CONCEPT PROJECT BY LEWUX

NorthBridge Consulting

Strategy, operations, and digital transformation for growth-stage teams

- Strategy & planning
- Operations & scale
- Digital transformation

Book a Discovery Call

See Capabilities

WHO WE ARE

About the Company

NorthBridge Consulting is a boutique consulting firm that helps SMB and mid-market companies with strategy, operations, and digital transformation.

We partner with growth-stage teams to clarify direction, streamline operations, and implement digital solutions that scale. From strategic planning to execution, we bring an editorial-grade focus on clarity and outcomes.

SMB & mid-market focus · Strategy to execution · Long-term partnership

PROJECT SCOPE

Task for this Project

- Establish premium brand credibility
- Present services clearly (Strategy, Ops, Digital)
- Capture leads with a frictionless inquiry flow
- Provide fast, accessible, SEO-friendly pages

CREATIVE APPROACH

Design Direction

Editorial typography, high whitespace, and trust-building colors. Crisp layout with subtle gold highlights to signal premium positioning without feeling flashy.

Clarity
Clear hierarchy and readable typography so services and value stand out.

Credibility
High-trust visuals and proof points that feel consulting-grade.

Conversion
Frictionless paths to discovery calls and capability reviews.

RESPONSIVE

Optimization for Mobile

Readable typography
Scales and spacing tuned for small screens.

Sticky CTA
Primary action always within reach.

Compressed sections
Content stacked without feeling cramped.

Tap-friendly forms
Large targets and minimal steps.

DESIGN SYSTEM

Typography & Colors

HEADINGS

Fraunces

NorthBridge Consulting

BODY

Inter — Strategy, operations, and digital transformation for growth-stage teams.

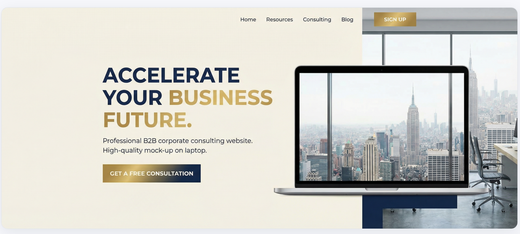
COLOR PALETTE

#F4F7FB	Background
#FFFFFF	Surface
#0B2A4A	Accent navy
#C9A227	Accent gold
#2E90FA	Accent sky
#E4E7EC	Border

DELIVERABLES

Design

Consulting homepage concept — hero, services, case highlights, testimonial, and inquiry form.



Strategy. Operations. Digital.
We help growth-stage teams execute with clarity.

Strategy
Direction and planning

Operations
Process and scale

Digital
Systems and transformation

Case highlight
SMB growth playbook

Case highlight
Digital ops rollout

> *"NorthBridge brought structure we could execute on."*
> — Client, mid-market

Name

Email

Message

Send Inquiry

Contact Us

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