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Week 3 - WDD 130

# Rafting Site Plan

## Purpose

The purpose of this project is for us to engage in more outdoor sports with your family and friends, creating bonds and memories that will never be forgotten. With our team of professionals, you will have the most comprehensive experience in a safe and enjoyable way!

## Audience

Demographics: Adventure, outdoor and nature people.

Psychographics: Those seeking outdoors experiences, personal growth through challenge, and a profound connection with family and friends through natural environment.

User personas: Hikers of all levels, families, and corporate clients.

## Branding

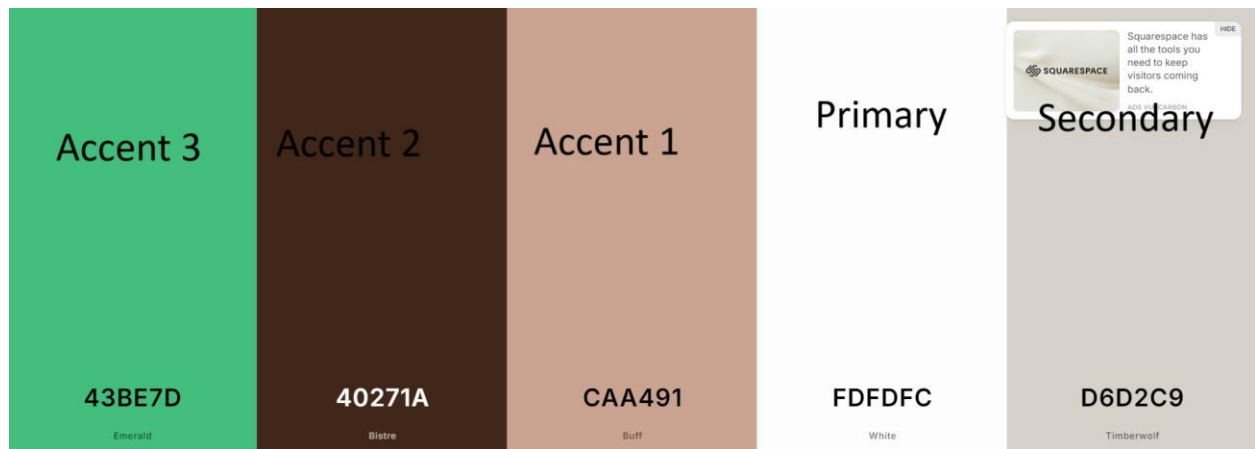
Logo



## Style Guide Color

### Schema Color palette

URL: <https://colors.co/505033-264969-cfcfb4-b4cde4>



### Typography

Headings: Rock Salt

Link: <https://fonts.google.com/specimen/Rock+Salt>

WHEREAS DISREGARD AND CONTEMPT  
FOR HUMAN RIGHTS HAVE RESULTED

Body: Poppins

Link: <https://fonts.google.com/specimen/Poppins>

Whereas disregard and contempt for human  
rights have resulted