

NEXLA

DESIGN SYSTEM / CMS / WEBSITE ARCHITECTURE

Nexla Website Design System

A professional blueprint for the homepage, internal pages, admin panel, sitemap, motion system, and dynamic CMS architecture.

Creative Orbit

Bold Editorial Blocks

Laravel + Filament CMS

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59. Must be tested:

Nexla Website Design System and Architecture

Version: 1.0

Scope: Homepage, internal pages, motion system, admin panel, sitemap, dynamic content model, and implementation direction.

Creative Direction: Nexla Creative Orbit

Strategic Flow: Every page must guide the visitor toward one of two actions: **View Work** or **Start a Project**.

1. Executive Decision

This document is the design and implementation reference for the new Nexla website. The website must not be a static company profile. It should work as a living digital system: a marketing website, portfolio, insights hub, product showcase, services platform, and admin-controlled CMS.

Approved technical stack for the current hosting plan:

- **Backend + Frontend:** Laravel
- **Admin Panel:** Filament
- **Database:** MySQL
- **Styling:** Tailwind CSS
- **Interactions:** Alpine.js + GSAP when needed
- **Media:** Spatie Media Library
- **Hosting:** Hostinger Premium Web Hosting

This stack is recommended because the current hosting plan is better suited for a Laravel + MySQL application with a Filament admin panel than for a separate Next.js SSR frontend that typically requires a stronger Node.js runtime environment, VPS, or separate deployment such as Vercel.

2. Brand Spirit

Nexla positions itself as a software and creative solutions company. The existing brand idea is strong: **traveling through the space of creativity and imagination**. The website should not feel generic, static, or cold. It must feel alive, confident, premium, and digitally imaginative.

Central Brand Line

From the first spark... to a digital experience that lives.

Website Promise

Nexla does not only create attractive visuals. Nexla builds digital experiences that help brands appear stronger, communicate clearly, convert visitors, and grow.

3. Voice and Tone

Arabic is the primary language, using a **Saudi-white Arabic tone**: friendly, direct, lively, and professional. It should not feel overly formal, but it should still feel premium.

Interface Moment	Arabic Microcopy
Portfolio CTA	شوف أعمالنا
Start CTA	ابدأ مشروعك
Contact Prompt	خلينا نتكلم عن فكرتك
Submit Button	أرسل فكرتك
Download	حمل بروفايل نكسلا
Success State	وصلتنا فكرتك، ونرجع لك قريب
Loading State	...جاري تجهيز الرحلة
Error State	يبدو أن فيه معلومة ناقصة

Voice Rules

- Clear and direct.
- Energetic but not noisy.
- Human and warm.
- Not overly colloquial.
- Every page must end with a clear CTA: View Work or Start a Project.

4. Public Website Sitemap

```
/ar
├── /
│   ├── /work
│   │   └── /work/[project-slug]
│   ├── /insights
│   │   └── /insights/[category]
```

Homepage
Work
Case Study
Blog / Insights

```
|   └─ /insights/[article-slug]
| └─ /profile                Profile Download
| └─ /services              Services
|   └─ /services/[service-slug]
| └─ /products              Products
|   └─ /products/[product-slug]
| └─ /about                 About
| └─ /start-project         Start a Project
| └─ /contact               Contact
| └─ /thank-you             Submission Success
| └─ /privacy-policy
| └─ /terms
```

```
/en
|
| └─ /
| └─ /work
| └─ /work/[project-slug]
| └─ /insights
| └─ /insights/[category]
| └─ /insights/[article-slug]
| └─ /profile
| └─ /services
| └─ /services/[service-slug]
| └─ /products
| └─ /products/[product-slug]
| └─ /about
| └─ /start-project
| └─ /contact
```

5. Core User Flows

Flow 1: View Work

```
Homepage
↓
View Work
↓
Filter projects
↓
Open case study
↓
Explore story, visuals, and services
↓
CTA: I want a similar project
↓
Start a Project
↓
Thank You
```

Flow 2: Start a Project

```
Any website page
↓
```

```
Start a Project CTA
↓
Select project type
↓
Select project stage
↓
Select goal, budget, and timeline
↓
Enter contact details
↓
Submit
↓
Thank You
```

Flow 3: Insights to Lead

```
Insights listing
↓
Useful article
↓
Inline CTA
↓
Related service or project
↓
Start a Project
```

Flow 4: Profile Download to Lead

```
Profile page
↓
Company overview
↓
Download PDF
↓
CTA: Ready to start?
↓
Start a Project
```

6. Creative Direction

Name

Nexla Creative Orbit

Concept

The website is a creative orbit. A client idea starts as a spark, enters Nexla's orbit, and becomes a brand identity, website, mobile app, digital product, or smart business system.

Visual Blend

- **Premium Dark Creative Orbit:** dark backgrounds, glow, orbital shapes, premium digital feel.
- **Bold Editorial Color Blocks:** strong CTA blocks, grid structure, confident color panels.
- **Saudi-white human tone:** friendly, clear, lively copywriting.

Where Bold Colors Should Be Used

- Two Main Paths section.
- Profile Download block.
- Final CTA.
- Footer.
- Selected service/product cards.

Bold colors should not dominate the entire site. They should create energy at key conversion moments.

7. Color System

Token	Color	Usage
--nexla-coral	#EF4F61	CTAs, highlights, bold footer
--deep-navy	#080B1A	Hero, premium sections, dark backgrounds
--orbit-violet	#6D35FF	Glow and motion accents
--electric-pink	#E61591	Secondary bold blocks
--warm-yellow	#F4D94D	Rare accent only
--soft-gray	#F3F5F8	Calm backgrounds
--ink	#111111	Main text
--white	#FFFFFF	Clean space

Color Rules

- Primary buttons should usually use Coral.
- Dark backgrounds are reserved for premium sections.
- Yellow and electric pink are accents, not default backgrounds.
- Portfolio visuals should usually sit on calm backgrounds so the work itself stands out.

8. Typography

Arabic

- Preferred: **IBM Plex Sans Arabic**
- Alternative: **Noto Sans Arabic**
- Premium option if licensed: **DIN Next Arabic**

English

- Preferred: **Inter**
- Premium alternative: **Satoshi**

Recommended Type Scale

Element	Desktop	Mobile
Hero title	72-110px	42-58px
Section title	44-64px	30-40px
Card title	24-34px	20-26px
Body	18-20px	16-18px
Small label	12-14px	12px

Copy Rules

- Headlines must be short and memorable.
- UI paragraphs should not exceed three lines.
- Do not overload the hero section with text.
- Every section should lead to a clear next action.

9. Layout and Grid System

Desktop

- Container max width: 1280px - 1440px.
- Grid: 12 columns.
- Gutter: 24px - 32px.

- Section spacing: 96px - 140px.

Tablet

- Grid: 8 columns.
- Section spacing: 72px - 96px.

Mobile

- Grid: 4 columns.
- Cards stack into one column.
- Start a Project CTA must remain easy to access.

Layout Language

- Use thin editorial divider lines in selected sections.
 - Use large color blocks for conversion moments.
 - Portfolio images must be large, not small thumbnails.
-

10. Core Components

Primary Button

- Coral background.
- White or Ink text depending on the background.
- Hover: arrow moves 6px, subtle glow appears.
- Focus: visible outline.

Secondary Button

- Thin border.
- Hover: subtle background fill.

Project Card

- Large image.
- Project name.
- Project type and services.
- Hover: image scale 1.03, light overlay, label appears: "View the story".

Service Card

- Small number.
- Service name.
- Short description.
- Hover: border or background shifts toward Coral.

Insight Card

- Strong title.
- Category label.
- Date.
- Short excerpt.

Product Card

- Visual or mockup.
 - Brief benefits.
 - Product-specific CTA.
-

11. Motion and Hover System

Principles

Motion should add life, not distraction. Every motion effect should support clarity, brand feeling, or interaction feedback.

Motion Rules

Element	Motion
Hero title	Fade + slight slide
Orbit glow	Slow continuous movement, 20-40s
Project cards	Light scale + subtle parallax
Buttons	Arrow shift + glow
Service cards	Lift 4px + border/color change
Page transitions	Soft fade
Footer NEXLA	Reveal on scroll

Do Not Use

- Heavy animation that slows the page.
 - Large hero videos.
 - Too many mobile effects.
 - Animation before the element enters the viewport.
-

12. Homepage Blueprint

12.1 Header

Items:

NEXLA Logo
Home | Work | Services | Products | Insights | About | Profile | Contact | AR/EN | Start a Project

Behavior:

- Transparent above the hero.
- Converts to dark or glass background on scroll.
- Start a Project button stays prominent.
- On mobile, the CTA remains visible inside the menu or as a sticky bottom button.

Admin Control:

- Edit navigation links.
 - Enable/disable English version.
 - Edit CTA label and target.
-

12.2 Hero

Headline:

Your ideas deserve an experience that lives.

Body:

Nexla designs and builds brand identities, websites, apps, and digital products that make your brand clearer, stronger, and closer to your customers.

Buttons:

- View Work
- Start a Project

Design:

- Deep Navy background.
- Coral/Violet glow.

- Simple orbital visual.
- No heavy hero video.

Motion:

- Title appears first.
 - Body and buttons follow.
 - Orbit moves slowly in the background.
-

12.3 Big Statement

Copy:

We do not design beauty only. We design experiences that sell, persuade, and grow with you.

Design:

- Light background.
 - Oversized text.
 - Subtle grid lines.
-

12.4 Two Main Paths

Title:

What would you like to do first?

Path	Copy	CTA
View Work	Explore projects we designed and built for brands across different sectors.	Enter the gallery
Start a Project	Have an idea? Let us understand it and turn it into a clear plan.	Start now

Design:

- Two large editorial color blocks.
 - First block: Coral.
 - Second block: Pink/Violet or Deep Navy.
 - Hover: lift + arrow movement.
-

12.5 Selected Work

Title:

Projects we moved from idea... to presence.

Content:

Display 4-6 featured works selected from the admin panel, such as:

- Tinder Food
- Arabian Pay
- Almas Academy
- Yemen Directory
- Salon Book
- BZZ

Design:

- Non-standard editorial grid.
- Large visuals.
- Some wide project cards.

Hover:

- Image scale 1.03.
 - Overlay label: View the story.
 - Arrow movement.
-

12.6 Services Orbit

Title:

Every service orbits one goal: your idea's success.

Services:

1. Brand and Identity.
2. UX/UI and Digital Product Design.
3. Web and App Development.
4. Marketing and Growth.
5. AI and Smart Solutions.

Design:

- “Your idea” in the center.
- Services around it as orbit stations or structured cards.

12.7 Products Preview

Title:

Ready solutions that help you start faster.

Product	Description	CTA
Smart Menu	QR-based digital menu, easy to update, built for restaurants and cafes.	Learn more
eCarta	Smart cards for business, social media, gaming, and gifts.	Create your card
Business Systems	ERP, CRM, accounting, and custom dashboards.	Request your system

12.8 Process

Title:

We start by understanding. Then we create.

- 01 Understand
- 02 Structure
- 03 Design
- 04 Develop
- 05 Launch
- 06 Improve

Each step should have a short two-line explanation.

12.9 Insights Preview

Title:

Ideas from inside the journey.

Suggested first articles:

- How to choose the right design agency for your project.
 - When does your brand need a new identity?
 - Why do some apps fail even when the idea is strong?
-

12.10 Profile Download

Title:

Want to know Nexla better? Take the profile with you.

Buttons:

- Download Arabic Profile.
 - Download English Profile.
 - Send me a copy by email.
-

12.11 Final CTA

Title:

Have an idea? Let's bring it to light.

Buttons:

- Start a Project.
 - View Work.
-

12.12 Footer

Footer CTA

Have an idea sitting in your mind?
Let's turn it into a digital experience that works, sells, and grows.
[Start a Project] [Download Profile]

Footer Blocks

BLCK. 01
Home

Work

Insights

About

BLCK. 02

Services

Products

Profile Download

Start a Project

BLCK. 03

Instagram

LinkedIn

Behance

WhatsApp

BLCK. 04

Contact

support@nexla-ye.com

+967771974257

AR | EN

Giant Brand

NEXLA®

Tagline: From the first spark... to an experience that lives.

13. Internal Page Layouts

13.1 Work - /work

Goal: Prove Nexla's creative and technical capability visually, then drive visitors into case studies.

Sections:

1. Hero: "Work designed to leave an impact."
2. Filters: All, Branding, UX/UI, Web, Mobile, SaaS, Marketing, AI.
3. Project grid.
4. CTA: "Seen something close to your idea? Let's start yours."

Hover: Show "View the story".

13.2 Case Study - /work/ [project-slug]

Sections:

1. Project hero: name, type, year, services.
2. Overview.
3. Challenge.
4. Nexla Role.
5. UX / Flow.
6. Visual Direction.
7. Gallery.
8. Impact.
9. Related Projects.
10. CTA: "I want a similar project."

Admin Control: Projects can be Draft or Published, and can be marked as Featured for the homepage.

13.3 Insights - /insights

Sections:

1. Hero: "Ideas that help your project grow with clarity."

2. Featured article.
 3. Categories.
 4. Articles grid.
 5. Optional newsletter/lead block.
-

13.4 Article Page - /insights/[article-slug]

Sections:

1. Article hero.
 2. Author/date/category.
 3. Content.
 4. Inline CTA.
 5. Related articles.
 6. Related service/project.
-

13.5 Profile Download - /profile

Sections:

1. Hero: "Everything about Nexla in one file."
 2. What the profile includes.
 3. Download Arabic / English.
 4. Optional email capture.
 5. Profile preview mockup.
 6. CTA: "Now that you have seen Nexla... shall we start?"
-

13.6 Services - /services

Sections:

1. Hero: "What can we do for you?"
 2. Services grid.
 3. How to choose the right service.
 4. Related work.
 5. CTA.
-

13.7 Service Detail - /services/[service-slug]

Sections:

1. Service hero.
 2. Who is this service for?
 3. What we deliver.
 4. Deliverables.
 5. Process.
 6. Related work.
 7. FAQ.
 8. Service-specific CTA.
-

13.8 Products - /products

Sections:

1. Hero: "Ready solutions that help you launch faster."
 2. Product cards.
 3. Comparison / use cases.
 4. CTA.
-

13.9 Product Detail - /products/[product-slug]

Sections:

1. Product hero.
 2. Problem.
 3. Solution.
 4. Features.
 5. How it works.
 6. Visuals/video.
 7. FAQ.
 8. CTA.
-

13.10 About - /about

Sections:

1. Hero: "Creativity is not a look. It is a way of thinking."
 2. Nexla story.
 3. Mission.
 4. Vision.
 5. Philosophy.
 6. Values.
 7. Clients.
 8. CTA.
-

13.11 Start a Project - /start-project

Page format: multi-step form.

```
Step 1: Project type
Step 2: Project stage
Step 3: Goal
Step 4: Budget
Step 5: Launch time
Step 6: Contact details
Step 7: Review and submit
```

UI States:

- Empty: "Choose your project type to begin."
 - Loading: "Sending your idea..."
 - Error: "Looks like some information is missing."
 - Success: "We received your idea and will get back to you soon."
-

13.12 Contact - /contact

Sections:

1. Hero: "Let's talk."
2. Contact information.
3. Simple form.
4. Location text or map.
5. Social links.

6. CTA: "If you have more details, start a project."

13.13 Thank You - /thank-you

Title:

We received your idea.

Copy:

The Nexla team will review the details and contact you soon. Meanwhile, you can view our work or download the profile.

Buttons:

- View Work.
 - Download Profile.
-

14. Admin Panel

14.1 Admin Sitemap

```
/admin
├── Dashboard
├── Site Settings
├── Navigation
├── Pages Builder
│   ├── Home
│   ├── About
│   ├── Profile
│   ├── Contact
│   └── Start Project
├── Works
│   ├── Projects
│   ├── Work Categories
│   └── Services Tags
├── Services
├── Products
├── Insights
│   ├── Articles
│   ├── Categories
│   └── Authors
├── Profile Downloads
├── Leads
│   ├── Start Project Requests
│   └── Contact Messages
├── Media Library
├── SEO
├── Users
└── Activity Log
```

14.2 Dashboard

Shows:

- New project requests.
 - Latest contact messages.
 - Profile download count.
 - Latest articles.
 - Latest projects.
 - Unpublished content alerts.
-

14.3 Site Settings

Fields:

- Logo.
 - Favicon.
 - Contact information.
 - Social links.
 - WhatsApp.
 - Default SEO.
 - Profile files.
 - Language settings.
 - Global CTA labels.
-

14.4 Pages Builder

Each page is built from reorderable and hideable content blocks.

Available Blocks

- Hero Block.
 - Big Statement.
 - Two Paths.
 - Selected Works.
 - Services Grid.
 - Products Preview.
 - Process Steps.
 - Insights Preview.
 - Profile Download.
 - CTA Banner.
 - FAQ.
 - Text + Image.
 - Logo Cloud.
-

15. Dynamic Content Model

15.1 Project Model

Field	Type	Notes
title_ar / title_en	text	Project name
slug	string	Unique URL
client	text	Client name
country	text	Country
year	number	Project year
categories	relation	Branding, UX/UI, etc.
services	relation	Delivered services
cover_image	media	Cover image
gallery	media[]	Project visuals
overview_ar/en	rich text	Overview
challenge_ar/en	rich text	Challenge
solution_ar/en	rich text	Solution
role_ar/en	rich text	Nexla role
impact_ar/en	rich text	Result/impact
featured	boolean	Show on homepage
sort_order	number	Display order
status	enum	Draft / Published

15.2 Article Model

Field	Type
title_ar / title_en	text
slug	string
category_id	relation
author_id	relation
cover_image	media
excerpt_ar/en	text
content_ar/en	rich text
related_projects	relation
related_services	relation
seo_title_ar/en	text
seo_description_ar/en	text
published_at	datetime
status	Draft / Published

15.3 Lead Model

Field	Type
name	text
company	text
email	email
phone	text
project_type	enum
project_stage	enum
goal	enum/multi-select
budget_range	enum
launch_time	enum
message	text
source_page	string
status	New / Contacted / Qualified / Closed
internal_notes	text

16. SEO, Performance, and Accessibility

SEO

- Each page needs a meta title and description.
- Use clear slugs.
- Support Arabic and English URLs.
- Add hreflang.
- Use Organization, Article, Service, and Project schema where relevant.
- Use descriptive image names and alt text.

Performance

- Compress images.
- Lazy-load images.
- Avoid heavy hero video.
- Reduce GSAP effects on mobile.
- Cache public pages.

Accessibility

- Maintain strong color contrast.
 - Provide focus states for buttons and links.
 - Add alt text for images.
 - Use proper heading order.
 - Support keyboard navigation.
 - Do not rely on color alone to communicate meaning.
-

17. Responsive Rules

- Header becomes a simplified menu.
 - Start a Project CTA remains accessible.
 - Project cards stack vertically on mobile.
 - Color blocks stack one after another.
 - Orbit motion is reduced or disabled on mobile.
 - Hero copy should not exceed four lines on mobile.
-

18. Handoff Checklist

Before Final UI Design

- Approve sitemap.
- Approve color system.
- Approve voice and tone.
- Approve homepage blueprint.
- Approve footer direction.

Before Development

- Design all pages in Figma.
- Design mobile states.
- Prepare components.
- Prepare admin content model.
- Select final images.
- Write initial page content.

Before Launch

- Test links.
 - Test forms.
 - Test Arabic and English versions.
 - Test mobile layouts.
 - Test performance.
 - Test SEO.
 - Test admin panel.
-

19. Executive Summary

The Nexla website must become:

- A creative technology agency website.
- A strong portfolio platform.
- A dynamic CMS.
- A lead generation system.
- A scalable product showcase.
- An insights hub for trust and SEO.
- A memorable brand experience.

Final creative decision:

Premium Dark Creative Orbit + Bold Editorial Color Blocks

Final technical decision:

Laravel + Filament + MySQL + Tailwind on Hostinger Premium Web Hosting

20. Developer Implementation Tokens

CSS Variables

```
:root {
  --nexla-coral: #EF4F61;
  --deep-navy: #080B1A;
  --orbit-violet: #6D35FF;
  --electric-pink: #E61591;
  --warm-yellow: #F4D94D;
  --soft-gray: #F3F5F8;
  --ink: #111111;
  --white: #FFFFFF;
}
```

Breakpoints

```
sm: 640px
md: 768px
lg: 1024px
xl: 1280px
2xl: 1440px
```

Spacing Tokens

Token	Value	Usage
section-y-sm	64px	Mobile
section-y-md	96px	Tablet
section-y-lg	128px	Desktop
radius-card	24px	Work/service cards
radius-panel	32px	Large editorial panels
shadow-soft	Soft	Light cards
glow-coral	Custom	Hero and CTA

Image Ratios

Usage	Ratio
Project cover	16:10 or 4:3
Case study hero	16:9
Insight cover	16:9
Product visual	4:3
Profile mockup	3:4

21. Homepage Admin Control Matrix

Section	Editable Fields	Notes
Header	Links, CTA, language	Any link can be hidden
Hero	Title, copy, buttons, background	AR/EN supported
Big Statement	Main statement, subcopy	Light/dark background option
Two Paths	Section title, both cards, links	Key conversion section
Selected Work	Featured projects and order	From Projects model
Services Orbit	Visible services, icons	From Services model
Products Preview	Selected products	From Products model
Process	Steps and order	Editable
Insights Preview	Selected articles	From Articles model
Profile Download	PDF files, version, date	Includes download count
Final CTA	Title, copy, buttons	Appears before footer
Footer	Links, socials, contact data	Giant NEXLA can be static or editable

22. Admin Roles and Permissions

Role	Permissions
Super Admin	Everything
Content Manager	Articles, projects, pages, products
Sales Manager	Leads, contact messages, internal notes
Designer	Media Library, projects, visuals, case studies
Viewer	Read only

Activity Log

Every important change should be logged:

- Who changed it?
 - What changed?
 - When?
 - Was it published?
-

23. Forms and Notifications

Start Project Form

On submission:

1. Save request to database.
2. Send notification email to Nexla.
3. Allow later WhatsApp or CRM integration.
4. Redirect to Thank You page.

Contact Form

Short fields:

- Name.
- Email or WhatsApp.
- Message.
- Source page.

Lead Status

New → Contacted → Qualified → Proposal Sent → Closed / Archived

24. Hostinger Premium Deployment Notes

- Use MySQL, not PostgreSQL.
 - Deploy Laravel correctly and point the domain to the `public` directory.
 - Enable SSL.
 - Configure `.env` carefully.
 - Run migrations after deployment.
 - Create storage symlink.
 - Cache config/routes on launch.
 - Compress images before upload.
 - Avoid complex queues in the first version; start with database/email behavior and improve later.
-

25. Version 1 Acceptance Criteria

Version 1 must include:

- Complete homepage.
- Work listing + dynamic case study page.
- Services listing + service detail page.
- Products listing + product detail page.
- Insights listing + article page.
- Profile download page.
- About page.
- Start a Project page.
- Contact page.
- Admin panel for content management.
- Arabic and English support for core pages.

Must be tested:

- Mobile layouts.
 - RTL/LTR behavior.
 - Forms.
 - Image and file uploads.
 - SEO metadata.
 - Image performance.
 - Admin permissions.
-

26. Final Design Summary

The website is not built on visual style alone. Its strength comes from combining:

- Clear story.
- Strong proof of work.
- Understandable services.
- Scalable products.
- Insight content that builds trust.
- Admin control that keeps the website alive and updated.

Golden rule: every page should quietly ask the visitor:

Do you want to see what we have built, or do you want us to start your idea?

Nexla website design system - prepared as a design/development reference.