# Whitewater Rafting Website - Site Plan

**0– Logo Image**



## 1. Site Purpose

I'm developing this page to introduce a rafting company. Here you'll find information about the tours and everything included in the packages. The goal is also to encourage people to purchase these experiences.

## 2. Target Audience

## We're looking for people who love adventure and enjoy outdoor activities. We're looking for people between the ages of 18 and 50 who enjoy nature and seek new experiences.

## 3. Logo

## The logo I chose is one of the options I found in the course resources. It fits well with the rafting theme and represents the company's identity well.

## 4. Color Palette

primary-color: #00B4D8

secondary-color: #B8C0FF

accent1-color: #52B788

accent2-color: #AFFC41

## 5. Typography

heading-font: Anton

text-font: Montserrat

https://coolors.co/00b4d8-b8c0ff-52b788-affc41