

Strategic Website Blueprint

IRON ORDER MC

| PROJECT OVERVIEW | |
|------------------|---|
| Location: | Jeffersonville, IN, USA (Founded); Chapters in 28 states nationwide; Internat |
| Target Audience: | Men from diverse backgrounds and professions who are passionate about m |
| Primary Goal: | Foster strong brotherhood and camaraderie among members |

BRAND COLORS

| Color 1 | Color 2 | Color 3 |
|---------|---------|---------|
| #000000 | #FFFFFF | #B22222 |

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Customer Overview

BUSINESS TYPE

Nonprofit Motorcycle Club / Community Organization

LOCATION

Jeffersonville, IN, USA (Founded); Chapters in 28 states nationwide; International membership

TARGET AUDIENCE

Men from diverse backgrounds and professions who are passionate about motorcycle riding, value brotherhood and camaraderie, and are interested in charitable work. Psychographically, the audience seeks adventure, community belonging, and opportunities to give back. The club also appeals to supporters, families, and women interested in supporting the club through the Iron Order Maidens.

PRIMARY GOAL

Foster strong brotherhood and camaraderie among members

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.