

Strategic Website Blueprint

Chivac Interiors

PROJECT OVERVIEW	
Location:	New York City, NY, USA
Target Audience:	Urban professionals, homeowners, and small business owners in New York
Primary Goal:	Successfully onboard clients to digital service platforms (e.g., Bluehost)

BRAND COLORS

Color 1	Color 2	Color 3
#1A1A1A	#FFFFFF	#C0A16B

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Customer Overview

BUSINESS TYPE

Professional Services - Interior Design

LOCATION

New York City, NY, USA

TARGET AUDIENCE

Urban professionals, homeowners, and small business owners in New York City seeking modern, functional, and aesthetically pleasing interior design solutions. Demographics include adults aged 30-60, mid-to-high income, design-conscious, value efficiency and personalized service. Psychographics: appreciate quality, convenience, and expert guidance in transforming spaces.

PRIMARY GOAL

Successfully onboard clients to digital service platforms (e.g., Bluehost)

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.