SHF Website Revamp Brief

Project Brief & Specifications

1. Summary & Project Overview

SHF is transitioning from SHF 1.0 to SHF 2.0 to align with the new 2027–2032 strategy and updated brand refresh. The objective of this website revamp is to modernize the architecture, shift to reader-friendly and visually appealing layouts for general audiences, and maintain detailed resources for key partners and donors. This is not a complete change of the website itself but rather a change in look and feel to match the brand refresh.

1.1 Key Deadlines & Timeline

A phased implementation approach will be used to complete core updates by late November 2026. The official relaunch is scheduled for early December 2026, aligned with the UN Water Conference and the launch of the new strategy video.

For the first phase, to be completed by late November, we would like a draft template of the new website in early November. Following this, the SHF Communications team can then develop the revised copy as needed and aim to have this up and running by late November.

The next phase will follow at the beginning of 2027 and consist of editing and additional changes as needed to finalize the website revamp. This brief only concerns the first phase.

1.2 References

Please refer to the following pages for inspiration and reference while going through this brief. We are aiming to follow some of their design choices to help us structure the website, but keep it unique and retain SHF's voice:
https://www.gavi.org/ , https://www.unicef.org/ , https://water.org/

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2. General Design & UX Requirements

Specific pages, such as the home page, will have design requests that will be covered later in this brief. This section gives an overview of the general design changes that we would like to make across all of the pages on the website.

2.1 Typography & Styling

Implement larger fonts, clear heading hierarchies, and clickdown/expandable menus for extensive text.

Please see the below, current page from a SHF website:



As SHF expands and scales its approach, it will continue to place strong emphasis on building the knowledge base and impact models to further support the development of sanitation economies and menstrual health markets.

Read more about SHF's publications here.

Sanitation economies estimates

In 2023, SHF published sanitation economy estimates for five African countries (in Benin, Kenya, Nigeria, Sierra Leone and Uganda). This work showed that untapped sanitation economies could be worth almost USD 19 billion in these five countries alone and confirmed that investments in national sanitation economies could unlock significant economic, social and environmental benefits.

The estimates presented in the reports are anchored in country planning and budgets, and localized pricing. Baseline estimates for 2022 are projected into the future, with the assumption of reaching universal access, to generate a realistic picture of the full market potential and opportunity. Data collection and analysis was carried out in 2022, followed by a review, including a consultation workshop with government and other key experts in early 2023.

As part of the brand refresh, we have decided to use Roboto for SHF's typeface. We would like to change the font to **Roboto** to ensure consistency across the brand family.

Additionally, across all pages we want to make sure that texts are broken up into more readable sections by adding variables such as icons, headings, etc. Please refer to the accompanying powerpoint for visuals.

2.2 Copy Structure & Branding

Keep homepage copy concise, capped at a maximum of 1 paragraph per section (copy will be revised and done by SHF Comms team). Refresh headers, banners, and footers across all pages with updated logos and pictures.

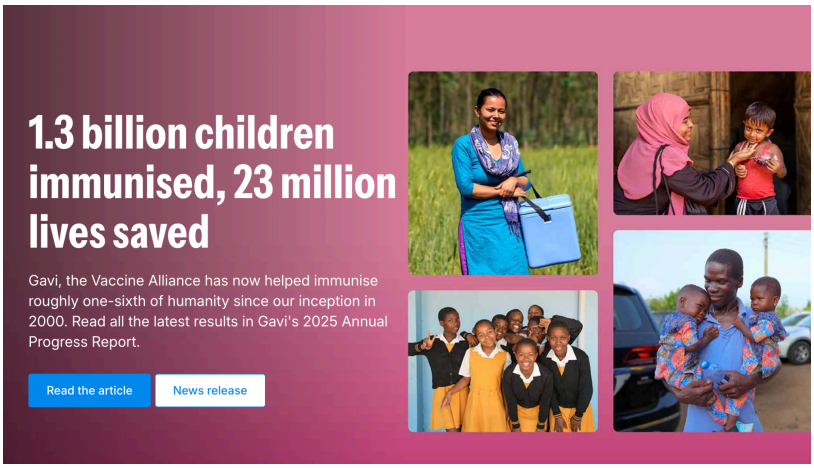
3. Homepage Architecture & Layout

This section will describe our vision for the homepage going from top to bottom.
We will get rid of the “Discover Capital M” and “SHF Annual Report” sections.

3.1 Main Banner

Replace the previous background video with a multi-purpose interactive slider highlighting recent news and campaigns and SHF’s core messaging .

Example of the slider, as taken from Gavi’s homepage



We anticipate to have three permanent slides:

- Sanitation challenge (unlocking sanitation)
- Menstrual health challenge (unlocking menstrual health markets)
- Omnibus banner

And two “news and updates” slides, to be swapped out when there are other events:

- UN Water
- SHF 2.0 Strategy Explainer

Each slide should have a media, text, and button component, which will link to a page where the viewers can learn more.

3.2 Four Pillars of SHF

Right below the banner, feature 4 interactive card icons representing core strategic pillars with hover-to-flip text animations. These cards will describe our SHF's approach.

3.3 GESI and Climate Change

Below the icons will be a section featuring two cards that describe another part of SHF's work, which is GESI (Gender Equality and Social Inclusion and climate change.. They will have a photo, text, and button to a link to learn more. Behind each card will be a swipe of a SHF color.

3.4 News and Stories

Keep the news and stories section as is, but add a "view all" button.

3.5 Newsletter Sign Up

Add a "Sign up for our newsletter" component, which includes a form for visitors to sign up on. We have a SHF mailing list on Mailchimp, which we may be able to embed directly.

4. Internal Pages and Site Architecture

For all of the pages, mirror the modular block-and-card layout established on the homepage across internal pages (see country profile page templates for reference on SHF's website).

4.1 Who We Are

Add an "About Us" page to the top of the "Who We Are" menu. Move the "Our Team" tab and those with it as subtabs under the new "About Us" page.

Restructure staff and board pages using interactive mosaics and embedded video clips for board members.

4.2 What We Do

Change the titles of the “Next Generation Sanitation” and “Menstrual Health Markets” pages (to be discussed with the communications team).

4.3 Where We Work

Under the “Country Engagements” tab, match all page templates to the ones as is for Kenya. Refresh components as needed to match the new branding.

Other edits:

- Rename “West and Central Africa” tab to “West Africa”

4.4 Media & News, Resources Pages

Rename “Media & News” to “News and Resources”.

Remove the “Resources” page and move all content to “News and Resources". Place all news, stories, and resources content under the new “News and Resources” page. Remove the “Multimedia resources” page.

- Add an ability to filter through them based on tags, or groups. Specifics to be further discussed
- For each item, have them as cards (such as how the “Stories and press releases” tab currently is organized) and rather than previewing the current full text, add an “introduction” text box.

4.5 Engage

Under the “Engage” Page, change the “Contact Us” page to send us a message with a form “choose what the message is about, potential subject lines”.

4.4 Multilingual Support

Add a French language version / automated translation feature to support operations in Senegal and Francophone regions.

5. Footer Specifications

Standardize footer architecture based on NGO benchmarks (such as water.org and UNICEF). Update the copyright notice to 2027, integrate official host and donor logos and include comprehensive site architecture links at the bottom of every page.

- Have “hosted by UNOPS” logo on the right
- Have logos of the SDC, Kingdom of the Netherlands, and Gates Foundation logos on left