PRO SAMPLE · APPLICATION DIRECTION 01

Website Hero Direction

Translate the selected trust architecture into a website-hero brief without pretending to deliver a finished webpage.

PURPOSE

Make provenance, bounded uncertainty and human approval legible before product detail.

KEEP FIXED

Deep navy structure, cyan evidence paths, amber only for review-required states, warm gold only for human approval, calm information hierarchy.

MAY VARY

Crop, subject scale, evidence-layer density and headline-safe negative space.

HANDOFF

Hero message, image-direction prompt and layout intent can be passed to a web designer or production team.

SCOPE BOUNDARY

This is a strategic direction sheet. It does not include coded HTML/CSS, responsive page design, CMS implementation or a finished production website.

PRO SAMPLE · APPLICATION DIRECTION 02

Product State Direction

Define how the brand should behave around evidence, review and approval without delivering a finished product interface.

PURPOSE

Show how the same recognition system can distinguish verified evidence, unresolved review and human-approved output.

KEEP FIXED

State meaning, provenance visibility, color-role semantics and explicit human control.

MAY VARY

Information density, component grouping, copy length and platform-specific layout.

HANDOFF

State logic and visual hierarchy can guide later UX/UI design and product implementation.

SCOPE BOUNDARY

This is product-direction guidance, not a finished UI system, component library, clickable prototype or tested product functionality.

PRO SAMPLE · APPLICATION DIRECTION 03

Pitch Evidence Direction

Carry the same brand truth into investor or stakeholder communication without promising a finished pitch deck.

PURPOSE

Turn explainability into a visible narrative structure: problem, evidence, bounded risk and accountable decision.

KEEP FIXED

Calm trust architecture, no fake metrics, no speculative financial claims, no stock-market hype.

MAY VARY

Slide ratio, density, evidence-point order and supporting imagery according to real client evidence.

HANDOFF

Narrative and visual-direction rules can guide a later deck designer or internal team.

SCOPE BOUNDARY

This is a strategic application direction. It does not include a complete pitch deck, investor copywriting program, verified metrics or final presentation production.