The Weather Update Site Plan

Site Name and Domain

The Weather Update / theweatherupdate.com

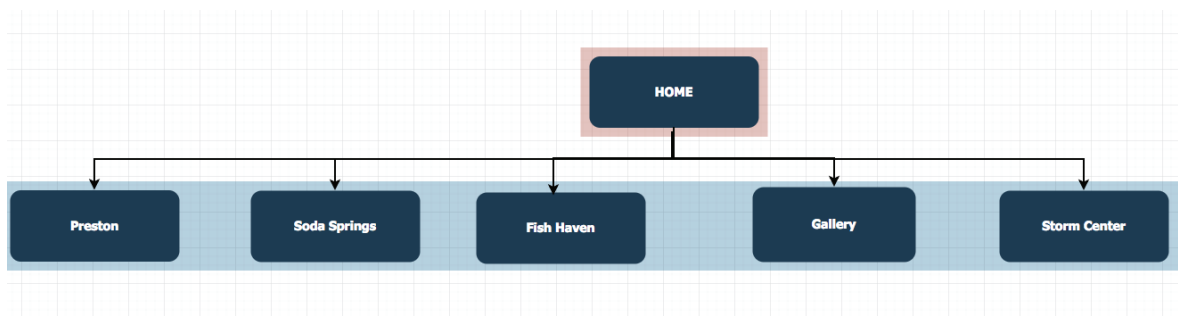Available as a premium domain at Godaddy.com

Site Purpose

The goal of this site is to provide easily accessible weather-related information to the inhabitants and visitors of the targeted area. Articles and blog posts to answer weather related questions and educate site visitors about weather phenomena may be included. As this is primarily an information center, there are currently no goals for monetizing by adding items to purchase based on weather related activities, clothing, or gear. This may be reconsidered in the future.

Target Audience and Scenarios

The target audience for The Weather Update includes inhabitants and visitors to the targeted area who would like to know the weather for the day or week, those who are interested in weather related activities such as swimming, hiking, or skiing, and those who are interested in weather facts, blog posts, and education articles about the weather. Many of the site visitors will be accessing the site via small screens or mobile devices for a quick weather update or temperature check.

Site Map

Colors

Primary Yellow: #FDD65D, RGB (253, 214, 93) CMYK (1, 14, 7, 0)

Secondary Yellow: #F6A801, RGB (246, 168, 1) CMYK (2, 38, 100, 0)

Primary Teal: #00A2AD, RGB (0, 162, 173) CMYK (79, 15, 32, 0)

Secondary Teal: #014656, RGB (1, 70, 86) CMYK (95, 62, 49, 35)

Primary Grey: #CCCCCB, RGB (204, 204, 203) CMYK (19, 15, 16, 0)

Secondary Grey: #F9F7F6, RGB (249, 247, 246) CMYK (2, 2, 2, 0)

Type Colors

Light Type Color: #F9F7F6, RGB (249, 247, 246) CMYK (2, 2, 2, 0)

Dark Type Color: #231F20, RGB (35, 31, 32) CMYK (0, 0, 0, 100)

Typography

Primary Font - Helvetica Neue : All titles and headings will be in this font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789

Secondary Font - Garamond : All paragraph and article content will be in this font

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789