

## Bountiful Foods

The mission is to provide fresh and healthy food options, including organic, made to order, fruit drinks and fruit bags, to the local population and to tourists visiting the coastal areas.

<https://www.BountifulFoods.com>

## Target Audience

The target audience are both local and visiting men, women and children who have a desire for fresh and healthy, organic, made to order, fruit drinks and fruit bags, grown locally here in California, and available at convenient locations all along the coastal area.

## Typography

Fonts

Heading Font: Paragraph Font: *Alegreya Sans, serif*

Indie Flower, sans-serif

Link Font/Navigation: *Tangerine, serif*

## Font Sizes

Header L1: Font-size: 34px

Header L2: Font-size: 28px

Header L3: Font-size: 24px

Paragraphs: Font-size: 24px

## Color Scheme

Header / Footer	#DEC3BE Pale Dogwood
Border	#DD7E93 Rose Pompadour
Background	#ffffff White
Links	#7EA089 Cambridge Blue
Misc	#D5A18E Rosy Brown

