

SYCAMORE CREEK CONSULTING

# Product Requirements Document

About, Services & Contact Pages

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Version 1.0 | February 2026 | Prepared for Engineering

THREE STANDALONE PAGES FOR GOOGLE SITES IFRAME DEPLOYMENT

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# 1. Executive Summary & Deployment Model

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## Objective

Build three new standalone web pages — About, Services, and Contact — for Sycamore Creek Consulting. Each page will be deployed as an independent static file and embedded via iframe into the existing private Google Site, alongside the current homepage.

## Critical Architecture Decision

These pages are NOT additional routes within the existing React SPA. Each page is a separate, independently deployable HTML file (or lightweight React build) that Google Sites will embed via its "Embed by URL" feature on separate Google Sites pages. This avoids all iframe routing conflicts, enables independent deployment, and leverages Google Sites' native navigation.

## Deployment Architecture

Homepage	Existing React SPA (no changes) — embedded at sycamorecreekconsulting.com or equivalent
About Page	Standalone file deployed to /about or about.html — embedded on Google Sites "About" page
Services Page	Standalone file deployed to /services or services.html — embedded on Google Sites "Services" page
Contact Page	Standalone file deployed to /contact or contact.html — embedded on Google Sites "Contact" page
Hosting	Same Vercel/Netlify/GitHub Pages deployment as homepage
Repo	Same sycamore-creek repository — shared styles, independent page files

## Technical Constraints

- Each page must be 100% fluid (min-height: 100vh) to prevent double-scrollbar inside the Google Sites iframe.
- Do NOT set restrictive X-Frame-Options or Content-Security-Policy: frame-ancestors headers that block Google Sites from displaying the pages.
- Each page must import the same index.css (or shared stylesheet) to ensure visual consistency with the homepage.
- All pages must be fully functional in the latest versions of Chrome, Safari, and Firefox.

- Contact form must operate at \$0 cost — use Formspree free tier (50 submissions/month) or native Google Form embed.

## 2. Design System Reference

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Extracted directly from the current homepage codebase (index.css, Hero.jsx, Pedigree.jsx, ServiceHierarchy.jsx, Closing.jsx, Footer.jsx). All new pages must use these exact values.

### Color Palette

Token	Hex	Name	Usage
--color-bg-base	#F5F5F0	Parchment Cream	Page backgrounds, light sections
--color-bg-accent	#2C4C48	Sycamore Teal	Accent blocks, borders, labels
--color-bg-emphasis	#004225	British Racing Green	Primary CTA buttons, hero overlays, key headings
--color-text-primary	#333333	Charcoal	Body text, headings on light backgrounds
--color-text-inverse	#F5F5F0	Cream	Text on dark backgrounds
Hover state	#00331B	Darker Green	Button hover states
Section BG	#FFFFFF	White	Alternating section backgrounds (e.g., Closing section)
Muted text	#555555 / #666666	Mid Gray	Secondary body copy, descriptions

### Typography

Heading Font	Merriweather (serif) — var(--font-heading) — weights: 300, 400, 700, 900
Body Font	Lato (sans-serif) — var(--font-body) — weights: 300, 400, 700
Hero Headline	Merriweather, 3.5rem (2.5rem mobile), 700, letter-spacing: -0.02em
Section Titles	Merriweather, 2rem–2.5rem, 700, uppercase with 1px letter-spacing
Body Copy	Lato, 1rem–1.25rem, 300 weight, line-height: 1.6
Labels / Overlines	Lato, uppercase, letter-spacing: 1px, bold
CTA Buttons	Lato, uppercase, 700 weight, letter-spacing: 1px, border-radius: 4px

### Layout Patterns

Max Width	1000px for content containers
Section Padding	5rem–6rem vertical, 20px horizontal

Mobile Breakpoint	@media (max-width: 768px)
Grid Pattern	grid-template-columns: repeat(auto-fit, minmax(280px, 1fr)) for card layouts
Two-Column Grid	grid-template-columns: 1fr 1fr, gap: 4rem — collapses to 1fr on mobile
Step Numbers	Merriweather, 1.5rem, 900 weight, colored with --bg-emphasis at 30% opacity

## Component Patterns from Homepage

The homepage establishes the following reusable patterns that the new pages should follow:

- Dark full-width hero section with overlay — used sparingly (homepage only). New pages should use a lighter page header approach.
- Alternating background sections: Parchment (#F5F5F0) → British Racing Green (#004225) → Parchment → Teal (#2C4C48) → White (FFFFFF). New pages should use this alternating rhythm.
- Proof grid cards: title in --bg-emphasis green, description in #555 gray, separated by a 1px border-top.
- Numbered steps: 01/02/03 pattern with faded green step numbers and left-aligned text in a 3-column grid.
- CTA button: British Racing Green background, cream text, uppercase, 4px border-radius, hover darkens to #00331B.
- Footer: Charcoal (#333333) background, cream text, three-column flex layout (copyright | name/title/location | email/LinkedIn).

### Footer Reuse

All three new pages must include the exact same footer component as the homepage. Replicate the Footer.jsx output identically: Sycamore Creek Consulting © 2026 | Owen Howe | Principal | Washington, D.C. | owen@howe.app | LinkedIn.

### 3. Page 1: About

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#### Page Purpose

Establish credibility, communicate the firm's philosophy, and give visitors confidence that Sycamore Creek is a serious, premium operation backed by a principal with real experience. This page answers: "Who is behind this firm and why should I trust them?"

#### Layout & Sections

##### Section A — Page Header

Background	Parchment Cream (#F5F5F0)
Headline	"Built for the searches others can't close."
Subhead	"Sycamore Creek is a boutique talent advisory built on a single premise: the best people aren't applying. Reaching them requires precision, discretion, and a principal who understands your technical environment as well as your team does."
Layout	Left-aligned, max-width: 800px, consistent with Pedigree section styling

##### Section B — Founder Profile

Background	White (#FFFFFF)
Layout	Two-column grid (1fr 1fr), image left, text right. Collapses to stacked on mobile.
Left Column	Professional headshot placeholder (engineering to use a gray placeholder box with text "Headshot" until image is provided)
Right Column — Label	OWEN HOWE (uppercase overline label, Lato, bold, letter-spacing)
Right Column — Title	"Founder & Principal"
Right Column — Body	See editorial copy below

##### EDITORIAL COPY — FOUNDER BIO

Owen Howe is the founder and principal of Sycamore Creek Consulting. Before launching the firm, he spent years embedded inside both high-growth startups and globally recognized institutions, building and scaling recruiting functions from the ground up. He has hired across the full seniority spectrum — from early-career internship cohorts to senior technical leadership — and has operated in environments where the margin for error on a hire is effectively zero.

Sycamore Creek was founded on the conviction that recruiting consulting should be a craft, not a volume game. Owen works directly with every client engagement, bringing the same rigor to a five-person startup building its founding team as he does to a legacy enterprise transforming its talent strategy.

**Section C — Philosophy**

Background	Parchment Cream (#F5F5F0)
Section Title	"How We Think"
Layout	Three-column grid matching the homepage proof-grid pattern. Collapses to single column on mobile.

EDITORIAL COPY — PHILOSOPHY CARDS

**Precision Over Volume**

We don't send you fifty resumes and hope for the best. Every candidate we present has been sourced against a detailed technical and cultural scorecard built with you before the search begins.

**Principals, Not Associates**

There is no handoff after the sales call. The person who scopes your search is the same person running it, evaluating candidates, and managing your offer negotiations. That continuity is the difference between a placed candidate and a retained one.

**Market Intelligence as Standard**

Every engagement produces durable knowledge — compensation benchmarks, competitor org charts, talent density maps — that informs your hiring strategy long after the search closes.

**Section D — Proof Points (Optional)**

Background	British Racing Green (#004225), text in Cream
Layout	Horizontal flex row with 3–4 stats, centered
Guidance	Only include if Owen provides hard numbers. Suggested format: large number + short label (e.g., "14 Days" / "Fastest Placement"). If no stats are provided, omit this section entirely — empty stats damage credibility more than no stats.

**Section E — Footer**

Identical to homepage footer.



## 4. Page 2: Services

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### Page Purpose

Clearly communicate the distinct engagement models Sycamore Creek offers so that prospective clients can self-identify which service fits their situation. This page answers: "What exactly do you do and how does working with you actually work?"

### Layout & Sections

#### Section A — Page Header

Background	Parchment Cream (#F5F5F0)
Headline	"Different problems require different engagements."
Subhead	"We offer a focused set of services because recruiting challenges are not one-size-fits-all. Whether you need a single critical hire or an entire talent function built from scratch, we structure the engagement around the outcome — not around billing hours."

#### Section B — Retained Search

Background	British Racing Green (#004225), text in Cream
Layout	Full-width block, centered text, matching the homepage block-apex pattern
Service Label	"RETAINED SEARCH" (uppercase, letter-spaced)

#### EDITORIAL COPY

For roles where a mis-hire is not an option. We own the search end to end — from building the market map and defining the candidate scorecard to managing every stage of outreach, evaluation, and offer negotiation. Retained engagements are our highest-touch service: fully dedicated bandwidth, weekly progress reporting, and a commitment to fill the role.

**Best for:** Senior technical leadership, niche engineering roles, confidential replacements, and any position where the talent pool is small and the stakes are high.

#### Section C — Embedded Recruiting

Background	White (#FFFFFF)
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Layout	Two-column grid (matching foundation-grid pattern from homepage). Left column: service description. Right column: "What's Included" list.
Service Label	"EMBEDDED RECRUITING" (uppercase, teal border-bottom underline)

#### EDITORIAL COPY – LEFT COLUMN

We integrate directly into your team for a defined engagement period. We attend your standups, work inside your ATS and Slack, run intake sessions with your hiring managers, and operate as a seamless extension of your internal recruiting function — without the overhead of a full-time hire.

**Best for:** Startups scaling rapidly after a funding round, companies without an internal recruiting team, or any organization facing a surge in hiring volume that their current team cannot absorb.

#### EDITORIAL COPY – RIGHT COLUMN (WHAT'S INCLUDED)

- Dedicated sourcing and screening aligned to your technical stack
- Intake and calibration sessions with every hiring manager
- Pipeline management inside your existing tools
- Weekly reporting on pipeline health, conversion rates, and market feedback
- Offer strategy and negotiation support

## Section D — Strategic Advising

Background	Sycamore Teal (#2C4C48), text in Cream
Layout	Full-width centered block, matching block-diff pattern
Service Label	"STRATEGIC ADVISING" (uppercase, letter-spaced)

#### EDITORIAL COPY

Not every hiring problem is solved by adding a recruiter. Sometimes the problem is the process itself — the interviews are too slow, the offers are uncompetitive, or the employer brand isn't reaching the right people. We advise leadership on the structural and strategic dimensions of talent acquisition: compensation architecture, interview design, employer positioning, and organizational planning for teams in transition.

**Best for:** Founders losing candidates and unsure why, HR teams seeking an outside perspective, and leadership navigating AI-driven workforce restructuring.

## Section E — CTA Block

Background	Parchment Cream (#F5F5F0)
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Layout	Centered text block with CTA button, matching Closing section pattern
Headline	"Not sure which engagement fits? Let's talk."
CTA Button	"GET IN TOUCH" — links to Contact page URL. British Racing Green button, cream text, consistent with homepage CTA.

**Section F — Footer**

Identical to homepage footer.

## 5. Page 3: Contact

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### Page Purpose

Provide a clean, low-friction way for prospective clients to reach Owen directly. This page answers: "How do I start a conversation?"

### Layout & Sections

#### Section A — Page Header

Background	Parchment Cream (#F5F5F0)
Headline	"Every engagement starts with a conversation."
Subhead	"Tell us what you're trying to build and we'll tell you how we can help. No pitch decks, no pressure — just a direct conversation with the principal."

#### Section B — Contact Form + Direct Info

Background	White (#FFFFFF)
Layout	Two-column grid. Left column: contact form. Right column: direct contact information. Collapses to stacked on mobile.

##### LEFT COLUMN — CONTACT FORM

Four fields maximum, vertically stacked:

- Name (required)
- Email (required)
- Company (optional)
- "How can we help?" — free-text textarea (required)

Submit button: "SEND MESSAGE" — styled identically to homepage CTA button (British Racing Green, cream text, uppercase).

#### Form Backend Options (Select One)

Option A (Recommended)	Formspree free tier — 50 submissions/month, \$0 cost. Submissions forward directly to owen@howe.app. Integrate via form action attribute or JavaScript fetch.
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<b>Option B</b>	Embed a native Google Form directly on the Google Sites page instead of inside the iframe. This avoids any backend entirely but sacrifices visual consistency with the brand.
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#### **RIGHT COLUMN – DIRECT CONTACT**

For visitors who prefer to reach out directly rather than fill out a form:

- Email: [owen@howe.app](mailto:owen@howe.app) (mailto link)
- LinkedIn: [linkedin.com/in/owen-howe-wm2016/](https://www.linkedin.com/in/owen-howe-wm2016/) (opens in new tab)
- Location line: "Based in Washington, D.C. Working with clients nationwide."

Style the email and LinkedIn as simple text links with hover underline, consistent with footer link styling. The location line should use muted gray (#555) body copy.

#### **Section C – Footer**

Identical to homepage footer.

## 6. Engineering Checklist & Acceptance Criteria

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### Pre-Development Checklist

- Confirm deployment approach: three separate HTML files (about.html, services.html, contact.html) in the same repo, or three separate Vite entry points. Either approach is acceptable; confirm with product before starting.
- Confirm shared CSS strategy: all pages import the same index.css for CSS custom properties and base styles. Page-specific styles can be scoped within each file.
- Confirm Formspree account setup and endpoint URL (or decision to use Google Form fallback).
- Confirm that Vercel/Netlify deployment config serves all three pages without restrictive iframe headers.

### Acceptance Criteria

#### Test Case 1: Visual Consistency

All three pages must use the exact color palette, typography, and component patterns documented in Section 2. A side-by-side comparison with the homepage should show clear visual family membership. Fonts (Merriweather + Lato) must load correctly. The footer on every page must be pixel-identical to the homepage footer.

#### Test Case 2: Google Sites Iframe Embedding

Each page must render correctly when embedded via Google Sites "Embed by URL" feature. No double-scrollbars. No blocked-by-frame-policy errors. The page must fill the iframe container fluidly using min-height: 100vh.

#### Test Case 3: Responsive Behavior

All pages must render correctly at desktop (1200px+), tablet (768px–1199px), and mobile (below 768px). Two-column grids must collapse to single-column stacks. Typography must scale appropriately. Navigation and CTAs must remain tappable on mobile.

#### Test Case 4: Contact Form Submission

Submitting the contact form with valid data must deliver the submission to owen@howe.app within 60 seconds. The form must show a confirmation state after successful submission (e.g., "Thank you — we'll be in touch within 24 hours."). The form must show a clear error state if required fields are empty.

### **Test Case 5: Cross-Browser**

All pages must function correctly in the latest versions of Chrome, Safari, and Firefox. No layout breaks, missing fonts, or non-functional form elements.

### **Test Case 6: Performance**

Each page must achieve a Lighthouse performance score of 90+ on desktop. Total page weight (excluding external font requests) should stay under 200KB per page.

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