**Smart Factory Website Rebuild: Explicit Requirements Document**

**1. Purpose & Audience**

* The website must position Smart Factory as the premier AI and technology consulting partner for upper mid-size and early enterprise companies with a minimum $500k annual innovation/AI budget.
* All messaging and calls to action must target C-level decision-makers (CEO, CTO, CIO, COO, CFO, Board, etc.), not lower-level staff.
* The site’s primary conversion goal is to generate qualified C-level leads for consulting engagements and the AI Accelerator product.

**2. Site Structure & Navigation**

* The website must be a **single, modern, scroll-based page** (one-page design) with clearly defined, visually separated sections.
* Navigation must be persistent (sticky) and allow smooth scrolling to each section.
* Navigation items must include: About, Services, AI Accelerator, Method, Results, Team, Social, and Contact (chatbot).

**3. Design Requirements**

**3.1 Visual Style**

* The design must be **modern, bold, and minimal**, reflecting 2025 trends:
  + Use large blocks, vivid color contrasts, and bold expressive fonts.
  + Prioritize negative space, clean lines, and high visual clarity.
  + Use a soothing, rich, and sophisticated palette (e.g., digital blues, deep greens, warm neutrals, gold accents).
  + Typography must be a mix of high-contrast serif and sans-serif fonts, with oversized headlines for impact.
  + All imagery must be high-resolution, relevant, and reinforce AI, innovation, and enterprise scale.
  + Use custom iconography for each consultant type and the AI Accelerator product.
  + Incorporate subtle motion design: micro-animations on hover, scrolling effects, or animated transitions between sections.
  + Include dark mode toggle.

**3.2 Responsiveness**

* The site must be fully responsive:
  + All content, images, and interactive elements must scale and reflow seamlessly across desktop, tablet, and mobile devices.
  + Navigation must collapse into a mobile-friendly menu on small screens.
  + All touch targets must be appropriately sized for mobile use.
  + Animations and transitions must remain performant on all devices.

**3.3 Accessibility**

* The site must meet at least **WCAG 2.1 AA** accessibility standards.
* All images must have alt text.
* All interactive elements must be keyboard-accessible.
* Sufficient color contrast for all text and UI elements.

**4. Content & Section Requirements**

**4.1 Hero Section**

* Headline: “Transforming Human Potential into Business Reality”
* Subheadline: “AI-Driven Consulting for Visionary Leaders”
* Brief value prop for C-level audience.
* Prominent CTA button: “Talk to a Smart Architect™” (scrolls to chatbot/contact section).

**4.2 About Smart Factory**

* Brief company history and credentials (founded 2011, $5B+ in project impact, enterprise focus).
* Statement of vision and differentiation (Factory approach, C-level expertise, AI leadership).
* Logos or names of notable clients (if available and permitted).

**4.3 Services / Consultant Types**

* **Smart Architects™:** C-suite fractional leaders for technology, operations, digital transformation.
* **Smart Engineers™:** AI-empowered, multi-disciplinary technology experts (integration, implementation, data science, etc.).
* **Smart Assurance™:** Quality and testing professionals (AI-driven QA, ISO standards, automation).
* Each type must have a dedicated block with icon, headline, 1-2 sentence description, and relevant CTA.

**4.4 AI Accelerator Product**

* Headline: “Smart Factory AI Accelerator™”
* Description: Secure, private, enterprise-grade AI platform for rapid, risk-managed AI implementation.
* Key features: Data sovereignty, agentic AI, seamless integration, security, compliance.
* Visual: Custom illustration or animation of the AI Accelerator ecosystem.
* CTA: “Request a Demo” (scrolls to chatbot/contact).

**4.5 Method / Approach**

* “The Smart Factory Method™” section outlining:
  + Assembly line/plug-and-play metaphor.
  + Proprietary frameworks, “Act as If” principle, and immersion in client operations.
  + Bullet points for innovation, strategy, quality, and impact.

**4.6 Results / Impact**

* Metrics: $5B+ project impact, $2B+ M&A, 13+ years, global reach.
* 2-3 short client success stories or testimonials (real or placeholder).
* Visual: Data visualization or infographic of impact.

**4.7 Team / Leadership**

* Photos and bios of key leaders (with contact links).
* Emphasize C-level backgrounds and enterprise experience.

**4.8 Social & Community**

* Placeholder icons/links for LinkedIn, X (Twitter), YouTube, and future channels.
* Brief statement on Smart Factory’s commitment to diversity, inclusion, and social impact.

**4.9 Contact / Lead Capture**

* Prominent, persistent “Let’s Talk” button opens chatbot.
* No email forms; all inbound leads routed through AI-powered chatbot.
* Chatbot must:
  + Qualify leads (company size, C-level role, project budget).
  + Collect contact info (name, email, company, role).
  + Offer to schedule a call or demo.
  + Route urgent or high-value leads to designated internal contacts.

**5. Technical & Functional Requirements**

* Site must load in under 2 seconds on all major devices and browsers.
* Use secure HTTPS for all traffic.
* Integrate with analytics (Google Analytics or equivalent).
* All content must be manageable via a CMS (no hard-coded copy).
* SEO:
  + Unique title and meta description for each section.
  + Structured data for organization, product, and leadership.
  + Keyword focus: “AI consulting,” “enterprise AI implementation,” “fractional technology leadership,” “AI Accelerator,” “C-level digital transformation,” “AI for enterprise.”
* Include Open Graph and Twitter Card metadata for social sharing.
* All images and assets must be optimized for web performance.

**6. Chatbot Requirements**

* Must be a free or open-source, no-code or low-code AI chatbot (e.g., Elfsight AI Chatbot or comparable).
* Must be embeddable via script and visually match site branding.
* Must support:
  + Custom knowledge base (FAQs, services, team, product).
  + Lead qualification logic (role, company, budget).
  + Integration with calendar or email for scheduling.
  + Export of leads to CRM or email.
* Must be fully responsive and accessible.

**7. Metadata & SEO Requirements**

* Each section must have:
  + Title tag (≤ 60 chars, keyword-rich)
  + Meta description (≤ 155 chars, compelling)
  + Schema.org markup (Organization, Product, Person)
  + Canonical URL (single-page site)
  + Social sharing image and summary

**8. Deliverables**

* Figma or Sketch design files for all breakpoints (desktop, tablet, mobile)
* Fully functional, production-ready website
* Documentation for CMS and chatbot management
* SEO and analytics configuration
* Placeholder assets for social channels

**9. Success Criteria**

* Site is visually modern, bold, and differentiated from competitors.
* All content is accessible, clear, and targeted to C-level decision-makers.
* Site is fully responsive, fast, and accessible.
* At least 5% of unique visitors engage with the chatbot.
* At least 2% of visitors complete lead qualification via chatbot.

description: "The definitive brand guidelines for Smart Factory, the leader in AI-driven consulting and enterprise transformation." keywords:

* Smart Factory
* AI consulting
* enterprise AI
* digital transformation
* technology consulting
* brand guidelines
* brand book
* AI Accelerator
* C-level consulting
* quality assurance
* innovation
* Smart Architects
* Smart Engineers
* Smart Assurance

**Smart Factory Brand Guidebook**

**1. Brand Overview**

**Brand Statement:**  
Smart Factory transforms human potential into business reality. Since 2011, we have pioneered the fusion of human expertise with advanced methodologies, delivering transformative solutions for upper mid-size and enterprise clients. With over $5 billion in successful projects, we are the partner of choice for C-level leaders seeking secure, scalable AI and digital transformation.

**Mission:**  
To empower visionary leaders by manufacturing intelligent solutions that fuse human expertise with advanced technology, driving measurable business outcomes.

**Vision:**  
Redefine technology consulting by making AI safe, accessible, and transformative for enterprises, ensuring our clients not only adapt to the future but help shape it.

**Core Values:**

* Excellence in execution
* Security and sovereignty
* Innovation and adaptability
* Partnership and accountability
* Measurable impact

**Unique Value Proposition:**  
We deliver elite C-level expertise, proprietary AI tools, and a proven “Factory” method to accelerate growth, optimize operations, and secure your data.

**2. Brand Architecture**

**Brand Structure**

* **Smart Factory** (parent brand)
  + **Smart Architects™**: Elite fractional leadership for C-suite technology, operations, and digital transformation.
  + **Smart Engineers™**: Multi-disciplinary, AI-empowered technology experts.
  + **Smart Assurance™**: Specialized quality and testing professionals.
  + **Smart Factory AI Accelerator™**: Secure, enterprise-grade AI platform for rapid, risk-managed implementation.

**3. Visual Identity**

**Logo**

* The Smart Factory logo must always be used as provided, with clear space equal to the height of the “S” in the logo on all sides.
* Do not alter, stretch, recolor, or add effects to the logo.
* Use the full-color version on light backgrounds and the white or monochrome version on dark backgrounds.

**Color Palette**

| **Color** | **HEX** | **Usage** |
| --- | --- | --- |
| Deep Blue | #1A2340 | Primary, backgrounds, headers |
| Emerald Green | #2AD18B | Accents, CTAs, highlights |
| Slate Gray | #505A6B | Secondary backgrounds, text |
| Gold Accent | #FFD166 | Highlights, icons, buttons |
| White | #FFFFFF | Backgrounds, text, contrast |

**Typography**

* **Headlines:** Inter, Bold, All Caps, tracking +2%
* **Body Text:** Inter, Regular, sentence case
* **Emphasis:** Inter, SemiBold, Italic
* Minimum font size: 16px for body, 32px for main headlines

**Imagery**

* Use high-resolution images that reflect innovation, enterprise scale, and human expertise.
* Favor authentic team and client interaction photos over stock imagery.
* Use custom iconography for each consultant type and the AI Accelerator.

**Iconography & Illustration**

* All icons must be custom, flat, and line-based, using the primary color palette.
* Illustrations should be minimal, geometric, and reinforce the “Factory” and “AI” themes.

**4. Messaging & Voice**

**Tone of Voice**

* Authoritative, direct, and confident
* Aspirational but grounded in measurable outcomes
* Speaks to C-level decision-makers and visionaries
* Avoid jargon and buzzwords; focus on clarity and impact

**Sample Messaging**

* **Tagline:** Transforming Human Potential into Business Reality
* **Elevator Pitch:**  
  "Smart Factory partners with C-level leaders to deliver secure, scalable AI and digital transformation, driving measurable business outcomes across industries."

**5. Application Guidelines**

**Logo Usage**

* Always maintain clear space.
* Never place the logo on visually cluttered backgrounds.
* Use only approved logo files.

**Color Usage**

* Primary color (Deep Blue) must dominate backgrounds and headers.
* Emerald Green and Gold Accent are for highlights and calls to action only.
* Maintain high contrast for accessibility.

**Typography Usage**

* Headlines should be bold and prominent.
* Body text must be legible and concise.
* Never use decorative or script fonts.

**Layout**

* Use a single-page, scroll-based layout with clear section breaks.
* Navigation should be sticky and allow smooth scrolling.
* All CTAs must be prominent and use the accent colors.

**Responsiveness**

* All brand assets must scale and reflow seamlessly across desktop, tablet, and mobile.
* Minimum touch target size: 48x48px.

**Accessibility**

* All text and visual elements must meet WCAG 2.1 AA standards.
* Provide alt text for all images and icons.

**6. Social Presence**

* Social icons for LinkedIn, X (Twitter), and YouTube must appear in the footer.
* Use only approved icon files and brand colors.
* Messaging on social channels must align with the brand voice.

**7. Contact & Lead Capture**

* All inbound contact must be routed through the AI-powered chatbot.
* Chatbot must qualify leads by role, company size, and budget.
* No email forms; all CTAs direct to chatbot.

**8. Brand Governance**

* For questions about brand usage, contact: [brand@smartfactory.io](mailto:brand@smartfactory.io)
* Only use assets from the official brand asset library.
* All external vendors and partners must adhere to these guidelines.

**9. Metadata & SEO**

* Each section and asset must include:
  + Title tag (≤ 60 characters, using primary keywords)
  + Meta description (≤ 155 characters)
  + Schema.org markup for Organization, Product, and Person
  + Open Graph and Twitter Card metadata for social sharing

**Primary Keywords:**  
Smart Factory, AI consulting, enterprise AI, digital transformation, C-level consulting, AI Accelerator, quality assurance, innovation, technology consulting

**10. Brand Book Maintenance**

* This brand book is a living document.
* Updates will be issued quarterly or as needed.
* The latest version is always available at smartfactory.io/brandbook