ForecastTrek.com

Purpose:

Efficiently inform the parting to the site, what the weather is like in there chosen hiking area. With this information they can prepare sufficiently for the various weather.
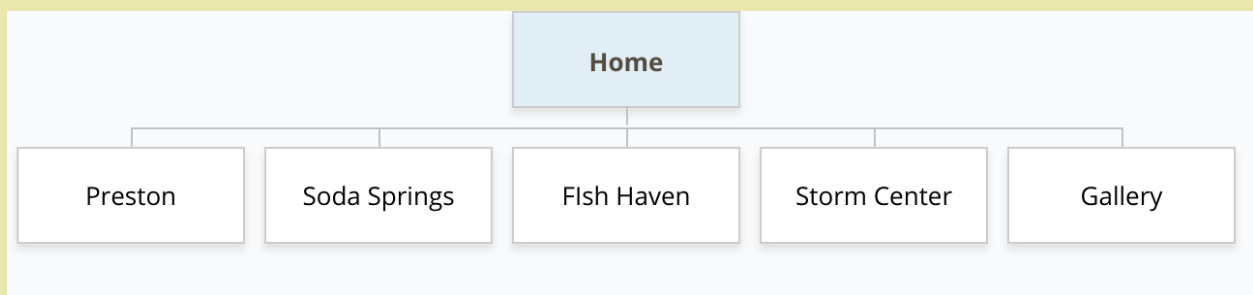
Target Audience:

Men and women with hiking interest, adults training for trail runs, and families looking to explore the outdoors.
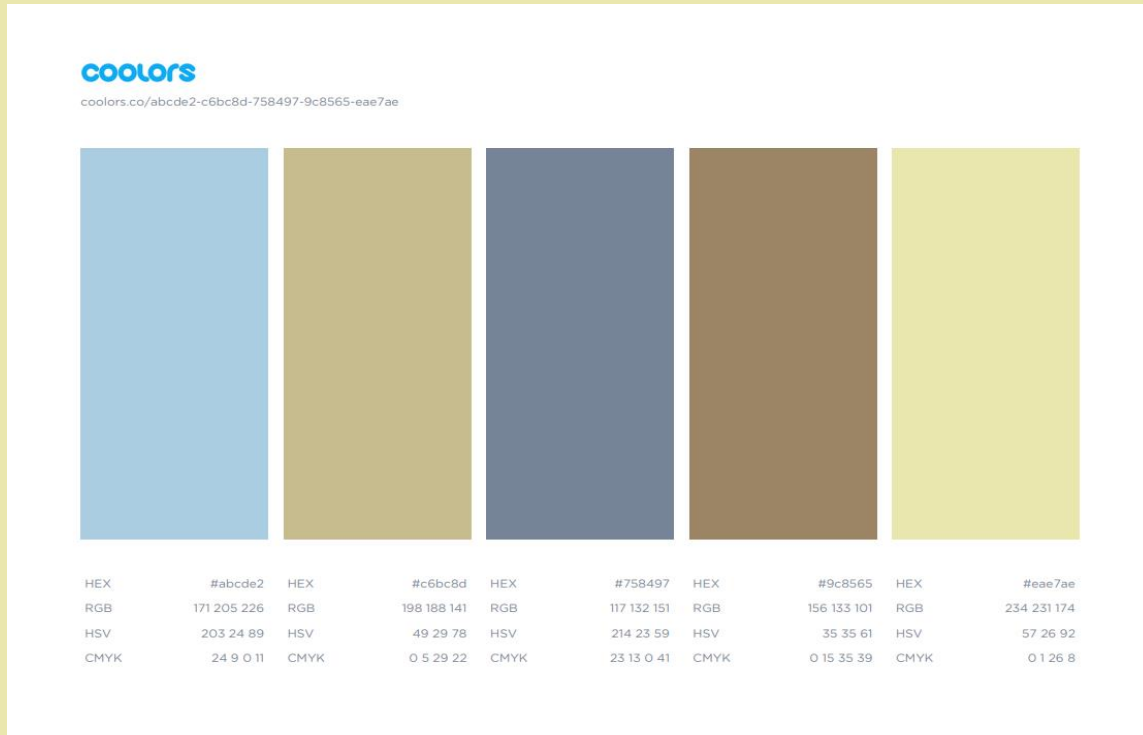
Five scenarios:

- Local couple looking to hike in various places in Idaho needed to check the weather before going out.
- Individuals training for trail races and need to understand how to dress for the run.
- Family with young children looking to see if the weather is compatibles with a hike.
- Family with teenage children looking to see if the weather is compatible with a hike.

Sitemap:

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Color Scheme:

	Med tan	Light tan	Dark blue	Light blue	Dark tan
HEX	#c6bc8d	#eae7ae	#758497	#abcde2	#9c8565
RGB	198 188 141	234 231 174	117 132 151	171 205 226	156 133 101
HSV	49 29 78	57 26 92	214 23 59	203 24 89	35 35 61
CMYK	0 5 29 22	0 1 26 8	23 13 0 41	24 9 0 11	0 15 35 39

coolors

coolors.co/abcde2-c6bc8d-758497-9c8565-eae7ae

HEX	#abcde2	HEX	#c6bc8d	HEX	#758497	HEX	#9c8565	HEX	#eae7ae
RGB	171 205 226	RGB	198 188 141	RGB	117 132 151	RGB	156 133 101	RGB	234 231 174
HSV	203 24 89	HSV	49 29 78	HSV	214 23 59	HSV	35 35 61	HSV	57 26 92
CMYK	24 9 0 11	CMYK	0 5 29 22	CMYK	23 13 0 41	CMYK	0 15 35 39	CMYK	0 1 26 8

Will use the light tan as the page background. The light blue used on links in the navigation bar and the dark tan used in header and footer area. Dark blue with white type to show forecast.

70° F partly cloudy with a 10% chance of showers in the afternoon.

Typography Selections:

Most text will be in the: Montserrat Medium

Titles: Montserrat ExtraBold

Montserrat pairs well with serif font: Lora. This font will be used in the weather display boards.