**WATER RAFTING SITE PLAN**

**PURPOSE**

The owner of Splash White Water Rafting wants to create an online presence

**GOALS**

**TARGET AUDIENCE**

**Demorgraphics**

* Adventure seeking tourist
* Outdoor enthusiasts
* Nature lovers

**Psychographics**

· **Thrill-Seekers**:

· **Connection Seekers**:

· **Leisure Explorers**

**LOGO**



| **Label** | **Color Name** | **Hex Code** | **Vibe** |
| --- | --- | --- | --- |
| Primary Color | River Blue | #0077b6 | Deep water adventure |
| Secondary Color | Forest Green | #2a9d8f | Natural and refreshing |
| Accent 1 Color | Sunshine | #f4a261 | Friendly, highlights buttons |
| Accent 2 Color | White Rapids | #e9ecef | Clean background, good contrast |

**Typography**

| **Font Label** | **Font Name** | **Use** | **Personality** |
| --- | --- | --- | --- |
| Heading Font | Bebas Neue | Logos & Titles | Bold, adventurous |
| Text Font | Open Sans | Paragraphs & menus | Clean, readable |
|  |  |  |  |

<https://coolors.co/0077b6-2a9d8f-f4a261-e9ecef>