

# Strategic Website Blueprint

Glory Cole Real Estate Professional

PROJECT OVERVIEW	
Location:	Houston, Texas, USA
Target Audience:	Individuals and families seeking to buy, sell, or invest in residential real estate
Primary Goal:	Provide exceptional real estate services for buyers and sellers in Houston

## BRAND COLORS

Color 1	Color 2	Color 3
#002147	#FFFFFF	#D4AF37

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# Customer Overview

## ***BUSINESS TYPE***

Real Estate Agency

## ***LOCATION***

Houston, Texas, USA

## ***TARGET AUDIENCE***

Individuals and families seeking to buy, sell, or invest in residential real estate in the Houston area; includes first-time homebuyers, property investors, and relocating professionals who value personalized service and local expertise.

## ***PRIMARY GOAL***

Provide exceptional real estate services for buyers and sellers in Houston

# 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.