

Strategic Website Blueprint

Wild Horse Connection

PROJECT OVERVIEW	
Location:	Reno, Nevada, USA
Target Audience:	Adults and families in Northern Nevada and surrounding regions who are passionate about wild horses.
Primary Goal:	Protect and preserve wild horses, particularly mustangs of the Virginia Range.

BRAND COLORS

Color 1	Color 2	Color 3
#7C4A02	#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 Northern Nevada and surrounding regions who are passionate about animal welfare, specifically wild horse preservation; individuals with equestrian experience or interest; community members concerned with local wildlife and environmental conservation; potential adopters, sponsors, and volunteers who value hands-on involvement and long-term commitment to animal care; donors seeking to support nonprofit causes related to wildlife and heritage preservation.

PRIMARY GOAL

Protect and preserve wild horses, particularly mustangs of the Virginia Range, 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.