



Mountain Spoke Site Plan

Bonnie Soderborg

Site Purpose

The purpose of the Mountain Spoke website is to be a source of information and inspiration to outdoor enthusiasts everywhere and to promote the business aspects of Mountain Spoke. Mountain Spoke is a company based in Bozeman, Montana, that specializes in cycling services and activities in and around the Bozeman area. The website is designed to garner attention for our company, expand our customer base and to increase our revenue stream. Montana has so much to offer, and we, at Mountain Spoke, want to highlight that goodness while strengthening our company. We want our customers to know we love our jobs, we're good at our jobs and they can trust us. Our site will show our excitement for life.

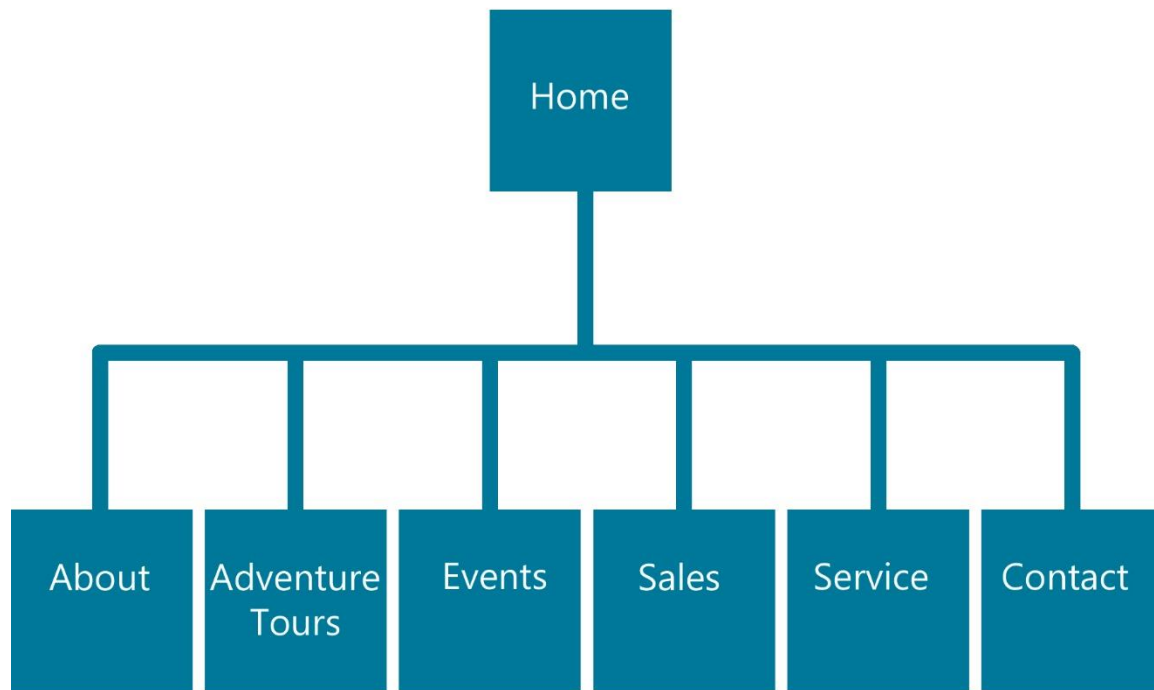
Target Audience

Mountain Spoke's target audience is active, outdoors-minded people of all ages. While we'll hone in on a smaller target of a younger crowd, aged 25-40 years old, we don't want to exclude other age groups. An active lifestyle mindset is more important than age. We are looking to cater to those with disposable income, leisure time and a love of the outdoors. Even though cycling enthusiasts are our biggest pool of customers, we hope to convert non-cyclists to the sport. We service the needs of our local folks while expanding the horizons of our touristy folks.

Branding



Site map



Color scheme



Link-normal: #007797

Link-active: #3C871F

Link-visited: #171C55

Link-hover: #6898AF

Typography

Heading Font

Bauhaus 93

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

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

Sample Heading

Body Copy Font

Gill Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

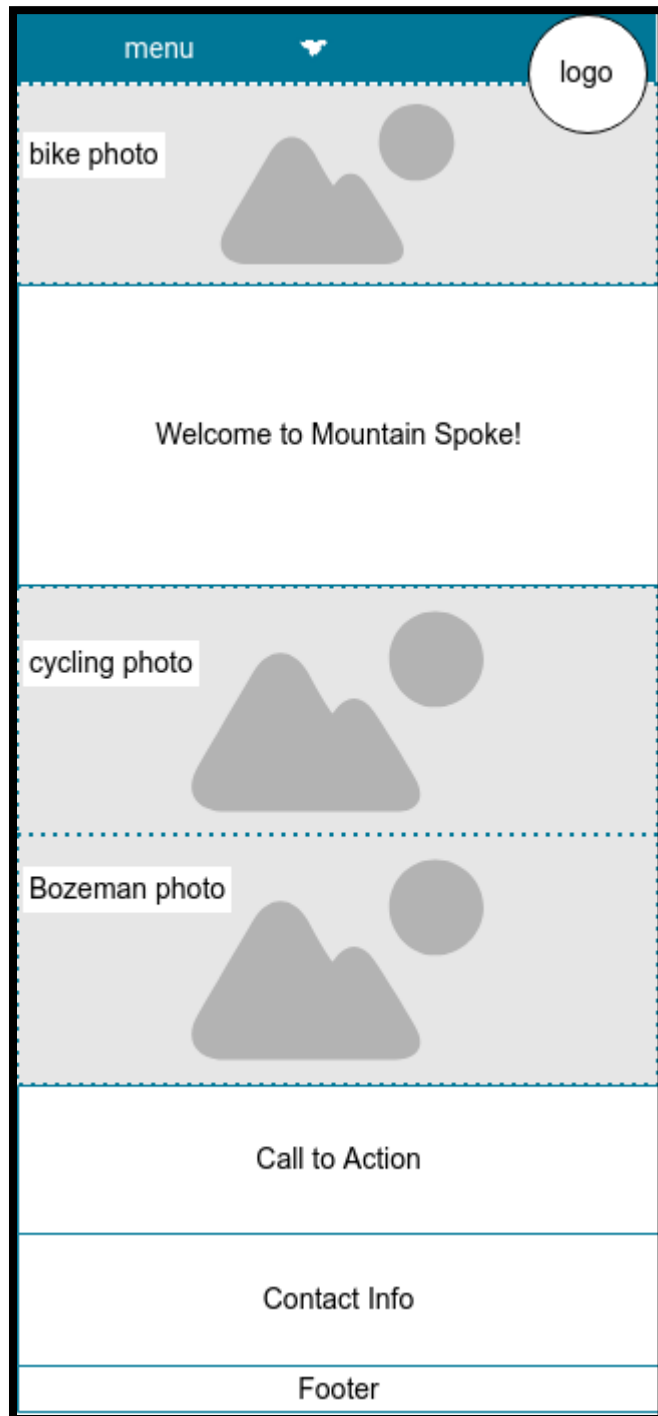
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Sample Body Copy

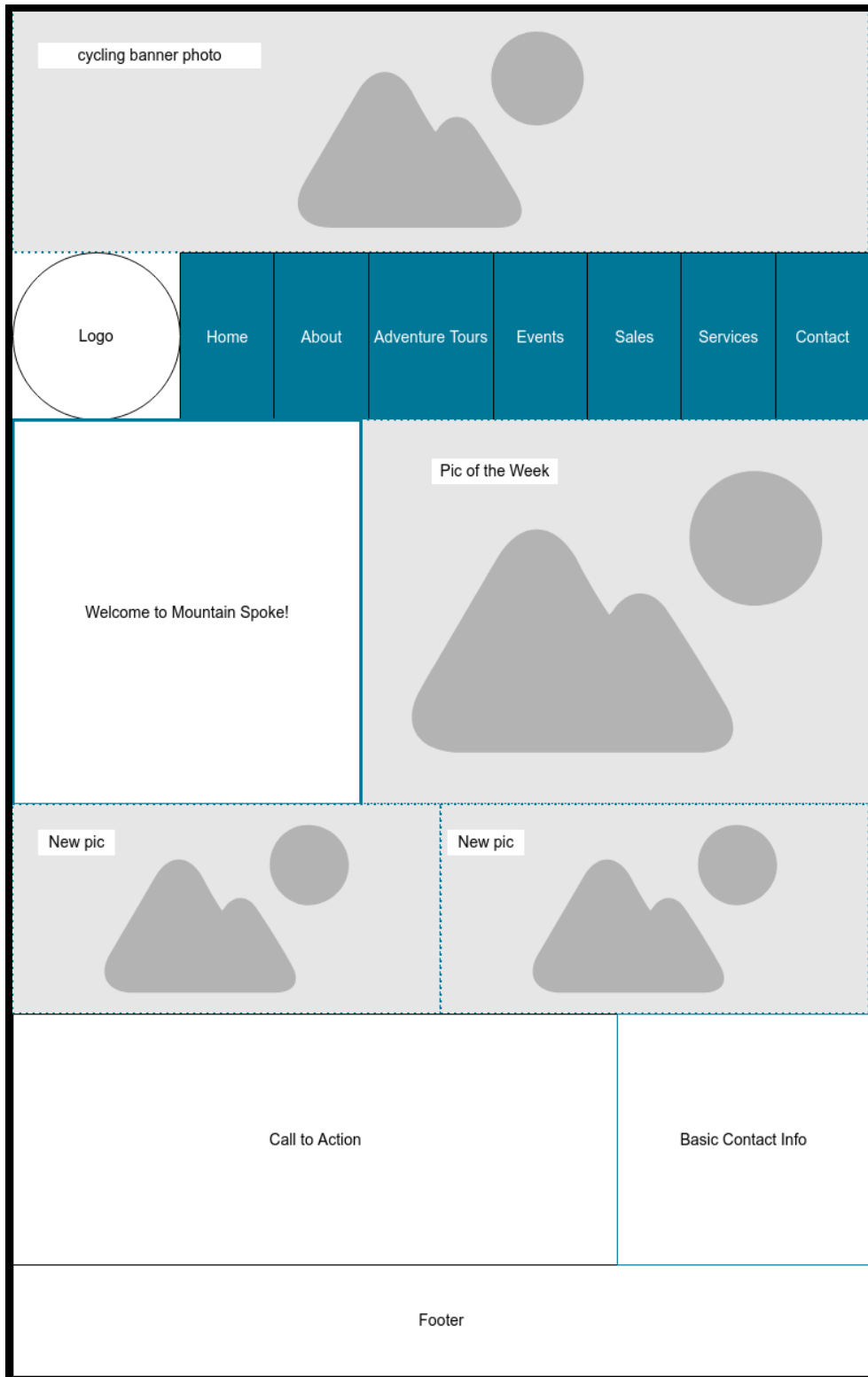
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Wireframes

Mobile (320px wide)



Medium (768px wide)



Full Size (960px wide)

