

Title/Moto

The Mountain Spoke/Joy in every turn

Author

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Site Purpose

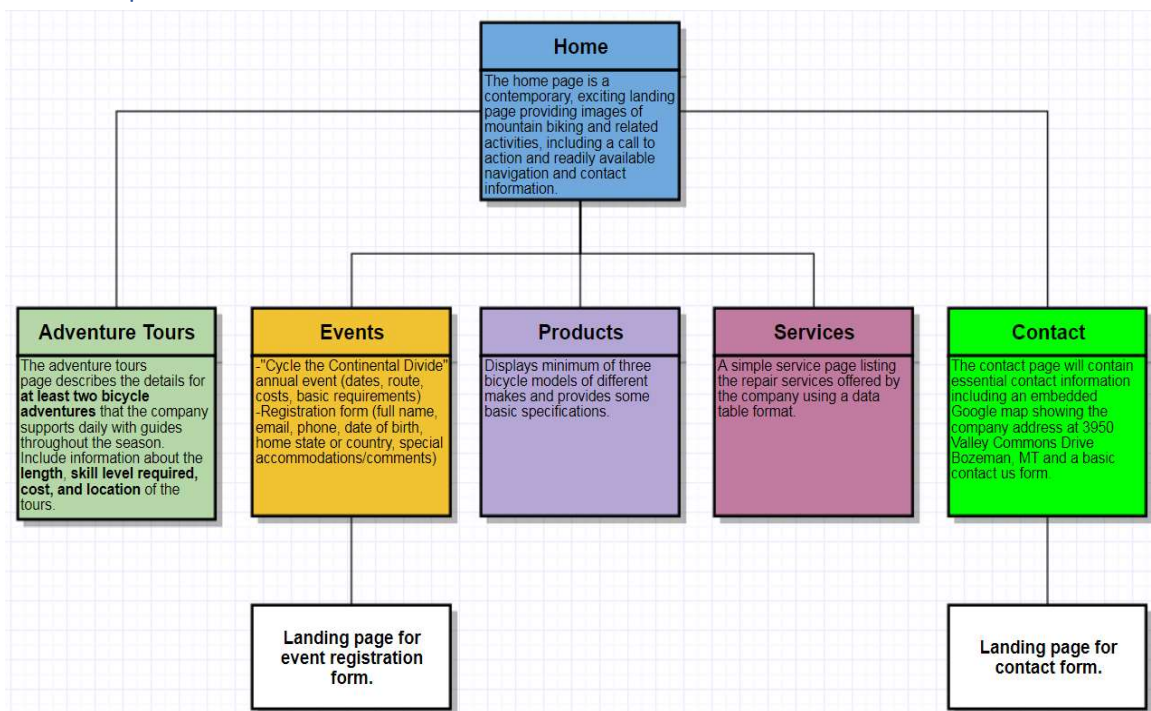
The purpose of the site is to provide a fresh, new website experience for The Mountain Spoke's clients and potential clients that reflects their culture of bicycle enthusiasm with products, repair service, parts, and tour trips.

Target Audience

Target audience are bicycle enthusiasts in Bozeman, Montana region as well as serious bicyclists around the world interested in organized tours in the region. Scenarios relevant for the visitors are:

- I want to find information about bicycle adventure tours (event schedules, routes, prices, basic requirements).
- I want to buy suitable equipment for mountain biking.
- Can I have my bicycle repaired? How much it will cost? How long is the repair time?
- Do you have any spare parts for my bicycle? I need a new tire.
- I want to be informed about events organized/sponsored by The Mountain Spoke company.
- How can I get in touch with the company? Where is the shop located?
- Can you provide a guide for me and my buddies?
- I need more information on what Bozeman, Montana region can offer to bicycle enthusiasts.

Site Map



Color Scheme


Color scheme is very simple, almost monochromatic.




#3d372d, primary color used for header, footer and navigation



#555, font color (dark gray)



#fff, plain white background color



#eee, article box color (very light gray) with shadow

Typography

Section	Font	Size	Background	Foreground	Sample
Site Header	Chicle	2.5em	#3d372d	rgba(255, 255, 255, 0.9)	Sample
Navigation	Source Sans Pro	0.8em bold	#3d372d	rgba(255, 255, 255, 0.9)	Sample
Navigation Active	Source Sans Pro	0.8em bold	rgba(255, 255, 255, 0.2)	rgba(255, 255, 255, 0.9)	Sample
Navigation Hoover	Source Sans Pro	0.8em bold	rgba(255, 255, 255, 0.1)	rgba(255, 255, 255, 0.9)	Sample
Heading 1	Oxygen	2em	white	#555	Sample
Heading 2	Oxygen	1.5em	white	#555	Sample
Heading 3	Oxygen	1.17em	white	#555	Sample
Article	Oxygen	1.17em	#eee	#000	Sample.
Footer text	Source Sans Pro	0.8em	#3d372d	rgb(255, 255, 255, 0.9)	Sample

The Mountain Spoke

[Home](#)[Adventure Tours](#)[Events](#)[Products](#)[Services](#)[Contact](#)

Heading 1

Heading 2

Heading 3

Paragraph

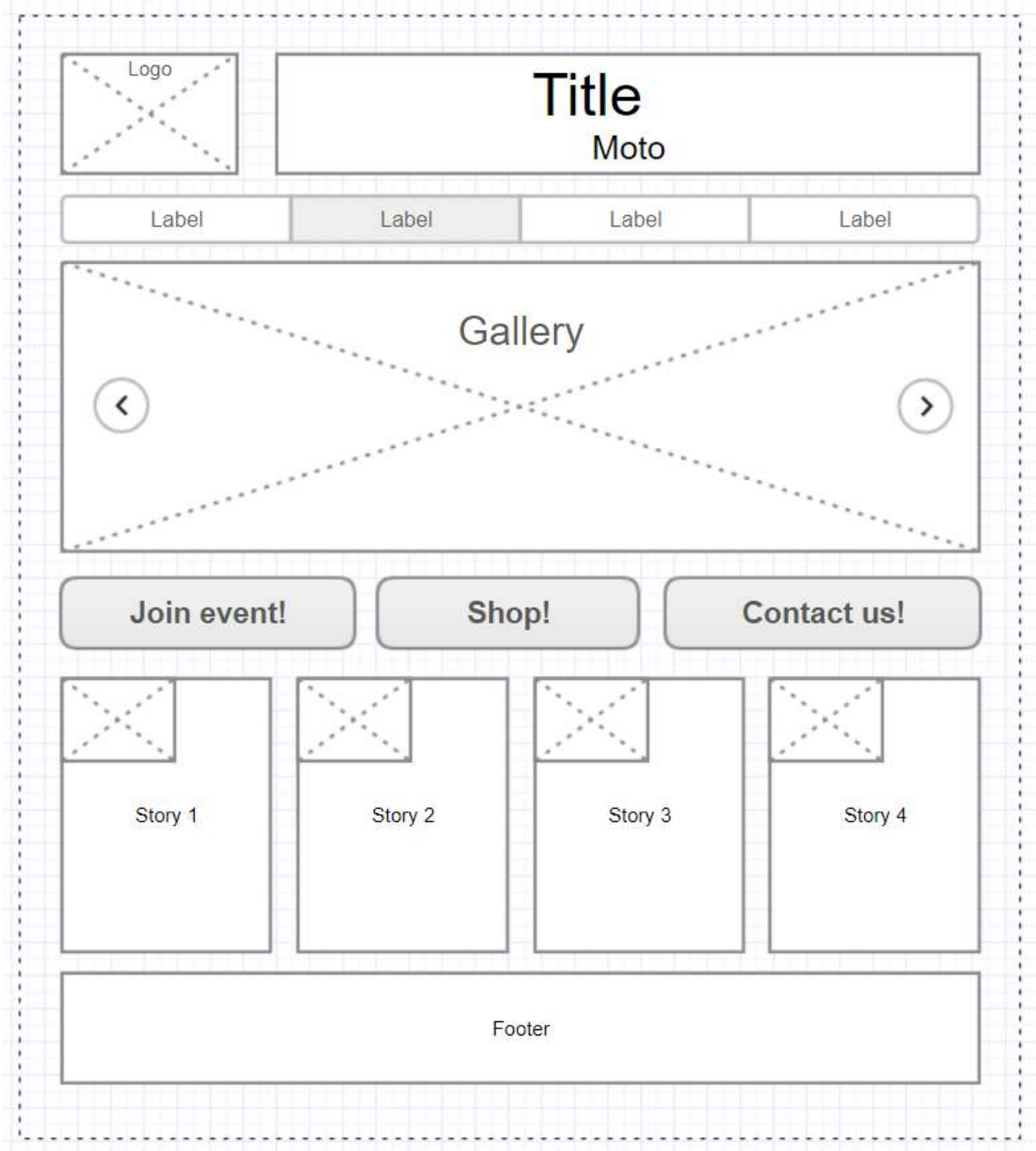
Article 1

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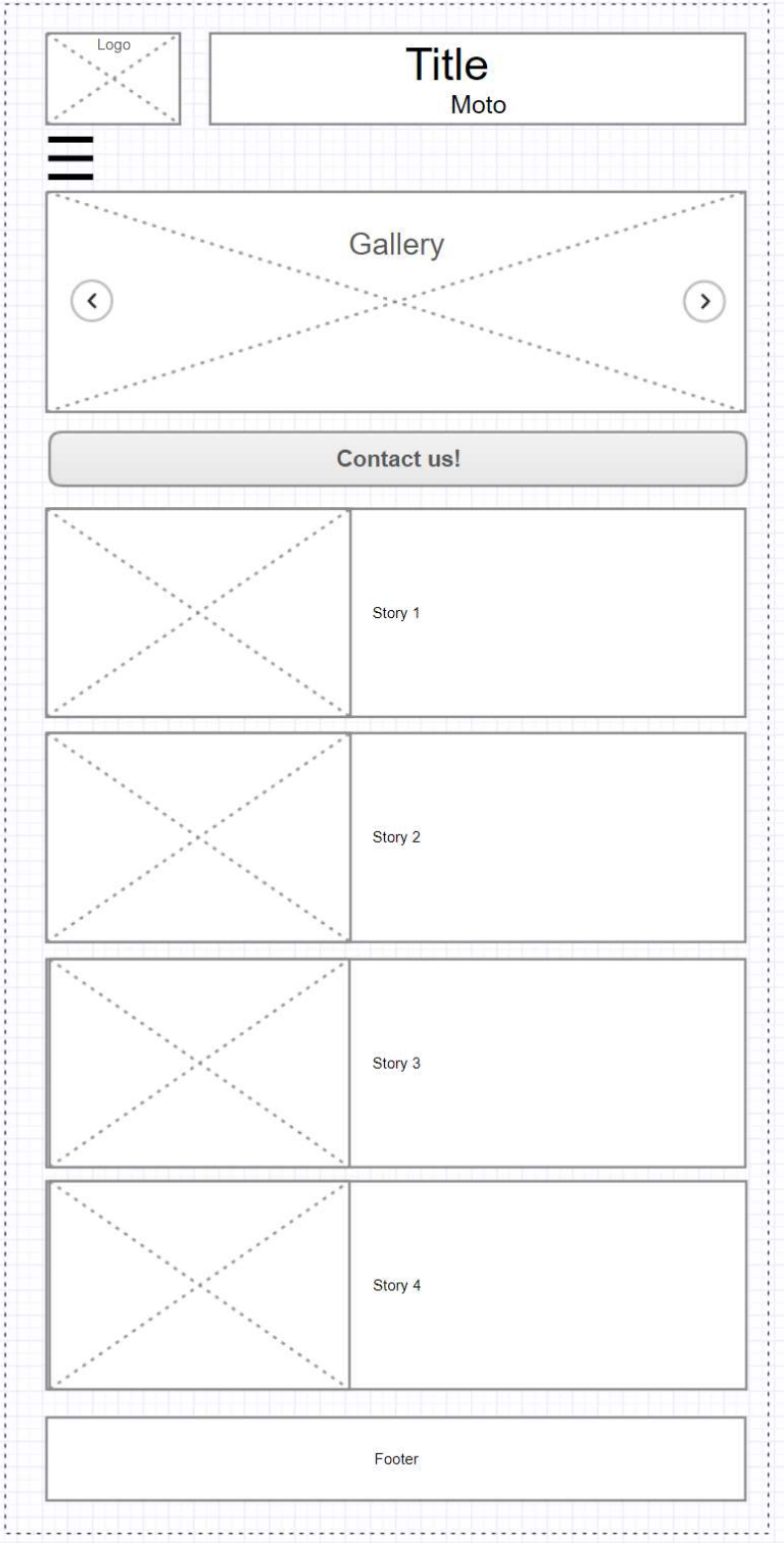
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Wire-frame Sketches

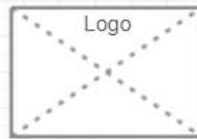
Desktop



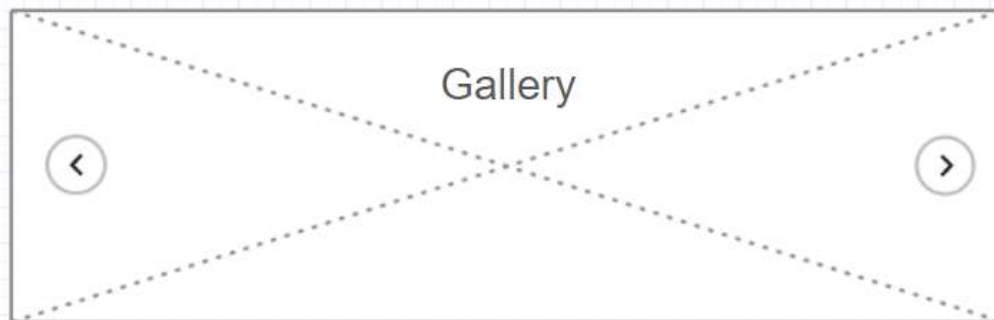
Mobile



Tablet

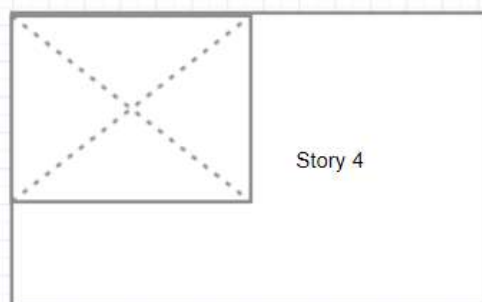
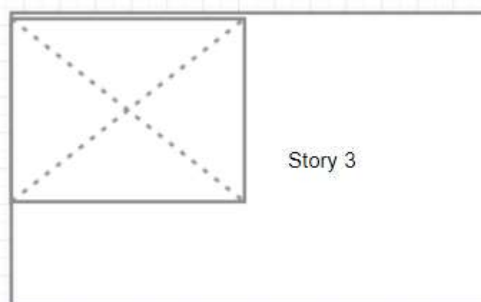
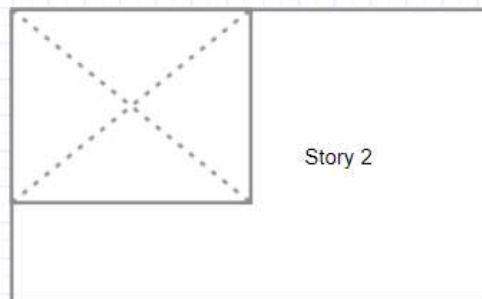
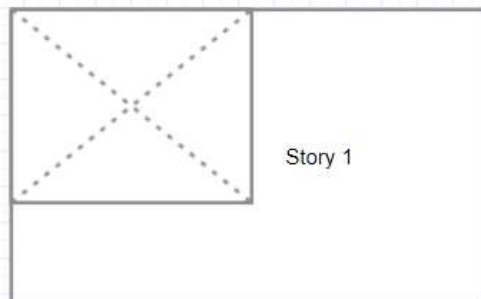


Title
Moto



Shop!

Contact us!



Footer