

# Website Planning Document

Title: Wild Weather Watchers

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## Site Purpose

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To provide current weather stories for the local area as well as specific weather conditions for a few communities in the surrounding area. Be the go to spot for storm alerts in and around Franklin, Springfield, and Greenville.

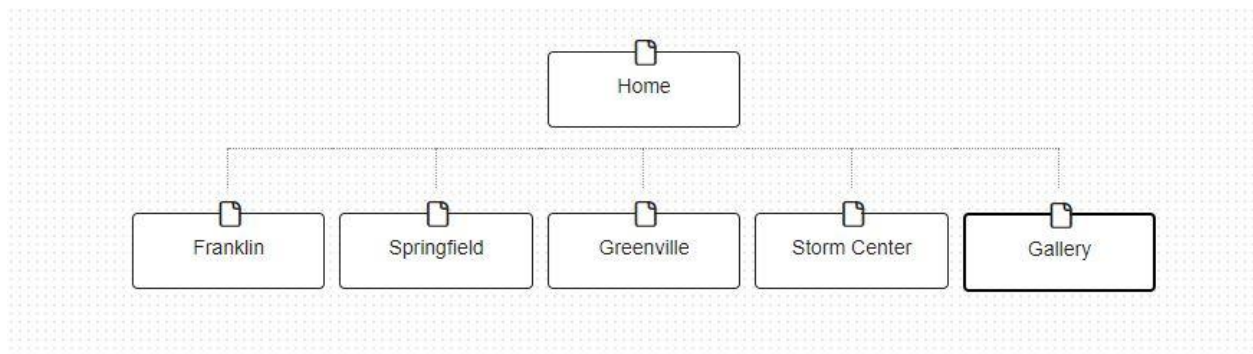
## Target Audience

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The target audience is those local to Franklin, Springfield and Greenville as well as those visiting that might have a desire to see our wild weather. Our site will be easily accessible for both the home PC user and those on mobile devices for this reason.

## Site Map

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## Color Scheme

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Dominant Color: Use for Logo, menu tabs, buttons, titles and Headlines – Blue Hex 1F0CE8, RGB (0,46,255)

Accent Color: Subtitles, Current Menu tab, Highlight secondary information – Light Blue Hex 0DB7FF, RGB (13,183,255)

Background: Tan Hex CF995F, RGB (207,153,95)

## Typography

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Font Family: Comic Sans, cursive, sans-serif

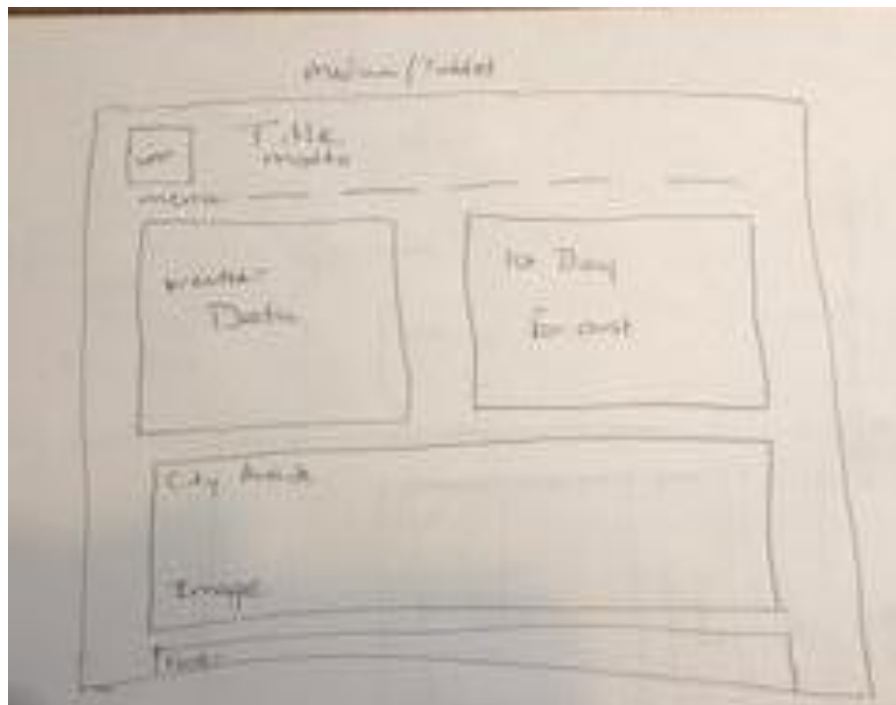
Site Header	Comic Sans	3em
Primary Navigation	Comic Sans	2em
Footer	Comic Sans	1.25em
Heading 1	Comic Sans	2em
Heading 2	Comic Sans	1.5em

## Website Planning Document

Heading 3	Commic Sans	1.25em
Paragraph	Segoe	1em

### Wire-frame sketches

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