

Final logo
Shown on white, as it should appear on the site.

EXCEED CONSTRUCTION · WEBSITE VISION & BRANDING CARD

Website Vision & Branding Card

Clint Petersen's direction for Hometown Media's designers (Brittany, Cindy, Danielle)

Source: Clint Petersen call, Nov 7, 2026 · Clint's brand text · Real Exceed project stills. This is direction, not a finished site design. Unknowns marked **[TBD]**.

1. Brand at a glance

EXCEED BUILD — *BACKYARD LIVING*
Pools · Pickleball Courts · Outdoor Living — **To Fit Your Lifestyle!**

One umbrella brand. Three doors, each with its own ad and landing page, plus a Post-Tension page linked from Courts. Sell the backyard lifestyle. Each service gets its own dedicated ads and landing page. All domains reinforce the Exceed Construction brand.

Pools
Custom fiberglass swimming pools and complete backyard installations.

Pickleball Courts
Post-tension courts, tennis courts and multi-use sports courts.

Outdoor Living
Concrete patios, pool decks, snowmelt systems and outdoor improvements.

Post-tension: the frame behind everything. Clint's picture: if the website is a house, post-tension is "the frame of the house" — how it's built. Show it on the homepage as the strength message that ties the three doors together: the engineering underneath the pools, courts and outdoor living Exceed builds. Suggested placement: a short band between the doors and the gallery, linking to a dedicated **Post-Tension page** (also in the main nav). Page spec in section 4.

Colors Palette: sampled from logo, confirm — navy and gold lead, the two blues support.

Navy	Royal Blue	Pool Aqua	Warm Gold	Court Green	Light Gray	Light Sky	White
#092041	#046DC8	#54D9F9	#FCC527	#529B25	#F4F6F9	#EAF6FD	#FFFFFF
Headlines, footer, accents	2nd buttons, links, banners	Small accents, icons	"Get a Free Quote" only	Courts page accent only	Section backgrounds	Section backgrounds	Logo area, page base

Color rules: Navy and gold lead; Royal Blue and Pool Aqua support. Keep aqua and green small. Keep it clean with plenty of white and light backgrounds. Don't use every logo color — the logo carries the full color; the site uses a few.

Logo: Use the final logo (Exceed, Pools & Pickleball Courts). Always place it on white or a very light background so it pops. It has navy lettering, so **never put it on a navy header**. Planned uses: vans, trucks, vinyl stickers, and rotating monthly T-shirts (like In-N-Out's monthly shirts).

Domains

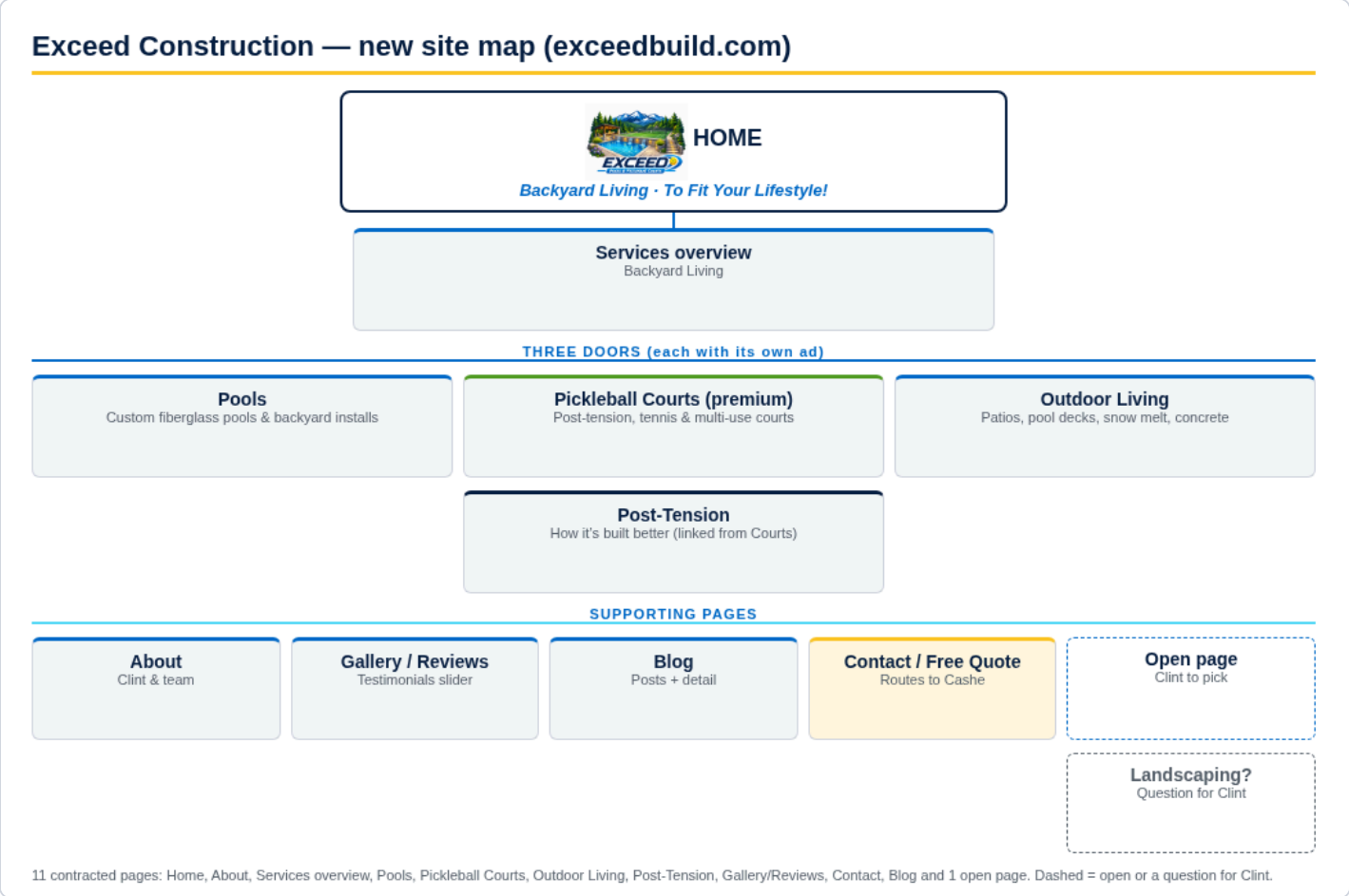
- **exceedbuild.com** — main site (the new 11-page site lives here)
- Reference: ExceedCourts.com (being purchased) · Exceed Pickleball Courts domain (exact URL [TBD]) · exceedpools.com (Leisure Pools dealer site)

Contact / leads: Cashe · **385-250-8625** · **Financing:** "Financing available. Ask Cashe." (no apply link)

Site map — start here

Site map

The pages Clint wants on exceedbuild.com, under one umbrella: **Exceed Build, Backyard Living, To Fit Your Lifestyle!**



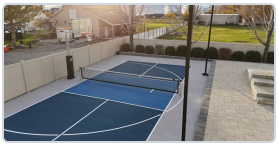
One brand, three doors: Pools · Pickleball Courts · Outdoor Living, each with its own ad and landing page. Post-Tension is its own page, linked from Courts. Dashed = open page or a question for Clint.

2. Homepage vision — “the backyard”

The site is a house: the homepage is the **front** (for Exceed, the **backyard**); landing pages are the **doors**.

Opening scene Decision

A backyard oasis like his logo: a pool with waterfalls, outdoor living, a pickleball court, and mountains behind. Feel: “Wow — this is what I want.” Logo on a white header above it. Brand line: **“Exceed Build, Backyard Living, To Fit Your Lifestyle.”**



Real project — multi-use court + patio



Real project — court + outdoor living

> Clint’s preferred feel: a backyard oasis like his logo — pool with waterfalls, outdoor living, pickleball court, mountains. Prefer real project photos on the live site when available.

Homepage video Decision

Rotating video of real Exceed projects plays in the opening scene. Project footage comes from Clint.

Suggested section order

1. Opening scene (backyard oasis + rotating project video) + brand line
2. Three doors — Pools · Pickleball Courts · Outdoor Living
3. Post-tension band — the frame behind everything Exceed builds → links to the Post-Tension page
4. Project gallery (real work)
5. Trust — reviews, Google rating, BBB
6. Contact Cashe · Financing available. Ask Cashe.

3. The 11 pages (Hometown IO #53379) — draft for Clint

Main nav: Pools · Pickleball Courts · Outdoor Living · Post-Tension · Gallery · Contact. Every page: gold “Get a Free Quote,” tap-to-call Cashe, logo on white. Banners/photos swappable.

#	Page	Contract slot	What it must do
1	**Home**	Homepage	Backyard oasis, brand line, three doors, post-tension band, reviews, quote + call
2	**About**	About Us	Clint & team, 55+ years (Clint’s figure); license line [TBD]
3	**Services overview (Backyard Living)**	Services overview	Three door tiles + Post-Tension link
4	**Pools**	Service Detail	Quote form, tap-to-call, “Financing available. Ask Cashe.”
5	**Pickleball Courts**	Pickleball Courts landing (premium)	Gallery, quote form, site visit, link to Post-Tension; green accent
6	**Outdoor Living**	Unnamed 1	Sections: Snow Melt (existing landing pages & drip) and Concrete (walkways, driveways, stamped, retaining walls)
7	**Post-Tension**	Unnamed 2 (confirm with Hometown)	How it’s built and why; linked from Courts (spec in section 4)
8	**Gallery / Reviews**	Testimonials w/ slider	Reviews slider, Google + BBB [TBD], real work
9	**Contact / Free Quote**	Contact w/ routing	Routes by door to Cashe 385-250-8625; call / text
10	**Blog**	Blog + detail	Posts link to a door + quote
11	**Open page**	Unnamed 3	Clint to pick: Snow Melt page, Financing or Contractor Training (future)

Post-Tension page: the frame of the house

4. Post-Tension page — page spec for Hometown

Purpose: a dedicated website page that shows post-tension as the frame of the house — the strength and engineering behind the pools, courts and outdoor living Exceed builds. **Audience:** homeowners who want a strong, well-built project; secondarily, concrete contractors (future training). **Reached from:** main nav, homepage strength band, and the Pickleball Courts page.

#	Section	Content direction
1	**Hero**	Headline idea: *"The frame behind everything we build."* Subline: post-tension concrete from Exceed Construction. Real project photo or video. Logo on white header; Gold "Get a Free Quote" button.
2	**How we build it** (steps)	Clint's steps (Nov 6 write-up): 1 Forming & preparation (layout, elevations, slab depth and design) · 2 Cable / tendon layout and installation with chairs, supports and anchors · 3 Concrete placement & finishing · 4 Stressing the cables, with proper technique and documentation · 5 Patching & quality control. Simple numbered graphic, navy with Royal Blue.
3	**Why it's better**	**Clint's words (Nov 6):** "the gold standard of concrete construction"; "stronger, more efficient, and more versatile concrete solutions." **General industry description, not an Exceed-specific claim:** tensioned cables keep the slab in compression, commonly described as helping control cracking and allowing larger slabs with fewer joints. **[TBD - Clint to confirm benefit wording; no warranties or guarantees implied]**
4	**Where it's used**	Tiles linking back to the doors: **Pickleball Courts** (pickleball, tennis, basketball, multi-use — named in Clint's notes) · **Patios & outdoor living slabs** and **pool decks / pools** **[TBD - Clint to confirm which pool and patio work uses post-tension]**. Court Green only on the courts tile.
5	**Future: contractor training** FUTURE	Short teaser, clearly marked "coming later": Clint plans hands-on post-tension training for established concrete contractors in Salt Lake City (building a 30 × 60 court from the ground up), with Post-Tension Institute certification, coaching and materials as he plans it. Not a current offering; no price, dates or results shown. May become its own site later. "Contact us to learn about the next training session" only once a contact is chosen **[TBD - Clint]**.
6	**CTA**	Homeowners: Gold "Get a Free Quote" + call / text Cashe 385-250-8625 · Financing available. Ask Cashe. Contractors: **[TBD - Clint]**.

Suggested visuals

- Real Exceed project photos / short video: cable and tendon layout before the pour, the pour itself, and stressing the cables. Existing files include court pour footage with cables; **no stressing photo or video is on file yet** **[TBD - Clint to send]**.
- Finished courts, pool decks and patios to show the result. Real work only — no stock or generated images.

Ads approach & open questions for Clint

5. Trust & proof

Project gallery of real Exceed work · Customer reviews · Google rating **[TBD - confirm with Clint]** · BBB rating **[TBD - confirm with Clint]**

6. Ads approach

- **One umbrella brand** — Exceed Build / Backyard Living
- **Separate targeted ads per service** — pool searchers see pool ads; court searchers see court ads; each lands on its own door
- Multiple revenue streams under one brand; domains stay on-brand
- Lead contact on ads and pages: **Cashe 385-250-8625**
- Financing line on pages: “Financing available. Ask Cashe.” (no apply link)

> This card is the vision for the website and brand handoff. Day-to-day ad management details stay outside this document.

7. Open questions for Clint

1. Do the colors above look right?
2. Does the 11-page pick work? What goes on the open 11th page? Can Hometown use an unnamed page for Post-Tension?
3. Main site is exceedbuild.com. Should the other domains point to it, or to specific pages?
4. What are the Google and BBB ratings to show, and the service-area line?
5. Post-tension: which benefits to state in your words, which pool and patio work uses it, and do you have cable-laying or stressing photos or video?
6. What logo files are needed for vans, trucks, vinyl and T-shirts?
7. Any license, insurance or warranty lines for every page?
8. Landscaping: should it be on the site, as its own page or within Outdoor Living?

Next step: Clint sign-off → Hometown builds to this card so Brittany, Cindy, and Danielle work from the same picture.