Website Planning Document

Company: The Mountain Spoke
Location: Bozeman, Montana
Business: Bike Shop, Tours, and Services

Site Purpose:

    To provide a fresh new experience to Mountain Biking in Bozeman Montana, we are trying to provide product, services/repairs, trail/tour information, and special events for everything mountain bikes.

Target Audience:

- Bike Enthusiasts/Athletes
- All Skill levels
- Ages 10+
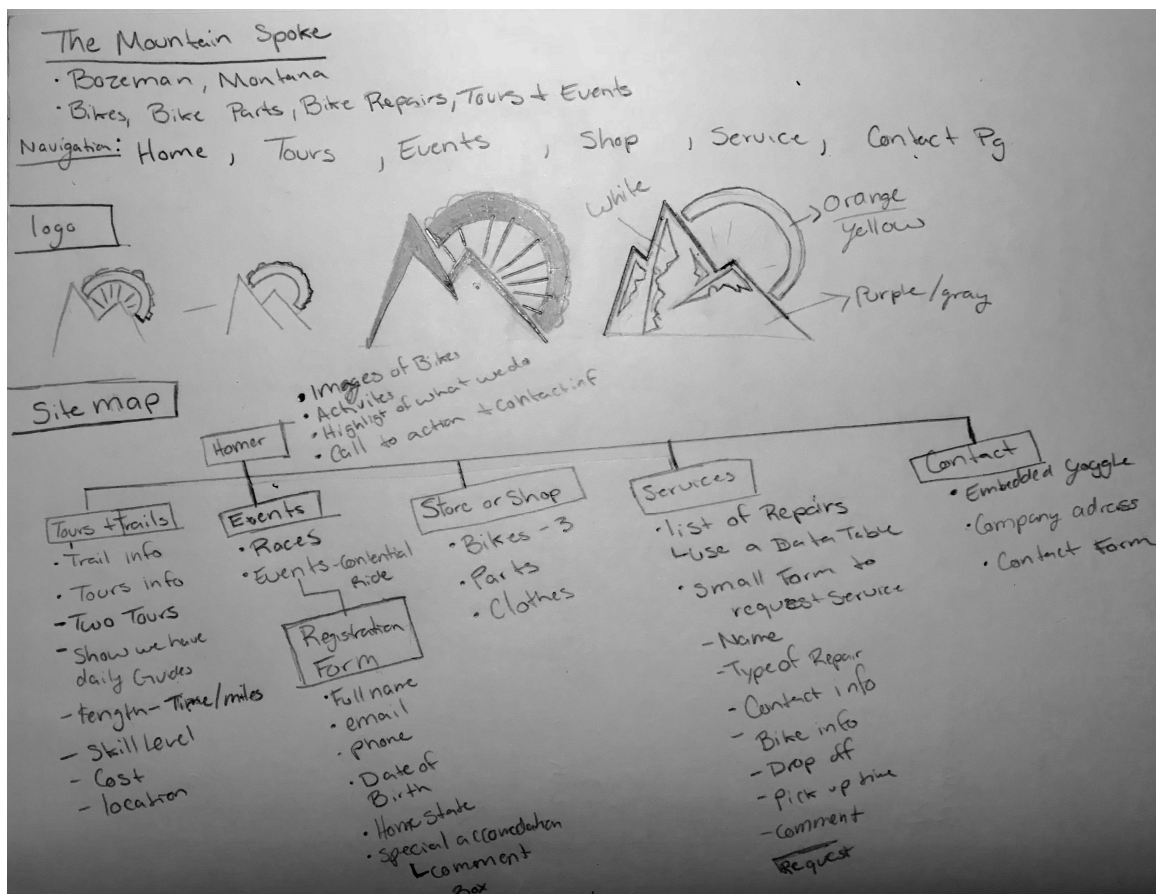- Male and Female
- Any type of bikes

Typography:

    Roboto: This will before the whole website because it provides contrast for titles, paragraphs, headers, and the name of the company.

- Light: Will be used for body text and footer
- Regular: May be used for body text if Light does not work
- **Medium: Links and important words and smaller headers(column or row names or labels)**
- **Bold: Headers of Sections and for Navigation**
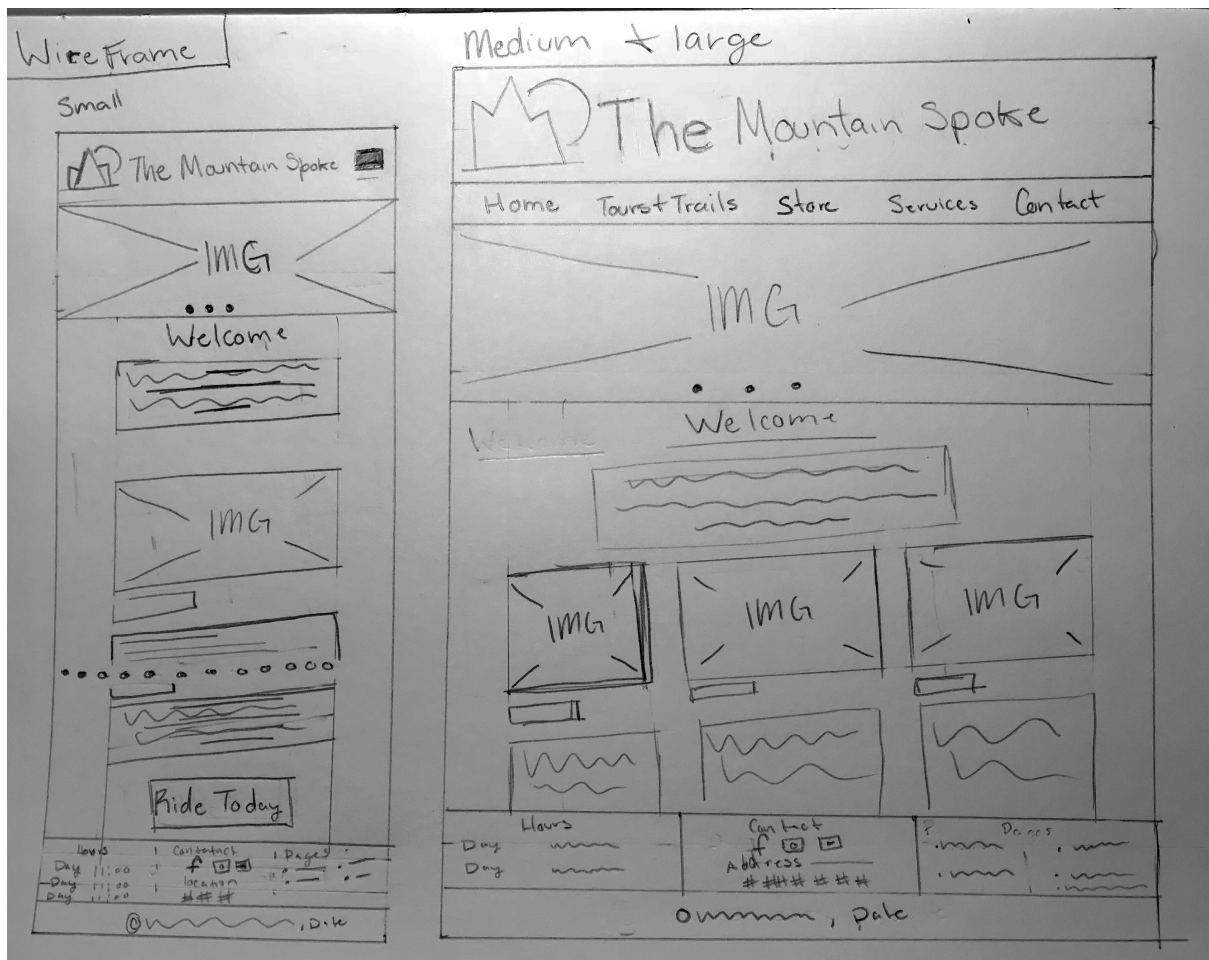- **Black: Company Name and Navigation if Bold doesn't work**

Color Scheme:

- ☐ Dust - #e5bf7c / 229, 191, 124 – highlights info

- ☐ Orange - #f79029 / 247, 144, 41 – Links

- ☐ White - #ffffff / 255, 255, 255 – Background for site

- ☐ Black - #010101 / 1, 1, 1 – Main body of text color

- ☐ Grey - #736e72 / 115, 110, 114 – Navigation and Footer bar (possible Borders)

Logo & Sitemap:

Wire Frame: I want my Small Page to be one column and my Medium and Large Page to have 3 columns

Website:
https://fonts.google.com/specimen/Roboto

examples:
https://www.owenhousecycling.com/

https://www.singletracks.com/Mountain-Bike-Trails-bike-trails_0.html?filterBy=%7Cloc:45.679722~-111.037778~25~Bozeman%2C+MT

https://www.mtbproject.com/directory/8009008/bozeman

https://www.giant-bicycles.com/us/contend-sl-1-disc

https://www.giant-bicycles.com/us/talon-3

https://www.giant-bicycles.com/us/trance-3

https://www.adventurecycling.org/routes-and-maps/adventure-cycling-route-network/great-divide-mountain-bike-route/