

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 about wild horses.
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.