

# Strategic Website Blueprint

Pro-Serve.ai

PROJECT OVERVIEW	
Location:	Not specified (assume United States for industry standard)
Target Audience:	Non-technical team members in construction and design firms (onboarding, c
Primary Goal:	Automate and streamline the generation of strategic website blueprints tailor

## BRAND COLORS

Color 1	Color 2	Color 3
#000000	#FFFFFF	#4285F4

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# Customer Overview

## ***BUSINESS TYPE***

Contractor Construction Technology Platform

## ***LOCATION***

Not specified (assume United States for industry standard)

## ***TARGET AUDIENCE***

Non-technical team members in construction and design firms (onboarding, designers, QC leads, project managers), seeking efficient website blueprint generation and quality validation; includes admins, designers, QC, and operational staff in mid-to-large contractor and construction businesses.

## ***PRIMARY GOAL***

Automate and streamline the generation of strategic website blueprints tailored to construction projects

# 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.