

# Splash White Water Rafting

By Diliaana Thompson

## Overview

### Purpose

The purpose of the Splash White Water Rafting website is to provide information about our rafting trips, safety measures, and booking options, while establishing an online presence for our company.

### Audience

The target audience includes adventure seekers, families planning vacations, and corporate groups looking for team-building activities.

### Scenario Questions:

1. Are you an adventure enthusiast looking for a new exciting activity?  
*Yes, I'm always looking for new outdoor adventures.*
2. Are you planning a family vacation and looking for safe activities suitable for children?  
*Yes, we want activities that everyone in the family can enjoy safely.*
3. Is your company looking for team-building activities that promote teamwork and excitement?  
*Yes, we are searching for activities that foster team spirit and are enjoyable for all employees.*

## Branding

### Website Logo



## Style Guide

### Color Palette

- **Primary Color:** Ocean Blue - #1E90FF
- **Secondary Color:** Rapids White - #F8F8FF
- **Accent 1 Color:** River Green - #2E8B57
- **Accent 2 Color:** Adventure Orange - #FFA500

[Color Palette URL](#)

# Typography

## Headings Example Font

Example Text - Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## Colored Callout Example Font


This is a callout example with colored text.

## Navigation

[Home](#) [About Us](#) [Rafting Trips](#) [Safety Measures](#) [Booking](#)

# Wireframes

## Home Page Wireframe

 Home Page Wireframe

## About Us Page Wireframe

 About Us Page Wireframe

## Rafting Trips Page Wireframe

 Rafting Trips Page Wireframe

## Safety Measures Page Wireframe

 Safety Measures Page Wireframe

## Booking Page Wireframe

 Booking Page Wireframe

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