Client:

Our client is Jungfrau Glacier Adventures. A tour guide company that specializes in glacial walks in and around the Jungfrau region in switzerland. They have been in the industry for 50 years and they want a website to increase their profile among the other guide companies in the Jungfrau region.

Style:

The Style for the website should appeal to a nature loving, adventure seeking audience. As such the website should convey a sense of adventure and should reflect the beauty of the Jungfrau region from which the company operates. Because our website will be appealing to a younger audience the fonts that should be used should be a modern sans serif font. Lastly the colour scheme should mimic the colours one will see when hiking in the alps and should complement the various photos of the mountains used in the site.

Platform:

Due to most hotels near the Jungfrau region using 1024x768 resolution monitors, this website will target resolutions 1024x768 or higher.

# Semantic style guide:

<Header> : the header will display the logo along with the title next to it, and will contain the nav beyond that. The background should have the color 6666FF. No text will be displayed within the header. The logo png should have a height of 75px and be at the leftmost portion of the header with a bit of padding separating it. In accordance with Contrast in CRAP theory the logo should have a colour that properly contrasts with the background colour to draw attention to it. The header should be flush with the top of the page. Lastly the header image should link back to the index page.

<nav> : the nav will display the links to the other pages, and will be positioned in the right side of the header. The text color will be white to contrast against the background

and the font used will be a modern sans serif font such as arial or verdana. Lastly, there should be 15px of padding on both sides of each link.
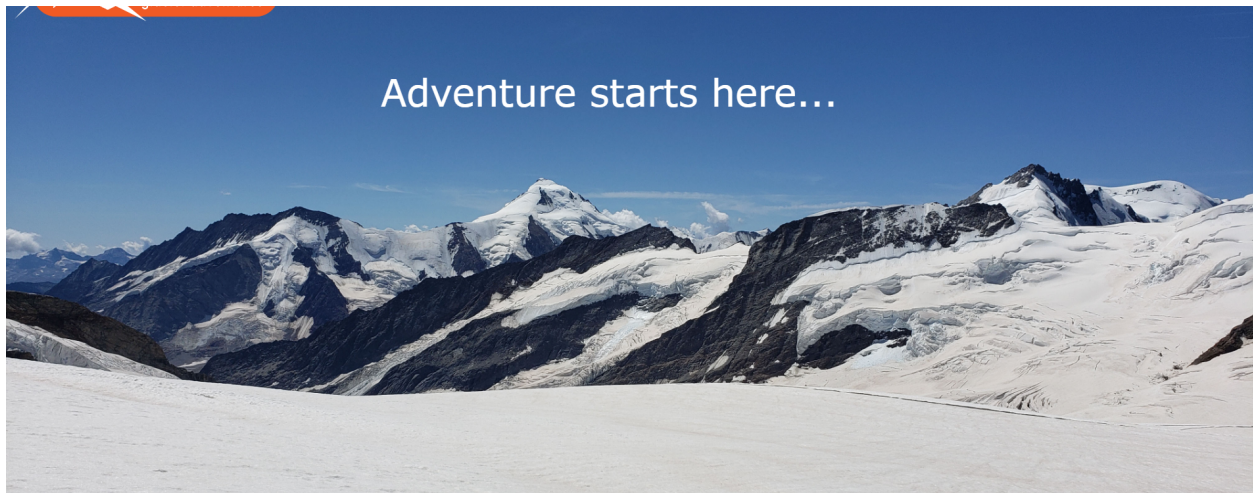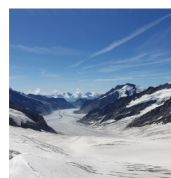

<div> id=heroCard : the hero card will be displayed only on the landing page, it will display the herocard image and span across the viewbox at all times. Furthermore text will be placed over the image that will use similar fonts to the nav and also be coloured white. The text will use the same font stack as the main tag and will be contained in the h1 semantic tag,
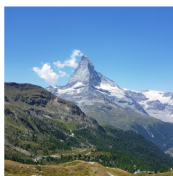
<main> : main will simply pass on the font stack and font sizes to any of its children. For the font stack should consist of Verdana, then Geneva, then Tahoma. The font size should be 14px. It will also have some padding on the left and right to compensate for the body margin being set to zero.

<div> id=tourGallery 1 & 2: the tour gallery containers will contain two sets of images and two paragraphs of text to coincide with those images, all images should be sized to 800x800. Furthermore any tour gallery will use the galleryContainer class which will put the elements into a formatted flexbox so that the images and text are aligned vertically,

both to give a sense of proximity so that the end user knows this is the tour gallery and so that they are not just arbitrarily placed on the page. Lastly, it will inherit any fonts and font sizes from the main. The galleries should be placed under the herocard in the index page
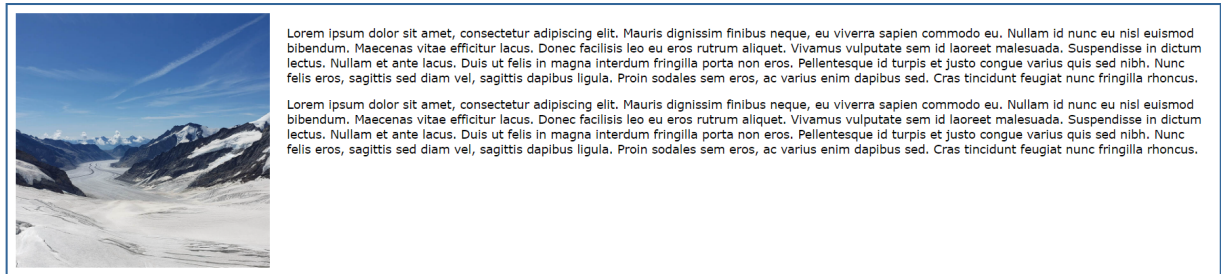

<section> : the section tag will be used on the staff and individual tour pages, so that each of the tour pages give a sense of repetition, letting the end user know that each page belongs to our website. Furthermore, the section tag will apply some margin and padding formatting and draw a border around its contents. The border colour should match the one used in the header. Lastly it will contain an image that should be sized to 768x1024 for staff images and 800x800 for tour images.

<footer> : The footer will be fixed to the bottom of the page and will use the same colour for the background as the header. The address and email link will be placed on the right and will use the same fonts and colours as the header links.

Web map:

Tour 1

Tour 2

Tour 3

Tour 4

Tours

index.html

timetable.html

staff.html
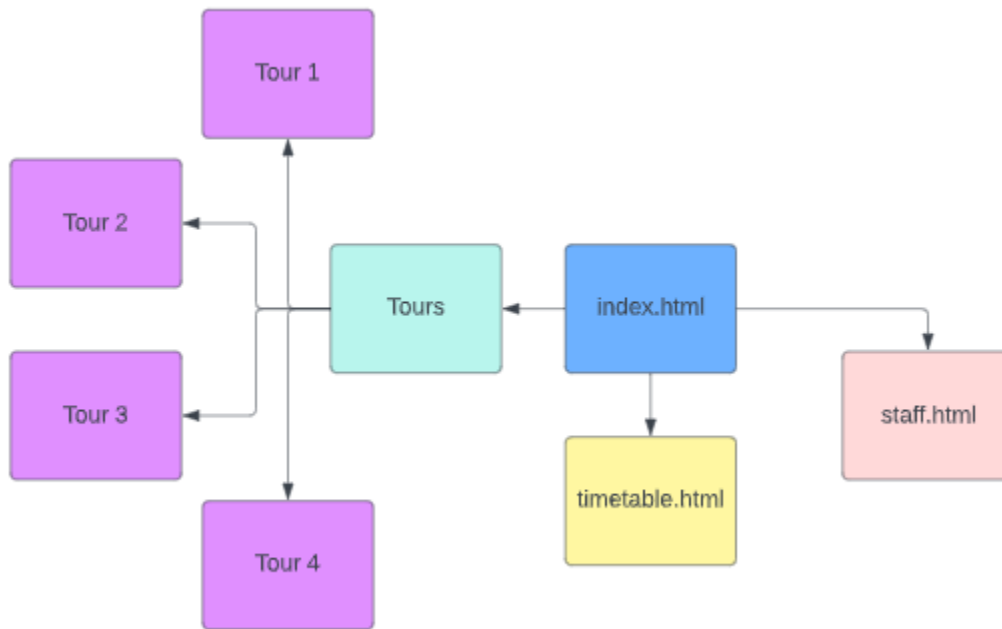
Current palette

HEX

```
#FFCC33
#336699
#66CCFF
#66CCCC
#6666FF
#6699FF
```

RGB

```
rgb(255, 204, 51)
rgb(51, 102, 153)
rgb(102, 204, 255)
rgb(102, 204, 204)
rgb(102, 102, 255)
rgb(102, 153, 255)
```

HTML

```
style="color:#FFCC33;"
style="color:#336699;"
style="color:#66CCFF;"
style="color:#66CCCC;"
style="color:#6666FF;"
style="color:#6699FF;"
```

CSS

```
.color-1 {color: #FFCC33;}
.color-2 {color: #336699;}
.color-3 {color: #66CCFF;}
.color-4 {color: #66CCCC;}
.color-5 {color: #6666FF;}
.color-6 {color: #6699FF;}
```

SCSS

```
$color-1: #FFCC33;
$color-2: #336699;
$color-3: #66CCFF;
$color-4: #66CCCC;
$color-5: #6666FF;
$color-6: #6699FF;
```