

Bountiful Foods

Site purpose – The purpose of this site is to convey that Bountiful Foods is an owner operated company specializing in organic, locally grown foods. The goal is to make people aware of where they are located in Carlsbad California and where their food trucks are at in the coastal area. Also, to information about their fresh food options including organic made to order , fruit drinks and fruit bags to locals and tourists.

Target Audience will be locals and tourists of any age, looking for local organic healthy food options.

Local residents- ages 1-101

Male and female, single, married, or families.

Any education level.

They are motivated by healthy, organic, locally grown food options.

They are looking for options of healthy food when they are out and about enjoying their California lifestyle.

Challenges: To be on the go and still eat healthy organic food and support local farmers.

Tourists- ages 1-101

Male and female, single, married, or families.

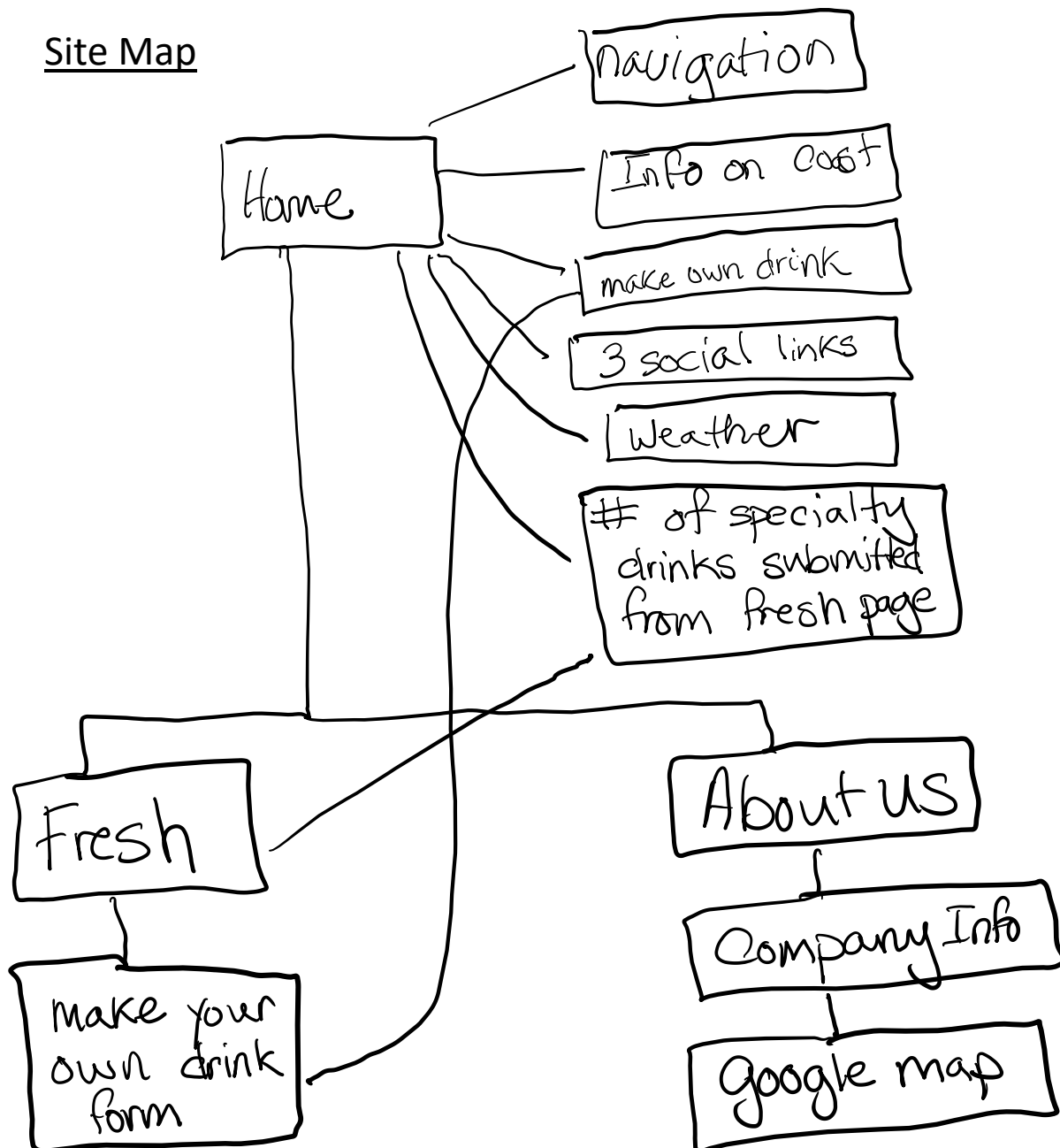
Any education level.

They are motivated by healthy, organic, locally grown food options.

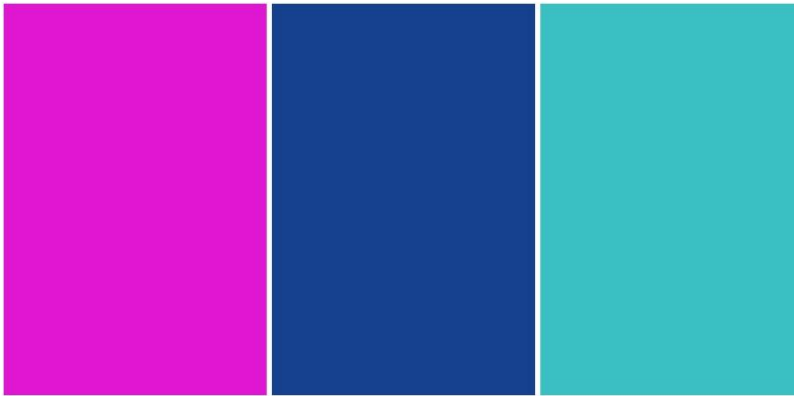
They are looking for healthy food options while they are discovering the California Coastal area. They are also wanting to experience what locals eat and how they live.

Challenges: wanting to eat healthy organic food while traveling around California.

Site Map



Color Scheme



#E018D2

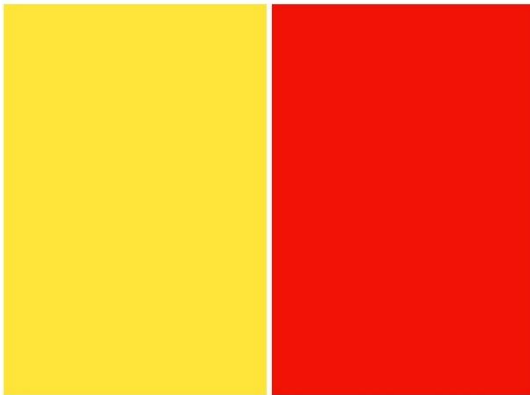
RGB 224, 24, 210

#16418F

RGB 22, 65, 143

#3AC0C2

RGB 58, 192, 194



#FFE43B

RGB 255, 228, 59

#F01307

RGB 240, 19, 7

Typography

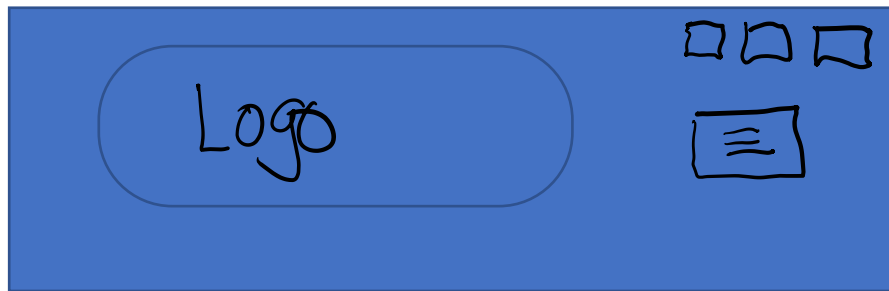
Bountiful Foods- Baloo Tamma 2 Medium

Bountiful Foods- Tilt Neon

Site header	Tilt Neon	40px	#16418F	Sample
Primary Navigation	Baloo Tamma 2 Medium	30px	#3AC0C2	Sample
Footer Navigation	Tilt Neon	20px	#16418F	Sample
Heading 1 (h1)	Tilt Neon	30px	#F01307	Sample
Heading 2 (h2)	Tilt Neon	25px	#FFE43B	Sample
Heading 3 (h3)	Tilt Neon	20px	#E018D2	Sample
Paragraph text (p)	Baloo Tamma 2 Medium	16px	Black	Sample

Wireframe Sketches Home page

Small



Make your Drink

Info on
Coast

of
Drinks made

Weather



Medium

Logo



Fresh About us

Make your
Drink

of Drinks
made

Weather

Coast Info

Logo

Footer



Large

Logo



Fresh

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Logo

Footer

