TEMPLE INN & SUITES

Term Website Planning Document

SITE PURPOSE

The goal of this site is to promote and provide information about the specialized services that this hotel chain offers to meet the needs of temple patrons who come to serve in the temple or who participate in events such as sealings, weddings, receptions, and youth trips.
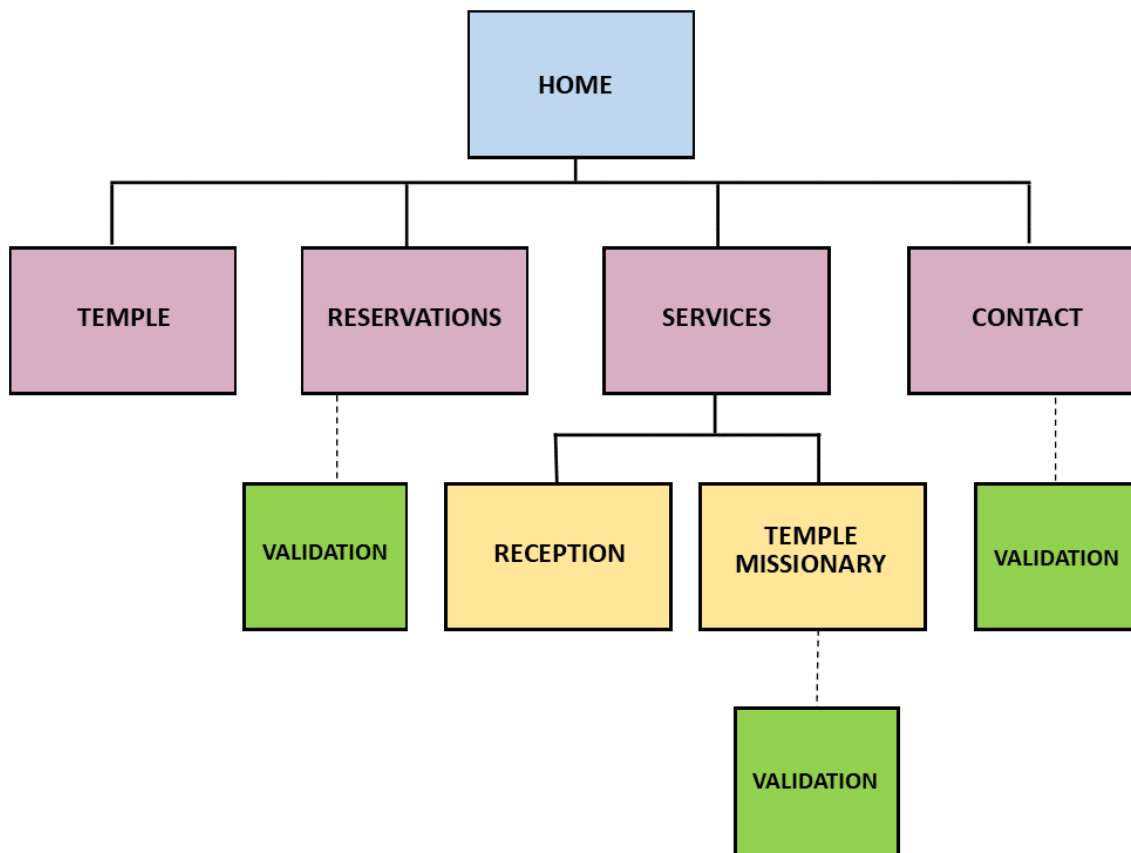
TARGET AUDIENCE

Our target demographic is married, American women age 45-55, with a middle to high income range. These women are looking for venues to do their daughters' wedding reception and/or find lodging for traveling guests.
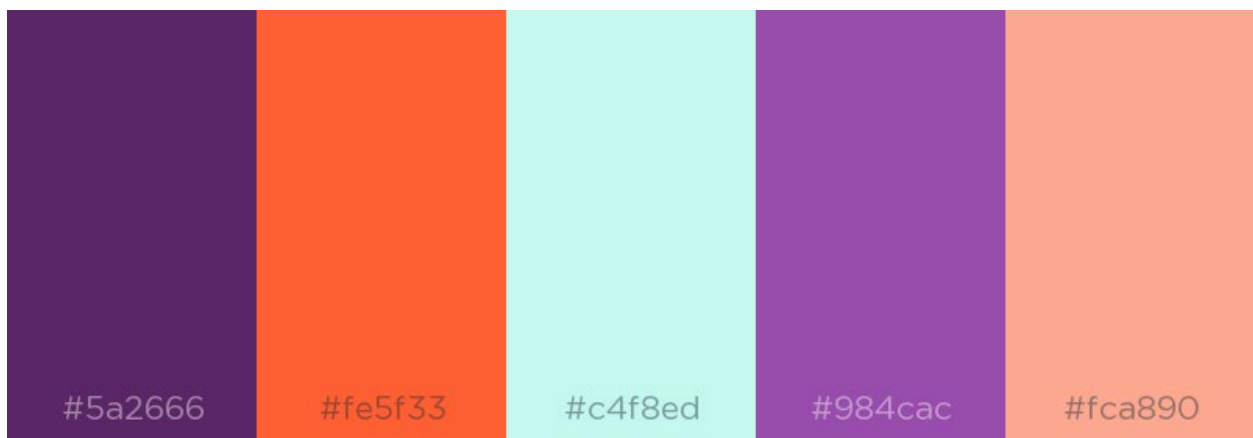
LOGO

SITE MAP

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                        ┌─────────────┐
                        │    HOME     │
                        └──────┬──────┘
          ┌───────────────┬────┴────────┬───────────────┐
   ┌──────┴──────┐ ┌──────┴──────┐ ┌────┴────────┐ ┌─────┴──────┐
   │   TEMPLE    │ │ RESERVATIONS│ │  SERVICES   │ │  CONTACT   │
   └─────────────┘ └──────┬──────┘ └─────┬───────┘ └─────┬──────┘
                          ┊         ┌─────┴──────┐        ┊
                   ┌──────┴──────┐  │            │  ┌─────┴──────┐
                   │ VALIDATION  │  │            │  │ VALIDATION │
                   └─────────────┘  │            │  └────────────┘
              ┌───────────┐ ┌───────┴──────┐
              │ RECEPTION │ │   TEMPLE     │
              │           │ │  MISSIONARY  │
              └───────────┘ └──────┬───────┘
                                   ┊
                            ┌──────┴──────┐
                            │ VALIDATION  │
                            └─────────────┘
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COLOR

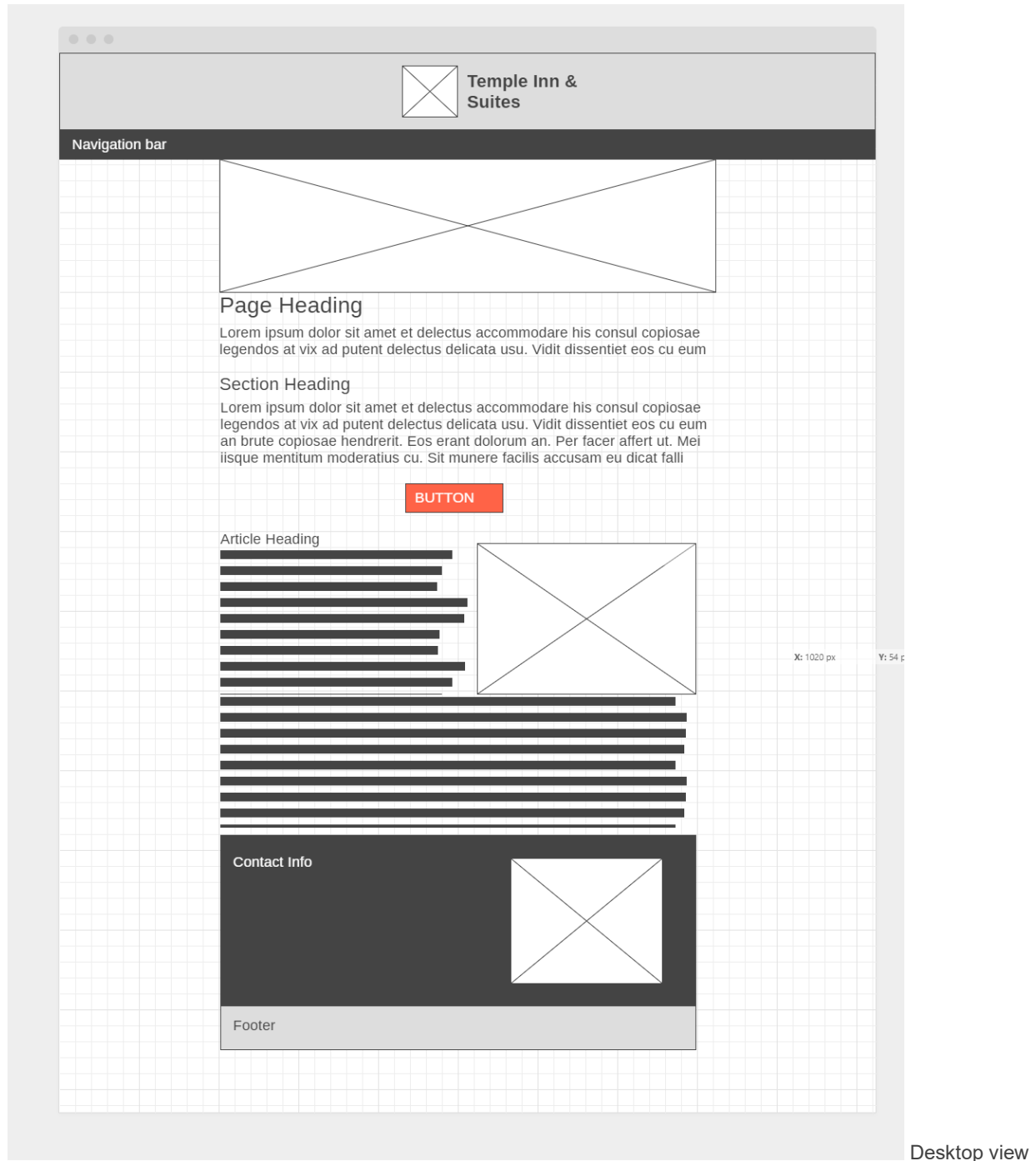| #5a2666	#fe5f33	#c4f8ed	#984cac	#fca890

The colors palette is bold, yet playful to promote a fresh, youthful ambiance. They are meant to reflect the beautiful flowers that are such a signature element of every temple and every wedding.

TYPOGRAPHY

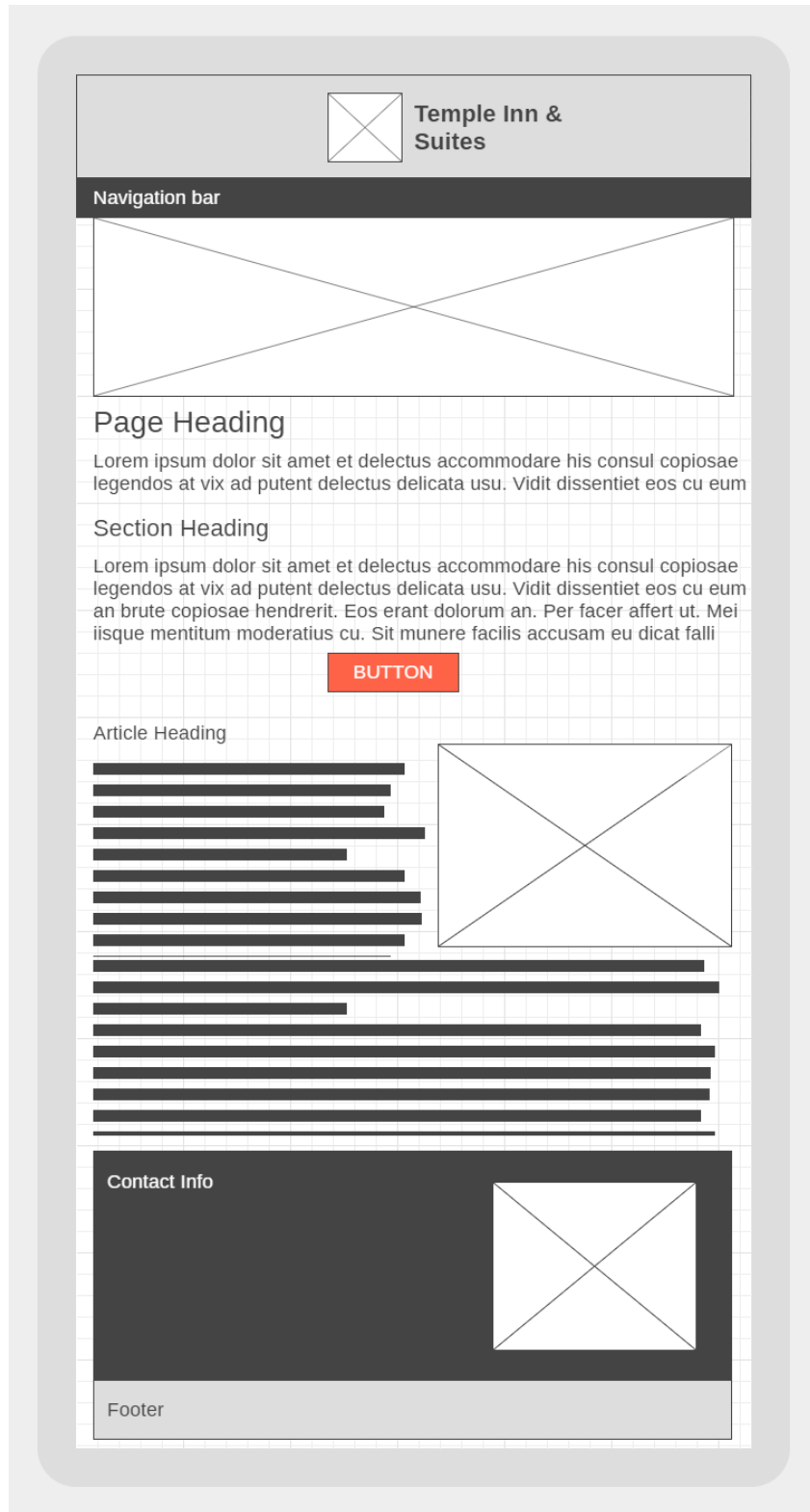Heading font is Dancing Script and body copy is Roboto.

h1	*Page Headings*	Dancing Script
h2	*Page Headings*	Dancing Script
h3	*Content Headings*	Dancing Script
h4	Sub Headings	Roboto
p	Body Copy	Roboto

WIREFRAME SKETCHES

Temple Inn & Suites

Navigation bar

Page Heading

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Section Heading

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BUTTON

Article Heading

X: 1020 px   Y: 54 p

Contact Info

Footer

Desktop view

4

Temple Inn & Suites

Navigation bar

Page Heading

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BUTTON

Article Heading

Contact Info

Footer

Tablet view

Temple Inn & Suites

Hamburger Menu

Page Heading

Section Heading

BUTTON

Article Heading

Contact Info

Footer

Phone view