**Rafting Site – Planning Document**

**1. Logo**

  
The logo features a rafting boat navigating through waves with mountains and pine trees in the background.

**2. Color Palette**

* primary-color: #C5E8DB
* secondary-color: #C4DACF
* accent1-color: #B9C0DA
* accent2-color: #998DA0

**Coolors URL:**  
<https://coolors.co/423b0b-b5fed9-98cbb4-7ba098-474935>

**3. Fonts**

* heading-font: **Oswald**
* text-font: **Roboto**

**4. Site Purpose & Target Audience**

**Site Purpose:**  
The purpose of this site is to promote a fictional whitewater rafting company and provide detailed information about the exciting rafting adventures it offers. The site aims to attract thrill-seekers and families by highlighting the natural beauty and adventure of whitewater rafting.

**Target Audience:**  
The primary audience includes young adults, families, outdoor enthusiasts, and tourists interested in active and nature-based vacations. These visitors seek memorable experiences, adventure, and safe, fun rafting trips.