

SANDROSE | ADVISORY – WEBSITE DESIGN BRIEF

Objective

Build an institutional-grade website that reflects control, authority, and restraint. The design must align with top-tier advisory benchmarks and avoid agency-style execution.

Design Principles

- White background, near-black text - Serif headings, sans-serif body - No gradients, shadows, or stock imagery - Typography and spacing drive the design

Hero Section

Headline: A Commercial Advisory Partner for Complex Program Delivery Subhead: Establishing control across commercial strategy, procurement, and execution in high-stakes environments. Support Line: Programs do not fail at delivery. They fail at control. CTA: Engage With Us | View Capabilities

Core Sections

1. Where Programs Lose Control 2. Advisory Capabilities 3. How We Work 4. Program Integrity & Workforce Assurance 5. Who We Are 6. How We Engage 7. Leadership & Advisory Bench 8. Insights 9. Contact

CMS Requirements

Leadership: Name, Title, 2–3 lines Insights: Perspective Notes, White Papers, News Editable without developer involvement

Brand Requirements

Primary Mark: SANDROSE | ADVISORY Colors: Gold, Black, White, Saudi Green Formats: SVG, PNG (transparent), PDF No gradients or effects

Tone & Positioning

Quiet, controlled, institutional. The site should feel like access to senior practitioners, not a service catalog.