

FORT WORTH CHAMBER OF COMMERCE – WEBSITE PLAN

Site Purpose:

1. To inform the community of the purpose and vision of the chamber
2. To advertise local businesses to the community
3. To encourage local businesses to join the chamber

Target Audience:

1. Local businesspeople
2. Local residents interested in supporting local businesses

Personas:



Name: Chris Evertson

Age: 32

Chris is a new business owner in downtown Fort Worth. He is considering joining the Fort Worth Chamber of Commerce to network with other local business owners and to get the word out about his business to potential customers.



Name: Jenna Green

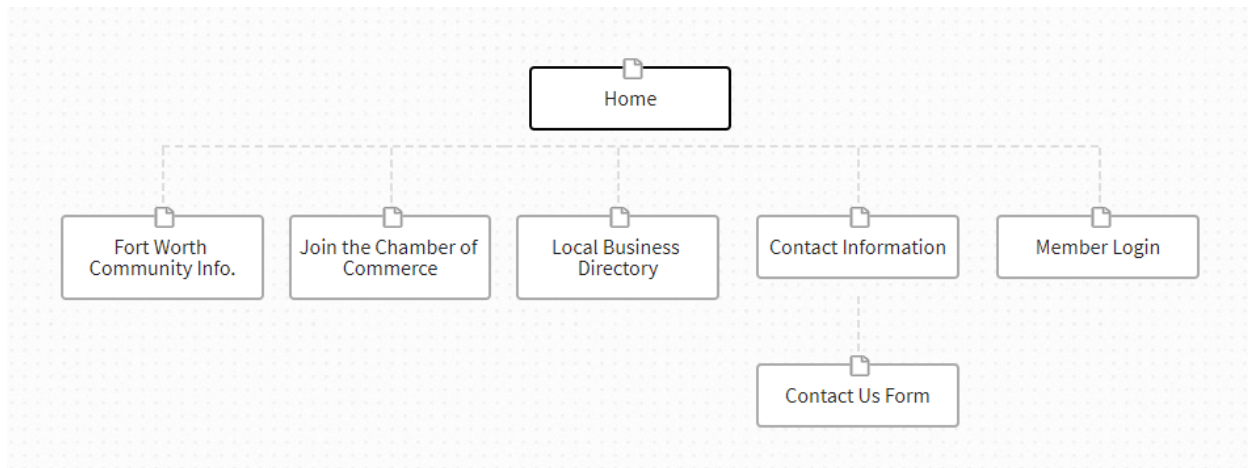
Age: 25

Jenna is proud of her home town of Fort Worth and wants to do everything she can to support local businesses. She checks the Chamber of Commerce website often to find new shops and restaurants.

Scenarios:

- How do I join the Chamber of Commerce?
- What restaurants are in the area?
- What time does the Farmer's Market open?
- Is there going to be a Founder's Day parade this year?

Site Map:



STYLE GUIDE

Color Scheme:

PRIMARY AND SECONDARY COLORS



Fort Worth Blue
(Primary)
HEX: #003363
CMYK: 100, 86, 34, 25



Safety Red
HEX: #b60000
CMYK: 19, 100, 100, 12



Slate Gray
HEX: #595959
CMYK: 63, 55, 54, 28

ACCENT COLORS



Silver
HEX: #c3c8cc
CMYK: 23, 16, 15, 0



Goldenrod
HEX: #d4d007
CMYK: 2, 9, 100, 0



Light Brown
HEX: #d94d4d
CMYK: 5, 8, 15, 0

Typography:

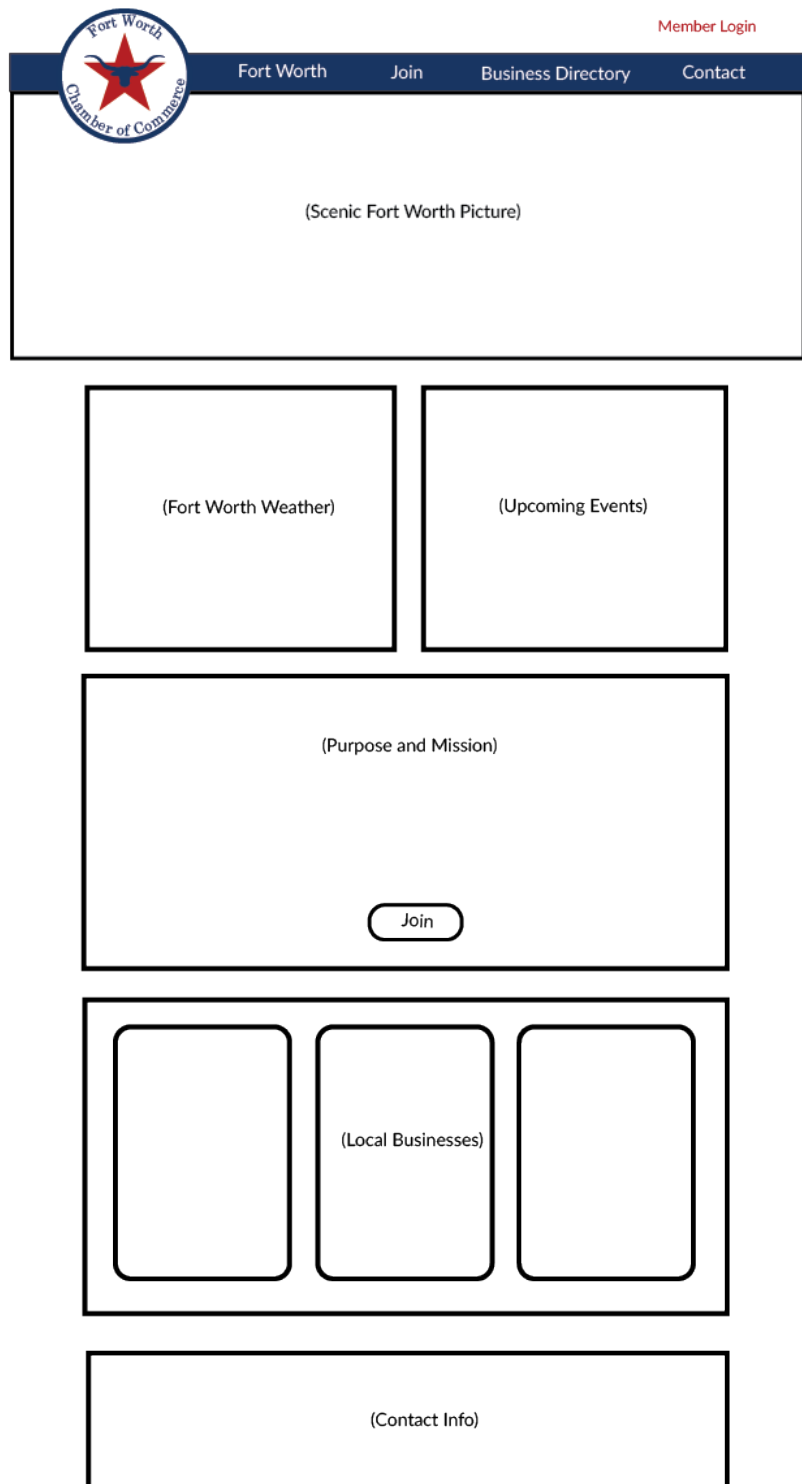
Navigation	LATO
Heading 1	Bembo Book
Heading 2	Bembo Book
Heading 3	Bembo Book
Paragraph	Lato

Logo:




Wireframe Sketches:

Large/Medium



Small



Member Login

(Scenic Fort Worth Picture)

(Fort Worth Weather)

(Upcoming Events)

(Purpose and Mission)

Join

(Local Businesses)

(Contact Info)