

Strategic Website Blueprint

Glory Cole Real Estate Professional (Glory CORE RE)

| PROJECT OVERVIEW | |
|------------------|--|
| Location: | Inland Empire, California, USA |
| Target Audience: | First-time homebuyers, home sellers seeking maximum profit, and real estate investors |
| Primary Goal: | Develop a bilingual (English & Spanish) website that highlights unique real estate opportunities |

BRAND COLORS

| Color 1 | Color 2 | Color 3 |
|---------|---------|---------|
| #003366 | #F5F5F5 | #D4AF37 |

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Customer Overview

BUSINESS TYPE

Real Estate Agency

LOCATION

Inland Empire, California, USA

TARGET AUDIENCE

First-time homebuyers, home sellers seeking maximum profit, and real estate investors looking for smart deals in the Inland Empire region of California. Audience includes both English and Spanish-speaking clients, with an emphasis on individuals and families seeking personalized, trustworthy guidance and community-focused service.

PRIMARY GOAL

Develop a bilingual (English & Spanish) website that highlights unique real estate services and expertise in the Inland Empire market

Page Structure & Recommendations

Page structure data not available in this blueprint format.

Visual Direction

Color Palette:

#ffffff #000000 #ff6600

TYPOGRAPHY:

Headers:

"WELCOME TO THE BRAND"

Body Text:

"Modern design meets simplicity"

Main font: Helvetica; Accent font: Georgia

DESIGN RATIONALE

Professional design approach tailored to business needs and target audience psychology.

Strategic Recommendations

Strategic recommendations not available in this blueprint format.