



The Mountain Spoke

Site Plan

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The Mountain Spoke Style Guide

Overview

Site Purpose

The goal is to provide a fresh new website experience for their clients and potential clients that reflects their culture of bicycle enthusiasm with products, repair service, parts, and tour trips.

Target Audience

The Mountain Spoke is a fictitious, retail store and shop located in Bozeman, Montana specializing in bicycles, bicycle parts, bicycle repair, and tours. The owner-operated company caters to bicycle enthusiasts in that region. In addition, the company also sponsors and organizes tours in the area to serious bicyclists from around the world. Target ages are young adult to middle aged, or 21-40. The target gender is both male and female.

Branding

Website Logo



Color Palette



Background	Header & Footer 1	Header & Footer 2	Buttons to site links	Words	Social Links
#c0c0c0	#1c1c1c	#393939	#ef8846	#ffffff	#96cce7

Typography

Heading Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +

Sample Heading

I chose Akko Rounded Std Bold for the headings and subheadings of the site. This is the same font I am using in my logo, so this provides repetition throughout the site.

Body Copy Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +

This paragraph will show how your paragraph text will look.

I chose Avenir Next Medium for the body font and most identifying information. This is a good contrast to the Akko because it is more crisp than Akko.

Other Font

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +

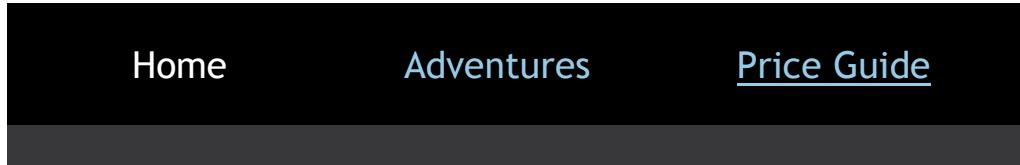
This paragraph will show how your paragraph text will look.

In case I need a third font for things like numbers or something else, I will use Egyptian Slate Regular. It is a serif font and works great for numbers.

Navigation

Main Navigation

The main color for the navigation bar will be the dark grey (#1c1c1c) with white words, and a bar of a lighter grey underneath the whole thing (#393939). The hover color is going to be the light blue (#96cce7). I'm hoping to have the current page stay in blue and be underlined.



Links

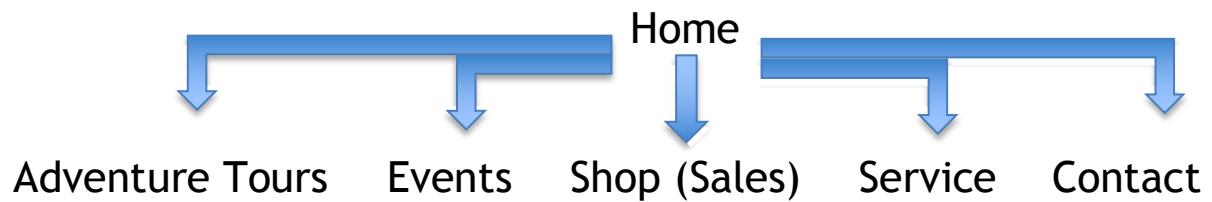
Link: normal : #000000

Link: hover : #116dc4

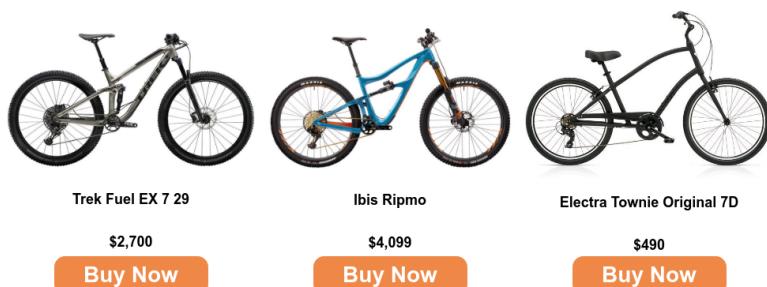
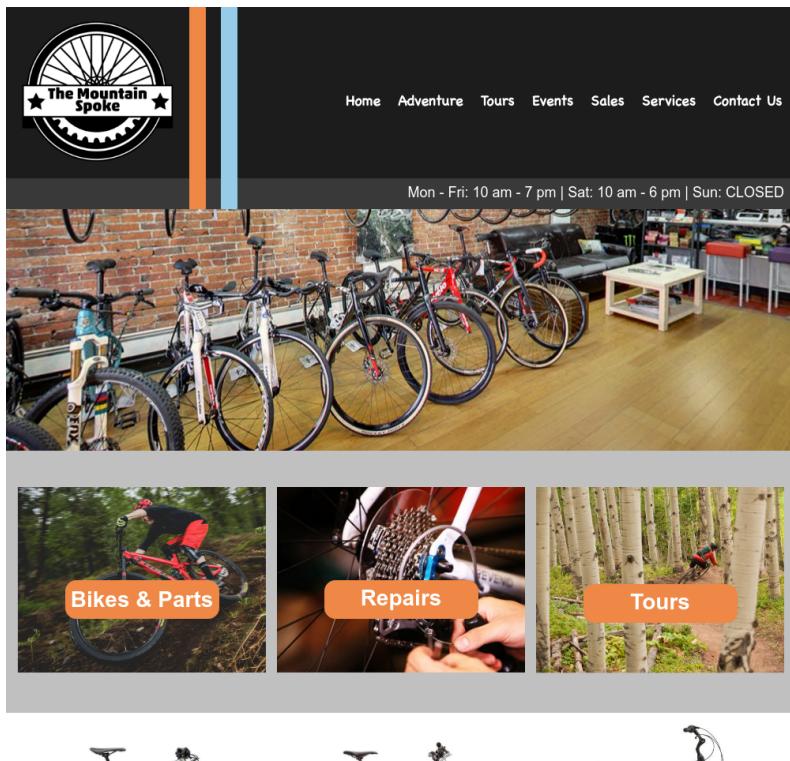
Link: current : #116dc4

Layout

Site Map



Wireframes

A wireframe showing the location and contact information for 'The Mountain Spoke'. It includes a map of the area around 3950 Valley Commons Drive, Bozeman, MT 59715, highlighting the Ridge Athletic Clubs, Lewis and Bark Dog Park, and Bozeman Pond. Below the map is a street view image of the building. To the right of the map is the store's address: 'The Mountain Spoke' at '3950 Valley Commons Drive, Bozeman, MT 59715'. A paragraph describes the location as being close to the Ridge Athletic Clubs and Lewis and Bark Dog Park, with easy access from I-191. At the bottom is a footer with the store's logo, address, phone number (406-555-5152), and links for 'More Info' (Local Trails & Routes, Privacy Policy, Product Catalog) and social media icons for Facebook, Twitter, Instagram, and YouTube.

The Mountain Spoke

3950 Valley Commons Drive
Bozeman, MT 59715

Located close to the Ridge Athletic Clubs and Lewis and Bark Dog Park. Easy access from I-191 which will take you wherever you need to go for your next biking adventure!

3950 Valley Commons Dr
Bozeman, MT 59718

Map data ©2018 Google

DIRECTIONS

The Mountain Spoke

3950 Valley Commons Drive
Bozeman, MT 59715

406-555-5152

More Info

Local Trails & Routes

Privacy Policy

Product Catalog

