AESTHETIC OVERHAUL: Making It CRISP

You're right—it needs **visual sharpness and a distinct look**. Here's the complete design system:

1. TYPOGRAPHY - Make Headlines PUNCH

Current Issue: H1 doesn't dominate the screen

NEW SPECS:

css

H1 (Headline):

- Font size: 84-96px (desktop) / 48px (mobile)

- Font weight: 700 (bold)

- Line height: 1.1 (tighter = more impact)

- Letter spacing: -0.02em (slightly tighter tracking = sharper)

- Color: Pure white (#FFFFFF)

- Text rendering: Crisp edges (antialiased)

Subheadline:

- Font size: 24px (desktop) / 18px (mobile)

- Font weight: 400 (regular)

- Line height: 1.5

- Color: rgba(255,255,255,0.85) - brighter than current

- Max width: 680px (constrains line length)

Stats Numbers:

- Font size: 120px (desktop) / 72px (mobile)

- Font weight: 700

- Letter spacing: -0.03em (tighter = more solid)

- Color: Pure white

Stats Labels:

- Font size: 14px

- Font weight: 500 (medium, not regular)

- Letter spacing: 0.05em (wider tracking for labels)

- Color: rgba(255,255,255,0.7) - brighter

- Text transform: uppercase

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2. COLOR SYSTEM - Precision & Contrast

PRIMARY PALETTE:

css

Brand Blue (Primary): #0052CC (more saturated than #0066CC)

  - Use for: Primary button, key accents, links

Brand Blue Dark: #003D99

  - Use for: Button hover states, darker elements

Accent Lime (SPARINGLY): #C4FF61

  - Use ONLY for: Small visual punctuation (dots, underlines, icons)

  - NOT for large text or backgrounds

Pure White: #FFFFFF

  - Headlines, primary text

Bright Gray: rgba(255,255,255,0.85)

  - Subheadlines, secondary text

Mid Gray: rgba(255,255,255,0.7)

  - Labels, captions

Dark Navy Background: #0A1628

  - Page background, dark sections

USAGE RULES:

- **Never use more than 3 colors per section**

- Blue = trust/action

- Lime = energy/accent (tiny doses)

- White = clarity/hierarchy

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3. BUTTON REDESIGN - Sharp & Purposeful

PRIMARY BUTTON: "See How We Work"

css

Background: #0052CC (brand blue)

Text: Pure white

Padding: 18px 36px (generous, confident)

Border radius: 6px (subtle, not too rounded)

Font size: 17px

Font weight: 600 (semibold)

Letter spacing: 0.01em

Hover state:

  Background: #003D99 (darker blue)

  Transform: translateY(-2px) (subtle lift)

  Box shadow: 0 8px 24px rgba(0, 82, 204, 0.4) (blue glow)

Before element (accent):

  Small lime dot or line to the left (2px lime accent)

SECONDARY BUTTON: "Talk to an Architect"

css

Background: Transparent

Border: 2px solid rgba(255,255,255,0.3)

Text: Pure white

Padding: 16px 34px (slightly smaller than primary)

Border radius: 6px

Font size: 17px

Font weight: 600

Hover state:

  Border color: rgba(255,255,255,0.8) (brighter)

  Background: rgba(255,255,255,0.05) (subtle fill)

  Transform: translateY(-2px)

```


**BUTTON LAYOUT:**

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[See How We Work]   [Talk to an Architect]

    24px gap between buttons

```


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### **4. LEFT-ALIGNED LAYOUT + GRAPHIC ELEMENTS**


**LAYOUT:**

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Hero Container:

- Max width: 1440px

- Padding left: 120px (desktop) / 32px (mobile)

- Content aligned left (not centered)

- Creates asymmetry = visual interest

Content Stack:

Headline (left-aligned)

↓ 24px gap

Subheadline (left-aligned, max 680px width)

↓ 64px gap

Stats Row (left-aligned OR centered—your choice)

↓ 48px gap

Buttons Row (left-aligned)

GRAPHIC ELEMENTS (right side has space now):

Geometric Accent

- Large angular shape (45° diagonal) on right side

- Subtle blue gradient (#0052CC to transparent)

- Opacity: 20%

- Creates depth, frames the video

Minimal Accent Line

- Single vertical lime line (#C4FF61) on left of headline

- 4px thick, 100px tall

- Small but intentional punctuation

- Clean, editorial feel

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5. OVERALL CRISPNESS - Design System Details

To achieve that "distinct look and feel":

A. SHARP EDGES EVERYWHERE

css

- No fuzzy shadows (use precise shadows like in the retro anime sort of way)

- Border radius: Max 8px (nothing too round)

- Precise 8px grid system (all spacing multiples of 8)

- Clean transitions (200-300ms, ease-out)

```


**B. CONSISTENT SPACING**

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Small gap: 16px

Medium gap: 32px

Large gap: 64px

Section gap: 128px

Use these religiously. No random 25px or 43px.

```


**C. MICRO-INTERACTIONS**

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Buttons: Lift 2px on hover + shadow

Links: Underline slides in from left (lime color)

Stats: Count-up animation on page load

Video: Subtle parallax scroll (moves slower than page)

```


**D. GRAPHIC ACCENT SYSTEM**

Use lime (#C4FF61) ONLY for:

- 4px accent lines (left of headlines)

- 2px underlines (on hover)

- Small icons (16x16px)

- Dots in lists

- Never for large blocks


**E. TYPOGRAPHY CONSISTENCY**

```
Headline font: 84-96px, weight 700

Section title: 48px, weight 700

Subsection: 32px, weight 600

Body large: 20px, weight 400

Body default: 17px, weight 400

Caption: 14px, weight 500
```


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### **6. VISUAL CONTRAST & HIERARCHY**


**Make these POP:**

- H1 at 96px (absolutely dominates)

- Pure white (#FFFFFF) not off-white

- Tight letter-spacing (-0.02em) = denser, punchier

- Stats at 120px (huge numbers)


**Recede these:**

- Subheadline at 85% opacity (bright but secondary)

- Stat labels at 70% opacity (readable but quiet)

- Secondary button with thin border (less visual weight)

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## 🎯 **FINAL HERO SPECIFICATIONS**

### **CONTENT:**
```

[Headline - 96px, bold, white, tight tracking]

Engineering That Bolsters!

[Subheadline - 24px, 85% white, max 680px width]

Data platforms. AI systems. Cloud architectures. Built for production,

backed by SLAs. When your system breaks, we're on the call.

[Stats - 120px numbers, 14px labels, proper spacing]

40+   1,250+   19

FORTUNE 500 CLIENTS   ENGINEERS WORLDWIDE   YEARS IN PRODUCTION

[Buttons - new design specs above]

[Primary: "See How We Work"] [Secondary: "Talk to an Architect"]