

Website Planning Document

True Weather

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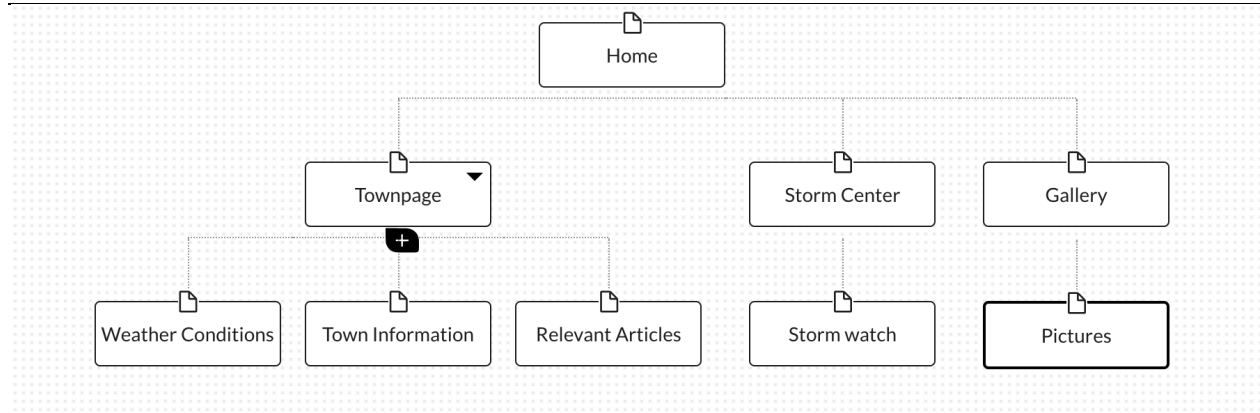
Site Purpose

Bringing the most accurate and relevant weather information to the people.

Target Audience

Residents of Franklin, Springfield, and Greenville of all demographics. Outdoorsmen. Commuters. Event and sports planners.

Site Map



Color Scheme

Primary color:

- #00BFFF

Secondary colors:

- #143DCC
- #3DS299
- #FF8540
- #CC3C14

Typography

Site Header	Myriad Pro	24pt	#00BFFF	Sample
Primary Navigation	Myriad Pro	12pt	#3D5299	Sample
Footer Navigation	Myriad Pro	10pt	#CC3C14	Sample
Heading 1	Myriad Pro	18pt	#143DCC	Sample
Heading 2	Myriad Pro	16py	#143DCC	Sample
Heading 3	Myriad Pro	14pt	#143DCC	Sample
Paragraph	Times	12pt	#000000	Sample

Wire-Frame Sketches

