

Website Planning Document

Valley Weather

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Site Purpose: To deliver current and future weather for the cities of Franklin, Greenville, and Springfield

Target Audience: 25-50 year old working adults, and 51-65 year old retired residents

Site Map: attached

Color Scheme: #5353c6 (Blue) and #339966 (Green)



Title: Blue

Navigation Bar: Blue fill with White Shadow typography

Valley Weather Contact Info: Blue fill with White Shadow typography

Weather Story/Live Radar Map/7-Day Forecast/Live Camera Feed/City Stats Boxes all have Green shadow box behind the white box that contains the content

Typography:

Site Header: **Impact, 40px**

Primary Navigation: Palatino, 28px, White Shadow

Footer Navigation: Palatino, 14px, White Shadow

Heading 1: Palatino, 28px, Black

Heading 2: Palatino, 26px, Black

Heading 3: Palatino, 24px, Black

Paragraph Text: Palatino, 16px, Black Shadow