**Comprehensive Website Design & Development Document**

**Project:** Roots Horizon Publishing (rhpublishing.in)

**1. Project Overview & Core Objective**

The project is to design and develop a clean, professional, and credible 4-page website for Roots Horizon Publishing (RHP).

**The single most important objective of this website is to establish RHP as a serious, independent publishing house, completely distinct from any coaching institute.** The design, tone, and content must reflect a publisher's authority, quality, and credibility. The site's primary functions are to serve as a digital catalog, build brand trust, direct B2C sales to third-party marketplaces (like Amazon), and facilitate direct B2B or pre-arranged payments.

**2. Global Design & Brand Guidelines**

*This section applies to the entire website.*

**2.1. Logo:**

* Use the provided RHP logo with the tree as the primary brand mark in the header.

**2.2. Color Palette:**

* **Primary (Headings, Accents):** Deep Forest Green (Hex: #2a402a)
* **Secondary (Text):** Near Black (Hex: #222222)
* **Accent (Buttons/CTAs):** Bright Professional Green (Hex: #4CAF50)
* **Background:** White (Hex: #FFFFFF)
* **Alternate Background (for section differentiation):** Very Light Grey (Hex: #F7F7F7)

**2.3. Typography:**

* **Headings (H1, H2, H3):** A classic, authoritative serif font. **Recommended:** Merriweather or Lora (from Google Fonts).
* **Body Text (Paragraphs):** A clean, highly readable sans-serif font. **Recommended:** Lato or Open Sans (from Google Fonts).

**2.4. Imagery & Iconography Style:**

* **Imagery:** Professional and academic. AVOID stock photos of generic students. Focus on high-quality photos of books, organized study desks, and abstract textures (paper, print).
* **Icons:** Use simple, clean, single-color line icons.

**3. Detailed Page-by-Page Design & Content Brief**

**3.1. Page 1: Home (index.html)**

|  |  |  |
| --- | --- | --- |
| Section | Exact Content & Copy | Image & Design Brief |
| **Header** | Logo (left). Navigation (right): Home, Our Catalogue, About Us, Contact Us. | Sticky header that remains visible on scroll. |
| **Hero Section** | **H1:** "Crafting the Foundation for Competitive Excellence" <br> **Paragraph:** "We publish meticulously researched, high-quality books authored by subject matter experts for India's toughest competitive exams. Our mission is to empower aspirants with the tools they need to succeed." | **Background Image:** A high-quality, abstract photo of a well-organized library shelf or a close-up of book spines. Apply a slight dark tint for text readability. |
| **Featured Categories** | **H2:** "A Catalogue for Every Ambition" | Display 3 cards on a light grey background. Each card has an icon, a category title, and a short description. <br> 1. **Management Entrance:** (Icon: Bar Chart) "Master the critical concepts for CAT, XAT, GMAT, and other top-tier MBA entrance exams." <br> 2. **Law & BBA Entrance:** (Icon: Gavel) "Build a winning strategy with our comprehensive guides for CLAT, AILET, and leading BBA entrance tests." <br> 3. **Undergraduate (Science):** (Icon: Atom) "Achieve your engineering and medical dreams with our in-depth resources for IIT-JEE and NEET." |
| **Why Choose RHP?** | **H2:** "The RHP Advantage" | A 3-column section with an icon, heading, and text blurb each. <br> 1. **Expert Authors:** "Our content is developed by a distinguished team of subject matter experts and veteran academicians, ensuring accuracy, depth, and relevance." <br> 2. **Meticulously Researched:** "Every title undergoes a rigorous, multi-stage review process to ensure complete syllabus coverage, conceptual clarity, and inclusion of extensive practice questions." <br> 3. **Effective Pedagogy:** "Our books are structured for effective learning, focusing on building foundational understanding and enhancing problem-solving speed and accuracy." |
| **Final CTA** | **H2:** "Join Our Distribution Network" <br> **Paragraph:** "We partner with leading bookstores and distributors across the country to make our titles accessible to all. Connect with us to feature the RHP catalogue." <br> **Button:** "Become a Distributor" | Full-width section with a deep green background. White text. Prominent button. |

**3.2. Page 2: Our Catalogue (catalogue.html)**

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| --- | --- | --- |
| Section | Exact Content & Copy | Image & Design Brief |
| **Header Section** | **H1:** "Our Catalogue" <br> **Paragraph:** "Explore our comprehensive range of study materials, designed for success. Filter by category to find the perfect resource for your preparation journey." | A simple, clean header. |
| **Filter Bar** | Buttons: "All Books", "Management Entrance", "Law & BBA", "Science & Tech". | The active filter should be visually highlighted. |
| **Book Grid** | *(Populated with all book titles from Section 6.1)* | A responsive grid layout. Each grid item is a "card" with a high-res 3D mockup of the book cover, the Book Title, and a "View Details" button. |
| **Quick-View Modal** | **Example Content for "Arithmetic - Quantitative Ability":** <br> **H3:** Arithmetic - Quantitative Ability <br> **Description:** "An indispensable resource for mastering the fundamentals of quantitative ability. This book offers comprehensive theory on every topic, from percentages to number systems, supplemented with hundreds of solved examples and extensive practice exercises. Designed to build conceptual clarity and problem-solving speed, it is a must-have for any serious MBA aspirant." <br> **Details:** ISBN: 978-81-927531-0-2 | MRP: ₹1600 <br> **Button:** **"Buy Now on Amazon"** (with Amazon logo) | Clicking "View Details" opens a pop-up modal. The modal should have a semi-transparent overlay behind it and a clear 'X' to close. |

**3.3. Page 3: About Us (about.html)**

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| --- | --- | --- |
| Section | Exact Content & Copy | Image & Design Brief |
| **Our Mission** | **H1:** "About Roots Horizon Publishing" <br> **Paragraph:** "Our mission is to level the playing field for competitive exam aspirants across India. We believe that access to high-quality, reliable, and meticulously crafted study material is a fundamental right, not a privilege. Through our unwavering commitment to academic excellence and pedagogical innovation, we aim to be the most trusted name in test preparation publishing, empowering students to achieve their highest potential." | A full-width section with a powerful, abstract background image (e.g., a close-up of a printing press in action). |
| **Our Leadership** | **H2:** "Meet Our Founders" <br> *(Full founder profiles from Section 6.2 are to be placed here)* | A two-column layout on a clean white background. Left column has Trisha's professional headshot and profile. Right column has Tina's. |
| **Our Publishing Philosophy** | **H2:** "Our Publishing Philosophy" <br> **Paragraph:** "We are a publisher, but our greatest asset is our people. RHP collaborates with a dedicated team of India's top content creators, subject matter experts, and retired academicians. Our philosophy is rooted in a rigorous, multi-stage editorial process where every manuscript is vetted for accuracy, clarity, and effectiveness. This collaborative, quality-first approach is the secret behind the unparalleled standard of our books." | A text-focused section on a light grey background to differentiate it from the section above. |

**3.4. Page 4: Contact Us (contact.html)**

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| --- | --- | --- |
| Section | Exact Content & Copy | Image & Design Brief |
| **Contact Details** | **H1:** "Get in Touch" <br> **Paragraph:** "Whether you are a student with a query, a bookstore owner interested in a partnership, or an educator with feedback, we are here to listen. Please use the information below to connect with us." <br> **Address:** No. 209, 2nd Floor, Laxmi Deep Building, Plot No.9, District Center, Laxmi Nagar, Delhi - 110092 <br> **Email:** [rootshorizonpublishing@gmail.com](https://www.google.com/url?sa=E&q=mailto%3Arootshorizonpublishing%40gmail.com) <br> **Phone:** [Dedicated RHP Phone Number] | A two-column layout. Left column contains all the text details and the contact form. Right column contains the embedded Google Map. |
| **Contact Form** | Fields: Full Name, Email Address, Phone Number, Subject (Dropdown), Message. <br> **Dropdown Options:** "General Inquiry", "Bulk Order / Distribution Inquiry", "Feedback & Suggestions". <br> **Button:** "Send Message" | A clean, user-friendly form. Ensure it has validation and a success/error message upon submission. |
| **Map** | N/A | An embedded, interactive Google Map showing the precise office location. |

**4. Footer & Legal Pages**

**4.1. Footer (On all pages):**

* A three-column footer on a dark green background with white text.
* **Column 1:** RHP Logo and a short mission statement: "Crafting the foundation for competitive excellence."
* **Column 2:** Quick Links (Home, Our Catalogue, About Us, Contact Us).
* **Column 3:** Resources (Privacy Policy, Refund Policy, Terms & Conditions, **Pay for Books**).
* A copyright notice at the bottom: © 2025 Roots Horizon Publishing. All Rights Reserved.

**4.2. Legal Pages (privacy.html, refund.html, terms.html):**

* **Design:** Simple, text-focused pages with the standard site header and footer.
* **Content:**
  + **Privacy Policy:** Standard text covering data collected from the contact form and website analytics. *(Note: Must be legally vetted).*
  + **Refund & Replacement Policy:** "All sales are final. Books once sold cannot be returned or exchanged for a refund. In the rare event of receiving a misprinted or physically damaged book through a direct shipment, please contact us at [rootshorizonpublishing@gmail.com](https://www.google.com/url?sa=E&q=mailto%3Arootshorizonpublishing%40gmail.com) within 7 days of delivery with photographic evidence. We will arrange for a free replacement of the same title."
  + **Terms & Conditions:** Standard website usage terms and conditions. *(Note: Must be legally vetted).*

**5. Technical & Functional Requirements**

1. **Fully Responsive Design:** The website must adapt flawlessly to all screen sizes.
2. **Cross-Browser Compatibility:** Must work on all modern browsers (Chrome, Firefox, Safari, Edge).
3. **Performance Optimized:** All images must be compressed for the web. Target load time < 3 seconds.
4. **SEO-Ready:** All pages to have unique title tags and meta descriptions. All images to have descriptive alt tags.
5. **Secure:** The website must be served over HTTPS (SSL certificate required).
6. **"Pay for Books" Link:** This link in the footer will direct users to a pre-determined, third-party payment gateway URL (e.g., Razorpay, PayU). It is intended for pre-arranged B2B payments or direct sales as advised by the RHP team.
7. **Deployment:** The final, tested website code is to be deployed to the client's provided hosting server.

**6. Content Appendix**

**6.1. Book Catalogue Content**

**Category 1: Management Entrance**

* Arithmetic - Quantitative Ability (ISBN: 978-81-927531-0-2)
* Data Interpretation - Data Analysis (ISBN: 978-81-927531-1-9)
* Basic - Reading Comprehension (ISBN: 978-81-927531-2-6)
* Grammar - Verbal Ability (ISBN: 978-81-927531-3-3)
* Vocabulary - Verbal Ability (ISBN: 978-81-927531-4-0)
* Topic Wise Tests - Quantitative Ability (ISBN: 978-81-927531-5-7)
* Topic Wise Tests - Data Analysis (ISBN: 978-81-927531-6-4)
* Topic Wise Tests - Verbal Ability (ISBN: 978-81-927531-7-1)
* Topic Wise Tests - Reading Comprehension (ISBN: 978-81-927531-8-8)
* Algebra - Quantitative Ability (ISBN: 978-81-927531-9-5)
* Geometry - Quantitative Ability (ISBN: 978-93-83357-00-0)
* Data Sufficiency & Logical Reasoning - Reasoning (ISBN: 978-93-83357-01-7)
* Verbal Reasoning - Verbal Ability (ISBN: 978-93-83357-02-4)
* Non CAT Reasoning - Reasoning (ISBN: 978-93-83357-03-1)
* Skill-Wise Tests - Quantitative Ability (ISBN: 978-93-83357-04-8)
* Skill-Wise Tests - Data Analysis (ISBN: 978-93-83357-05-5)
* Skill-Wise Tests - Verbal Ability (ISBN: 978-93-83357-06-2)
* Skill-Wise Tests - Reading Comprehension (ISBN: 978-93-83357-07-9)
* English - Refresher Vocabulary (ISBN: 978-93-83357-13-0)
* RC Compendium (ISBN: 978-93-83357-08-6)
* RC Skill Builder -1 (ISBN: 978-93-83357-09-3)
* RC Skill Builder -2 (CAT Based) (ISBN: 978-93-83357-10-9)

**Category 2: Law & BBA Entrance**

* Comprehensive Guide to CLAT & AILET
* The Complete Manual for BBA Entrance Examinations
* Mastering Legal Reasoning & Aptitude

**Category 3: Undergraduate Entrance - Science & Tech**

* Advanced Problems in Physics for JEE Main & Advanced
* Organic Chemistry: A Conceptual Approach for NEET & JEE
* Mastering Mathematics: The Ultimate Guide for IIT-JEE Aspirants

**6.2. Founder Profiles for "About Us" Page**

* **Trisha Arora (Partner):**

"With a strong background in finance and human resources, Trisha drives the strategic vision and operational excellence at Roots Horizon Publishing. She is responsible for building and nurturing the team of elite content creators that forms the backbone of RHP. Her focus is on creating a robust organization that can consistently deliver products of the highest quality and scale its reach to aspirants nationwide."

* **Tina Sahrawat (Partner):**

"Tina brings decades of invaluable experience in teaching and high-stakes content preparation to RHP. As the Academic Head, she is the ultimate guardian of quality, personally overseeing the entire content development lifecycle from conception to print. Her deep understanding of pedagogy and student psychology ensures that every RHP book is not just comprehensive, but also intuitive, engaging, and effective."