**Whitewater Rafting Site Plan**

**Logo:** 

**Color Palette:**

* **Primary Color:** #0077B6 (Deep Ocean Blue)
* This document outlines the visual foundation for the whitewater rafting website, combining an adventurous color scheme with classic typography for readability and style.
* **Secondary Color:** #90E0EF (Sky Blue)
* **Accent1 Color:** #00B4D8 (Tropical Blue)
* **Accent2 Color:** #CAF0F8 (Pale Aqua)

**Coolors Palette URL:**  
https://coolors.co/0077b6-90e0ef-00b4d8-caf0f8

**Typography:**

* **Heading Font:** Lora
* **Text Font:** Merriweather

**Notes:**

* The color palette is designed to evoke a sense of freshness and adventure, with blues representing water and sky.
* Lora is used for headings to provide a clean, classic look, while Merriweather offers excellent readability for body text.