Whale Circle Website — Verbatim Copy & End■to■End Implementation Guide (Lean, Premium)

Objective: Deliver a pixel■polished, low■cost site with zero ambiguity. This document provides verbatim copy, exact components, CSS tokens, content models, routes, and acceptance criteria so developers have nothing to guess.

Scope: MVP pages only, but premium visual quality. No memberships/payments in MVP. YouTube embeds only; curated Instagram embeds. Manual event entry.

Global Brand & Design Tokens (use Tailwind variables or CSS custom properties)

- Primary color: #0E1116 (Ink)

- Accent color: #8FD3FE (Aqua)

- Gold accent (subtle): #D3B574

- Background light: #FFFFFF

- Background dark (optional later): #0A0C10

- Text primary: #101317

- Text secondary: #5A6573

- Font family: 'Inter', system■ui, -apple-system, Segoe UI, Roboto, Helvetica, Arial, 'Apple Color Emoji', 'Segoe UI Emoji'

- Border radius: 16px large cards, 10px buttons, 8px inputs

- Shadow: 0 10px 30px rgba(0,0,0,0.08) for cards; 0 2px 10px rgba(0,0,0,0.06) for small UI

- Spacing scale: 4px base; page gutters 24px mobile, 40px desktop; section vertical rhythm 72px

Routes & Navigation

- GET /

- GET /events (list)

- GET /events/[slug] (detail)

- GET /past-events (list)

- GET /videos (list)

- GET /blog (list)

- GET /blog/[slug] (detail)

- GET /press (list)

- GET /contact

Page Copy — Verbatim (paste exactly)

Home / — Hero

Headline: Crypto's cultural pulse for leaders.

Subcopy: A private community where visionaries connect, trade alpha, and build legacy through wellness, travel, and meaningful experiences.

CTA button: Explore events

Home — Highlights (three cards, same order)

- **Community**
  Intimate salons, dinners, and off■the■record conversations with global operators.

- **Padel & Wellness**
  Courtside chemistry and rituals that keep leaders performing at their peak.

- **Alpha & Culture**
  From Web3 summits to art fairs — where deals and ideas meet.

Home — Featured blocks

- Featured event card: use next upcoming event (title, date, city) with "View details"

- Featured video card: most recent YouTube video with play overlay

- Featured post card: most recent blog post

Events /events — Header

Title: Upcoming Events

Intro: Curated experiences across Web3, family offices, padel, and culture.

Event detail /events/[slug] — Template Copy

- **Title:** {{Event Title}}

- **Date & time:** {{Start — End}} {{Timezone}}

- **Location:** {{Venue, City}}

- **Description:** {{Event paragraph, 80–140 words}}

- **Note:** For external programs, use "Register on official site" button.

Past Events /past-events — Header

Title: Past Events & Highlights

Intro: Moments that moved the community forward.

Videos /videos — Header

Title: Videos

Intro: Short highlights and conversations worth replaying.

Blog /blog — Header

Title: Articles & Notes

Intro: Field reports and reflections from around the world.

Press /press — Header

Title: Press & Media

Intro: Coverage, interviews, and mentions.

Contact /contact — Header & Copy

Title: Get in touch

Intro: Partnership and general inquiries. We'll reply as soon as possible.

Form success message: Thanks — we've received your note.

Four Pillars — Standardized Questions (display and tagging)

Create a reusable UI block called "Pillar Q&A;". On speaker/event recap pages and select posts, render all four questions verbatim with answers when available. Add pillar tags to Events, Posts, and Videos.

- **Wealth & Alpha**: "If you could give your younger self one piece of advice from the start of your career, what would it be?"

- **Wellness & Fitness**: "What's one non-negotiable part of your wellness routine that keeps you performing at your best?"

- **Community & Culture**: "Which community or relationship has had the greatest influence on your career trajectory?"

- **Media & Influence**: "Who has most shaped your mindset and approach to leadership?"

UI Components (exact props)

CardEvent

Props: title, dateISO, city, imageURL, href, pillars[], isExternal:boolean

CardVideo

Props: title, youtubeId, pillars[], publishedISO

CardPost

Props: title, excerpt, imageURL, href, pillars[], dateISO

BadgePillar

Props: pillar ('wealth'|'wellness'|'community'|'media') — renders label + color dot

CMS Schema (minimal, no extras)

Event

- title (string)
- slug (string)
- start (datetime)
- end (datetime)

- timezone (string)

- city (string)

- venue (string)

- image (asset)

- description (richtext)

- pillars (multi-select: wealth, wellness, community, media)

- isExternal (bool)

- externalURL (string)

Post

- title, slug, date, author, image, body, pillars[]

Video

- title, slug, youtubeId, description, pillars[]

PressItem

- source, date, headline, url, logo(optional)

Implementation Plan (end■to■end)

- Frontend: Next.js 14 + Tailwind. Create routes as listed. Use /components for cards and badges.

- Styling: define CSS variables for tokens. Apply consistent radii and shadows. Use responsive grid utilities.

- Images: Next/Image with fill and priority on hero only. Serve WebP/AVIF where supported.

- YouTube: use privacy■enhanced embeds (youtube-nocookie.com). Lazy load iframes with poster thumbnail until click.

- Instagram: embed selected posts with oEmbed snippet only on pages that reference them. No live feed.

- Events: static generation with ISR. Events are fetched from CMS. Past flag computed when end < now.

- Forms: Contact and RSVP post to /api/forms. Validate server■side. Send email via SendGrid; store record in sqlite or Postgres.

- SEO: next-seo for per-page meta. JSON■LD for Event and Article. Sitemap route /sitemap.xml.

- Analytics: GTM container + GA4 pageview and form submit events.

Acceptance Criteria (must pass)

- All copy on pages matches verbatim text in this spec.

- Homepage LCP < 2.5s on 4G. CLS < 0.1. Lazy-loading of iframes and images working.

- Events list shows next 6 upcoming. Calendar month grid present. Detail shows Add to Calendar (.ics) and External Register when isExternal is true.

- Videos page renders latest 6 YouTube items with correct thumbnails. Clicking opens embed overlay.

- Blog supports headings, images, and blockquotes. OG tags render unique images.

- Press page shows logo + headline + link for at least 6 items.

- Contact form validates and emails admin. Success toast appears without full reload.

- Pillar badges visible on cards and filter chips function on Events and Blog.

- No membership, payments, or dashboards present in MVP.

Seed Content (load before launch)

Sample Events (3)

- Padel + Dinner — Dubai — 2025■11■02 18:00 GST — Pillars: Wellness & Fitness, Community & Culture

- Art Week Salon — Vienna — 2025■12■05 19:00 CET — Pillars: Community & Culture, Media & Influence

- Web3 Roundtable — Singapore — 2026■01■17 10:00 SGT — Pillars: Wealth & Alpha

Sample Video (YouTube)

- Title: Data is the New Creator Currency — youtubeId: REPLACE_WITH_ID — Pillars: Wealth & Alpha, Media & Influence

Sample Posts (2)

- The Court is the Boardroom — Feature image, 800 words — Pillars: Wellness & Fitness, Community & Culture

- Alpha in the Wild — 600 words — Pillars: Wealth & Alpha

CTA & Buttons (use exactly these labels)

- Explore events

- View details

- Watch video

- Read article

- Register on official site

- RSVP

- Add to Calendar

- Send message

Footer Copy

© Whale Circle. All rights reserved.

Instagram · LinkedIn

Cost Control Notes

- Skip dark mode in MVP. One theme only.

- Manual events. No external feed ingestion.

- No membership/auth in MVP. Add later if needed.

- Limit animations to CSS transitions on hover and fade■ins.

Whale Circle Website Spec — Lean Build

Goal: launch an elegant, fast website with essential features only. Keep scope tight to minimize cost while looking premium.

Core Stack

- Next.js frontend with Tailwind CSS. Host on Vercel.
- WordPress CMS (headless via REST) or simple WP theme if headless is unnecessary.
- Auth only if required for RSVP. Otherwise start public-only to reduce cost.

Pages and Features

- Home. Hero image or short loop. Clear CTA to Events and Instagram.
- Events. Card list and simple month calendar. Event detail with title, date, location, description, image, external link or basic RSVP form.
- Past Events. Same card component with year filter and a single recap image or YouTube embed.
- Videos. YouTube embeds only. Optional Instagram embeds for 3–6 recent posts.
- Blog. Basic articles with feature image. Categories for the 4 pillars.
- Press. Logo + headline + link list.
- Contact. Name, email, topic, message. Email notification and DB record.

Four Pillars Integration

- Global tags: Wealth & Alpha, Wellness & Fitness, Community & Culture, Media & Influence.
- Show tags on event cards, blog posts, and video items.
- Optional pillar filter on Events and Blog only.

Content Model (Minimum)

- Event: title, slug, start, end, location, description, image, externalURL, pillars[], isPast.
- Post: title, slug, date, author, image, body, pillars[], category.
- Video: title, slug, youtubeURL, description, pillars[].
- PressItem: source, date, headline, url, logo (optional).

Design

- Clean layout. Two brand colors. Large type. Strong photography.
- Mobile-first. Single-column on phones. Image optimization via Next/Image.
- Optional dark mode later. Not in MVP if budget constrained.

Integrations

- YouTube Data API or manual paste of video URLs.

- Instagram oEmbed for selected posts only. No live feed to cut API work.

- Google Maps static embed on event pages if venue.

RSVP (Simple)

- Basic form to collect name and email for select events. Stores to DB and emails admin.

- No member login in MVP. Upgrade later if needed.

SEO and Analytics

- Per-page meta title and description. OG tags. XML sitemap.

- Google Tag Manager with GA4 pageviews and form submit events.

Security and Performance

- HTTPS. Basic rate limiting on forms. Server-side validation.

- Lazy load iframes and images. Target LCP < 2.5s.

Out of Scope for MVP

- Complex membership system, payments, directories, dashboards.

- Automated external calendar ingestion. Manual entry only.

- Custom video hosting or transcripts.

Deliverables

- Responsive frontend and theme.

- WP CMS with Event, Post, Video, Press content types.

- Deployed site with 5 seed pages and 6–10 content items.

- Admin guide: how to add events, posts, and videos.

Whale Circle Website Specification

Audience: Engineering and design team. Output: production website with CMS, membership, events, media hub, and integrated editorial pillars. Brand reference: instagram.com/whalecircle_.

Primary goals: showcase upcoming and past experiences, publish video highlights and long■form content, manage applications and member access, and aggregate calendars across Web3, family offices, padel, and culture.

Project Summary

- Stack agnostic. Recommend Next.js + Headless CMS (Strapi or Sanity) + Postgres + Auth. Alternative: WordPress + MemberPress.
- Hosting. Vercel or Netlify for frontend, managed DB, CDN for media. HTTPS everywhere.
- Performance. Core Web Vitals targets: LCP < 2.5s, CLS < 0.1, TBT < 200ms. Lazy load embeds.

Brand Pillars and Show Questions

Integrate the 4 pillars site■wide and in content types. Each pillar maps to a standardized interview question. Editors can pull these as on■page sound bites and as video chapter markers.

- **Wealth & Alpha**: "If you could give your younger self one piece of advice from the start of your career, what would it be?"
- **Wellness & Fitness**: "What's one non■negotiable part of your wellness routine that keeps you performing at your best?"
- **Community & Culture**: "Which community or relationship has had the greatest influence on your career trajectory?"
- **Media & Influence**: "Who has most shaped your mindset and approach to leadership?"

Implementation notes: add a Pillar field to Event, Speaker, Post and Video content types. Allow multiple pillars per item. Expose filters and pillar badges.

Information Architecture

- Home
- Events • Upcoming calendar and cards • Event detail
- Past Events & Speakers • Recaps with photo and video
- Videos • YouTube and Instagram short clips • Long form interviews
- Blog • Articles and editorials
- Press • Media highlights and logos
- Membership • Overview • Apply • Login • Member dashboard
- Contact
- About (optional)

Homepage

- Hero with headline, subcopy, CTA to Membership Apply. Background: looping mp4 or image. Provide fallbacks for mobile.

- Highlights row. Three cards: Community, Padel and Wellness, Alpha Insights.

- Featured blocks. Next event, latest video, latest post. All editable in CMS.

- Instagram strip. Latest 6 posts. Fallback to static links if API unavailable.

- Newsletter signup. Double opt■in. Mail delivery via SendGrid or similar.

Events

- Dual view. Month calendar + card list. Filter by Pillar, Category, City, Access (Public, Members).

- Event detail. Title, hero image, datetime with timezone, venue, map, agenda, speakers, RSVP, Add to Calendar (.ics, Google).

- RSVP options. Public RSVP form or Members■only toggle. Capacity cap with waitlist.

- External events. Flag as Aggregated. Show external registration link.

- Post■event. Move to Past automatically. Support Recap content block with gallery and embedded video.

Past Events & Speakers

- Archive grid with year and pillar filters.

- Recap page. Photo gallery, embedded video, key takeaways, speaker bios, downloads (press kit).

- Speaker entity. Name, title, company, headshot, bio, links, featured pillar(s). Auto■lists all appearances.

Videos

- Primary source: YouTube channel playlists for shows, highlights, interviews. Use YouTube Data API v3 to fetch latest videos and playlists.

- Secondary source: Instagram Reels via oEmbed or Graph API. Cache responses.

- Video detail page. Title, description, timecodes, pillar tags, transcript upload (VTT).

- Editor tools. Chapter markers aligned to 4 pillars for fast pull quotes.

Blog

- Markdown or rich text with embeds. Categories and pillar tags.

- Reading UX. Large type, mobile tables, code and quote styles.

- Related posts, author bios, Open Graph images per post.

Press

- Logo wall and list with source, headline, date, link.

- Optional internal summary page with excerpt and external link.

Membership

- Public overview. Benefits, ethos, basic FAQs. CTA Apply.

- Application flow. Form fields: name, email, LinkedIn, company, role, short bio, region, interests, referral. Optional invite code.

- Admin review. Pending queue, approve or decline with email templates.

- Auth. Email+password with secure hashing. Optional OAuth with LinkedIn/Google. Optional 2FA later.

- Member dashboard. Upcoming members■only events, saved items, profile.

- Access control. Gated content flags at item level. Roles: Admin, Editor, Member.

Contact

- Form fields: name, email, company, topic, message. Spam protection. Stores in DB and emails team.

- Static info: email address, socials.

Aggregated Calendars

- Domains. Web3 conferences, family office forums, padel tournaments, culture events.

- Approach v1. Manual curation via CMS with Category and Source fields.

- Approach v2. Feed ingestion. Support ICS and Google Calendar feeds. Nightly job merges feeds into Events table with de■duplication keys (title+date+city).

- UI. Toggle My Events vs All Events. Filters for domain and city. External link button on aggregated events.

CMS Schema

Common fields

- Title, Slug, Summary, Body, HeroImage, Gallery[], VideoURL, Pillars[], Categories[], City, Country, Start, End, Access, ExternalURL, SEO: metaTitle, metaDescription, ogImage

Content types

- Event

- Post

- Video

- Speaker

- PressItem

- Page

Tech and Dev Notes

- Frontend. Next.js 14 App Router, ISR, Image Optimization. Tailwind CSS. Light and dark themes with CSS variables.

- Backend. Headless CMS (Strapi or Sanity). Webhooks to rebuild on publish. Postgres for structured data.
- Auth. NextAuth or Auth0. Session cookies HTTPOnly. CSRF protection.
- Email. Transactional emails via SendGrid. SPF DKIM configured.
- Search. Lightweight search using Postgres full-text or Algolia if needed.
- Maps. Google Maps embed for venues. Respect API quotas.

Performance and Accessibility

- Image CDN, WebP, lazy loading, preconnect for YouTube and Instagram only on pages that need them.
- ARIA labels, keyboard nav, color contrast AA in both themes.
- Skeleton loaders for feeds.

SEO and Structured Data

- Per-page meta management. OG and Twitter cards with per-item images.
- JSON-LD for Organization on Home, Event on detail pages, Article on posts, Breadcrumbs site-wide.
- XML sitemap and robots.txt. Canonical URLs.

Analytics and Telemetry

- Google Tag Manager. GA4 base pageview. Events: Apply click, RSVP submit, Video play, External event click, Contact submit.
- Privacy. Cookie consent. Anonymize IP where required.

Pillars in UX and Editorial

- Pillar badges on event cards, post cards, and video thumbnails.
- Pillar filters on Events, Blog, Videos.
- Interview template block with 4 standardized questions stored per Speaker appearance to power editors and chaptering.
- Auto-generate sidebars with "More from this Pillar."

YouTube Integration Details

- Use YouTube Data API v3. Configure API key in server env. Fetch playlists and latest videos on schedule and cache in CMS.
- Embed via privacy-enhanced mode youtube-nocookie.com. Lazy load iframes.
- Optional transcripts. Upload VTT to CMS and render with accessible player controls.

Instagram Integration Details

- Use oEmbed for specific posts. For feed, prefer Graph API with token rotation. Cache response in DB for 1–6 hours.

- Fallback: manual media entries with uploaded thumbnails and external links.

Security

- HTTPS only. HSTS. Secure cookies. Rate limit auth endpoints.
- Validation and sanitization for all form inputs. CSRF tokens on mutations.
- RBAC in CMS. Audit trail for admin actions.

Admin Back Office

- Events CRUD with bulk actions. Past flag auto by date. Members■only toggle.
- Posts and Videos CRUD with pillar tags and OG image field.
- PressItem CRUD with logo upload and external URL.
- User moderation: approve, suspend, role change. CSV export.
- Email templates for application approved and declined.

Deliverables and Milestones

- Wireframes for all page types.
- Design system with light and dark tokens.
- MVP scope: Home, Events v1, Videos v1 (YouTube), Blog, Press, Membership Apply and Auth, Contact, CMS setup.
- Phase 2: Aggregated calendar feeds, Instagram feed, Member dashboard, Transcripts and chapter markers, Search.

Acceptance Criteria

- All content types editable in CMS. No hardcoded copy.
- Events calendar and list usable on mobile. RSVP works and writes to DB.
- YouTube embeds load only on demand and are SEO friendly with structured data.
- Pillar filters function across Events, Blog, Videos.
- Lighthouse scores 90+ Performance and Accessibility on key pages.