

Website Planning Document

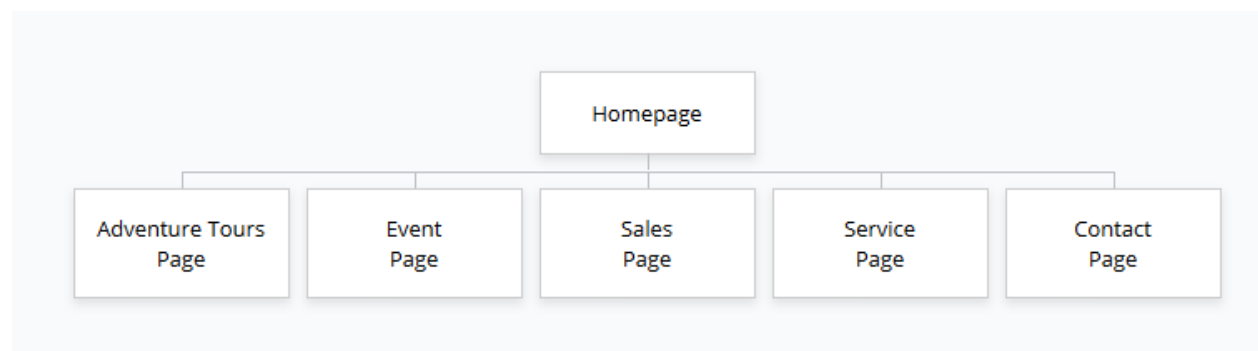
Title: Mountain Spoke

Author: Bradley Hodges

Site Purpose: The purpose of this site is to advertise Mountain Spoke's bicycle retail shop, that includes parts and repairs, tours that the company operate in the Montana region and local sponsorships to bicyclists that are around the world.

Target Audience: The target audience will be focused on bicyclist enthusiasts, from beginners to experts in the outdoor activity. Other parties such as those interested in outdoor activities and people tending to keep fit will also be in mind, for all genders and ages.

Site Map:



Color Scheme:

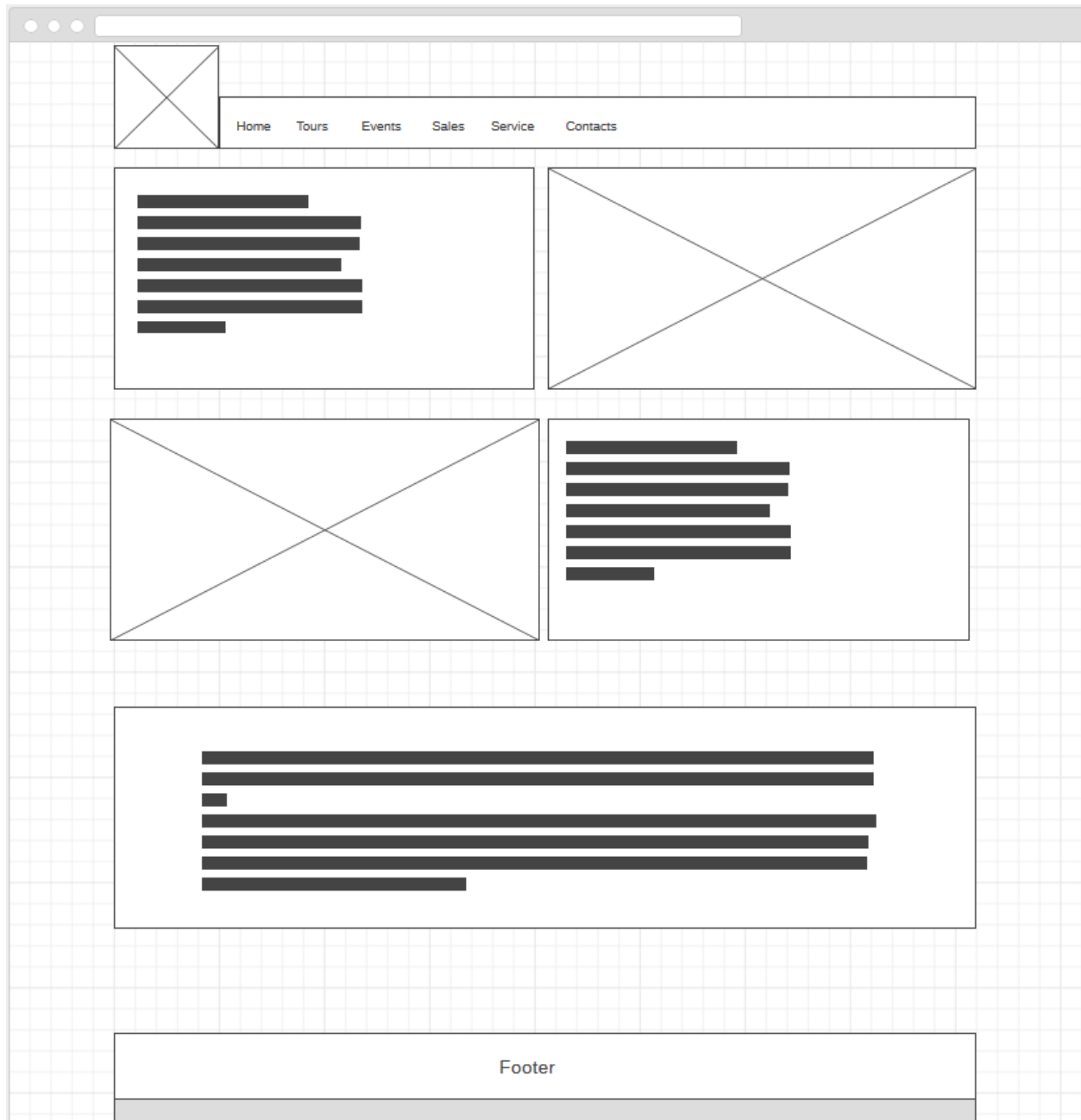


Typography: The one and only font that will be used in the Mountain Spoke site will be the 'Playfair Display' font, with a back-up of serif in case other web browsers won't support the selected font. Below is the source code and the characters font-family:

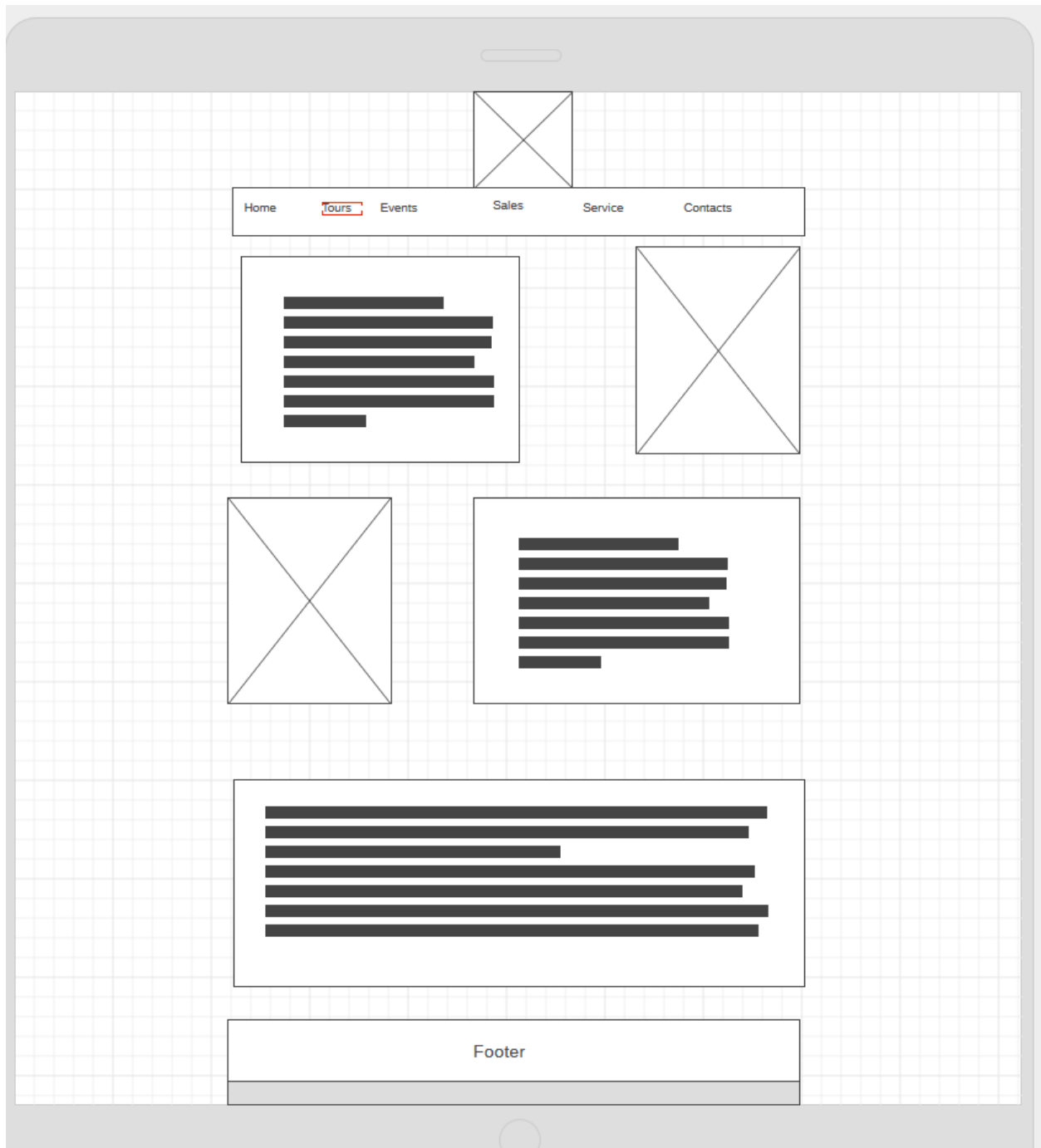
```
<style> @import url('https://fonts.googleapis.com/css?family=Playfair+Display');
```

'Playfair Display', serif; ABCČĆĐĚFGHIJKLMNOPQRSŠTUVWXYZŽ

Wireframe: Large



Wireframe: Medium



Wireframe Small:

