

# Barquisimeto Chamber of commerce

Wilker Pacheco

## Overview

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### Purpose

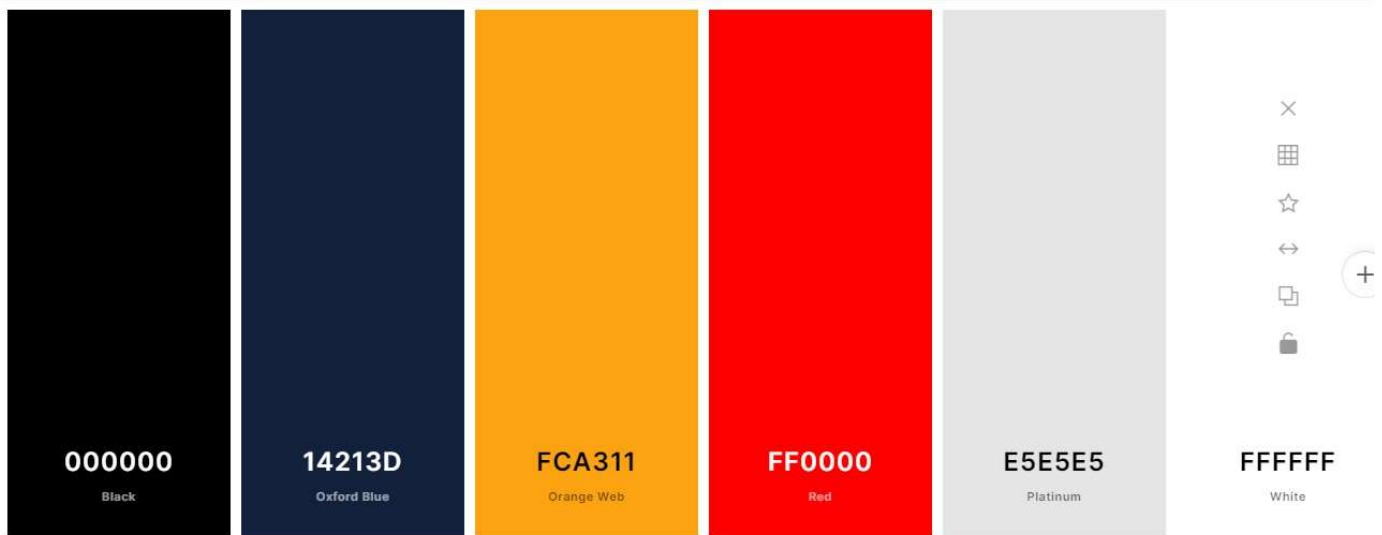
The objective of the site is to show the readers of the site the great benefits that Barquisimeto has as a tourist, commercial and industrial city with one of the wholesale markets in Venezuela, where the entire central-western part of the country and part of the east are supplied, It has a growing industrial park and due to its geographical location allows more efficient access to the country's internal markets, we also have a chamber of commerce that is one of the oldest organizations in the country and that provides a great variety of economic benefits. to its affiliates, such as national and international alliances, easy access and lower costs of raw materials and national and international products.

### Audience

Visitors to the site are mostly people over the age of 17 who want to do business at a commercial, industrial, and tourist level, also by people who want to enjoy quiet and diverse family vacations due to the opportunities and diverse landscapes that can be found outside and near from the city. The city is also one of the university cities in Venezuela with the headquarters of the 3 most important universities in the country as well as the 5 most prestigious private universities in the country.

### Color Palette

Palette URL: <https://coolors.co/004777-ffdb30-06d6a0>



## Typography

**Heading Font: 'Open Sans', sans-serif;**

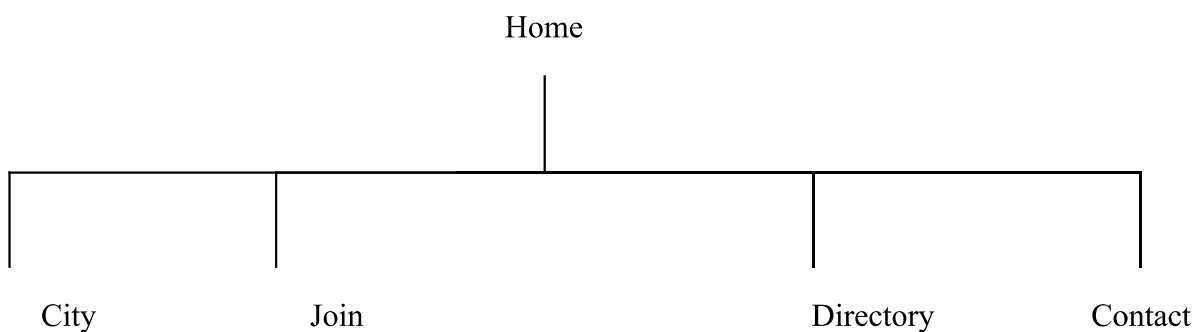
This type of letter is outstanding and readable, it is not exaggerated in its form, it is simple and natural as our service.

**Paragraph Font: 'Roboto', sans-serif**

This font is very readable, friendly and simple, it focuses attention on the message and not on the form of the letter

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## Site Map

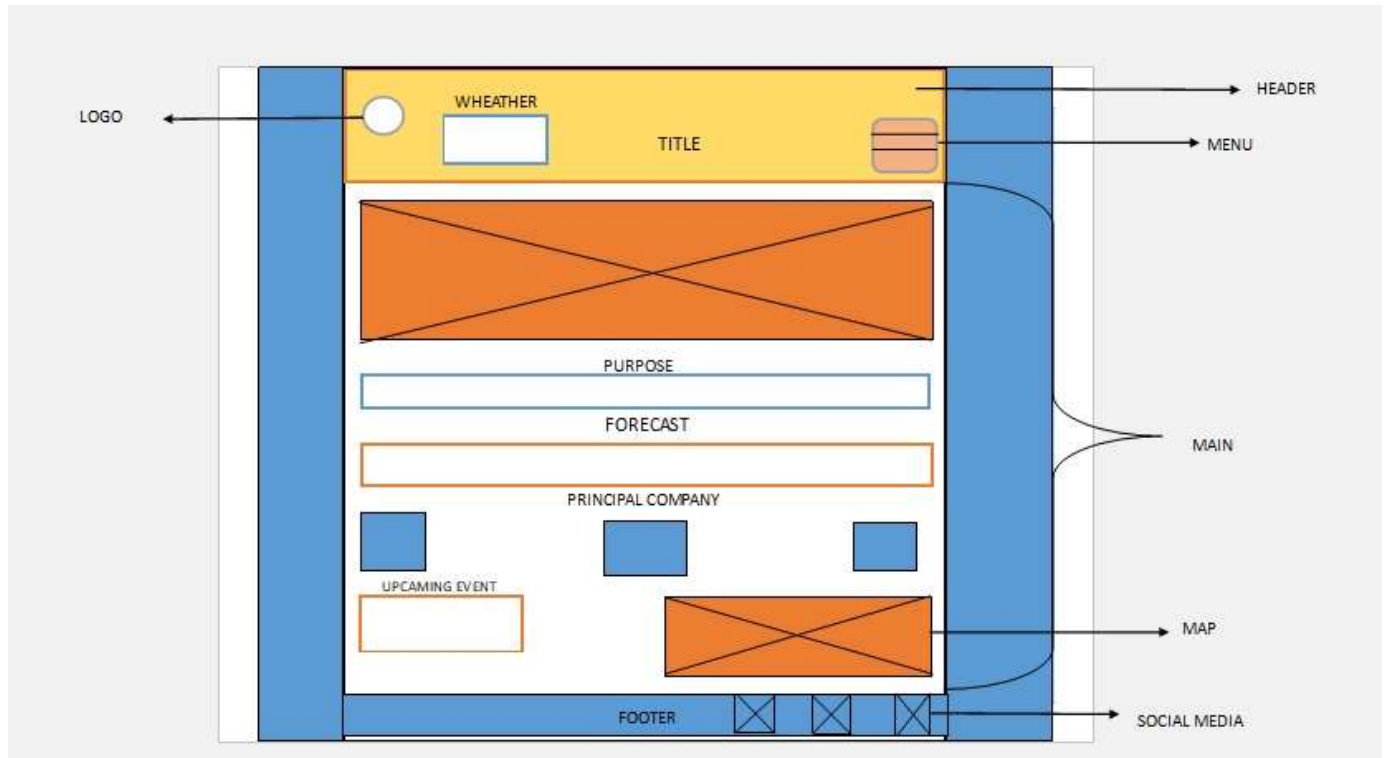


From the map above we can see that we will eventually have the Home page and 4 sub or child pages.

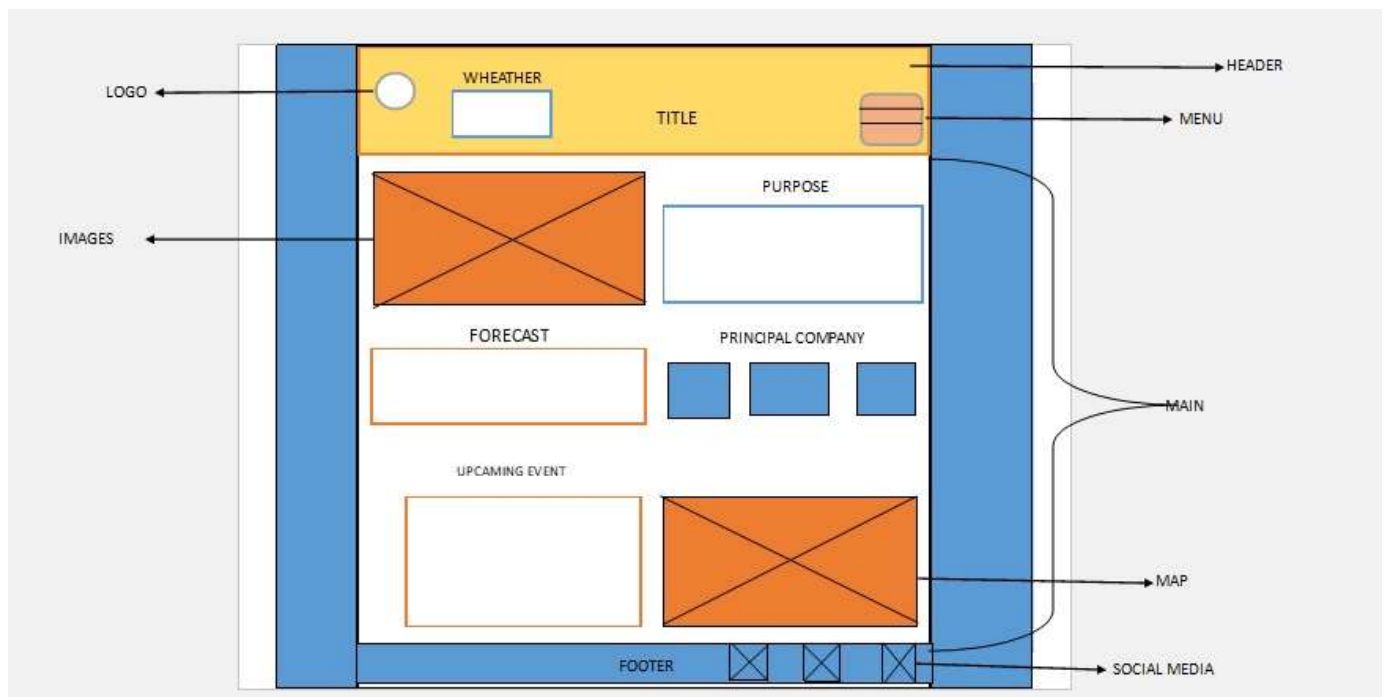
The lines that connect them all together indicate that each page should be accessible from any other page, it is essentially showing us the global navigation for the site.

## Wireframes large view Home

Wireframes are like blueprints for making webpages. They should show the major sections of content that will be on the page and the relative locations of each element.



## Wireframes Medium view Home



## Wireframes Small View Home

