

# THE MOUNTAIN SPOKE

## WEBSITE PLANNING DOCUMENT

### 1. Site Purpose

The purpose is to provide a fresh new website experience for Mountain Spoke's clients and potential clients that reflects their culture of bicycle enthusiasm with products, repair service, parts, and tour trips.

### 2. Target Audience

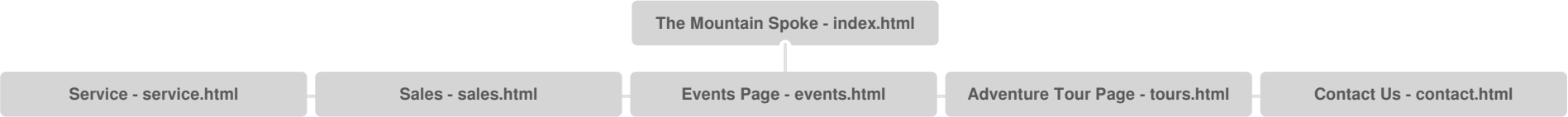
- Clients
- Potential clients

### 3. Site Map

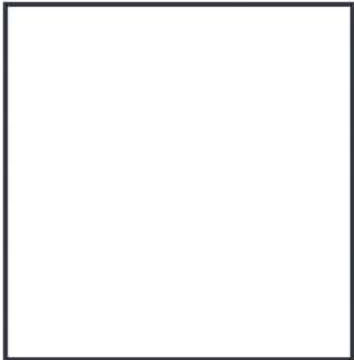
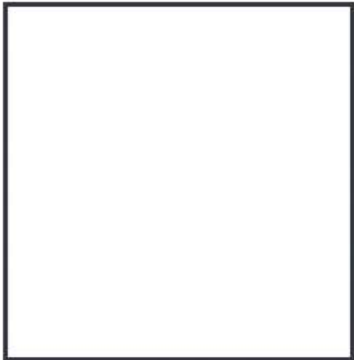
see the next page

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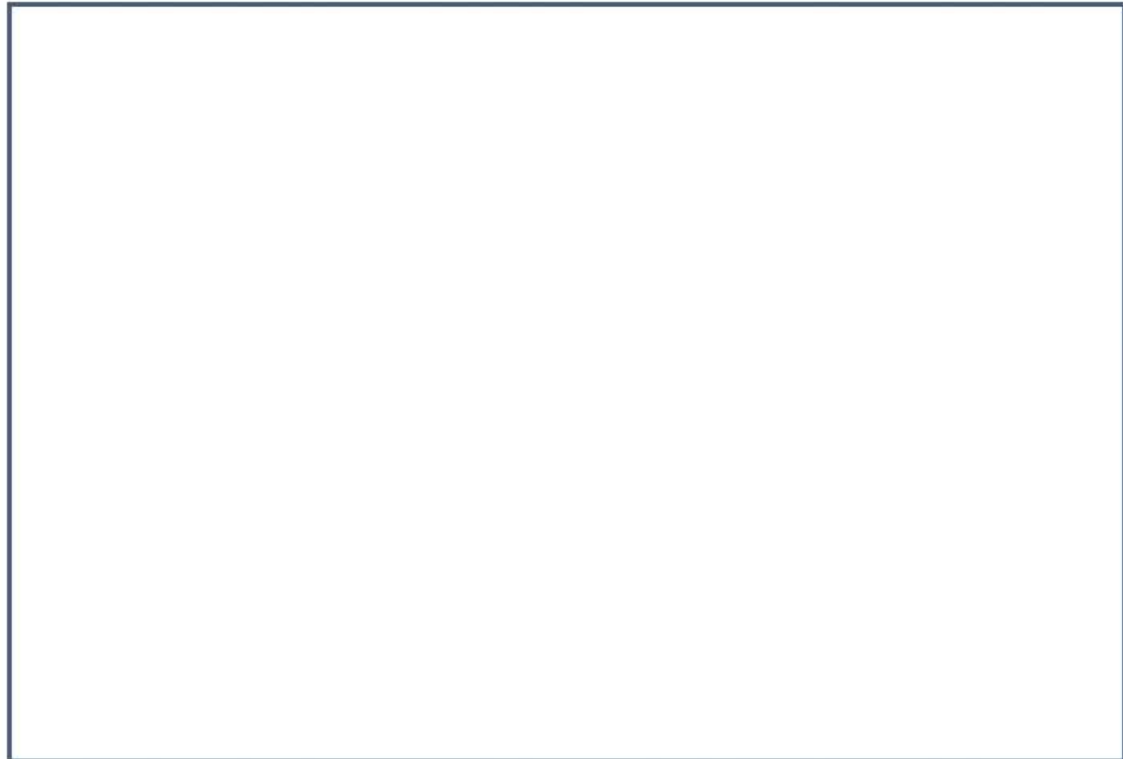


Large Screen  
Displays



Large Screen  
Displays

Reduce to  
2-columns



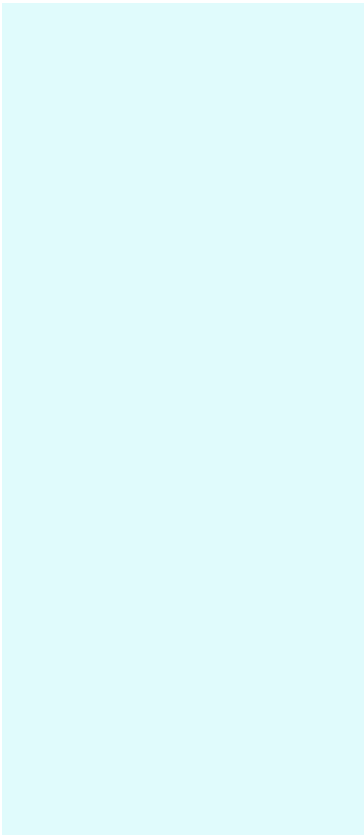
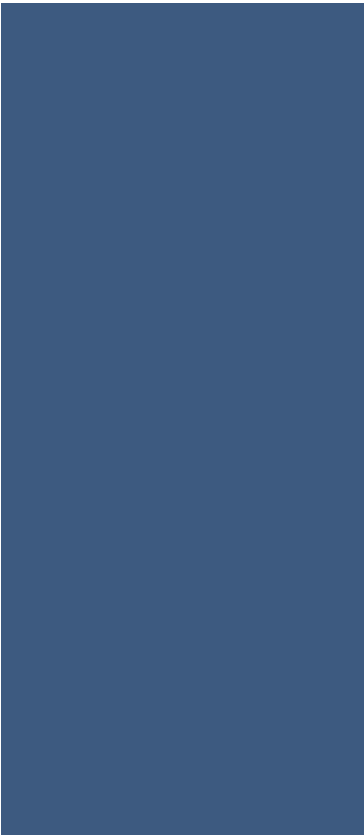
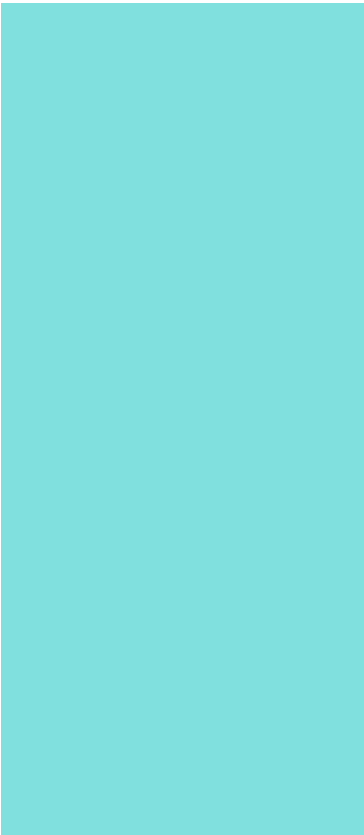
Mobile  
Screen  
Displays

1- column





coolors.co/7fe0de-3d5a80-e0fbfc-ee6c4d-293241



HEX	#7fe0de	HEX	#3d5a80	HEX	#e0fbfc	HEX	#ee6c4d	HEX	#293241
RGB	127 224 222	RGB	61 90 128	RGB	224 251 252	RGB	238 108 77	RGB	41 50 65
HSV	179 43 88	HSV	214 52 50	HSV	182 11 99	HSV	12 68 93	HSV	218 37 25
CMYK	43 0 1 12	CMYK	52 30 0 50	CMYK	11 0 0 1	CMYK	0 55 68 7	CMYK	37 23 0 75

## 5. Typography



Section	Typeface	Example
Site Header	Book Antique	Welcome
Header Navigation	Book Antique	Navigation
Footer Navigation	Book Antique	Navigation
Heading 1 (H1)	Book Antique	Header 1
Header 2 (H2)	Book Antique	Header 2
Header 3 (H3)	Book Antique	Header 3
Body	Tahoma	Body typeface

