

## 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.

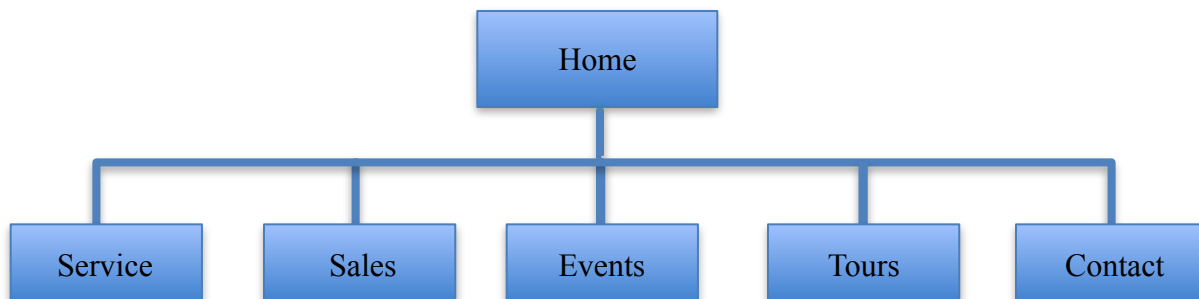
## Target Audience

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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

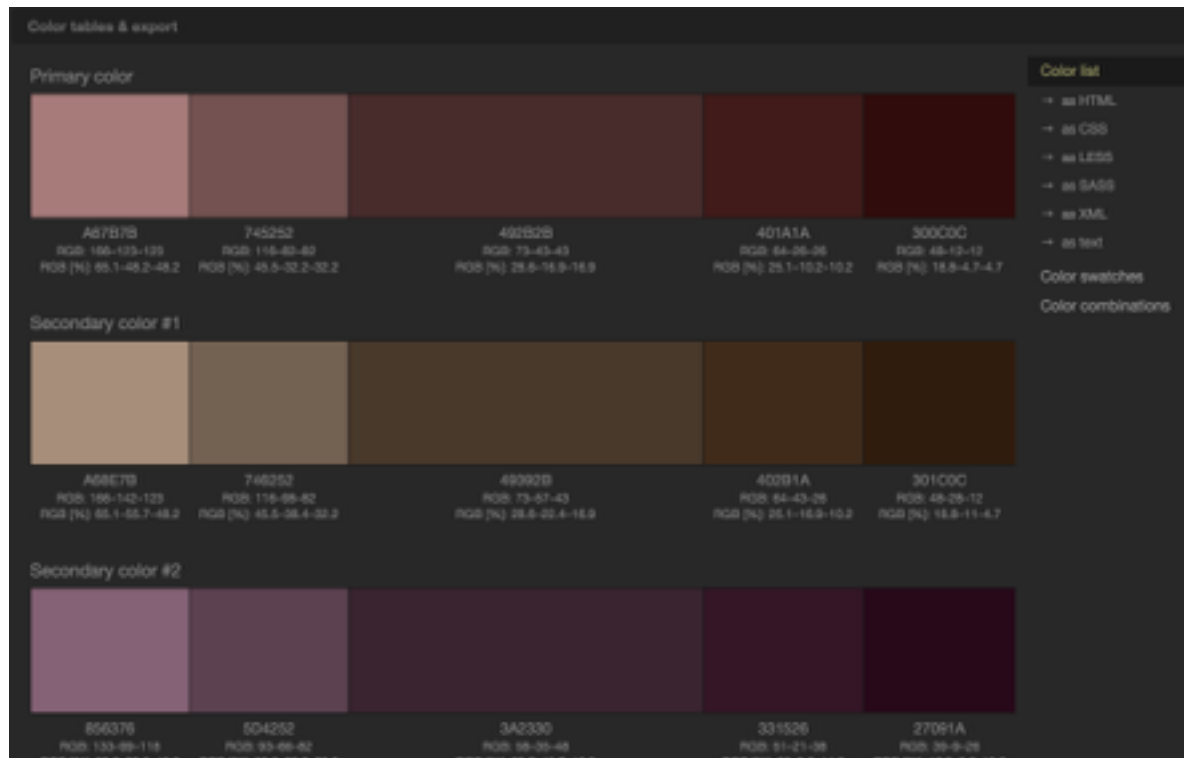
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## Color Scheme A67B7B

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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

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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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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