In the Know Weather site plan

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Site name

The sight name will be: In the Know weather. The domain will be: intheknow-weather.com The site's moto will be: Keeping you informed when it matters most
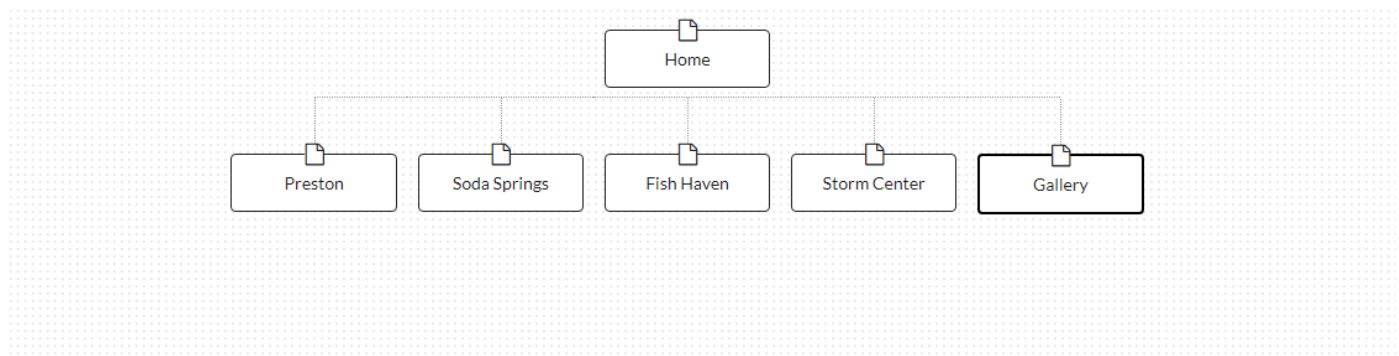
Purpose of the site

The main purpose of the site will be to inform residents and visitors in Preston, Soda Springs, Fish Haven, and Storm Center of local weather conditions on a consistent basis. This will include keeping track of local tourist-frequented areas to make it easier to plan ahead for events to these areas. A secondary goal will be to bring the community together by sharing news, information about local events, and stories.

Target audience and scenarios

The target audience will be visitors and residents of Preston, Soda Springs, Fish Haven, and Storm Center. The website will be optimized for both mobile and computer access, to make it easy on the go. Some scenarios of use include:

- What will the weather be like tomorrow in Soda Springs?
- I'm going hiking near Fish Haven next week, will it rain?
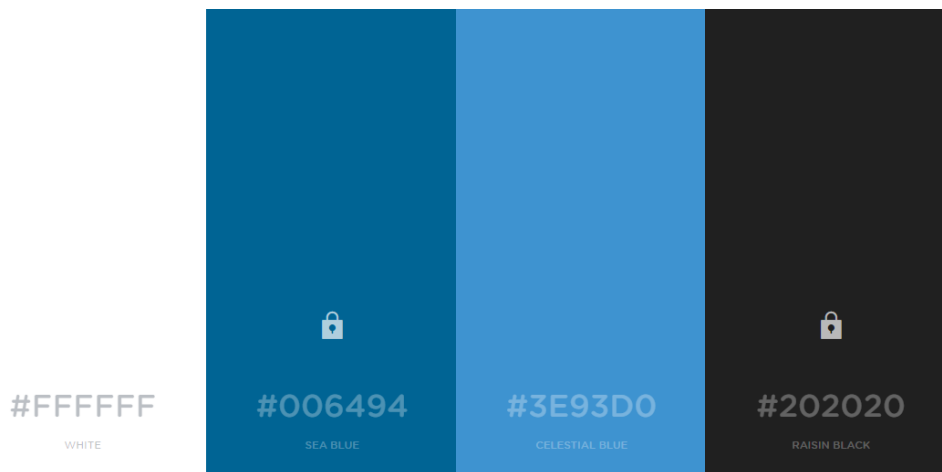- What's the best time to plan a camping trip in Preston?

Site map

Color theme and typography

Color

The background, navigation, footer text, and title of the website will be white. The main color will be #3e93D0, which will include banner background and H1 text, and other content boxes that require color backgrounds (subject to situation). Header text and navigation background, as well as any section breaks (such as 'hr') will be #006494. The footer background will be #202020. The paragraph text will be black. Examples of the colors:

(Logo design)

Typography

The primary fonts will be Fredricka the Great, Bell MT and Calibri light. Here are examples:

Site header	Arapey	50px	#FFFFFF	Sample
Navigation	Arapey	16px	#FFFFFF	Sample
footer	Calibri light	20px	#FFFFFF	Sample
Heading 1	Arapey	48px	#006494	Sample
Heading 2	Arapey	30px	#006494	Sample
Heading 3	Arapey	20px	#006494	Sample
paragraph	Calibri light	16px	#000000	Sample