

## Lesson 12 Planning Document

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# Mountain Spoke Website

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## Site Purpose

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The purpose of the **Mountain Spoke Website** site is to provide clients and potential clients with a fresh new website experience in buying bicycles, bicycle parts, bicycle repair, and finding tours in Bozeman, Montana and surrounding areas. The company offers a large line of products and services to bicycle enthusiasts as well organizes and sponsors many bicycle tours.

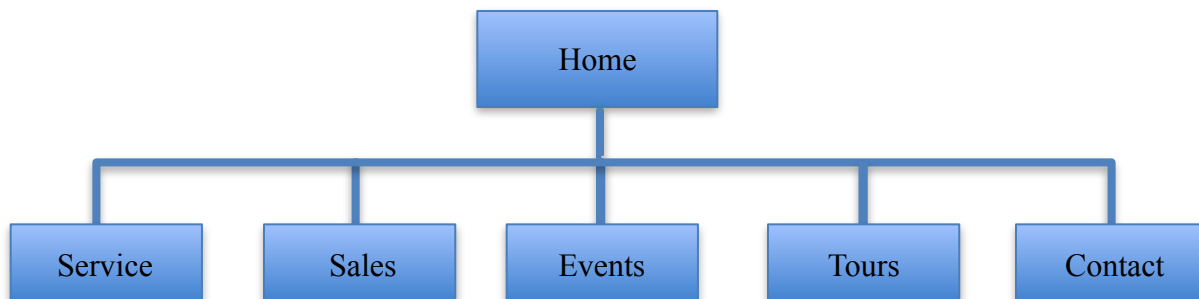
## Target Audience

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The specific target audience for this site is anyone living in or near the surrounding areas of Bozeman, Montana and bicycle enthusiasts throughout the world. The target age is 12-55. The brand of bikes is especially suited for on and off-road mountain adventurers.

## Site Map
















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## Color Scheme

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The color scheme for this site will be a simple black and white with adjacent colors in muted tones.

Color tables & export				
Primary color				
				
A67B7B RGB: 166-123-123 RGB [%]: 65.1-48.2-48.2	745252 RGB: 116-82-82 RGB [%]: 45.5-32.2-32.2	492B2B RGB: 73-43-43 RGB [%]: 28.6-16.9-16.9	401A1A RGB: 64-26-26 RGB [%]: 25.1-10.2-10.2	300C0C RGB: 48-12-12 RGB [%]: 18.8-4.7-4.7
Secondary color #1				
				
A68E7B RGB: 168-142-123 RGB [%]: 65.1-55.7-48.2	746252 RGB: 116-98-82 RGB [%]: 45.5-38.4-32.2	49392B RGB: 73-57-43 RGB [%]: 28.6-22.4-16.9	402B1A RGB: 64-43-26 RGB [%]: 25.1-16.9-10.2	301C0C RGB: 48-28-12 RGB [%]: 18.8-11-4.7
Secondary color #2				
				
856376 RGB: 133-99-118 RGB [%]: 52.2-39.4-46.3	5D4252 RGB: 93-66-82 RGB [%]: 36.5-25.9-32.2	3A2330 RGB: 58-35-48 RGB [%]: 22.7-13.7-18.8	331526 RGB: 51-21-38 RGB [%]: 20.0-8.4-14.9	27091A RGB: 39-9-26 RGB [%]: 15.3-3.5-10.2

Navigation Bar:

Nav Bar: #1E1E1E  
Link:normal: #A68E7B  
Link: hover : white  
Link:visited : #856376  
Link:active : Black with white BG

## Typography

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### Rogue Serif Light for Title and Headings:

Large Site Titles: 18 pt, Medium Site Titles: 14 pt, Small Site Titles: 12 pt.

Verdana Regular for body copy:

Large Site Body Copy: 11 pt, Medium Site Body Copy: 10 pt, Small Site Body Copy: 9 pt.

## Wire-Frame Sketches

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