

## **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)

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**\*\*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):

**OPTION A: Geometric Accent**

- Large angular shape (45° diagonal) on right side
- Subtle blue gradient (#0052CC to transparent)
- Opacity: 20%
- Creates depth, frames the video

**OPTION B: Data Visualization**

- Abstract data flow lines (nodes connecting)
- White lines at 15% opacity
- Animated subtly (flowing data)
- Reinforces "data platforms" message

**OPTION C: Minimal Accent Line**

- Single vertical lime line (#C4FF61) on left of headline
- 4px thick, 100px tall
- Small but intentional punctuation

- Clean, editorial feel

**MY RECOMMENDATION: Option C** - Minimal lime accent line. Clean, sharp, doesn't compete with video.

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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)
- Border radius: Max 8px (nothing too round)
- Precise 8px grid system (all spacing multiples of 8)
- Clean transitions (200-300ms, ease-out)

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### \*\*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.

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### \*\*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)

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#### **\*\*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\*\***

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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:\*\***

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

Engineering That Holds

[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"]