**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 |



