

Octacom Brand Refresh & Website Rebuild

1. Summary

We are commissioning a refresh of the Octacom brand and a complete rebuild of the corporate website. The current site does not fully reflect the company's scale, expertise or ability to combine technology, operational delivery and managed services. It also has limited non-branded visibility and is not yet functioning as a scalable demand-generation platform.

We are seeking a partner to lead design exploration, website design and build, and production of the final visual asset system. The website must be tightly integrated with HubSpot so lead capture, routing, attribution and reporting are designed into the experience from the outset.

2. Goals

- Clarify and modernize the Octacom brand without losing the trust and credibility associated with its history and operational expertise.
- Position Octacom as a full-service intelligent document processing partner, not solely as a software vendor or scanning provider.
- Organize the website around recognizable solutions, use cases and business outcomes.
- Improve non-branded search visibility, expand reach in the United States and create a stronger foundation for content and campaigns.
- Create clearer conversion paths and capture complete lead and campaign data in HubSpot.
- Build a scalable, accessible and bilingual-ready website that can support future solutions, industries and landing pages.

3. Positioning and messaging foundation

The recommended position is: a leading, full-service intelligent document processing partner that combines technology, operational expertise and managed services to improve document-intensive business processes.

Lead with the solutions buyers recognize and the measurable outcomes they create. Platform and technology content should provide proof of how Octacom delivers those outcomes, rather than acting as the primary organizing principle.

At the broader brand level, communicate how Octacom helps organizations:

- Automate workflows
- Accelerate processing
- Simplify access to information
- Protect sensitive data
- Scale high-volume operations
- Reduce operating costs

4. Audience and priority tasks

Primary audiences are enterprise buyers and influencers responsible for document-intensive operations, digital transformation, information management, finance, technology, risk and compliance. Priority industries include healthcare, financial services, insurance, gaming, transportation, government, legal and retail.

The experience should optimize, in order, for a visitor's ability to:

1. Identify the solution or use case that matches their business problem.
2. Understand the business value and how the service works.
3. Validate security, compliance, data sovereignty and enterprise readiness.
4. See relevant industry expertise, proof points and resources.
5. Talk to an expert or submit a high-intent inquiry with minimal friction.

5. Delivery phases

The work should be structured in three connected phases, with an approval gate before the next major production commitment.

Phase	Purpose	Core scope	Approval gate
1. Design exploration	Define the refreshed brand expression and website visual direction.	Creative territories within the established blue-and-white brand framework; exploration of shades and selective accent colours; typography, imagery, iconography and motion direction; representative homepage and solution-page concepts; initial design system. The existing logo remains unchanged.	Approved visual direction.
2. Site buildout	Design and build the complete responsive, scalable and measurable website.	Discovery; final information architecture and page inventory; wireframes; UI design; reusable components; CMS build; content population; SEO; accessibility; HubSpot; QA and launch.	Approved launch-ready site and final visual asset matrix.
3. Visuals build	Produce the custom visual assets required by the approved site.	Illustrations, diagrams, workflow visuals, product treatments, photography direction and responsive variants. Final volume is defined by the approved layouts and page count from Phase 2.	Approved visual library and source files.

6. Phase requirements

Design exploration

- Develop a distinctive visual expression that balances enterprise trust, operational scale, security and AI-enabled technology.
- Demonstrate each credible direction in context using a homepage and at least one high-intent solution page.
- Define a practical system for typography, colour, spacing, photography, illustration, iconography, diagrams, interface treatments and motion.
- Ensure the selected direction can extend to sales materials, presentations, campaigns and future content.

Site buildout

- Pressure-test the proposed information architecture and confirm the final page inventory, templates and content requirements before full production.
- Create a reusable component system that enables future solution, industry, resource, ABM and campaign pages without custom development each time.
- Build responsive page designs and interactions across desktop, tablet and mobile.
- Implement technical SEO, structured data, analytics, accessibility and performance requirements as part of the build.
- Support French-language content structurally, even if translation and rollout are phased.
- Working assumption: the site will be built in Framer. The partner should flag any material limitations or alternatives during discovery.

Visuals build

- Create the final asset matrix only after page layouts, content modules and the page count are approved in Phase 2.
- Prioritize reusable systems and modular visual elements over isolated one-off artwork.
- Develop consistent visual metaphors for document intake, capture, extraction, validation, routing, redaction, security, workflow automation and business action.
- Provide indicative unit or range pricing for visual types in the initial proposal, with final pricing confirmed after the asset matrix is approved.

7. Information architecture (starting point)

Pressure-test this structure in discovery and propose changes with rationale.

Section	Starting content	Role
Solutions	Use cases; industries; company size	High-intent pages designed around recognizable buyer needs and business outcomes.
Platform / Technology	Odiss; document management; workflow automation; accounts payable software; OCR; redaction; integrations; security and compliance; data sovereignty	Supporting proof of how Octacom delivers its solutions.
Resources	Blog; case studies; guides; videos	Educational and proof content that builds topical authority and supports conversion.
Company	About; locations; careers	Corporate credibility, history, expertise and employer information.

8. HubSpot and lead-flow requirements

HubSpot is core website infrastructure, not a post-build form add-on. The implementation must support reliable conversion, routing, attribution, consent management and reporting.

- **Forms:** Use native HubSpot forms for talk-to-an-expert requests, solution inquiries, content downloads, event registration and other conversion points. Forms must be responsive, accessible, spam-protected and visually consistent with the site.
- **Data capture:** Capture the visible contact and company fields plus page URL, form name, offer, referral source, UTM parameters, campaign and other hidden context required for attribution.
- **Consent and privacy:** Support CASL and privacy requirements, cookie handling and auditability.

9. Content and SEO requirements

- Define the audience, page objective, primary keyword, core message, proof points, CTA and conversion action for every page.
- Give high-intent solution pages prominent placement in navigation and use them as primary destinations for organic, paid and campaign traffic.
- Build topical authority through interconnected solution, industry, blog, case study, guide, FAQ and glossary content.

10. Design principles

- Solution-first and outcome-led. Buyers should understand what Octacom solves before they need to understand the underlying technology.
- Enterprise-grade but not generic. The brand should feel modern and technically capable while preserving credibility, clarity and restraint.
- Confident hierarchy. One primary action should be most important on each page.
- Visual explanation over decoration. Use diagrams, workflows, interface, data flow inspired visuals to simplify complex document processes.
- System over one-offs. Components and visual assets should be reusable across pages, campaigns and future materials.
- Accessible and fast. WCAG 2.1 AA practices and protect page performance across devices.

11. Core deliverables

- Approved brand refresh direction and practical visual design system.
- Final information architecture, page inventory and template inventory.
- Wireframes and responsive designs for required templates and page types.
- Reusable component library and documented design/content patterns.
- Complete website build, CMS configuration, technical SEO and launch support.
- Configured and tested HubSpot forms, routing, tracking, workflows and reporting requirements.
- Training, documentation and handoff for ongoing site management.

13. Design direction ideation

Use this as a starting point, but challenge it where appropriate and develop a distinctive expression for Octacom.

- **Design benchmark:** Use Stripe.com as reference for hierarchy and structure without copying its visual identity.
- **IDP-inspired language:** Explore abstract motifs such as bounding boxes, OCR zones, scan lines, document edges, data fields, redaction blocks, validation states and workflow paths.
- **From document to action:** Show how unstructured information is captured, extracted, validated and routed into business systems through diagrams, interface-inspired visuals and subtle motion.
- **Avoid generic AI imagery:** Steer away from obvious AI tropes such as robots, glowing brains, circuit heads, neural networks and overly futuristic visuals. The design should communicate intelligence through process, structure and outcomes.
- **Colour and motion:** Retain blue and white as the foundation, using tonal variation, gradients and selective accent colours to communicate steps, statuses and data types. Motion should be purposeful, accessible and performance-conscious.
- **Enterprise with humanity:** The design should feel precise, secure and sophisticated without becoming cold or overly technical.

Creative territories to explore:

- **Structured intelligence:** Grid-led layouts, bounding boxes and clear information hierarchy.
- **Data in motion:** Flows and transformations that show information moving through a process.
- **Controlled automation:** Interface-inspired visuals emphasizing validation, security, oversight and confidence.

Additional examples for discussion:

<https://www.v7labs.com/>

<https://fin.ai/>

<https://verseo.framer.website/>

<https://thayon.com/>

<https://www.digitalmetal.io/> (footer)