**W03 Project: Rafting Site Planning Document**  
**Submitted by: MARY OKELLO**

**1. Logo**

**Selected Logo:**  
  
**Logo Source:** [WDD 130: Rafting Site Logos](https://byui-cse.github.io/wdd130-ww-course/resources/wwr-logos-repo.html)  
**Fictitious Company Name:** Whitewater Rafting Co.

**2. Color Palette**

**Coolors.co Palette URL:**  
https://coolors.co/505033-264969-cfcfb4-b4cde4

**Color Codes:**

* primary-color: #505033 (Dark Olive Green)
* secondary-color: #264969 (Indigo Dye)
* accent1-color: #CFCFB4 (Pearl)
* accent2-color: #B4CDE4 (Columbia Blue)

**3. Typography**

**Fonts Selected via Google Fonts:**

* heading-font: Georgia (Weights: 400, 700, 900)
* text-font: Roboto (Weights: 400, 700)

**4. Site Purpose & Target Audience**

**Purpose:**  
Create an immersive online platform to:

* Showcase whitewater rafting adventures
* Provide trip planning and booking services
* Highlight safety protocols and family-friendly options
* Build a community of outdoor enthusiasts

**Target Audience:**

* **Demographics:** Families, adventure-seekers (ages 12–50), corporate teams
* **Psychographics:** Nature lovers, thrill-seekers, team-building groups
* **Key Scenarios Addressed:**
  + Trip difficulty levels and safety guidelines
  + Age restrictions for family trips
  + Equipment provided and certification details
  + Private/custom trip options

**5. Style Guide Summary**

**Visual Identity:**

* **Logo:** Simple, nature-inspired design with rafting imagery
* **Colors:** Earthy tones reflecting water, forests, and safety
* **Fonts:** Serif headings (authority) + sans-serif body (readability)