# White Water Rafting Site Plan

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## WDD 130-W02

## Overview

### Purpose

This site's purpose is to attract customers for our business, which is to provide customers with an enjoyable white water rafting adventure.

### Audience

Our target audience is anyone seeking a white water rafting adventure. We have a variety of packages for anyone of any experience level or budget that would like to participate in a rafting adventure in the great outdoors. We want our site to be accessible from any device, but we anticipate that our audience will seek us out primarily from a desktop or laptop environment.

## Branding

### Website Logo

## Style Guide

### Color Palette

Palette URL:

<https://coolors.co/616161-eaeaea-fefefe-5bba6f-2ba84a>

| Primary | Secondary | Accent 1 | Accent 2 |
| --- | --- | --- | --- |
| #616161 | #5bba6f | #fefefe | #eaeaea |

### Typography

#### Heading Font: Permanent Marker

#### Paragraph Font: Open Sans

### Normal paragraph example

The best Whitewater Rafting in Colorado, White Water Rafting Company offers rafting on the Colorado and Roaring Fork Rivers in Glenwood Springs. Since 1974, we have been family owned and operated, rafting the Shoshone section of Glenwood Canyon and beyond.

### Colored paragraph example

Trips vary from mild and great for families, to trips exclusively for physically fit and experienced rafters. No matter what type of river adventures you are seeking, White Water Rafting Company can make it happen for you.

### Navigation

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## Site Map

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Contact Us

## Wireframes

### Home

### home page wireframe[Page 2]