



# UMAN TOK

Website Pitch

# 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

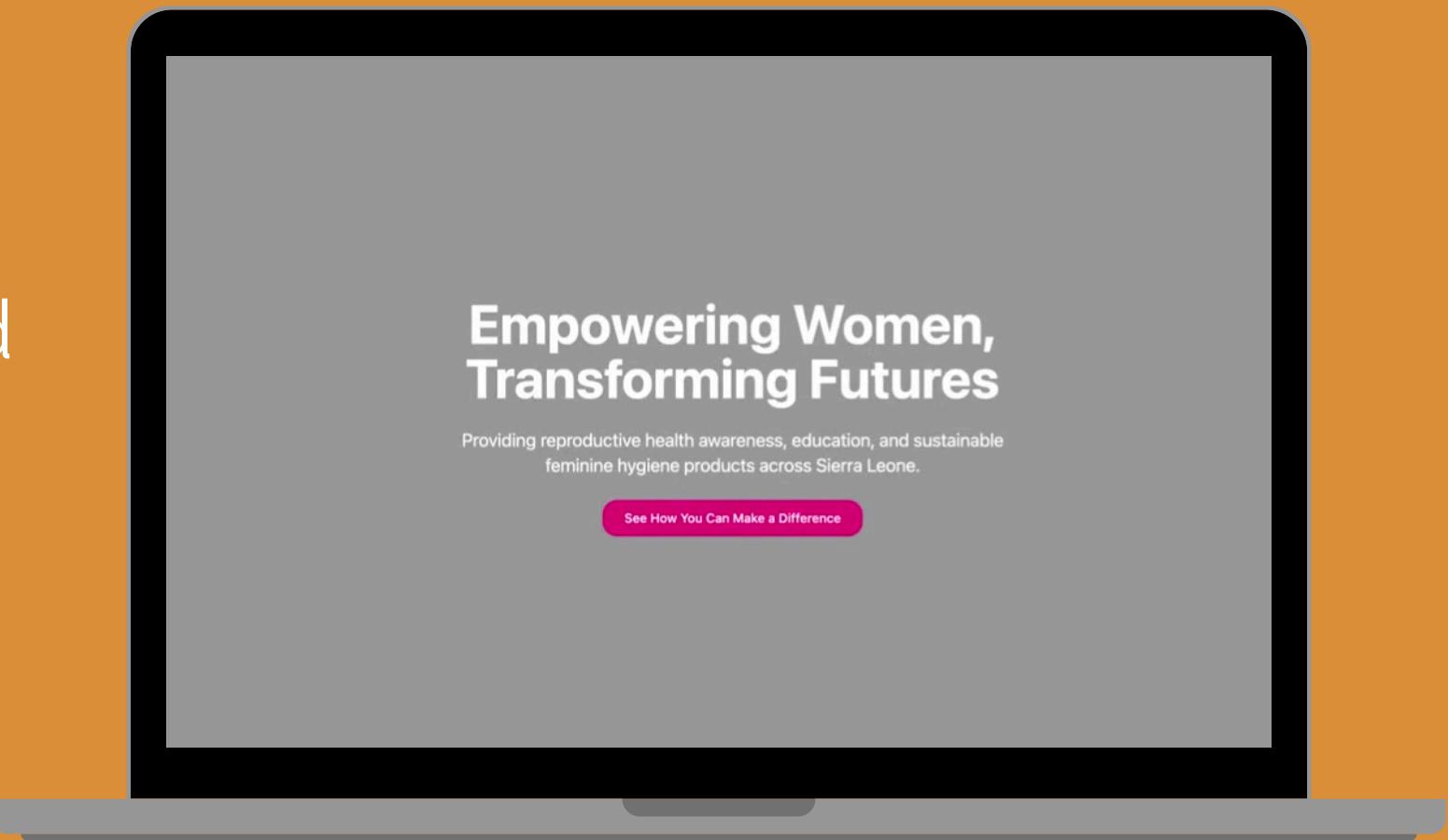
- **Headlines**

- 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.*

# Client Needs & Strategy



# Client Needs

**Increase the amount of donations UmanTok receives**

**Boost public awareness of the organization and support  
UmanTok**

**Refresh company website using strategic design and  
action items**

# Creativity & Design



# Design

**Fresh ideas: Use bright but professional colors that connect to empowerment and hope**

**Consistent look: Same fonts, clean layout, and images of the community and impact**

**Storytelling: Add photos of girls in school, tailors making kits, and impact numbers in graphics**

**Unique style: The site should feel personal to Uman Tok**

# 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

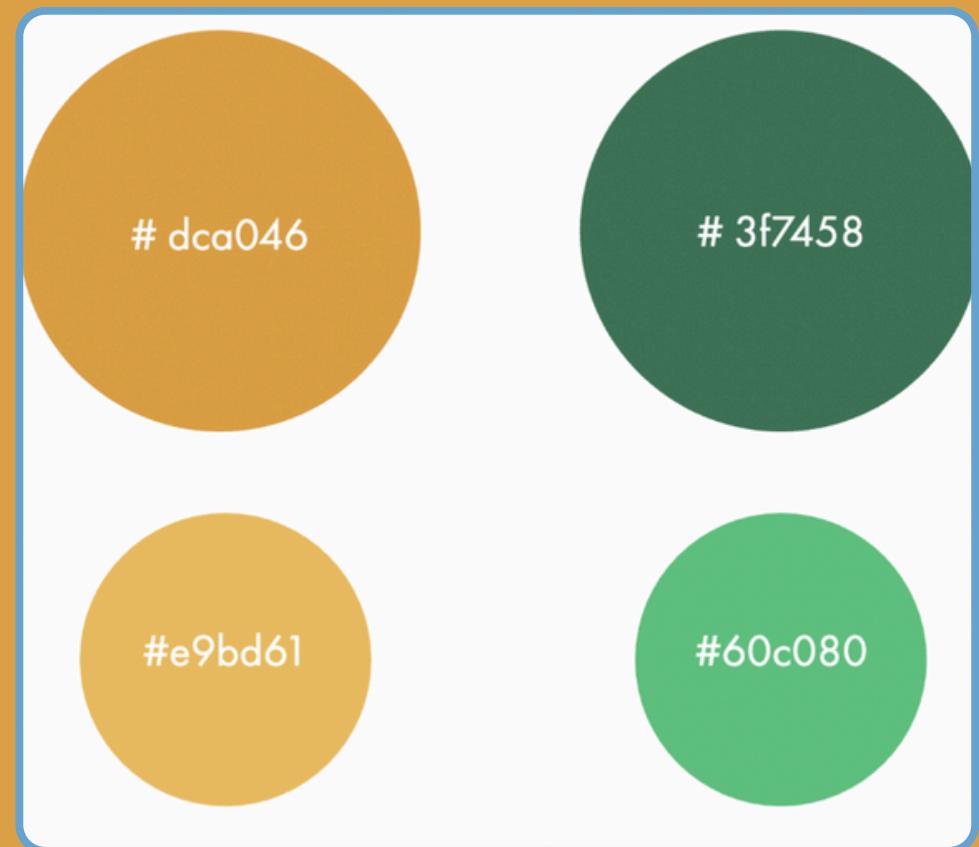
1234567890 ! @ # \$ % & \* - ( )

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.





*"Her Voice. Her Power."*

## UMANTOK NONPROFIT

Help us reverse the cycle of poverty among women, educate about sexual health, & provide women with the hygiene products they need.

[GET INVOLVED/DONATE](#)



### Foreword



Each of our Days For Girls reusable menstrual hygiene kits goes through a rigorous quality control process meaning one kit can last a girl up to 3 years with good care. Our locally produced menstrual hygiene kits don't look like traditional pads, instead the patented design is a lasting, easy-to-care-for solution. The absorbent liners unfold to look like a washcloth and to ensure thorough cleaning, which allows women to wash and dry them outside in the sun without causing embarrassment. The bright colours camouflage staining and there is a separate bag to wash the soiled pads – combining stigma around the touching of blood.

If each of the **19,000** girls that we reached in 2020/2021 use our kits instead of disposables, the impact would mean **4,460,000 million** disposables not burned into the atmosphere, thrown into a landfill or flushed into toilets and therefore damaging already fragile infrastructure.

Create a dedicated page that clearly showcases the Period Pack, including visuals, contents, and its impact. This page should also highlight key statistics on the total number of packs distributed, the funds raised, and the ongoing need, specifically, how many women still require support. This will continuously create a call to action for the company.

# TAILORING HOPE: Documentary Incusion

To increase visibility on period poverty, we would integrate the documentary “Tailoring Hope” into the website

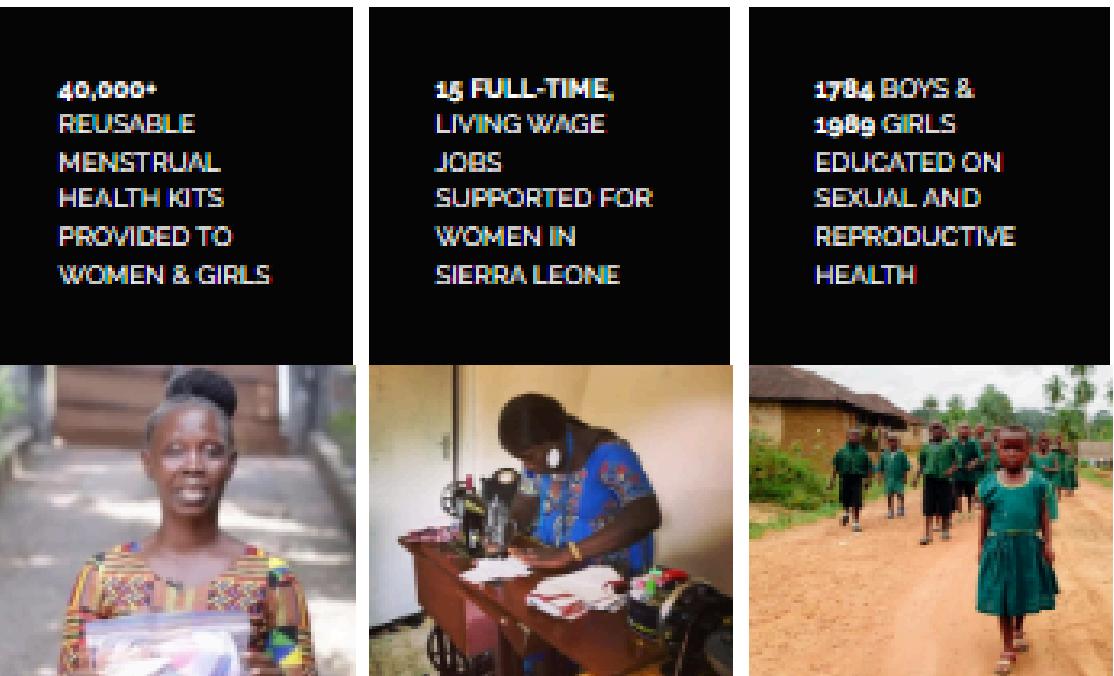


Donate

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[Home](#)   [About](#)   [Contact Us](#)   [Donate](#)   [Documentary](#)

## OUR IMPACT



Currently, on the home page under “OUR IMPACT” is a video detailing the 2021 annual report.

The documentary video would replace this and include a blurb with the following sentence:



“Tailoring Hope won first place in the Hearst competition’s Team Multimedia Reporting category, the first time an Illinois team has placed in that competition.”



# User Experience

Intuitive navigation: Clear **menu tabs** such as **About, Donate, Get Involved, Impact, & Connect**

Mobile friendly: Optimized for users in **Sierra Leone** and abroad who primarily browse on their **phones**

Simple Actions: Donors → donate button, partners → info page, volunteers → sign-up form

Accessible Design: Large text, fast loading, and clear buttons for **easy interaction**



## WHO WE ARE

Uman Tok Sierra Leone is a local organisation that provides reproductive health awareness, education, and sustainable feminine health kits. We empower women and girls to discover their potential and self-value so that they can thrive, grow, contribute to the betterment of their communities and have more dignity, health and economic opportunity. The Uman Tok organisation is a non-partisan, non-political, non-religious, national Non-Governmental Organisation (NGO)

## WHO WI BE

Uman Tok Sierra Leone na wan local organisation we dae gi awareness, education, en support fo reproductive health. Wi provide sustainable feminine health kits, en wi dae empower un uman en pikin girl dem fo discover dem potential en value demself.

Wi mission na fo mek uman dem able thrive, grow, en contribute to di betterment of dem community. Dis go help dem get more dignity, health, en economic opportunity.

Uman Tok na wan non-partisan, non-political, non-religious, national Non-Governmental Organisation (NGO).



# Audience Focus

Donors look for **clear impact results** & proof their donations are used wisely

Partners want assurance of **reliable programs** with **measurable outcomes**

Girls & women seek **practical resources** like kits & education that directly improve their lives



# Action Plan & Results

Our realistic plan is to update the site design, add impact graphics, and improve the donation page with a **mobile-friendly layout**

We will redesign the homepage with a **bold call-to-action** & create an impact story page featuring photos & key stats to showcase results

To measure progress, we will track **visitor traffic & donation numbers**, using the data to refine content & outreach

# Sources

- Sexual and reproductive health. (n.d.). Uman Tok. Retrieved September 10, 2025, from <https://www.umantok.com/>
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*AI Usage Note: Generative AI was used in the early stages of our research and to aid in the execution of certain media deliverables.*