

Website Planning

The Mountain Spoke

Tyler Anderson

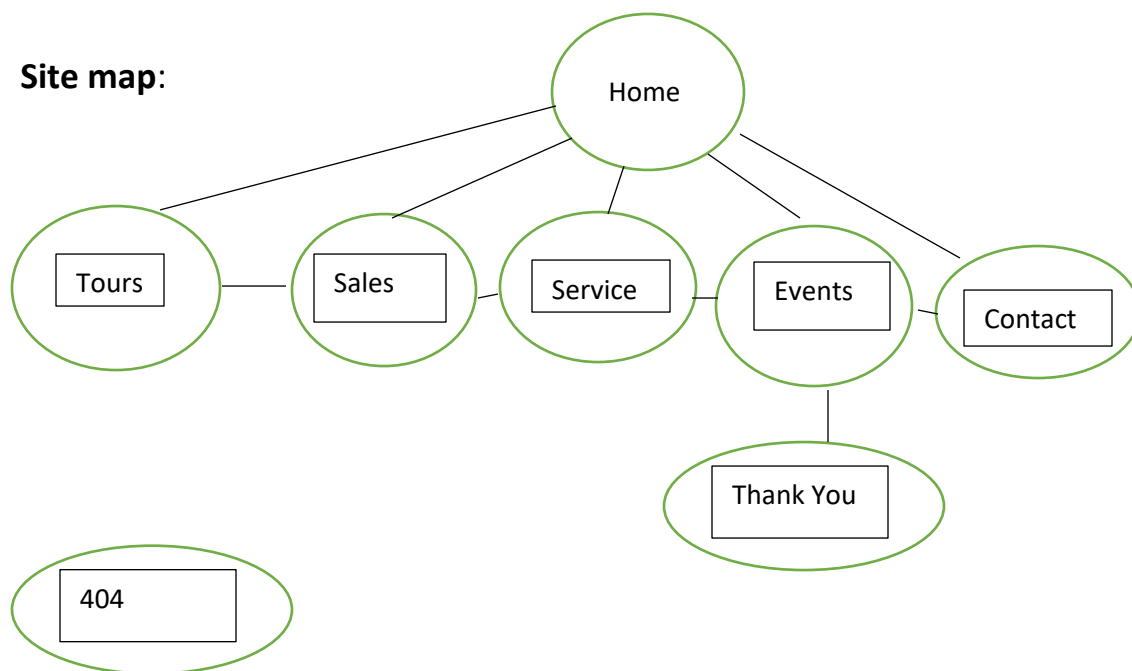
Site Purpose:

The Mountain Spoke website provides information about our premium, high-quality bicycle shop that specializes in selling, and repairing bicycles and bicycle parts. In addition, we off bicycle enthusiasts from around the world an easy access to information about the organized, guided tours made by us.

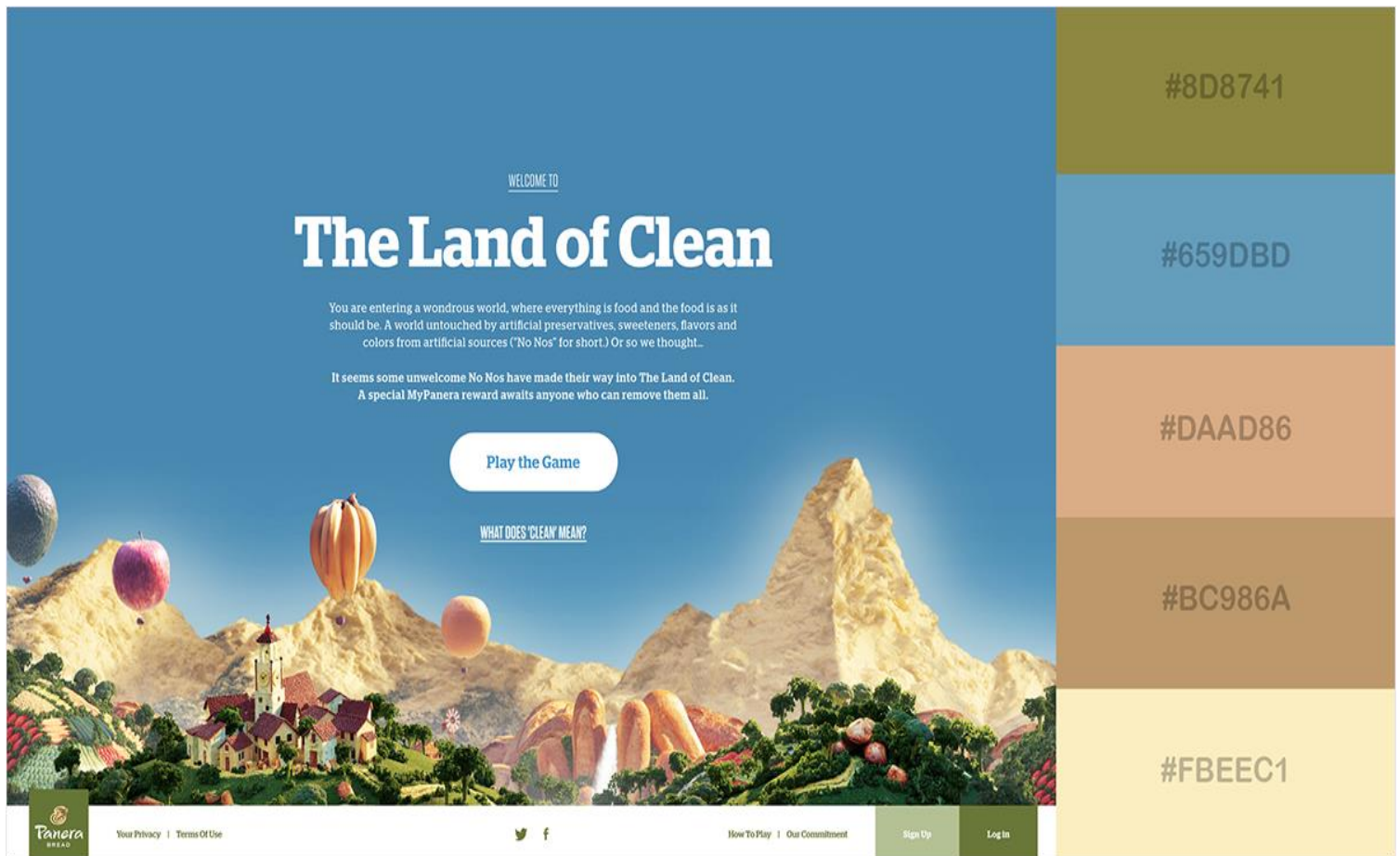
Target Audience:

Avid and enthusiast cyclists. Anyone and everyone who wants to ride a bicycle or those looking for a high-quality repair job. From leisure cyclists who want to enjoy the summer breeze, to the die-hard, dedicated cyclists who love a good challenge.

Site map:



Color Scheme:



Logo will have brown and blue.

Background will have a light grey color.

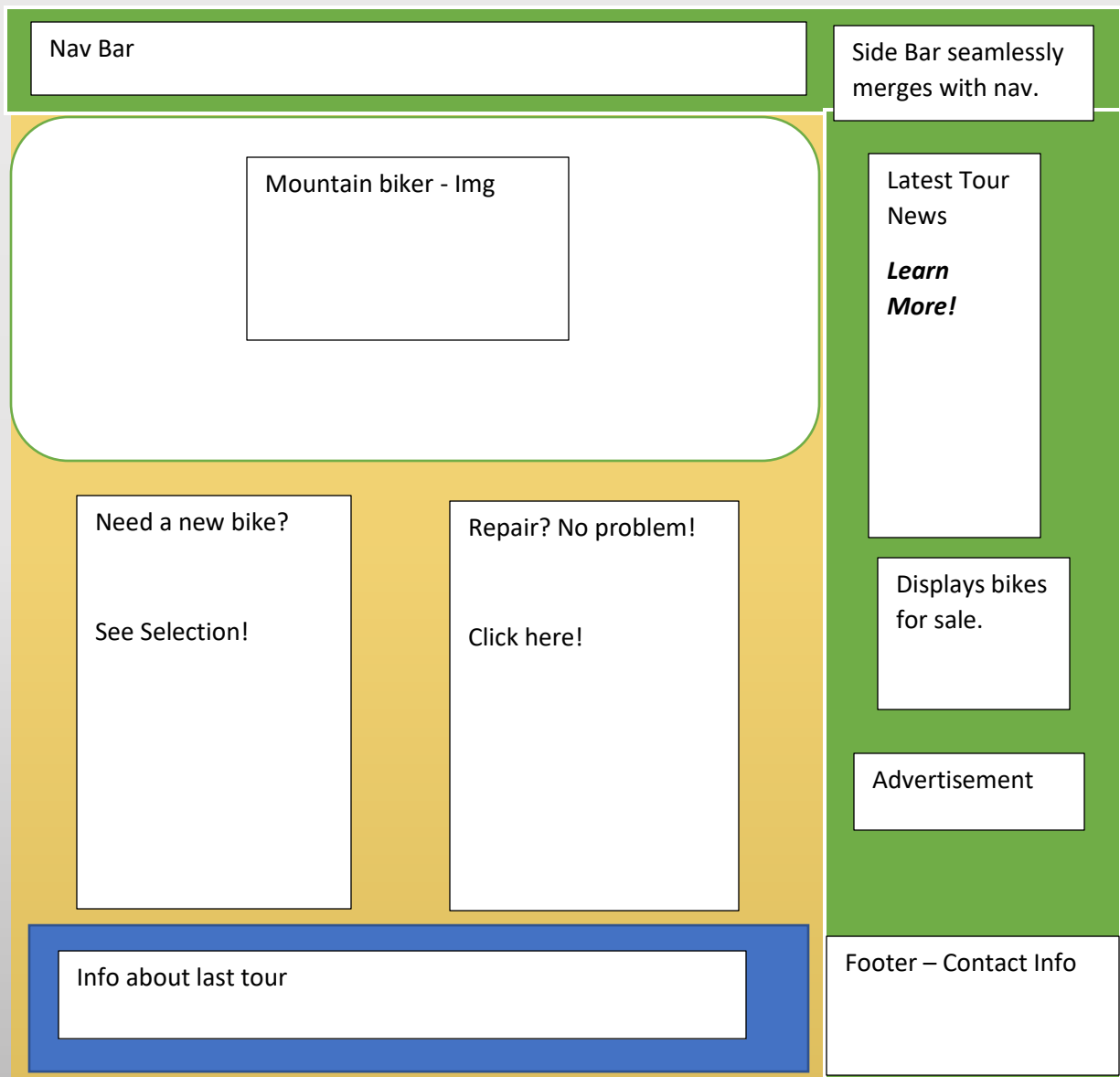
Accents will be mixed with greens and browns.

Section backgrounds will be more of a skin/peach color

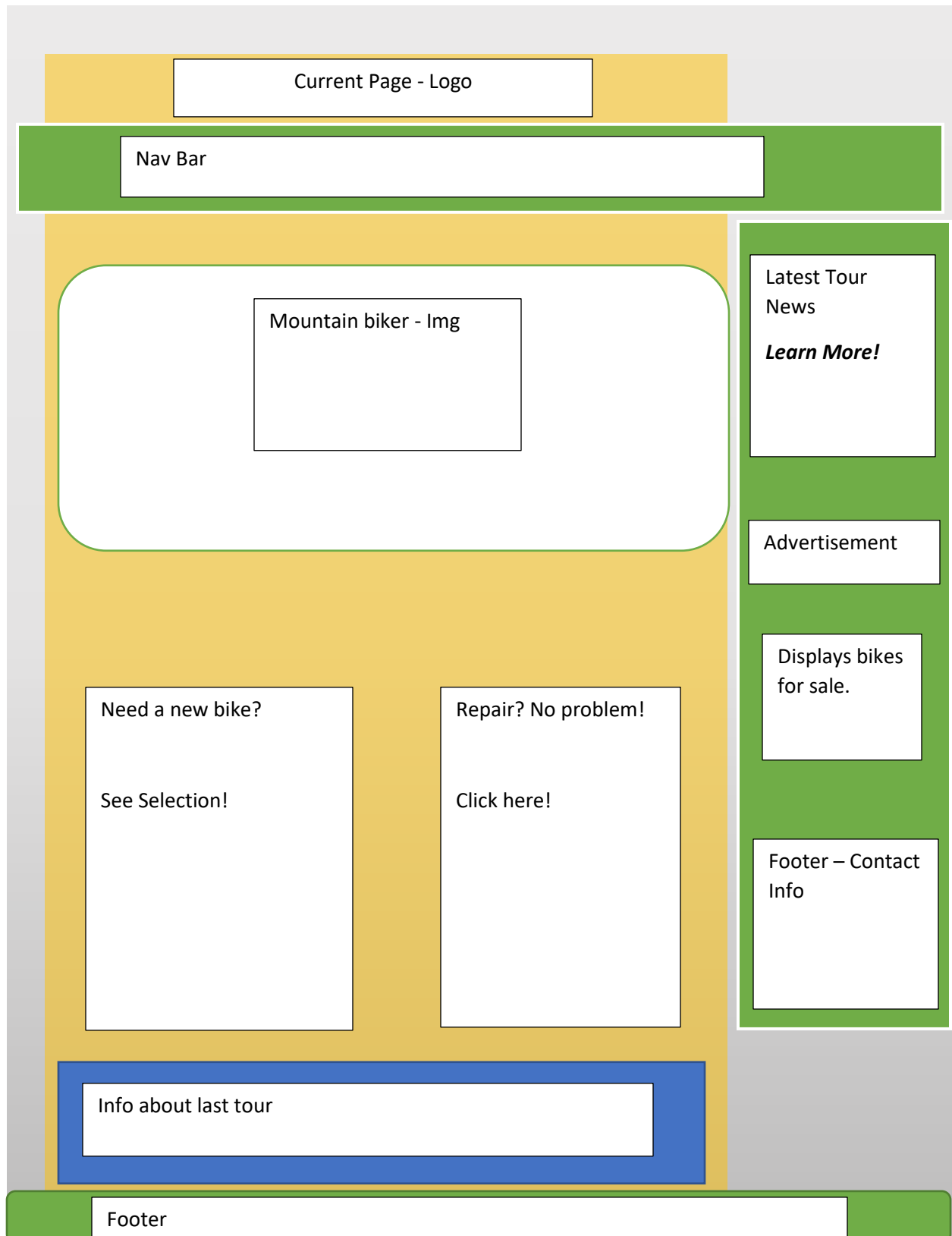
Typography

Poppins Font

Layout: Large



Medium



Small

