



Cline, Bettridge, Bernstein Lighting Design, Inc.

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The CBB Team

This is the Team landing page.

SD:TEAM is a main selling point of CBB, and deserves its own “main” button (as opposed to “sub” button under ABOUT). This is where we could really explore what sets us apart from other lighting design firms. A combination of text and color images of team at work/with clients would be most effective.

The menu at the left is the Team sub-menu, each going to a different page.

- Our team – and our team approach to working with clients (i.e. a personal approach, with keen attention to their individual project needs) will be a main selling point. TEAM needs its own website section (main button).
- “Structure” could give an overall view of the various team members and their roles on a given project.
- “Management” would probably comprise bios of the Principals and the Senior Associates
- “Design Team” could profile the other team members. FOR ALL BIOS, SHORTER IS BETTER – factual, punchy and compelling.
- “Our Clients” – perhaps a list of the main architects we have worked with, along with a brief discussion of our client relationship approach on projects. Definitely a link to the “Client Comments” page could be put in here. Images of the office and people working would be placed on this and the other team pages.

