

# Site Plan

## Site Name

The name of the site will be **localchandlerweather.com**

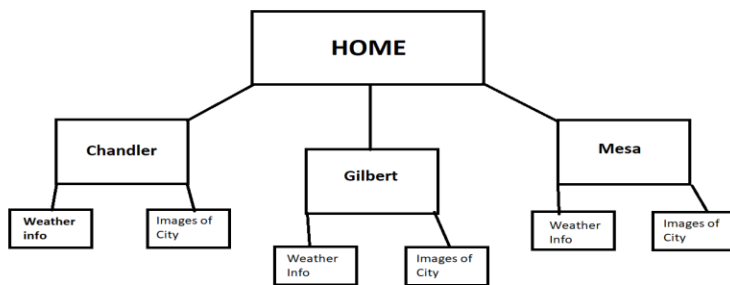
## Site Purpose

The purpose of this site is to give weather information specifically for people living near the Chandler, Arizona area. The cities near Chandler that will be included are, Chandler itself, Gilbert, and Mesa.

## Target Audience

- The target audience will be people mainly living near the city of Chandler. As well as the other cities mentioned in the cite purpose.
- The audience will also be people who must drive between these cities often. - Audience targeted will be in the age range of 30 – 60 years old.

## Site Map



## Color Scheme and Typography

The main color theme will be orange red and yellow. The purpose is to have an inviting home page as well as fitting with the theme of Arizona and the desert.

**#E64A19, #C62828, #FBC02D, #F57F17**

Site Header:        Helvetica    40px

Navigation:        Helvetica    30px

h1:                  Helvetica    26px

h2:                  Helvetica    22px

h3:                  Helvetica    18px

p:                    Arial         14px