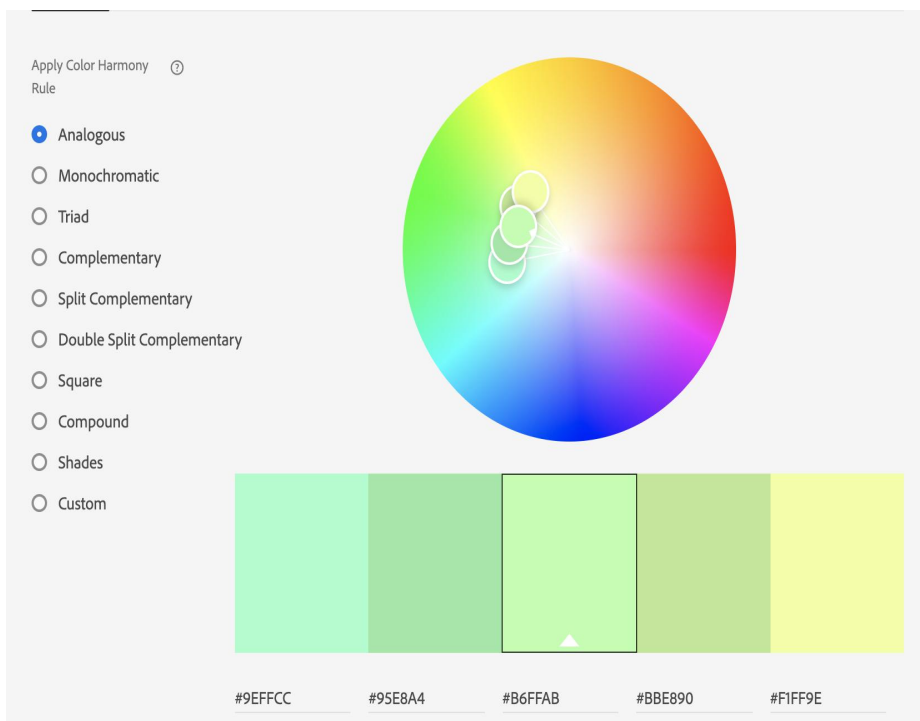


1. Font:

On this website, I use Helvetica as the primary font-family, and, Arial is the second font-family. Because these two fonts are easy for everyone to see clearly. For the company name and the title, I both use the “text-shadow” property to make them stand out.

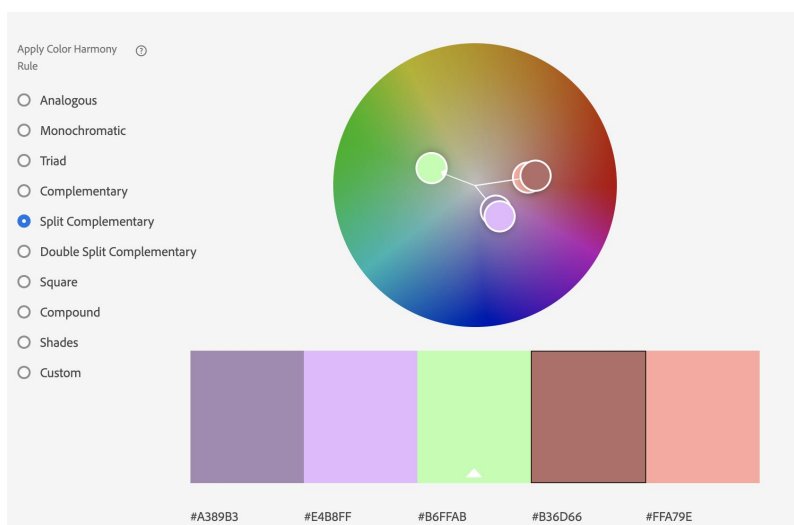
For the <h2>, I use the text-transform: uppercase; and text-decoration: underline; For the <h4>, I use the border-bottom: 2px solid green;

2. Color:



The main colour I use is green because the main topic of this website is nature and wild.

I'd like to choose the analogous colour scheme, which will let the webpage look nice. I use the #B6FFAB as the background-colour for the body, and I use the #F1FF9E and #BBE890 do a Linear gradient for header and footer.



I also use the colour #B36D66, a split complementary colour to the main colour. There is a big contrast between them to emphasize something.

3. Image choose:



This is the logo what I design, I use the image from https://upload.wikimedia.org/wikipedia/fr/thumb/1/1e/Logo_Wild_Minnesota.svg/1200px-Logo_Wild_Minnesota.svg.png as the basic part, and I add the words and flowers and the yellow circle part. The main colour of this logo is still green and with some red and yellow. This logo has the structure of flowers, trees, tiger, river, stars, and sun. All of them are from nature, which is the topic of this website.



The image of a tree and hiking. Hiking represents this website is about travelling in nature. So I use the hiking image in the home page.

