

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	SansSerif	48	Sample
PRIMARY NAV	SansSerif	32	Sample
FOOTER NAV	Lora	24	Sample
H1	SansSerif	36	Sample
H2	SansSerif	28	Sample
H3	SansSerif	24	Sample
PARAGRAPH (P)	Lora	18	Sample

WIRE-FRAME SKETCHES: