

## **INDEX Website Guidelines**

Default Font: Montserrat

Primary Color Themes: #035c7c, #0b83ae

See attached brochure for further reference

### **General:**

- Header with the following tabs: Home, Who We Are, Our Process, Business Lines, Projects, Contact Us
  - Under “Who We Are”, we need links to the following pages: About Us, Our History, Our Team
  - Under “Projects”, we need links to the following pages: Structural Precast Projects, Infrastructure Projects, and GFRC Projects
  - Remaining tabs should be direct links leading to each page (Home, Our Process, Business Lines, Contact Us)
  - **CLARIFICATION:** In the header, “Who We Are” and “Projects” are NOT links to any given page. When the visitor hovers the mouse over them, there should be a menu drop down with the above-mentioned options. All the other titles in the header are links leading directly to the respective pages.
- Header to be frozen when scrolling down on all pages
- Footer to contain all the links on the header, EXCEPT Contact Us. The address, phone number, and email should be inserted in the footer itself. PLUS, there should be links to the social media pages.
- Each of the pages should have a picture at the top that covers the top two thirds of the screen. All the listed content is to come below the main picture.
- Social media linked to website: Instagram, LinkedIn

### **Homepage:**

- Full screen slideshow of pictures. This should take up the entire screen when looking on a laptop. Each picture should have room for up to 10 words (text will be given later, start with lorem ipsum)
- Below the slideshow, there should be a small section titled “Overview”- layout should be: text on the left side (1-2 paragraphs) and a picture on the right side. Should not take up more than one third of the screen

- Below the “Overview” section, there should be a “Why Precast” section. Refer to the “Why Precast” page on the attached brochure for design guidelines.
- Below the “Why Precast” section, there should be a vertical section titled “Our Process”. There should be a vertical stepper with three points, each titled “Design & Engineering”, “Manufacturing”, and “Delivery & Installation”. Next to each title, there should be room for 2-3 sentences. All should be displayed on the screen at the same time and there should be a button at some point in the bottom leading to the full “Our Process” page. No larger than two thirds of the screen.
- Below the “Our Process” section, there should come a horizontal section titled “Business Lines”. This should be three pictures one next to the other. The pictures should be titled “Structural Precast Construction”, “Bridges & Infrastructure”, and “GFRC Cladding”. Below the slideshow, there needs to be a button leading to the full “Business Lines” page. No larger than one half of the screen.
- Below the “Business Lines” section, there should be two short horizontal slideshows on top of each other. The top one should be titled “Our Main Clients” and have various logos of the different companies (see brochure) next to each other. They should move. The Bottom one should be titled “Awards & Certifications” and have the same slideshow with the different certifications we have (ISO, Ministry, etc.). Together, these two sections should not take up more than half of the screen.
- Below this is the footer. No larger than one quarter of the screen.

## **About Us**

- Simple page. Text copied from the brochure. Picture sitting to the right of the text.

## **Our History**

- Vertical stepper (timeline) with 4-5 points, representing years (details TBD later). Vertical stepper should sit in the middle of the screen with text alternating between the left and right side. Not more than 3-5 sentences next to each point (one paragraph). Photos to be added next to each paragraph.

## **Our Team**

- Page is organized vertically. There needs to be a picture for each featured team member, along with their name and a short paragraph describing their biography, 4-6 sentences.
- From top to bottom, pictures and biographies for the following: Giancarlo Parolo, Massimo Sturaro, Ali Farag, Shady Zarouf, Adel Massoud, and Stefano Brambilla

## **Our Process**

- The page is organized vertically. Text and photos can be copied from the brochure. For the first step (Design & Engineering), text should come on the left side and the picture on the right. For the second step (Manufacturing), the photo is on the left and text is on the right. For the third step (Delivery & Installation), the text is on the left and the photo is on the right (like in the first step).

## **Business Lines**

- The layout of this page should be similar to that of the “Our Process”. There need to be three sections of the page corresponding to the three business lines that we have (Structural Precast Construction, Bridges & Infrastructure, and GFRC Cladding).
- Layout alternates between text on the left and picture on the right (like the above).
- The text and photos of each section can be copied from the brochure
- At the bottom of each of the three sections, there needs to be a button titled “See Structural Precast Projects”, “See Infrastructure Projects”, and “See GFRC Projects”.

## **Structural Precast Projects**

- There need to be four to five sections on the page, each representing a project that we’ve done. The sections are organized as follows:
  - Project title at the top of the section.
  - Below the title, three sub-headings with the following information: Client Name, Project Location, and Our Scope. See example:

Projects

## THE WAREHOUSE MALL MULTI-STOREY CARPARK

Al Ahmadi, Kuwait

Client	CATEGORY	SCOPE
THE TAMDEEN GROUP	MULTI STORY	BATCHING PLANT

- Below the sub-headings, we need 2 paragraphs (detailing the project) on the left side of the page, and a slideshow of pictures from the project on the right side.
- Once a section is finished, the same layout is repeated for the next section right below it.

### Infrastructure Projects

- There need to be two to three sections on the page, each representing a project that we've done. The sections are organized as follows:
  - Project title at the top of the section.
  - Below the title, three sub-headings with the following information: Client Name, Project Location, and Our Scope. See example:

Projects

## THE WAREHOUSE MALL MULTI-STOREY CARPARK

Al Ahmadi, Kuwait

Client	CATEGORY	SCOPE
THE TAMDEEN GROUP	MULTI STORY	BATCHING PLANT

- Below the sub-headings, we need 2 paragraphs (detailing the project) on the left side of the page, and a slideshow of pictures from the project on the right side.
- Once a section is finished, the same layout is repeated for the next section right below it.

### GFRC Projects:

- There need to be three to four sections on the page, each representing a project that we've done. The sections are organized as follows:
  - Project title at the top of the section.
  - Below the title, three sub-headings with the following information: Client Name, Project Location, and Our Scope. See example:

Projects

## THE WAREHOUSE MALL MULTI-STOREY CARPARK

Al Ahmadi, Kuwait

Client  
THE TAMDEEN GROUP

CATEGORY  
MULTI STORY

SCOPE  
BATCHING PLANT

- Below the sub-headings, we need 2 paragraphs (detailing the project) on the left side of the page, and a slideshow of pictures from the project on the right side.
- Once a section is finished, the same layout is repeated for the next section right below it.

### Contact Us:

- Simple contact us page. Include physical address on the left side of the page, phone number and email on the right side. Plus, add a generic contact form below the number and email on the right side.
- Google maps feature pinpointing our address at the bottom of the page (see link: <https://maps.app.goo.gl/vBPYefK4HcgMPNFr7>)
- Links to Instagram and LinkedIn