**Dry Oar Boating Style Guide**

Student Name: Joel Jossie

**Overview**

**Site Purpose**

The purpose of this site is to provide potential customers with the information they need, presented in such a manner that they are impressed with the quality of the business and want to become a customer. The site must also provide a clear and easy path for viewers to become customers.

Target Audience

The audience of this site will typically be young adults looking for fun and adventure in the outdoors, most likely with an average or perhaps even below-average proficency in technology use. They will probaby be a decent mix of male and female, but with probably more males than females, due to boy scout troops, venture crews, etc.

**Branding**

**Website Logo**

You are not required to use this logo for your site…but you should have a logo. If the colors you would like to use clash terribly with the colors in the logo I can provide a few other color versions or you can make your own .



**Color Palette**

The colors you choose for a website are one of the most important decisions you will make. Complete the Choose your Color activity in iLearn then return and replace the image below with the one for your colors. Also record the hex color codes (the 6 digit numbers that show when you hover over a color in your palette) for the colors you have chosen below. You should have at least 2 colors but do not have to fill in all 4 if you do not need them.

Copy and paste the URL to your finished palette below (It should look something like this:

<http://paletton.com/#uid=52X0s0klllllg8Llif2lorDlqAL>

|  |  |  |  |
| --- | --- | --- | --- |
| ***Primary*** | ***Secondary*** | ***Accent*** | ***Accent*** |
| #297B48 |  | #265B6A | #6C9A33 |

**Typography**

Choose a font for your body copy and headlines. What font(s) have you chosen? Why did you choose what you did? Make sure to review the list of web safe fonts at W3Schools.org as a starting point.

I chose Georgia as my font, because it looks simple and professional, without being too obnoxious or generic.

**Heading Font**

Change the text below to match your headline styles (font family, color, size).

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#$%^&\*()\_+**

**Sample Heading**

**Body Copy Font**

Change the text below to your chosen body copy styles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#$%^&\*()\_+

Lorem ipsum nonsed eicillabore essum fugit lantisit, si nis eictia num fugiam et quatquis resto eossitem quunt quae sit dolupis maio omnimo il id maio bea ipid que conseque volorem. Et facidebit vel ma doluptasitis num, ullandebit hicto beaquos tiumquis postrum cori odit eosam quiatur? Volo quid minvel earuptatem quiatur?

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**Navigation**

**Main Navigation**

Describe your main navigation. Include the colors you would like for each state of the link (normal, hover, active, and visited). In the example table below ‘Home’ is showing what will happen when a link is in the hover state. The other boxes show the normal styling for the Navigation bar. You can modify the colors in the table below for a visual, create a visual in another program and add it as an image, or remove the table and just describe your navigation in text. Make sure to also change the colors below to color codes from your color scheme.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Home | Rivers | FAQ | Blog | Schedule | Contact Us |

Link:normal : #3F95B1

Link:hover : #10252C

Link:visited : #3F95B1

Link:active : #10252C

**HTML Elements**

**Links**

You will probably have other links on your page that are not part of the main navigation. What colors will you use for those?

Link:normal

Link:hover

Link:visited

Link:active

**Layout**

**Site Map**

The Site Map of a site is just like it sounds…it is a map of the pages in a site and how they are related and linked together. From the map above we can see that we will eventually have the Home page and 5 sub or child pages. The lines that connect them all together indicate that each page should be accessible from any other page, it is essentially showing us the global navigation for the site.

**Wireframes**

Wireframes are like blueprints for making webpages. They should show the major sections of content that will be on the page and the relative locations of each element. In the wireframe below you can see there will be 6 sections to our page.

At the top we have a section with the logo (the box with the X through it means an image) and the navigation bar. Then there is a large image that stretches all the way across the screen. Next we have some text and image, repeated. Then one more section of text, and finally a footer. Wireframes can also contain information about element sizes as this one does. The 115x100 on the logo placeholder is telling you that it should be 115px x 100 px. The px stands for pixels…a common unit of measurement on the web.

We will be using this wireframe over the next few weeks as we build the homepage for this site. **For now you just need to review it.**

