Silicon Century Capital – Narrative Design Brief

This document presents a detailed creative and conceptual narrative for the Silicon Century Capital website.
It describes the strategic intent, design philosophy, and brand-driven storytelling framework that guide the
Institutional Industrial aesthetic, focused on the semiconductor and advanced manufacturing value chain.

Overview

Silicon Century Capital's website will convey a calm, credible, and precise visual identity, merging the aesthetic
of institutional finance with the technical sophistication of advanced manufacturing. Every page will express
industrial depth and strategic focus, using the SCC brand color palette, typographic system, and photography style.

Core Principles

1. Authentic industrial imagery – semiconductors, robotics, and manufacturing lines.
2. Clarity and hierarchy – content structured for skim reading by institutional investors.
3. Limited animation – subtle hover states and transitions to maintain gravitas.
4. Consistent typography – Quixote for headers, Nanum Gothic for body copy.
5. Brand palette – Deep Navy (#294c89), Light Gray (#dee5e5), Teal (#17b890), and Dark Green (#082d0f).

Page-by-Page Design Narrative

Each page will embody Silicon Century Capital's investment thesis and industrial confidence. The design language
will be consistent across sections, alternating light and dark backgrounds with strong use of whitespace and
balanced typography. The homepage will establish narrative clarity through a strong hero statement, while secondary
pages will deepen credibility through thematic consistency.