

# Bountiful Foods

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## Site Purpose

This website will function as an informative platform that introduces customers to Bountiful Foods, allowing them to locate and place orders for product (locally grown fruits in Carlsbad, California and surrounding counties).

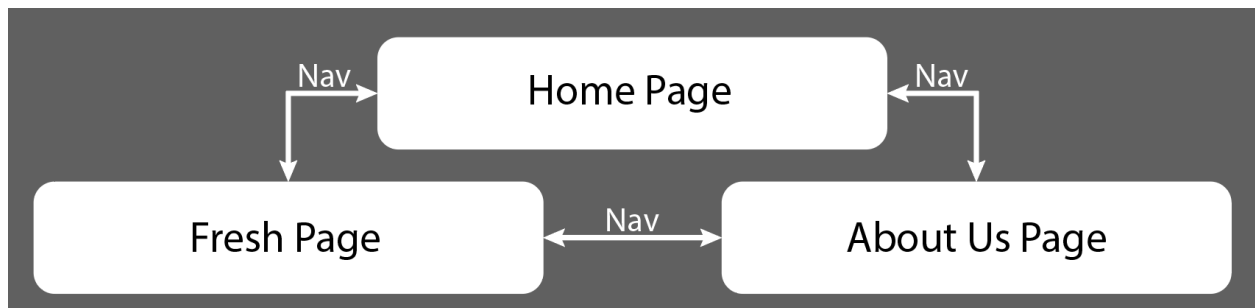
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## Target Audience

Local business owners with a desire for supporting local farms, business owners, and healthy trends. Portrayed as food-business owners of all sexes, aged 25-50, living within the coastal region from Los Angeles to San Diego.

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## Site Map



## Color Scheme

#1B998B	#ED217C	#2D3047	#FFFD82	#FF9B71

## Typography

### Fredoka 500 (Title)

Medium 500

Whereas recognition of the inherent dignity

### Poppins 200 (Body)

ExtraLight 200

Whereas recognition of the inherent dignity

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## Wireframe Sketches

