Source file must be provided as both adobe insight, and psd

Place the content below in landing page that’s elegant and attractive to top executive (CEO) of US mid sized business. Importance on business friendly and easy clean design. Give **both** pc and mobile layout for responsive design. This is lead capture form – so conversion optimization design principles are important. See colors in graph for color palette choice.

The page will need to have a lead capture form – with first name, last name, business email. These can be done as watermark values in the input field itself rather than as labels outside the input box.

Blue hex code is our logo color. 079CFF (primary – medium blue) secondary -light blue 54BBFF

Note text in orange is information – not part of the copy.

Include – separate: thank you page which shows them the report will be email to them and also gives download link.

Design ideas:

1. Book cover to give idea – will provide current pdf report so can show the same
2. Make the bullet facts with the 3 numbers standout in terms of design idea
   1. 5000 (CEOs)
   2. 6 (Things To Know)
   3. 6 Recommendations
   4. See the purple text below and give alternate versions with that text.

**John achieve your objectives easier.**

**See what other CEOs are saying about Cloud.**

Get the 2018 CEO Cloud Survey

5000 CEOs Of US Mid-Sized Companies

6 Things To Know | Cloud Pitfalls | Areas To Watch Out

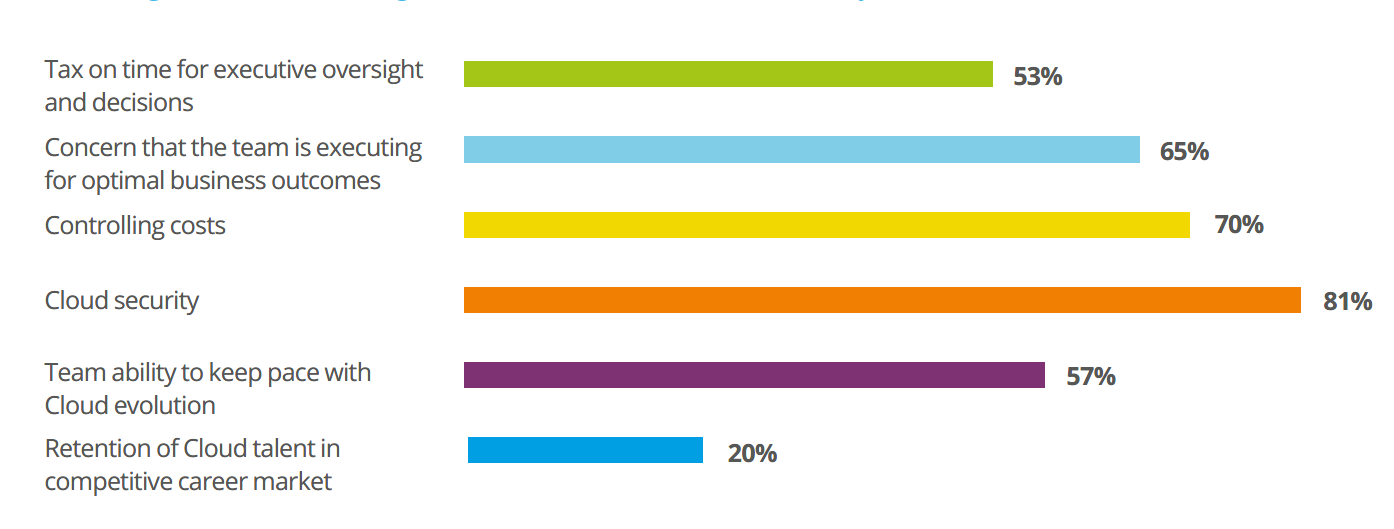
6 Recommendations

A quick 10 minute read to succeed better with Cloud.

Download the report now!

Show a preview of the 6 hot spot graph (like looking thru lens of partial view of the graph)

Cloud Concerns



Shorten labels for the above:

Tax on executive time to oversee

Worry about team execution

Cost

Security

Keep pace with Cloud evolution

Retention of Cloud talent