

# 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:***

##### #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.