## **Distinctive Edge Partners Website Redesign: Creative Brief**

**Objective:** To design and develop a **high-impact, conversion-focused** digital platform that solidifies Distinctive Edge Partners (DEP) as the leading communications and strategy firm for government, defense, and industrial clients. The site must project **authority, innovation, and sophisticated precision**.

### **1. Overall Look & Feel: Authority & Innovation**

| **Component** | **Description** |
| --- | --- |
| **Design Aesthetic** | **Clean, Minimalist, and Powerful.** The core design is heavily **monochromatic (black/white)**, using color in high impact imagery and for intentional micro-accents (like the inspiration sites).  [https://www.relativityspace.com](https://www.relativityspace.com/)-I love how they use colors that show movement and love the imagery that feels industrial and space age.   Design examples that we like:  [https://palaerospace.com](https://palaerospace.com/)  [https://www.relativityspace.com](https://www.relativityspace.com/)  Why we like them: The movement in the visuals, lots of clean space, subtle pops of color, mostly designed in black and white. We want to mimic the way they use color in the sites via click-through buttons, small icons, images/video. |
| **Tone** | **Mission-driven, secure, future-ready, and highly professional.** Avoid flashy, overwhelming, or overly "corporate" generic visuals. Defense and industrial focused imagery but very tech forward. Nothing old feeling. Nothing that shows uniforms that are not US military uniforms. A more modern feel. |
| **Layout** | Utilize strong **grid-based structures**, confident **whitespace**, angled section dividers, and modular service cards. Incorporate subtle, intentional motion from the same direction to add polish. Alternating full-bleed black and white sections to create sharp contrast and heighten modernity, similar to Pala’s and Relativity’s layouts. |

### **2. Core Color Palette**

The palette is strategically limited to maximize visual impact and professionalism, emphasizing trust and technology. Color should rarely cover large areas. Use color only for micro-accents: CTA buttons, line accents, data/tech visual overlays, micro-animations (glow, hover states).

| **Color** | **Hex Code** | **Role & Meaning** | **Application** |
| --- | --- | --- | --- |
| **Primary (Core)** | **#0C2C47** (Navy Blue) | **Foundation & Authority.** Projects strength, trust, and professionalism. | Headers, dark background sections, footer, essential text. |
| **Secondary (Core)** | **#2196F3** (Bright Blue) | **Innovation & Technology.** Bridges defense precision with a modern tech feel. | Primary buttons, highlights, selected text links, graphic overlays, active states. |
| **Highlight (Accent)** | **#7AC143** (Growth Green) | **Action & Growth.** Encourages progression and symbolizes positive results. | Secondary CTA elements, success state messages, subtle icon accents. |
| **Neutral Base** | White, **#F4F6F8** (Light Gray) | Essential for clean backgrounds and high contrast. | Backgrounds, separating elements, high contrast text. |

### **3. Typography: Precision & Readability**

| **Font** | **Purpose** | **Style & Effect** |
| --- | --- | --- |
| **Headline Font** | **Good Times** | Futuristic, structured, and bold. Used exclusively for major titles and key numbers to evoke precision and technology. |
| **Body Font** | **Magistral** | Highly legible sans-serif. Used for all body text, navigation, button labels, and captions. Ensures professionalism and scannability. |
| **Hierarchy** | Strong hierarchy: **Bold headlines**, minimal and concise body copy, and short, scannable statements. |  |

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### **4. Imagery & Visual Direction: Strategic and Intentional**

| **Category** | **Description & Style** |
| --- | --- |
| **Hero Imagery** | **Abstract Digital & AI.** The hero section should use slow, cinematic motion (not fast or flashy). Either subtle camera panning, slow-moving data overlays, or macro industrial shots with color accents. Digital grid overlays, data networks, subtle AI-themed visuals (like the use of color in the <https://www.relativityspace.com/> second frame that uses color). Focus on representing intelligence, strategy, and innovation. |
| **Supporting Visuals** | **Industry-Driven & Tonal.** Aerospace/defense (satellites, data networks, command centers, maps), advanced manufacturing and industrial feel -think designs that showcase abstract industrial feel mixed with modern technology and bold colors. |
| **Visual Treatment** | Blue-toned or monochrome imagery. Ensure every main section has breathing room—minimum 150–200px top/bottom padding on hero or spotlight sections. |

### **5. Iconography: Line & Geometric**

Icons must be flat, outlined, and minimalist, maintaining a consistent line weight and style.

| **Icon Visual** | **Service Represented** | **Theme** |
| --- | --- | --- |
| **Capitol Dome** | Government Affairs | Policy, relations, and influence at the highest level. |
| **Warning Triangle w/ Sound Waves** | Crisis Communications | Readiness, rapid response, and strategic issue management. |
| **Linked Nodes/People** | Corporate Communications | Collaboration, internal and external messaging, and integrated strategy. |
| **Monitor w/ Analytics Graph** | Digital Marketing | Data-driven strategies, audience targeting, and online engagement. |
| **Microphone/Megaphone** | Public Relations | Media outreach, thought leadership, and reputation management. |
| **Bar Chart or Handshake** | Investor Relations | Capital growth, financial positioning, and stakeholder trust. |
| **Podium/Calendar** | Event Services | Conferences, leadership events, and strategic gatherings. |

### **6. Suggested Style Guide**

