

Strategic Website Blueprint

Canis Magnus Kennels

PROJECT OVERVIEW	
Location:	Gillsville, GA, USA
Target Audience:	Individuals and families seeking high-quality, well-socialized sporting and hunting dogs.
Primary Goal:	Breed and sell superior sporting dogs with excellent pedigrees and health records.

BRAND COLORS

Color 1	Color 2	Color 3
#4B2E05	#A67C52	#F5F5F5

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Customer Overview

BUSINESS TYPE

Retail Ecommerce – Sporting Dog Breeder and Kennel

LOCATION

Gillsville, GA, USA

TARGET AUDIENCE

Individuals and families seeking high-quality, well-socialized sporting and hunting dogs; professional hunters; law enforcement and military personnel; athletes; retirees; families with children; dog enthusiasts looking for performance, intelligence, and companionship in a dog. Psychographics include active lifestyles, appreciation for ethical breeding, interest in canine training and field sports, and a preference for reputable, family-operated businesses.

PRIMARY GOAL

Breed and sell superior sporting dogs with excellent pedigrees and health

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.