

# Strategic Website Blueprint

Trinity Group

PROJECT OVERVIEW	
Location:	Toronto, Ontario, Canada
Target Audience:	Institutional and private real estate investors seeking stable and high-yield opportunities
Primary Goal:	Develop and manage innovative mixed-use, community, and large format real estate projects

## BRAND COLORS

Color 1	Color 2	Color 3
#1A1A1A	#005A9C	#F2F2F2

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# Customer Overview

## ***BUSINESS TYPE***

Real Estate Developer and Investment Company

## ***LOCATION***

Toronto, Ontario, Canada

## ***TARGET AUDIENCE***

Institutional and private real estate investors seeking stable and high-yield opportunities; national and local retail and office tenants looking for prime leasing in mixed-use, community, and large format centres; urban professionals and families interested in vibrant live-work-play communities; community organizations and stakeholders invested in urban development and revitalization.

## ***PRIMARY GOAL***

Develop and manage innovative mixed-use, community, and large format real estate projects across Canada

# 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.