

Bountiful Foods Site Plan

Laura Billman

WDD 230

Site Purpose

The purpose of this site is to provide access to fresh, organic, fruits and other produce, grown on local farms to locals and tourists visiting the Southern Coastal area. This site will specialize in offering healthy eating options, including a variety of organic fruits and specialty fruit drinks. This site will offer customized fruit drinks made to order and fruit and produce bags made fresh daily to order. Information about the company, featured coastal areas, and local weather will also be provided.

Audience

This site is for locals in the Southern California Coast area as well as visiting tourists, who are looking to purchase healthy, fresh, organic produce with convenience at a reasonable price.

Logo



Color Palette

Primary

#7FD6CF

Secondary

#FFA500

Accent 1

#82C665

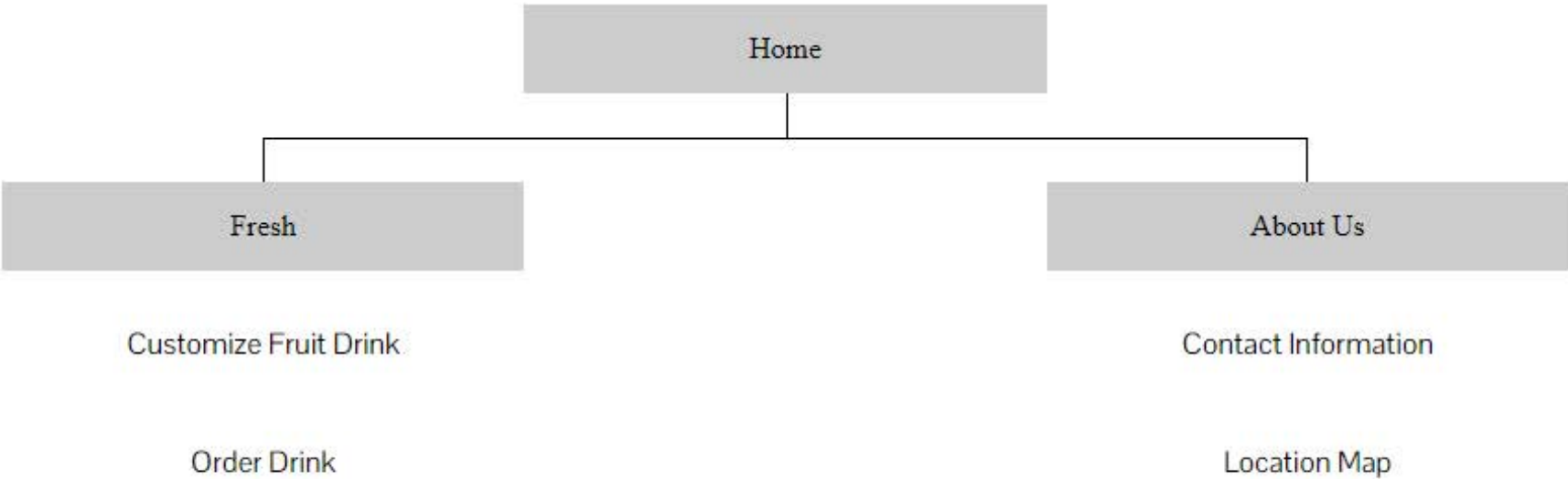
Accent 2

#FFFFFF

Accent 3

#000000

Site Map



Typography

Heading Font: Monda

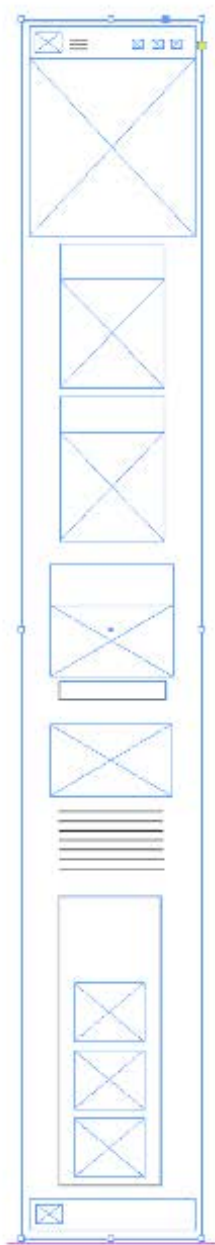
This font will be used on the header, h1, h2, and h3, headlines of each page.

Paragraph Font: Pontano Sans

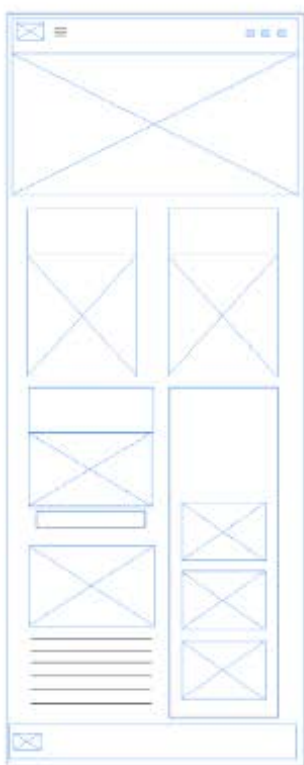
This font will be used on all primary and footer navigation and paragraph text (p) elements on each page of the website.

Homepage Wireframes

Small



Medium



Large

