

# WEATHER WEBSITE PLANNING DOCUMENT

**WEBSITE NAME:** WEATHER FIRST  
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**SITE PURPOSE:** CONTAIN CURRENT WEATHER CONDITIONS, STORIES, INFORMATION, IMAGES, AND RELEVANT WEATHER DATA FOR SPECIFIC TOWNS

**TARGET AUDIENCE:** RESIDENTS OF LOCAL TOWNS USED IN WEBSITE  
WIDE RANGE OF ALL OTHER DEMOGRAPHICS

**SITE MAP:**



**COLOR SCHEME:** BLUE WARM COLOR SCHEME WITH GREEN– BLUE SHADES, BLACK, GRAY, TEAL AND GREEN.

**TYPOGRAPHY:**

MAIN HEADER	ARIAL	48	Sample
PRIMARY NAV	ARIAL	32	Sample
FOOTER NAV	GEORGIA	24	Sample
H1	ARIAL	36	Sample
H2	ARIAL	28	Sample
H3	ARIAL	24	Sample
PARAGRAPH (P)	GEORGIA	18	Sample