Mwanawev Content-And-Assets Brief

Website Content & Asset Requirements

1. Homepage Hero

- Headline: Impact-driven statement (currently "Technology for Impact")
- Subhead line: One sentence about empowering communities
- Primary CTA label + short description
- Background hero image: high-res, inspirational (community/innovation focus)

2. About Section

- "Who We Are" intro paragraph (approx 80–120 words)
- Three value blocks (Mission, Vision, Core Values)
- Each: title + 1–2 sentence description
- Highlights list (4–5 bullet points)
- Image set:
- 3 portraits/action shots for collage on about that shows what mwanawev do or provide

- 1 image showing Mwanawev mission(from the 1s that were given to me I had suggested the 1 below of a globe showing Africa and a halogram to show technology growth across Africa

3. Core Segments

- Three segment blurbs (MwanaWev Tech, PayWega, SkyGiants)
- For each: title, 2–3 sentence description, CTA label
- Segment hero images:
- `tech-segment.jpg`
- `payment-segment.jpg`
- `sky-segment.jpg`
- Optional: Supporting stats or testimonial quote

4. Newsletter / Insights

- "Stay Connected" copy: headline + subtext
- Sample blog post data (title, date, teaser) ×3
- Supporting imagery for each article (optional)
  this is going to be dynamic more insight is addable or removable

5. Careers

- Intro paragraph (50–80 words)
- Job listings (title, location, type, short description) ×4+
- Team/culture imagery if available
  dynamic also
- Application CTA text

7. Footer

- Brand summary sentence
- Quick link labels: Company, Segments, Resources
- Social links (LinkedIn, Twitter/X, GitHub, Email) – actual URLs

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