

The Evansville Chamber of Commerce is a non profit organization to provide support to the business enterprises in the Evansville area.

This site is going to be called **evansvillecoc.org**. The Evansville Chamber of Commerce is a service organization to promote prosperity among their members, service to the community and prosperity to their members.



The Evansville Area Chamber of Commerce & Tourism has been serving the area for more than 50 years. We are the largest business organization in the community, and your first call for business opportunities in our area.



The target audience of the Evansville CoC web site is described below:

**Who: Enterprises doing or willing to do business in the Evansville Area**

**Size: Any business size is welcome and encourage to join us**.

**Community: Any person living in the Evansville area is welcome to use the site to better know the enterprises sustaining our community, providing work to their members and services**.



1. Why Evansville?
2. What Events?
3. What Businesses?
4. Why Membership?
5. Who forms the Chamber?
6. Contact Us





This section describes how each of the scenarios identified in the previous section will be met, through providing appropriate and well-organized content. Each main topic will have its introductory page.

## Scenario 1: Why Evansville?

About Evansville.

## Scenario 2: What events?

Activities around Evansville

Calendars.

## Scenario 3: What businesses?

## Doing business in Evansville

## Business support

## Scenario 4: Why Membership?

Membership provides resource access

Type of resources

## Scenario 5: Who forms the chamber?

Directors of the chamber

Ambassadors of the chamber

## Scenario 6: Contact US

Ways to connect with us

Diagram

Description automatically generated

This section describes the basic structure of the **Evansville CoC** website.





Describes the background, text, links, accent(s), highlights, and logos of the **Evansville CoC** web.

**Primary color:**

: Chart, shape, treemap chart

Description automatically generated



Describes the fonts, font sizes, styles, and line height used in the **Evansville CoC** web site.

Table shows user the color, size, and font used in each of the areas of the page template.

## Object/Item Font Size Color

Helvetica

## Default Paragraph Text

Weight: Normal15 px#000000 Style:Normal

**Heading Level 2 (h2)** Arial 20 px#AA4465

Helvetica

## Heading Level 3 (h3)

Weight: Bold Style: Normal

18 px#8616

## Navigation Anchor Selected

Arial

Weight: Normal15 px#B9B90D Style: Normal

Arial

**Navigation Anchor Unselected** Weight: Normal15 px#595900

Style: Normal





This section contains examples describing the layout of the website for the various formats supported.

# Desktop and Laptop

Graphical user interface, website

Description automatically generated

# Tablet (Portrait)

Graphical user interface, website

Description automatically generated

# Tablet (Landscape)

Graphical user interface, website

Description automatically generated

# Smartphone

# A screenshot of a phone Description automatically generated with medium confidence