

# *Temple Inn & Suites Site Plan*

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## **Overview**

### **Purpose**

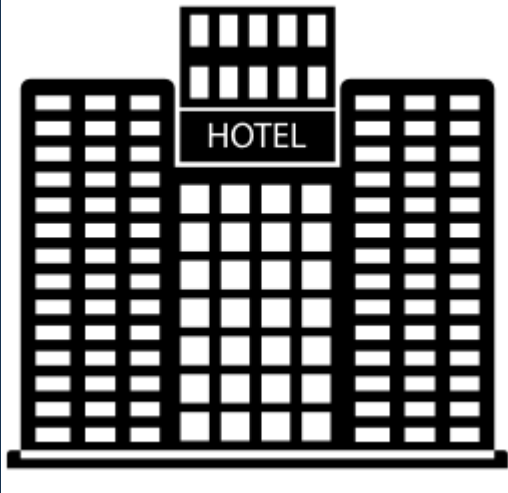
The purpose of the website is to promote and provide information about the services offered by Temple Inn and Suites. Temple Inn and Suites is a hotel chain catering to the needs of members of the Church of Jesus Christ of Latter-day Saints who are attending or working at the temple. As such the website will have a temple theme and reflect the culture of the church. It will have a neat and clean appearance consistent with the order and cleanliness found in the temple. The website will provide a way for potential guests to reserve a room, suite, or reception area.

### **Audience**

The audience of the website is the potential customers of Temple Inn and Suites. Potential customers would be temple patrons, workers, and their families. More specifically this would be groups traveling long distances to attend the temple who needed accommodations. Another audience is people who have done temple marriages and would thus need a reception venue. It would also be full-time temple missionaries who need long term accommodations near the temple.

## **Branding**

### **Website Logo**



## Style Guide

### Color Palette

Primary	Secondary	Accent 1	Current Nav
#16324f	#5c1a1b	#c6b36a	#7a6b2c

### Typography

#### Company Name Font:

*IM Fell Great Primer*

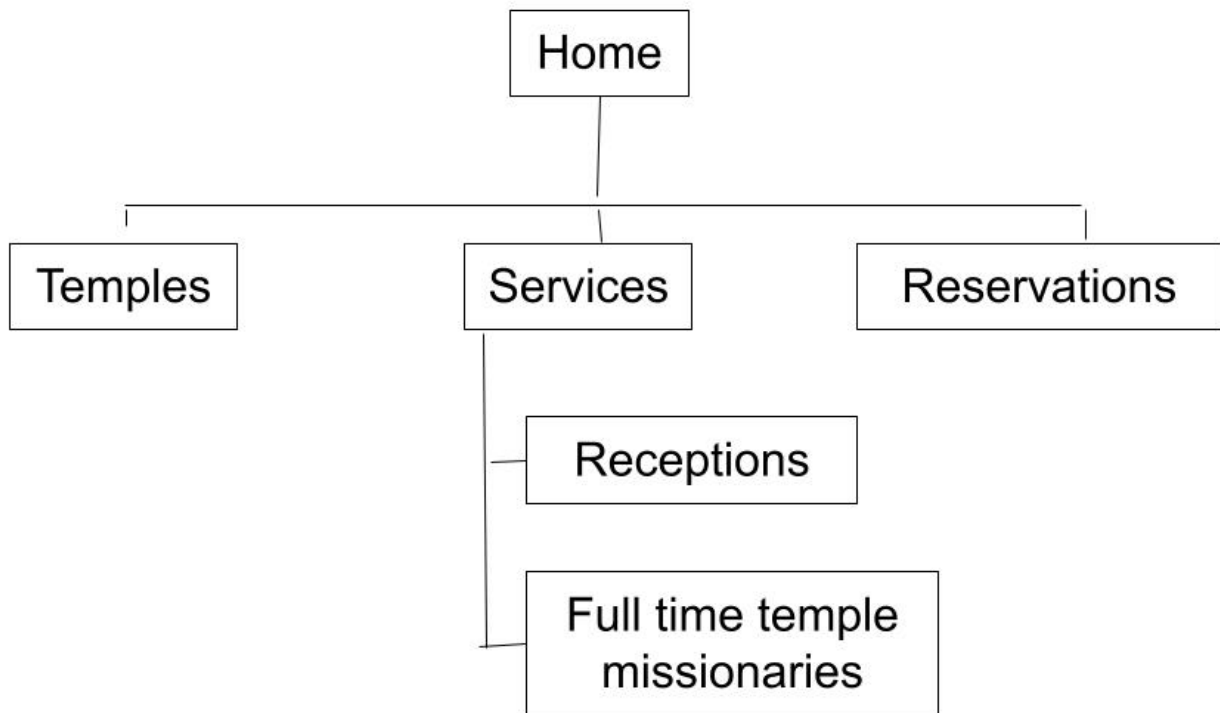
#### Paragraph Font:

The open sans font is clean, neat and easy to read. This will help emphasize the well-kempt, orderly, classy atmosphere of the Inn.

### Navigation

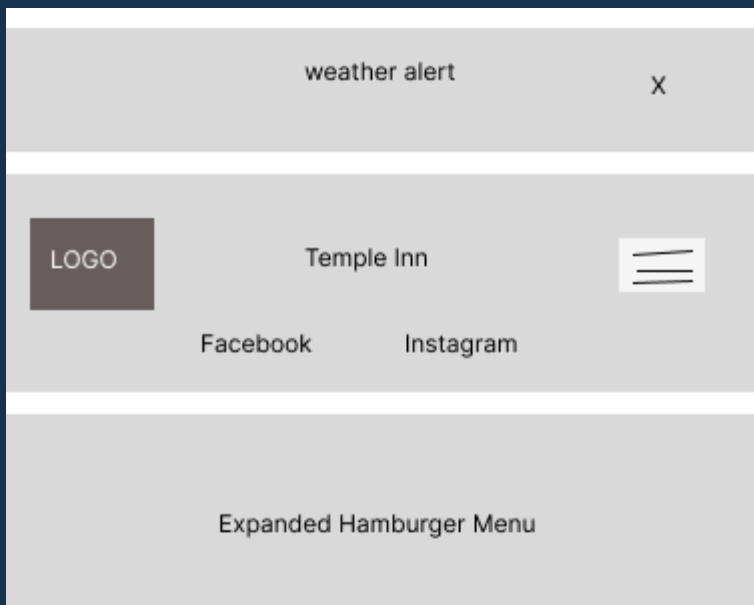
Current	Services	Contact	Reservations	Hover
Page				

## Site Map



## Wireframes

### Homepage Small View



Hero Image with call to action message

Make a reservation

Picture of Temple

Paragraph sumarizing the temple

Weather Card

icon

weather info

forecast info

footer

contact info and address

social media links

copyright  
link to attributions page

## Homepage Medium View

weather alert

X

LOGO

Temple Inn

Facebook Instagram



Expanded Hamburger Menu

Hero Image with call to action message

Make a reservation

Picture of Temple

Paragraph summarizing the temple

Weather Card

icon

weather info

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forecast info

contact info and address

social media links

copyright

link to attributions page

**Homepage Large view**

