



Discovery Brief

Who is Umon Tok?



We are a grassroots Sierra Leonean organization providing reproductive health awareness, education, and sustainable feminine hygiene kits to women.



Research Review





Key insights



- Our demographics of individuals 35 years and older leaned more towards Facebook compared to other platforms
- However, the student demographic preferred Instagram
 - Having a Linktree prompts more action
- Due to the stigmas associated with period health and sexual health, there is a lack of awareness of organizations that focus on these topics
- People are more inclined to help when they see the impact of the organization
- A strong media presence compels donor action

Three Main Takeaways



**Impactful stories make
donation outcomes
visible**



**Content needs to be
tailored to specific
platforms to reach
particular demographics**



**Public support,
especially from
influencers, enhances
credibility**

Tone

Warm and honest, so donors feel welcome and can trust the message.

Positive and inspiring, sharing real success stories and clear calls to action.



Visual Identity

- Professional yet approachable color palette (soft tones combined with vibrant accent colors)
- Imagery of real people impacted by donations creates an emotional connection
- Clean typography for readability across all devices
- Keep the color palette

Montserrat Bold for Headings

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ! @ # \$ % & * - ()

Raleway Regular for Body Copy

ABCDEFGHIJKLMNPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

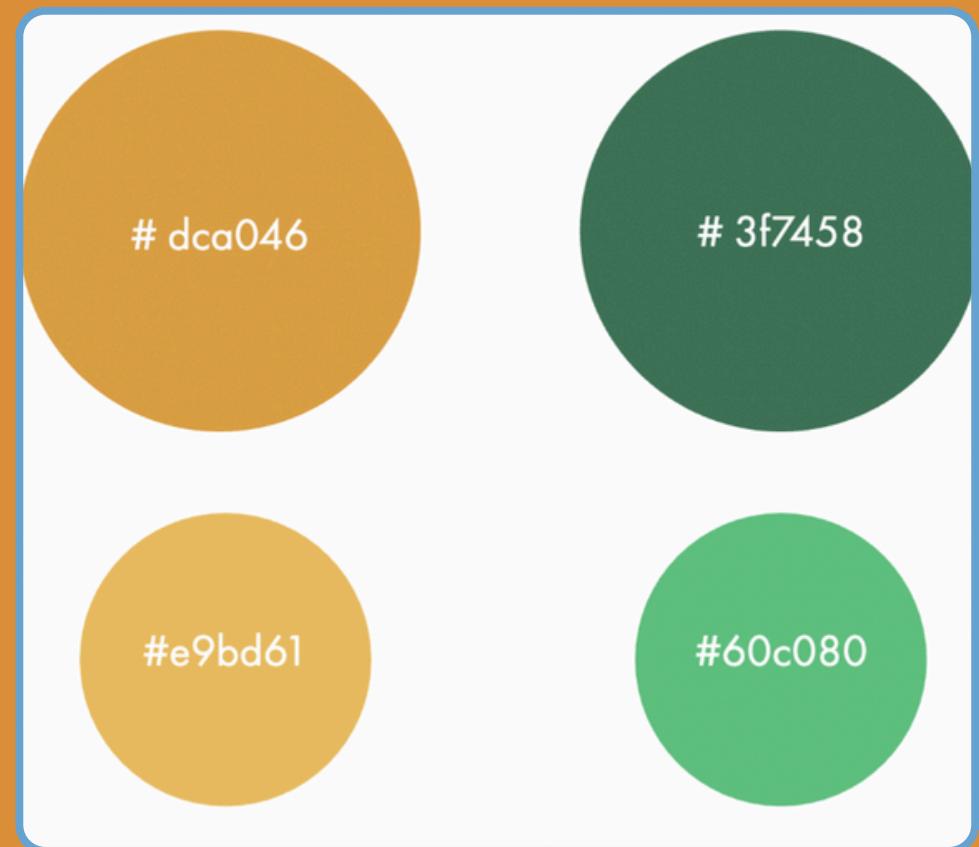
1234567890 ! @ # \$ % & * - ()

Montserrat Bold Recommended Size: 24

Raleway Regular Recommended Size: 14

Both typefaces can be downloaded and used free through Google Fonts.

Packaged fonts will also be provided.



Positioning

Uman Tok is an empowerment movement **dedicated** to breaking stigmas, driving meaningful change, and celebrating women's stories. Unlike traditional charities, Uman Tok goes **beyond** aid by **amplifying** voices, **fostering** community, and **shifting** cultural narratives, empowering women to be seen, heard, and valued.



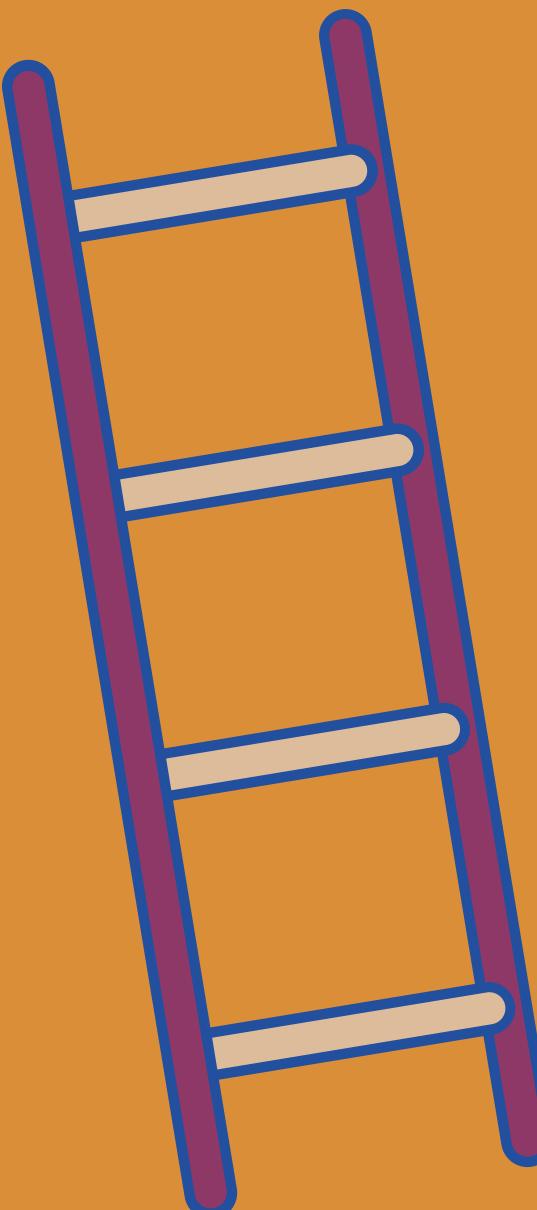
“Her Voice. Her Power.”

Structure

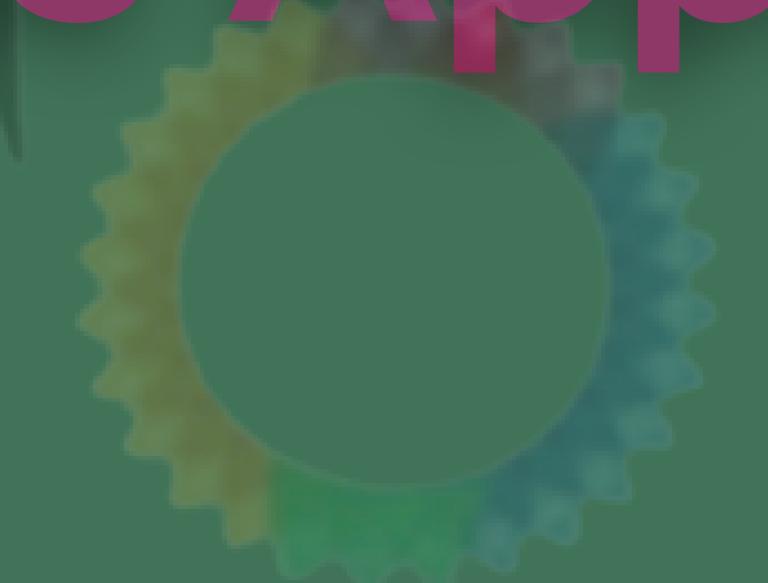
Easy menus with clear sections and quick ways to
donate or join in

Works well on phones, loads fast, and matches what
donors care about

Stays cohesive throughout all platforms

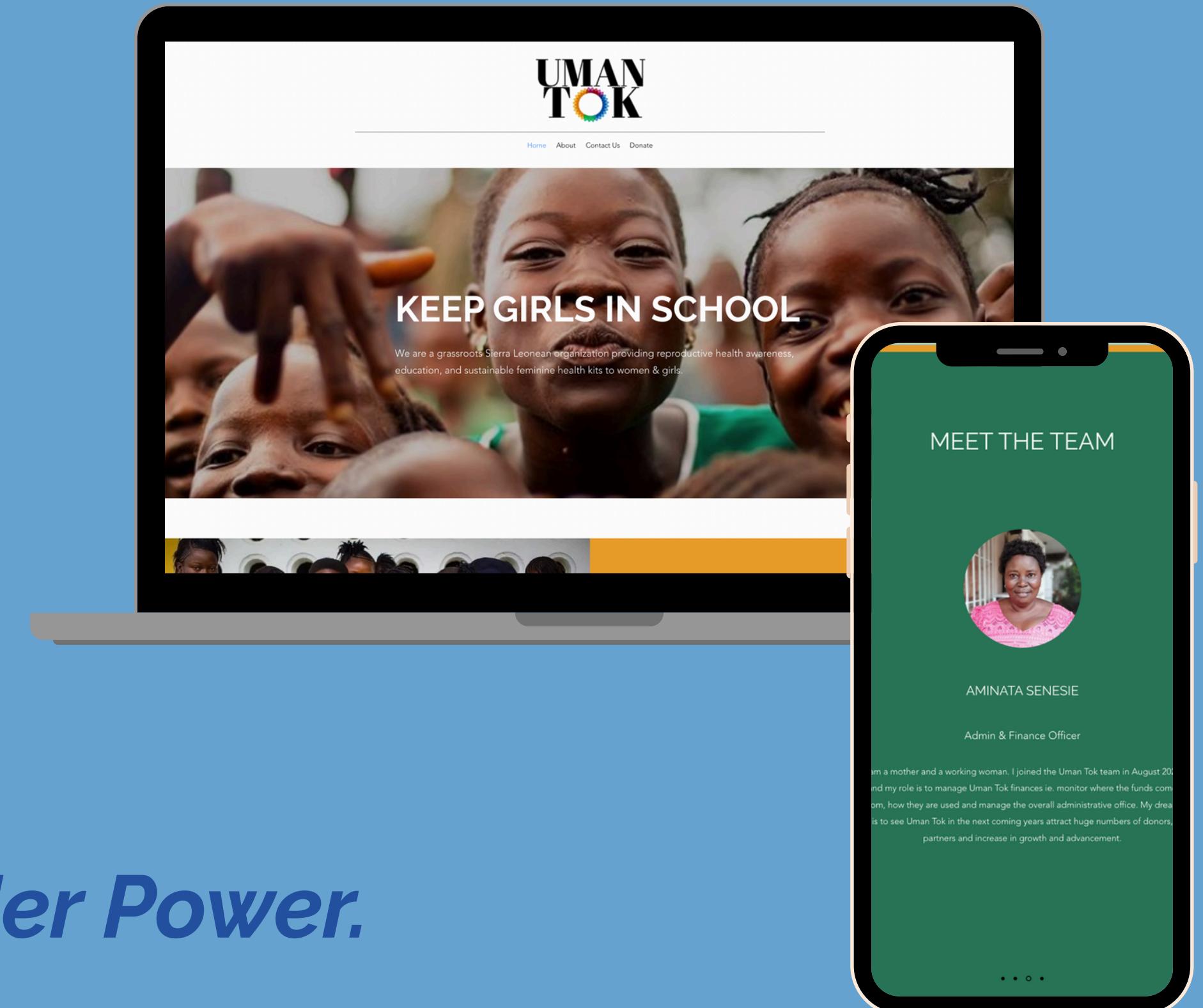


Website Application



Key Message & Homepage

- **Brief intro video/reel**
 - Pull from documentary
 - Introduce the Uman Tok initiative
- **Donation and Sponsorship call-to-action button in the hero section**
 - Secondary CTAs for newsletter sign-ups/volunteering
- **Mobile-first design**
 - Easier access



“ Her Voice. Her Power.

Website Details

- **Visuals**

- Use bright, authentic, and high-quality photos
- Showcase community, employees, and those impacted

- **Storytelling**

- Highlight stories of women who have utilized resources

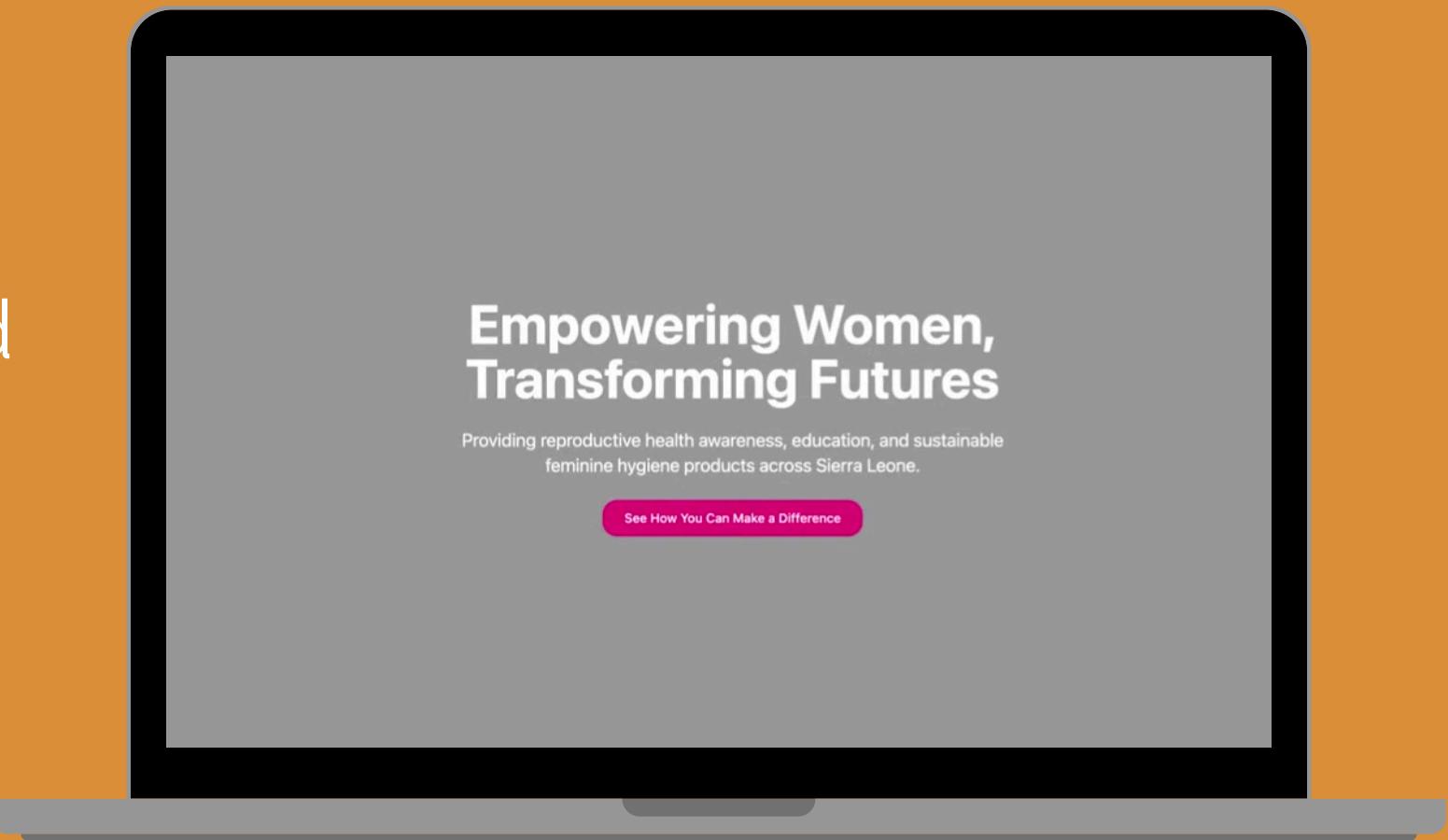
- **Headlines**

- Use a short and compelling CTA button

- **Numbers**

- Use statistics, upcoming events or initiatives

CALL TO ACTION



AI was used to generate a basic website mockup for creative inspiration purposes only.

Sources

- Sexual and reproductive health. (n.d.). Uman Tok. Retrieved September 10, 2025, from <https://www.umantok.com/>
- Uman tok sierra leone. (n.d.). [Video]. In Facebook. Retrieved September 10, 2025, from <https://www.facebook.com/UmanTokSL/>
- Instagram. (n.d.). Retrieved September 10, 2025, from https://www.instagram.com/uman_tok_sl/
- TAILORING HOPE – my wordpress blog. (n.d.). Retrieved September 10, 2025, from <https://periodpovertysl.web.illinois.edu/>
- WILL AM 580 Live Stream. (n.d.). Illinois Public Media. Retrieved September 10, 2025, from <https://will.illinois.edu/am/willplayer>

AI Usage Note: Generative AI was used in the early stages of our research and to aid in the execution of certain media deliverables.