

# Strategic Website Blueprint

Wild Horse Connection

PROJECT OVERVIEW	
Location:	Reno, Nevada, USA
Target Audience:	Adults and families in Nevada and surrounding regions who are passionate a
Primary Goal:	Protect and preserve wild horses in their natural habitat

## BRAND COLORS

Color 1	Color 2	Color 3
#6B4226	#A67C52	#F5F5F5

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# Customer Overview

## ***BUSINESS TYPE***

Nonprofit Wild Horse Advocacy and Rescue Organization

## ***LOCATION***

Reno, Nevada, USA

## ***TARGET AUDIENCE***

Adults and families in Nevada and surrounding regions who are passionate about animal welfare, wildlife conservation, and the protection of wild horses; individuals with experience or interest in horse care and adoption; community members concerned about local wildlife; volunteers seeking meaningful, hands-on opportunities; donors and sponsors interested in supporting animal rescue and advocacy; and social media users engaged with animal rights and nonprofit causes.

## ***PRIMARY GOAL***

Protect and preserve wild horses in their natural habitat

# 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.