

Devanhaar Website Rebrand – Internal Discovery Brief

1. Project Summary

Client: Devanhaar

Website: <https://www.devanhaar.com/>

Project Type: Website rebrand & restructure

Timeline: ASAP

Primary Use: Awareness, credibility, funding, applications, donations

This project focuses on repositioning Devanhaar as a **professional, credible, and community-led charity organisation** with multiple UK, EU, and international initiatives.

2. Who Devanhaar Are (Simple Explanation)

Devanhaar is a Sikh-led organisation that creates **educational and community spaces** for people to:

- Learn Sikh values
- Build confidence and identity
- Connect with others
- Serve the wider community

They operate across the UK and internationally, working with:

- Children
 - Young adults
 - University students
 - Volunteers
 - Community leaders
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3. Core Purpose of the Website

The website must clearly communicate:

- **Who Devanhaar are**
- **What initiatives they run**
- **Why their work matters**
- **How people can get involved or support**

This site will also be used for:

- Funding and grant applications
- Donations
- Volunteer recruitment

- General enquiries
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4. Brand Mission (Simplified)

Devanhaar exists to **create, develop, and empower individuals** by providing inclusive spaces for learning, growth, and service — grounded in Sikh values.

5. Core Brand Values (Translated for Non-Sikh Audience)

Create

Create welcoming and inclusive spaces where people feel supported and connected.

Develop

Help individuals deepen their understanding of values, identity, leadership, and purpose through education and community initiatives.

Empower

Enable people to give back through service, teamwork, and leadership development.

6. Target Audience

The website must speak to:

- UK, US & European audiences
- English-speaking visitors
- Both **Amritdhari** (initiated Sikhs) and **non-Amritdhari** Sikhs
- First-time visitors with little or no knowledge of Sikhi

👉 Language must be **clear, inclusive, and explained where needed**.

7. Key Differentiators / Selling Points

- Professional and well-networked organisation
 - Experienced team of volunteers
 - Relatable and inclusive (not limited to one background)
 - Community-driven, not corporate
 - Long-term vision (education, leadership, global outreach)
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8. Website Goals

The website should:

- Look **professional and trustworthy**
- Represent all projects clearly
- Explain impact and purpose
- Enable donations

- Allow applications for vacancies
- Provide clear contact pathways

Success = visitors quickly understand *what Devanhaar does and how they can engage*.

9. Required Pages / Sitemap

Core Pages

- Home
 - About Us
 - Projects
 - Vacancies
 - Donate
 - Contact
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10. Projects Structure (Important)

Projects need to be **clearly grouped and explained**, avoiding jargon.

Education

- Gurmat Academy
- University Talks
- Sikhi Vidyala
- Youth Camps

Professional

- Khalsa Catalyst
- SPN
- SWeb3

Singhs

- SinghsCampUK
- SinghsCampEU
- Forums

Each project should answer:

- What it is
- Who it's for
- Why it matters
- How to get involved

11. Required Features & Functionality

- Contact forms
 - Donation button linking to **JustGiving**
 - (Note: Donation handled externally, not full e-commerce)
 - Vacancy application pathway
 - Clear calls to action throughout
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12. SEO & Branding Notes

- No previous SEO work done
 - No existing brand or style guide
 - Opportunity to:
 - Improve clarity
 - Structure content for discoverability
 - Lay SEO foundations for future growth
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13. Tone & Style Guidelines

Tone should feel:

- Warm
- Respectful
- Calm
- Professional
- Community-first

Avoid:

- Heavy religious jargon
 - Overly corporate or sales-focused language
 - Assuming prior knowledge of Sikh terminology
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14. Practical Notes

- Budget: Not defined
 - Competitors: Not specified
 - Client preference: Focus on clarity, credibility, and representation
 - Contact details provided are internal (not for public site use)
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15. Key Takeaway for the Team

*This project is about translating a faith-led, community-driven organisation into a website that is **clear, inclusive, and professional**, without losing warmth or authenticity.*