Approval

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This design brief has been prepared by the project team and is subject to review and approval before development commences. Any changes to scope, timeline, or deliverables must be agreed in writing.

ROLE	NAME	SIGNATURE	DATE
Student / Designer	Sepenu Eric Adison	_____	
Course Supervisor	Dr. Nicholas Opoku	_____	

*Nokofae Communications Ltd. | 14 Independence Avenue, Accra, Ghana | info@nokofae.com | +233 20 137 7064 GVCC 812: Website Design and Management | University of Education, Winneba | 2025/2026 Academic Year*