

Whale Circle Website Addendum — Advanced Design & Media Integration (2025 Edition)

This addendum completes the original 13-page package with deep pillar guidance, TV show integration, wireframe styling, and a final QA/admin checklist.

1) Four Pillars — Strategic Role & Layout Integration

- **Wealth & Alpha** → Outcomes: investor insights, tokenization explainers, executive interviews. UI: show first in 'Insights' grid; use gold accents (#D3B574) on headings and CTAs.
- **Wellness & Fitness** → Outcomes: padel, longevity, performance rituals. UI: use light panels over dark background; keep imagery crisp and high-contrast.
- **Community & Culture** → Outcomes: event recaps, safaris, art/cuisine. UI: horizontal media scrollers; gallery lightbox; location tags (city, venue).
- **Media & Influence** → Outcomes: TV show, long-form interviews, leadership clips. UI: video banner, episode cards, pillar filter chips.

Tag every Event, Post, and Video with one or more pillars. Enable filter chips on Events and Blog.

2) TV Show Integration — 'Whale Circle: Uncharted Waters' (CNBC Africa)

Create a subpage under Media & Influence that anchors the show. Cross-link episodes back to relevant pillars.

- **Hero:** Trailer embed (YouTube privacy mode), show title overlay, subline “Exploring the untold depths of success.” CTA: Watch Episodes.
- **Episode Grid:** 3x2 cards per page. Card: thumbnail, guest name, 80–120 char synopsis, 'Watch now'.
- **Pillar Cross-tags:** Each episode tagged to at least one pillar; filters available on the page.
- **Playlist Logic:** Fetch latest videos from YouTube playlist (or manually add IDs in CMS for lean build).

Sample Copy — TV Show Page

- **Header:** Whale Circle: Uncharted Waters — A CNBC Africa original series.
- **Intro:** Global leaders, visionary builders, and industry titans reveal the moments and mindsets that shaped their legacy.
- **CTA:** Watch Episodes

3) Visual Blueprint — Wireframe and Styling Notes

- Hero: 80–120px top padding; H1 3rem; subhead 1.25–1.35rem; single CTA.
- Grid ratios: Events 4:3; Videos 16:9; uniform heights on cards.
- Mobile: one-column stack; ensure 16px minimum tap targets; sticky back-to-top on long lists.
- Use aqua (#8FD3FE) for links and hover; gold reserved for key accents only.

4) Design System — Tokens & Typography

Token	Value	Usage
Color Ink	#0E1116	Background / text on light panels
Color Aqua	#8FD3FE	Primary CTA, links, hover states
Color Gold	#D3B574	Highlights, video headers, sparingly
Font	Inter 400/600/700	Headings & body
Radius	Cards 16px / Buttons 10px	Consistent rounding
Spacing	72px sections / 24–40px gutters	Vertical rhythm

Notes: use minimal motion (fade/scale on hover). Prefer CSS over JS for performance. Keep hero images optimized (<300KB where possible).

5) Final QA Checklist & Admin Notes

- Lighthouse ≥ 90 (mobile/desktop); LCP $< 2.5s$; CLS < 0.1 .
- Events: next 6 upcoming visible; past events auto-archive; 'Add to Calendar' works.
- Blog: OG tags unique; pillar filters accurate; search returns relevant matches.
- Videos: privacy-enhanced embeds; thumbnails load fast; modal overlay responsive.
- Press: external links open in new tab with rel=noopener.
- Contact: SendGrid email + success toast; server-side validation and spam honeypot.
- QR Links: Instagram \rightarrow https://www.instagram.com/whalecircle_/ ; YouTube \rightarrow placeholder channel (update after launch).
- CMS: preload 2 posts, 2 events, 1 TV episode; verify meta fields; schedule content refresh quarterly.

Admin: review analytics monthly (GTM/GA4). Adjust hero, featured blocks, and episode lineup based on engagement.