**Dry Oar Boating Style Guide**

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**Overview**

**Site Purpose**

The main purpose of this website is to inform potential customers about the services we have to offer them. We want to make sure we include everything they need in order to make a decision to visit us. Also, we want to educate those who have already booked with us, so that they will know what to expect before getting here. They will be able to find safety tips, exact location and maps, all the things they will be able to do here, and more. Sometimes, the site will be shared among friends who are not adventurous, so we can even add some attention-getters to try and convince people who would not normally come, to give it a try.

**Target Audience**

The website will have as target, people who love adventure and want to spend a few days close to nature. They are those who might have a little bit of stress at work and thus, want to get away and experience some adrenaline. They have financial stability and have quite a bit of spending money to enjoy most of what we have to offer. They want to find information that will help them decide on whether to come here or not. This information includes cost, location, photos, safety, and so forth. They will access the site from their laptops or desktop computers at home when planning vacations. They might occasionally view it on their mobile devices to show their friends where they will be spending the next getaway.

## Branding

### Website Logo

You are not required to use this logo for your site, but you should have a logo. If the colors you would like to use clash terribly with the colors in the logo I can provide a few other color versions or you can make your own ☺.

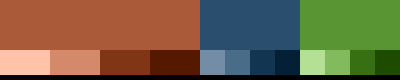


### Color Palette

The colors you choose for a website are one of the most important decisions you will make. Complete the Choose your Color activity in iLearn then return and replace the image below with the one for your colors. Also record the hex color codes (the 6 digit numbers that show when you hover over a color in your palette) for the colors you have chosen below. You should have at least 2 colors but do not have to fill in all 4 if you do not need them.

Copy and paste the URL to your finished palette below (It should look something like this:

<http://paletton.com/#uid=b0g3y2D0kllllaFw0g0qFqFg0w0aF>



|  |  |  |  |
| --- | --- | --- | --- |
| Primary | Secondary | Accent | Accent |
| #AA5A39 |  | #496C89 | #599532 |

## Typography

Choose a font for your body copy and headlines. What font(s) have you chosen? Why did you choose what you did? Make sure to review the list of web safe fonts at W3Schools.org as a starting point.

### Heading Font

### Sansita – Regular

### I chose this font because it looks cool, but it is still very readable. It is a sans-serif font, so it will look nice with a serif body font.

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#$%^&\*()\_+

#### Sample Heading

### Body Copy Font

### Times New Roman

### This is a very traditional font which always looks good. It is a serif font, so it is very classic. It always looks good in contrast with sans-serif titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#$%^&\*()\_+

Lorem ipsum nonsed eicillabore essum fugit lantisit, si nis eictia num fugiam et quatquis resto eossitem quunt quae sit dolupis maio omnimo il id maio bea ipid que conseque volorem. Et facidebit vel ma doluptasitis num, ullandebit hicto beaquos tiumquis postrum cori odit eosam quiatur? Volo quid minvel earuptatem quiatur?

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## Navigation

### Main Navigation

Describe your main navigation. Include the colors you would like for each state of the link (normal, hover, active, and visited). In the example table below ‘Home’ is showing what will happen when a link is in the hover state. The other boxes show the normal styling for the Navigation bar. You can modify the colors in the table below for a visual, create a visual in another program and add it as an image, or remove the table and just describe your navigation in text. Make sure to also change the colors below to color codes from your color scheme.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Home | Rivers | FAQ | Blog | Schedule | Contact Us |

Link:normal : #AA5A39

Link:hover : #377013

Link:visited : #AA5A39

Link:active : #599532

## HTML Elements

## Layout

### Site Map

Home

Contact Us

Schedule / Rates/Dates

Blog

Preparation for a trip/FAQ

Rivers we Run

The Site Map of a site is just like it sounds…it is a map of the pages in a site and how they are related and linked together. From the map above we can see that we will eventually have the Home page and 5 sub or child pages. The lines that connect them all together indicate that each page should be accessible from any other page, it is essentially showing us the global navigation for the site.

### Wireframes

Wireframes are like blueprints for making webpages. They should show the major sections of content that will be on the page and the relative locations of each element. In the wireframe below you can see there will be 6 sections to our page.

At the top we have a section with the logo (the box with the X through it means an image) and the navigation bar. Then there is a large image that stretches all the way across the screen. Next we have some text and image, repeated. Then one more section of text, and finally a footer. Wireframes can also contain information about element sizes as this one does. The 115x100 on the logo placeholder is telling you that it should be 115px x 100 px. The px stands for pixels…a common unit of measurement on the web.

We will be using this wireframe over the next few weeks as we build the homepage for this site. **For now you just need to review it.**

