

Devanhaar Website Rebrand – Client Summary

Project Overview

We will be rebranding the Devanhaar website to better reflect the growth, impact, and professionalism of the organisation, while staying true to its Sikhi-centred values and community-led mission.

The website will act as a central platform to:

- Represent all Devanhaar initiatives clearly
 - Support funding and grant applications
 - Enable donations
 - Attract volunteers and applicants
 - Help visitors easily understand what Devanhaar does and why it matters
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Understanding Devanhaar

Devanhaar is a UK-wide organisation dedicated to creating meaningful spaces for Sangat to grow in Sikhi, build confidence, and develop strong community bonds.

From children's camps and Singh's & Kaur's residential camps, to university talks, the Sikhi Vidyala, and youth Gurmat education, Devanhaar plays a key role in nurturing the next generation and supporting Sikhi Parchaar worldwide.

Purpose of the New Website

The new website will:

- Look **professional and trustworthy**
 - Clearly explain Devanhaar's mission and impact
 - Present all projects in a structured and accessible way
 - Be welcoming to both Amritdhari and non-Amritdhari audiences
 - Be suitable for external stakeholders, funders, and first-time visitors
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Core Values Reflected

The website will be guided by Devanhaar's core values:

- **Seva** – Serving the Panth with sincerity and purpose
- **Sangat** – Creating a family-like community where people uplift one another
- **Inclusivity** – Welcoming everyone, regardless of background
- **Gurmat-centred** – Ensuring all initiatives align with Guru Sahib's teachings

Alongside the principles of **Create, Develop, Empower**, which shape how Devanhaar supports personal, spiritual, and leadership growth.

Target Audience

- UK, US, and European audiences
- English-speaking visitors
- Sikhs at all stages of their journey
- Parents, youth, students, volunteers, and supporters

The website will use clear language so that even those unfamiliar with Sikhi can easily understand the work being done.

Website Structure (Proposed)

Main Pages

- Home
- About Us
- Projects
- Vacancies
- Donate
- Contact

Projects Categories

- **Education:** Gurmat Academy, University Talks, Sikhi Vidyala, Youth Camps
- **Professional:** Khalsa Catalyst, SPN, SWeb3
- **Singhs:** SinghsCampUK, SinghsCampEU, Forums

Each project will be clearly explained with its purpose, audience, and how to get involved.

Key Features

- Contact forms
- Donation button linking to JustGiving
- Vacancy and volunteer application pathways
- Clear calls to action across the site

(Please note: donations will be handled via JustGiving rather than full e-commerce.)

Branding & SEO

- No existing brand or style guide – we will create a clean, consistent visual direction
- No previous SEO work – we will structure the site correctly to support future visibility and growth

Success Criteria

The website will be successful when:

- Visitors quickly understand who Devanhaar is and what it does
 - All initiatives are represented clearly and professionally
 - Donations and enquiries are easy to make
 - The site can confidently be used for funding and partnership opportunities
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Next Steps

- Confirm page structure and priorities
- Align on tone and visual direction
- Begin design and content development