

# Website Blueprint

## OP-82968

Location: San Francisco Bay Area, California, USA

Business Type: Analytical Laboratory Services – Particle Characterization

Target Audience: Researchers, scientists, and technical professionals in biotechnology, pharmaceuticals, nanotechnology, materials science, and related industries who require advanced particle analysis for R&D, quality control, and regulatory submissions. Audience values scientific rigor, confidentiality, rapid turnaround, and expert consultation.

## Executive Summary

Strategic website development project

### Primary Goals

- Provide accurate and timely particle characterization analyses for client samples
- Deliver exceptional client service with technical consultation and flexible turnaround options
- Maintain confidentiality and compliance through NDAs and secure data handling

### Brand Values

- Scientific integrity
- Confidentiality
- Responsiveness

### Competitive Advantages

- Rapid turnaround times (3–10 business days, with expedited service available)
- Expert technical consultation prior to sample submission
- Willingness to operate under mutual or client-provided NDAs for confidentiality

# Visual Identity

## Color Palette

Color Type	Color Swatch	Hex Value
Primary		#2563eb
Secondary		#64748b
Accent		#f59e0b

Rationale: Professional color scheme

## Typography

Heading Font: Inter

Body Font: Inter

Google

Fonts

Url:

<https://fonts.googleapis.com/css2?family=Inter:wght@300;400;500;600;700&display;=swap>

## Imagery Style

Professional

## Overall Aesthetic

Clean and modern

## Theme Style

Professional

## Layout Approach

Grid-based

# Requirements & Features

# Page Structure & Recommendations

## Homepage (*Landing*)

Purpose: Main landing page

### Sections

#### Hero

Purpose: Main value proposition

Key Elements:

- Headline
- CTA

Strategy: Clear value proposition

Psychology: First impression matters

Tone: Professional

### Recommended Sections

- Company Story
- Team Profile
- Mission & Values

### Psychology Insight

Building trust through relatable storytelling and demonstrating company values

### Copy Tone Guidance

Authentic and engaging, highlighting the company's journey and ethos

# Implementation

## Business Impact

Impact Level: Medium