

# 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

## 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.