

# Website Design



**HOPERU**  
Humanitarian



*Empowering Peru,  
One Community at a Time*

*Become a beacon of hope.*

June 2025





# HOPERU HUMANITARIAN SAMPLE WEBSITE DESIGN

## A Vision for [www.hoperu.org](http://www.hoperu.org)

HOPERU Humanitarian's website, [www.hoperu.org](http://www.hoperu.org), empowers underserved Peruvian communities through sustainable initiatives in health, education, environmentalism, and community development. This document presents Figma mockups reflecting our brand identity—rooted in hope, service, and cultural exchange. With intuitive navigation, vibrant visuals, and clear calls to action, the site engages donors, volunteers, and partners, showcasing impactful programs like the Q'umpi Filter Project, serving over 750 households with clean water. We invite your feedback to refine this vision for a brighter future in Peru.

### Contact

📍 United States of America

✉ [info@hoperu.org](mailto:info@hoperu.org)

☎ (208) 403-1608

🌐 [www.hoperu.org](http://www.hoperu.org)

📷 [@hoperuhumanitarian](https://www.instagram.com/hoperuhumanitarian)

📘 [www.facebook.com/hoperuhumanitarian](https://www.facebook.com/hoperuhumanitarian)

🌐 [www.linkedin.com/company/hoperuhumanitarian](https://www.linkedin.com/company/hoperuhumanitarian)

# ABOUT HOPERU

HOPERU Humanitarian is a nonprofit organization dedicated to spreading hope and empowerment in underserved communities across Peru and the United States. Our mission is to provide essential humanitarian services, focusing on education, environmental sustainability, and mental & emotional health. Guided by our motto, "The Source of Hope | La Fuente de Esperanza", we strive to ignite positive change through collaborative projects, community engagement, and holistic support programs. By addressing local challenges with compassion and innovation, HOPERU aims to uplift individuals and foster resilient, hopeful societies. Join us in our journey to make a meaningful impact!

For more, visit our website or contact us at [hope.peru.npo@gmail.com](mailto:hope.peru.npo@gmail.com).

we welcome

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The HOPERU Humanitarian website, [www.hoperu.org](http://www.hoperu.org), is designed to raise awareness, drive donations, and engage volunteers to empower underserved Peruvian communities. Targeting donors, U.S. students, and NGOs, **the site features five key pages:** Home, About, Programs, Contact, and Become a Beacon. The Home page welcomes visitors with a mission-driven call to action, while the Programs page highlights initiatives like the Q'umpi Filter Project, providing clean water to over 750 households. With a user-friendly layout, mobile responsiveness, and a vibrant Slate Blue #3C4A5A and Deep Red #8C2F1A palette, the design reflects HOPERU's commitment to hope and cultural exchange.

# Website Overview



## GOALS

Increase awareness of HOPERU's mission and impact.  
Drive donations to sustain programs like Escuela en lo Alto.

Engage volunteers through clear sign-up pathways.

*"HOPERU's website is a bridge to Peru's future."*

— Helaman Ezra German Espinoza-Torres, Founder

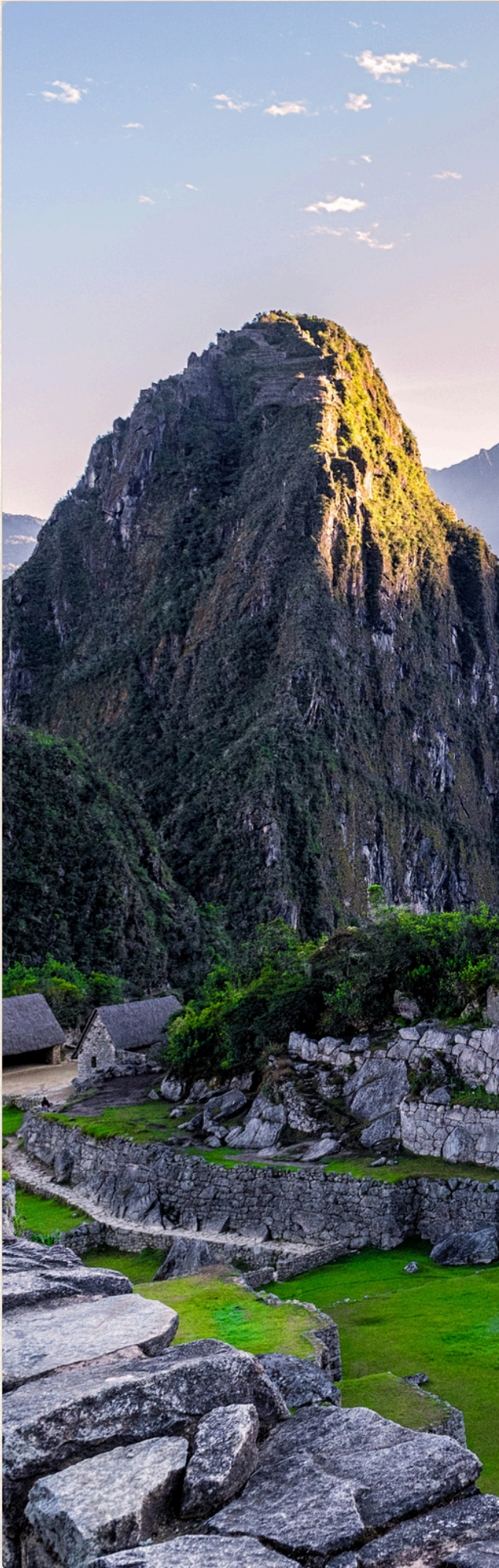


[HOME](#) [ABOUT](#) [PROGRAMS](#) [CONTACT](#)

[BECOME A BEACON](#)

# HOME PAGE MOCKUP

The Home Page welcomes visitors with a vibrant image of Machu Picchu—One of the Seven Wonders of the World, the tagline “Beacon of Hope – Lighting the way for Peru’s future” and a call to action: “Become a Beacon”. A sticky navigation bar links to Home, About, Programs, Contact, and Become a Beacon, ensuring seamless exploration. The footer features contact details, social media links, and the tagline “Become a beacon of hope.”



# ABOUT PAGE MOCKUP

The About Page traces HOPERU's founding in 2024 by Helaman Ezra German Espinoza-Torres, a Peruvian-American dedicated to cultural exchange. As a 501(c)(3) organization, HOPERU empowers Peru's vulnerable communities through community aid & relief, empowerment, eco stewardship, wellness & resilience. A founder bio, team photo, and mission statement build trust and connection. A "Get Involved" button drives volunteer sign-ups.

Founded in Idaho, U.S.A., serving Peru's most vulnerable communities.



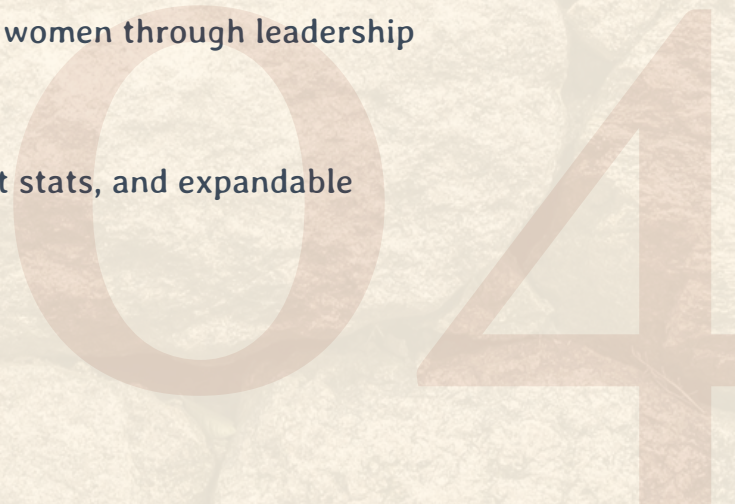


# PROGRAM PAGE MOCKUP

The Programs Page showcases HOPERU's transformative initiatives:

- **Q'umpi Filter Project:** Providing clean water to 750+ households.
- **Minds Matter Workshops:** Supporting mental health for 200+ individuals.
- **Escuela en lo Alto:** Educating 50+ students in underserved areas.
- **Juntas Podemos:** Empowering 20+ women through leadership training.

Each program features a photo, impact stats, and expandable sections for details.





# CONTACT PAGE MOCKUP

The Contact Page ensures seamless communication with HOPERU's team:

## Contact

📍 United States of America

✉️ [helamane@hoperu.org](mailto:helamane@hoperu.org)

☎️ (208) 403-1608

🌐 [www.hoperu.org](http://www.hoperu.org)

📷 [@hoperuhumanitarian](https://www.instagram.com/hoperuhumanitarian)

📘 [www.facebook.com/hoperuhumanitarian](https://www.facebook.com/hoperuhumanitarian)

🌐 [www.linkedin.com/company/hoperuhumanitarian](https://www.linkedin.com/company/hoperuhumanitarian)

A contact form and embedded map enhance accessibility for donors and volunteers.

*Connect with us for volunteer or donor inquiries.*



# HOPERU MOBILE APP MOCKUP

The HOPERU mobile app engages donors and volunteers with real-time updates and seamless functionality.

**Key features include:**

- **News Feed:** Sharing stories of impact, like the Q'umpi Filter Project (750+ households).
- **Donation Gateway:** Secure payments for programs.
- **Volunteer Sign-Up:** Easy registration for trips.
- **Program Tracking:** Impact stats, 50+ students in Escuela en lo Alto.

It is a user-friendly app interfaced to ensure branding and accessibility.



# DONATE PAGE MOCKUP

The Donate Page drives support with a secure form for one-time or recurring gifts.

**Impact highlights motivate giving:**

- **\$50:** Provides clean water for a family (Q'umpi Filter Project).
- **\$100:** Supports a student's education (Escuela en lo Alto).
- **\$250:** Funds mental health workshops (Minds Matter).

A “Become a beacon of hope” tagline and vibrant visuals, paired with Deep Red #8C2F1A accents, create an inspiring design.

*“Every gift plants hope in Peru.”*

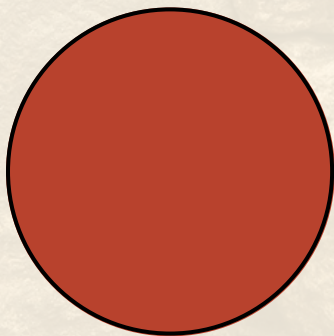
— Donor Testimonial

**BECOME A BEACON**

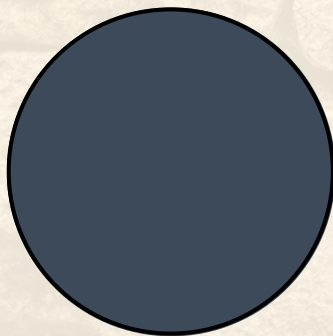
[WWW.HOPERU.ORG](http://WWW.HOPERU.ORG)

# DESIGN RATIONALE

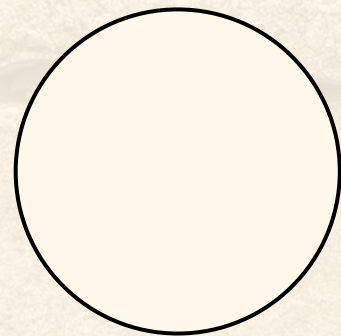
HOPERU's website design embodies our mission of hope and cultural connection. The color palette—Slate Blue #3C4A5A, Deep Red #8C2F1A, Warm Red #B8422C, Golden Ochre #F6BA38, Off-White #FFF8EA—evokes warmth and trust. Athelas and Averia Libre fonts balance elegance and readability. The Teal #299D8F Chakana logo anchors each page, while the Golden Ochre #F6BA38 pattern reflects Peruvian textile heritage. Intuitive navigation, mobile responsiveness, and clear calls to action engage donors, students, and NGOs, ensuring HOPERU's impact resonates globally.



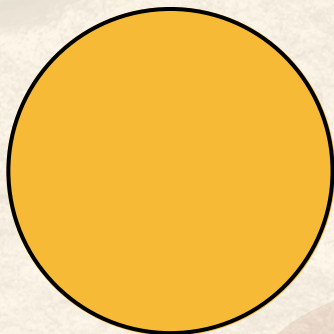
#B8422C



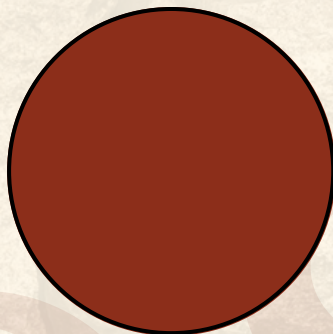
#3C4A5A



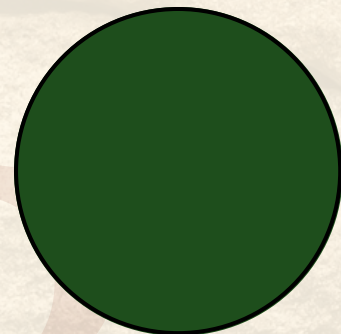
#FFF8EA



#F6BA38



#8C2F1A



#1E4E1C

# Next Steps



Stakeholders, please review this design book and share feedback by July 15, 2025, to shape HOPERU's digital future.

#### Implementation Plan:

- Finalize mockups with input from board, funders, and developers.
- Develop the website using WordPress, prioritizing accessibility and SEO.
- Test for mobile responsiveness and cross-browser compatibility.
- Launch in Fall 2025, tied to the Q'umpi Filter Project campaign.

Submit feedback to:

 [helamane@hoperu.org](mailto:helamane@hoperu.org)

 (208) 403-1608

*“Together, we’ll build a platform that empowers Peru.”*

— HOPERU Team





**BECOME A  
BEACON OF HOPE.  
TOGETHER, WE SPREAD HOPE.**

📍 United States of America

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