

# Bountiful Foods Website Planning Document (Due Wednesday July 19)

Zach Newby

## Site Name:

bountiful-foods.com

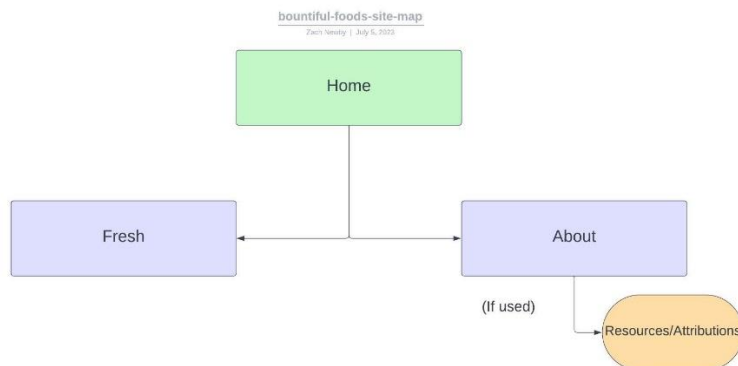
## Site Purpose:

To provide information on Bountiful foods and allow people to order their products online.

## Target Audience:

The target audience is people trying to live a healthy lifestyle by eating fresh and organic foods but still want a degree of convenience. This includes both locals and visitors to the Carlsbad area, individuals, families, and smaller events.

## Site Map:



## Color Scheme

20bf55	fdf7fa	da4167	3a2e39	01baef
20bf55	fdf7fa	da4167	3a2e39	01baef
primary	relief	accent	text	accent

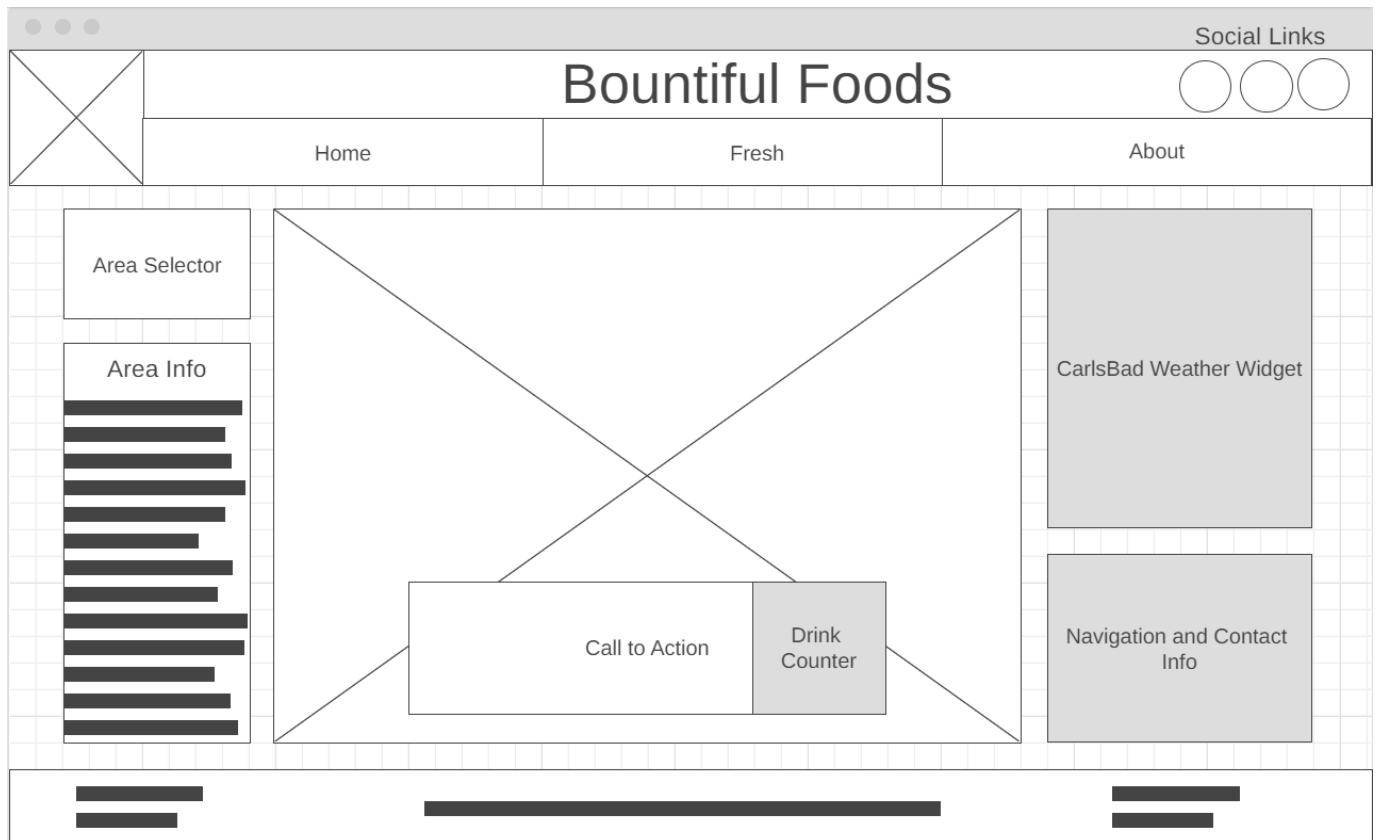
## Typography

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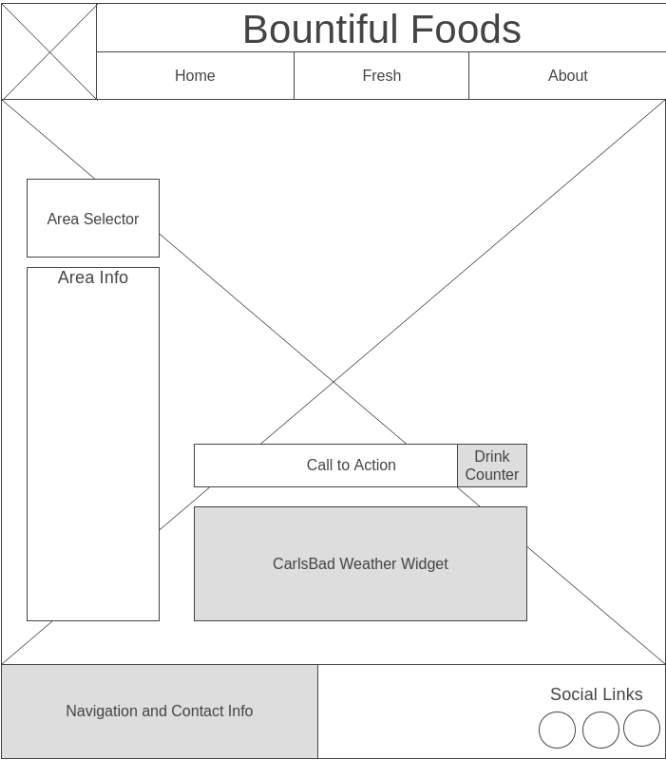
- **Headings: Lilita One**
- Paragraph: Arvo

## Wireframe Sketches

Large:



Medium:



Small:

