

Corrado & Co. Website Content Specification

Version: 1.0
Last Updated: October 25, 2025
Companion Document: STYLE_GUIDE.pdf

Page Structure Overview

Pages

- 1. **Home** (Landing/Main scrolling page)
- 2. **Blog** (Structure TBD)

Layout Philosophy

- Max-width container centered with generous side margins for large screens
 - Sections separated by thin horizontal lines (Fontshare-style)
 - Warm beige background (#ffffe2) throughout
 - Responsive: stacks vertically on mobile, maintains centered layout on desktop
-

Navigation Header

Layout

Three-column split:

- **Left:** Corrado & Co logo (dark version - LOGO_BLACK_TRANSPARENT_CORRADO_CO.svg)
- **Center:** Home
- **Right:** Blog

Specifications

- Thin bottom border line matching Fontshare aesthetic
- Fixed/sticky on scroll (TBD during build)
- Font: Array (400) for navigation items
- Logo should link to home
- Navigation items are text links, no buttons

Responsive Behavior

- **Mobile:** Logo left, hamburger menu right OR horizontal scroll
 - **Desktop:** Full three-column layout
-

Hero Section

Primary Headline



Your Partner in Custom Automation.

- Font: Khand (400)
- Size: Large/Display size
- Color: #1a1a1a (Deep charcoal)
- Alignment: Center
- Max-width: ~800px centered

Subheadline



We help you identify, design, and build tailored automations — blending AI, current software, and low-code tools into one cohesive system.

- Font: Array (400)
- Size: Medium/Subtitle size
- Color: #4a4a4a (Medium gray)
- Alignment: Center
- Max-width: ~700px centered

Interactive Calculator + AI Chat Section

Section Title



See The Value

OR



Calculate Your Potential Savings

- Font: Khand (400)
- Optional (could start directly with the calculator)

Initial State: Calculator Interface

Opening Prompt (Pre-filled AI message style)



Imagine automating a process that saves [slider] hours per week for [slider] employees, each earning \$[slider] per year — see how quickly efficiency turns into real value.

Visual Treatment:

- Displayed in slightly different shaded box (like ChatGPT/Claude input area)
- Background: #fafaf9 (Soft cream)
- Subtle border or shadow
- Font: Array (400)
- Color: #4a4a4a (Medium gray)

Interactive Sliders

Slider 1: Hours Saved per Week



Hours Saved per Week: [—————●—————] 12 hrs

- Range: 0 - 40 hours
- Default: 12 hours
- Visual: ASCII-style slider bar with dot indicator

Slider 2: Employees Impacted



Employees Impacted: [—————●—————] 8 people

- Range: 1 - 100 people
- Default: 8 people
- Visual: ASCII-style slider bar with dot indicator

Slider 3: Average Salary



Average Salary: [—————●—————] \$85,000

- Range: \$35,000 - \$250,000
- Default: \$85,000
- Visual: ASCII-style slider bar with dot indicator

Interaction Trigger

- After ANY slider value changes, Enter arrow appears (like ChatGPT send button)
- User clicks to begin chat conversation
- Sliders lock/disappear, chat begins

Chat Conversation Flow

AI Opening Response (Dynamic)



Wow — that automation would be worth \$[calculated value] in annual value. What process did you have in mind?

Calculation Note: Display calculated annual value based on: (hours saved × employees × average salary / 2080 hours)

Conversation Path A: Engaged User

User Example Input:



I was imagining automating invoicing.

AI Response:



That's an epic idea. Want to schedule a call with the team to see if we can bring this vision to reality?

User Response:



Yes!

AI Final Response + Form Collection:



Great! Let me know your name and preferred form of communication, and I'll pass this on to the team.

User Provides Info:



Ben, 720-262-1635

AI Confirmation:



Perfect! The team will reach out shortly.

Conversation Path B: Browsing User

User Example Input:



I was just playing around honestly

AI Response:



I get it — still crazy how quickly this adds up. Maybe there's something our team could discover during an audit that would be valuable to you. Would you like to set up a chat?

User Response:



Yeah!

AI Final Response + Form Collection:



Awesome! Let me know your name and preferred form of communication, and I'll pass this on to the team.

User Provides Info:



[name and contact method]

AI Confirmation:



Perfect! The team will reach out shortly.

Chat Interface Elements

Refresh/Reset Button

- Icon or text: "Start Over" or "↺" symbol
- Positioned top-right of chat container
- Wipes conversation and resets to initial calculator state
- Subtle styling, matches overall aesthetic

Completion State

- After final AI confirmation message
 - Completion animation (TBD - could be checkmark, subtle fade, gentle pulse)
 - Chat container can collapse/minimize smoothly
 - User can restart via refresh button
-

About Us Section

Section Title



About Us

OR



Who We Are

- Font: Khand (400)
- Alignment: Left or Center (TBD)

Body Content



[PARAGRAPH TO BE WRITTEN]

- Font: Array (400)
- Color: #4a4a4a (Medium gray)
- Max-width: ~700px
- Image asset to accompany (filename TBD, to be provided)

Image/Photo

- Asset: [TO BE PROVIDED]
- Placement: Adjacent to text or full-width above/below

Who We Serve Section

Section Title



Who We Serve

OR



Our Clients

- Font: Khand (400)
- Optional (could be implied by logo carousel)

Logo Carousel

- Infinite horizontal scrolling animation (left to right)
- Seamless loop
- Client/partner logos
- **Assets:** [TO BE PROVIDED]
- Logos on transparent background
- Even spacing, consistent sizing
- Smooth, slow scroll speed

Footer

Layout

Three-column split (mirrors header):

- **Left:** Blog link
- **Center:** Contact information
- **Right:** Corrado & Co logo (dark version - LOGO_BLACK_TRANSPARENT_ICON.svg or full logo)

Contact Information (Center)



Phone: 720-262-1635
Email: ben@corrado.co

- Font: Array (400)
- Color: #4a4a4a (Medium gray)
- Stacked vertically or side-by-side

Navigation Links

- Blog
- [Potentially: Privacy Policy, Terms of Service - if needed]

Footer Bottom (Optional)



© 2025 Corrado & Co. All rights reserved.

- Font: Array (400)
- Color: #8a8a8a (Subtle text)
- Size: Small
- Center aligned

Specifications

- Thin top border line matching header
- Background: Same as body (#ffffe2) or slightly darker (#fafaf9)
- Consistent spacing and line weight with header

Responsive Behavior

- **Mobile:** Stack vertically - logo top, contact middle, links bottom
- **Desktop:** Three-column layout as specified

Responsive Breakpoints & Behavior

Desktop (1024px+)

- Max-width container: 1400px centered
- Full three-column headers/footers
- Calculator and chat side-by-side elements where applicable

Tablet (768px - 1024px)

- Slightly narrower max-width
- Some elements may stack
- Navigation may condense

Mobile (320px - 768px)

- Full vertical stacking
 - Navigation becomes hamburger or simplified
 - Sliders stack vertically
 - All text center-aligned
 - Touch-friendly button/slider sizing
-

Microcopy & UI Elements

Button States

- Primary CTA: #d4a574 (Soft terracotta)
- Hover: Slightly darker terracotta
- Success: #b5c4a1 (Muted sage)

Loading States



Processing...

OR



One moment...

Error Messages



Oops! Something went wrong. Please try again.

Form Validation



Please enter a valid phone number or email address.

Animation Notes

General Principles

- Smooth, subtle animations
- Nothing flashy or jarring
- Fade-ins for section reveals
- Smooth slider interactions

- Gentle hover states

Specific Animations

- Logo carousel: Seamless infinite horizontal scroll
 - Chat messages: Fade in from bottom
 - Completion state: [TBD - checkmark animation, gentle pulse, or fade]
 - Slider indicators: Smooth drag with momentum
-

Technical Notes for Build

AI Chat Integration

- Calculator values need to be captured and passed to chat context
- Calculation formula: $(\text{hoursPerWeek} \times \text{employees} \times \text{avgSalary}) / 2080$
- Form submission needs backend integration
- Chat needs to handle various user input types
- Refresh functionality must clear all state

Assets Required

- Logo files (already specified in style guide)
- About Us photo
- Client/partner logos for carousel
- Favicon (from icon logo)

Forms & Data Collection

- Name field (text input)
 - Contact method field (phone/email input)
 - Form submission endpoint
 - Success/error handling
 - Data validation
-

Content To Be Developed

1. **About Us paragraph** - needs to convey company story, values, expertise
 2. **Client logos** - for Who We Serve carousel
 3. **About Us image** - team photo, office shot, or relevant visual
 4. **Blog page structure** - separate spec needed
 5. **Meta descriptions** - for SEO
 6. **Page titles** - for browser tabs
-

Future Considerations

- Case studies section
- Services breakdown page
- Contact form alternative to chat
- Testimonials section

- FAQ section

End of Content Specification v1.0