

Lesson 12 Planning Document

Mountain Spoke Website

Author: Aimee L. Jorgensen

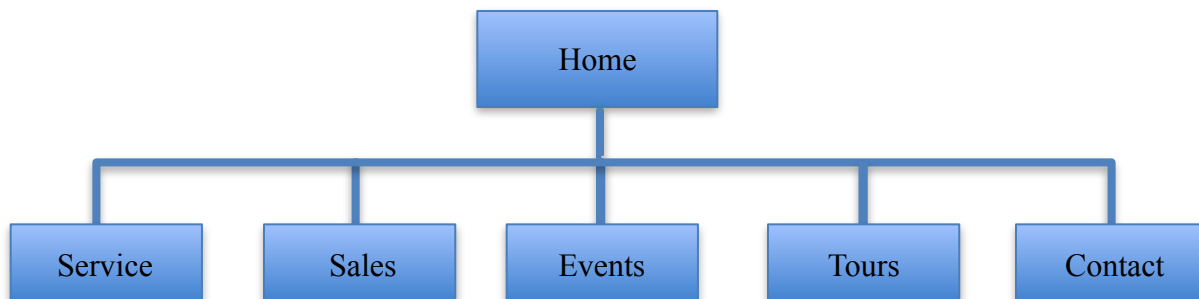
Site Purpose

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

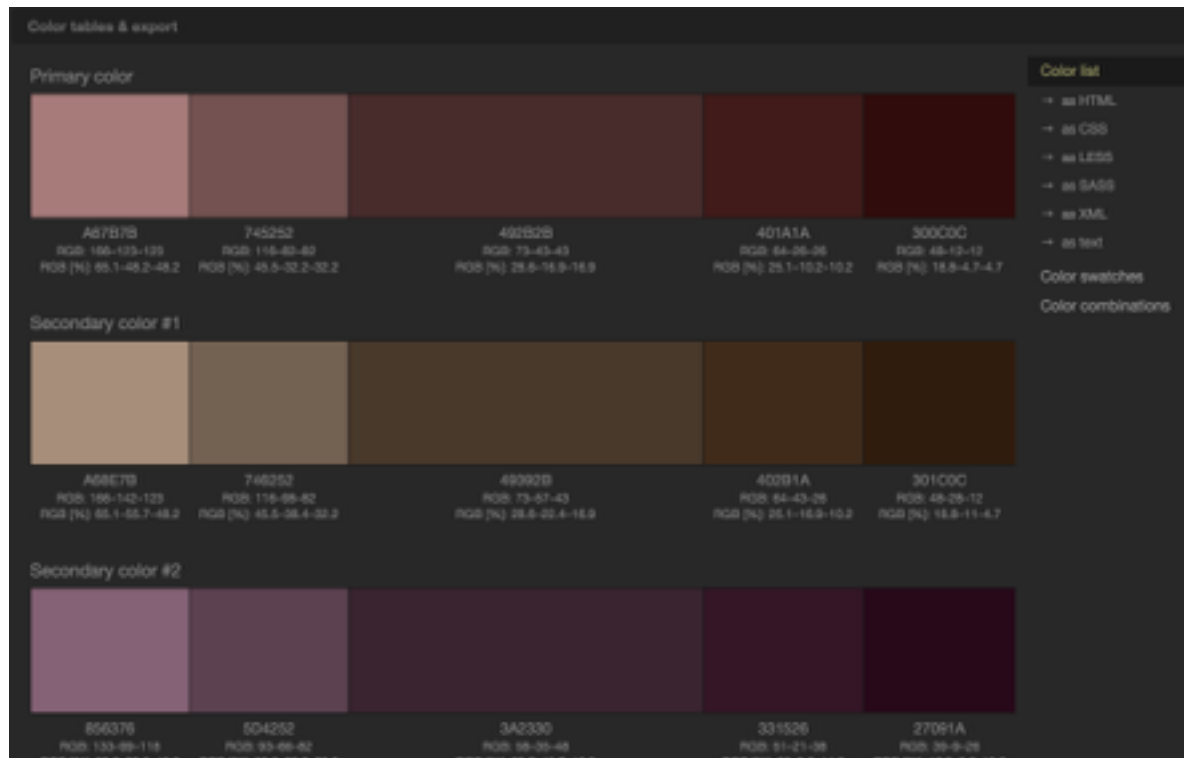
The specific target audience for this site is anyone living in or near the surrounding areas of Bozeman, Montana and bicycle enthusiasts throughout the world. The target age is 12-55. The brand of bikes is especially suited for on and off-road mountain adventurers.

Site Map



Color Scheme

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



Navigation Bar:

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

Typography

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



Logo

Navigation Bar

Make More Adventures

Since 2001 Big Mountain Bike Adventures
is the pioneer of performance mountain
bike adventures to destinations worldwide.



subheading



subheading



subheading

footer