

Wavelength Labs – Website Visual Redesign Brief

Temporary website location - <https://wavelength-website-tempdesign.lovable.app>

Who We Are

Wavelength Labs delivers sales and leadership training that actually sticks — sustained with AI-driven practice and behavioral science. We are not a corporate consultancy. We are the people who finally say the quiet part out loud: training fails because follow-through fails — and we fix that.

Our tone is bold, confident, a little dangerous, evidence-based, zero fluff, fun, witty, and high-performance.

Think: high-voltage intelligence with just enough edge to wake people up.

Goal of This Project

We have built the structure and copy for our website in Lovable.ai. (<https://wavelength-website-tempdesign.lovable.app>) Now we need a full visual design system across all core pages — something bold, memorable, and unmistakably “Wavelength.”

Your task is to take the existing page structure and elevate the visual design with a mix of boldness, credibility, personality, and science-backed sophistication.

What the Visual Design Should Feel Like

The site should immediately communicate:

“These people are not the usual training company. They’re sharp, disruptive, and they actually know how to make change stick.”

Desired qualities:

Bold, memorable, fun with an edge, high-performance, human, credible, grounded in behavioral science, confident, witty, and anti-fluff.

Not corporate. Not safe. Not beige.

Visual Style Direction

Overall style:

A blend of clean and modern, bold and punchy (without feeling amateur), slightly fluid and layered, not rigid or boxy. The aesthetic energy of manifestoagency.com is a strong reference point. The feel should mix science, human energy, and performance.

Color palette:

Use our existing blue-driven palette from our logo as the base, unless you see a way to genuinely improve it while keeping blue as an anchor color.

The site should include both light, airy sections and deep, electric hero moments that carry emotional impact.

Imagery:

We are open to real photography, abstract scientific/tech visuals (waves, signals, data patterns), and tasteful AI-generated conceptual imagery.

Avoid illustration styles. Icon sets are fine if clean and modern.

Overall imagery should reflect a blend of human, tech, and behavioral science.

Because our clients are primarily North American, please ensure any human photography or AI-generated imagery reflects a North American business context and demographics (modern, diverse, and realistic).

Motion and interaction:

Use micro-animations and subtle movement intentionally. Examples: floating wave elements, animated graphs, hover effects.

The home page hero should be static so the copy remains the focus.

Other pages can incorporate subtle motion to add life and depth.

Layout:

You may propose new section arrangements — creativity is welcome. The layout should feel slightly fluid with some layering and depth, not overly grid-tight. Avoid rigid boxes or heavy frames.

Brand Personality to Reinforce

Include these qualities:

Bold, a little dangerous, high-performance/athlete-like, human and approachable, evidence-based and rooted in behavioral science, confident and witty, anti-fluff.

Avoid these qualities:

Corporate, buttoned-up, serious, overly formal, safe, average.

Logo Usage

We will provide all logo variants.

Explore ways to apply the logo (full, mark only, subtle motifs).

The wave mark may be used across the site when helpful, but without over-repetition.

Keep the logo in the upper-left for navigation and use it as the favicon.

Typography

We are open to new font recommendations.

Preferred range: clean and modern to bold and punchy, without becoming playful or amateur.

Avoid serif-heavy fonts, childish fonts, overly futuristic “sci-fi” typefaces, and anything requiring paid licensing unless agreed upon.

Use Google Fonts or other free, Lovable-compatible options.

Components

Page-level visual comps are the core deliverable.

If you include a small set of UI components (buttons, cards, forms, spacing rules, icon style), that will strengthen your submission.

Technical and Practical Constraints

Designs must work cleanly within Lovable.ai’s builder.

Avoid heavy custom JavaScript; favor CSS-based motion only.

Keep visual elements modular and easy to recreate in Lovable.

Avoid overlapping elements requiring absolute positioning.

Designs must consider mobile responsiveness directly.

Provide all color values in HEX or HSL.

Use imagery that is easy to source or generate with AI.

Deliverables should include a Figma file with organized layers, clearly named components, and exportable assets.

Do Not Include

Avoid the following entirely:

Corporate stock photos, generic blue gradients, cartoon-style illustrations, pastel palettes, serif-heavy typography, sci-fi neon futurism, business handshake photos, conference-room imagery, leadership metaphors (mountains, chess pieces, targets), character mascots, geometric blob backgrounds, chunky drop shadows, harsh red or warning-orange tones, rigid boxy UI layouts, “AI glowing brain” imagery, sterile all-white pages, excessive animations, or anything that feels templated, average, or safe.

Pages to Design

The following pages are already structured and written in Lovable.

Your job is visual transformation, not rewriting content:

- Home
- Approach
- Programs
- About
- Contact

Success Looks Like

A website that hits with emotional impact, feels unlike any other training company, blends human energy with behavioral science and performance, is easy to rebuild in Lovable, and makes visitors say:

“These are the people I want leading our transformation.”

The website is temporarily published here for your viewing access - <https://wavelength-website-tempdesign.lovable.app>