

# 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 offerings

## 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.