**Logo:**

* 

**1. Site Purpose**

The purpose of the website is to provide an **engaging and informative online presence** for the whitewater rafting company. The goals of the website include:

* building customers interested in outdoor advent­­­ure and rafting experiences.
* Educating visitors about rafting safety, local rivers, and company values.
* Showcase thrilling rafting tours and safety information
* Enable easy booking with transparent pricing and schedules
* Build trust via guides' experience, testimonials, and visuals

**2. Target Audience**

our target audience for the rafting website includes:

* **Outdoor fun and adventure seekers** (ages 16–50).
* Organisations and Groups (schools, businesses, clubs) interested in group rafting tours.
* International and Tourists visiting the rafting region.
* Families looking for vacation activities.
* Both first-timers and seasoned rafters seeking information

**Color Palette:**

* **primary-color** #517B7b
* **secondary-color** #3A5856
* **accent1-color** #5EC2B7
* **accent2-color** #9DD9D2

**3. Typography**

**Fonts:**

* **heading-font:** Roboto Slab
* **text-font:** Open Sans

**Color Palette URL:**

* [https://coolors.co/9dd9d2-3a5856-5ec2b7-517b7b-3aa7a3]

This will complete the first part of your Rafting Website project. If you have any questions or need help choosing the colors, fonts, or logo, feel free to ask!

**4. CSS**

/\* Import Google Fonts \*/

@import url('https://fonts.googleapis.com/css2?family=Lato:wght@400;700&family=Montserrat:wght@700&display=swap');

/\* Root Color Variables \*/

:root {

-- **Palette:**

* **primary-color** #517B7b
* **secondary-color** #3A5856
* **accent1-color** #5EC2B7
* **accent2-color** #9DD9D2

**heading-font:**

Roboto Slab

**text-font:**

* + Open Sans

}

/\* Body and Global Styles \*/

body {

font-family: var(--text-font);

background-color: var(--accent1-color);

Colour: #5EC2B7

margin: 0;

padding: 0;

}

/\* Headings \*/

h1, h2, h3 {

font-family: var(--heading-font);

color: var(--primary-color);

}

/\* Navigation \*/

nav {

background-color: var(--primary-color);

padding: 1rem;

}

nav a {

color: #fff;

text-decoration: none;

margin: 0 1rem;

font-family: var(--heading-font);

}

nav a:hover {

color: var(--accent2-color);

}

/\* Header or Hero Section \*/

header {

background-color: var(--secondary-color);

color: #fff;

padding: 2rem;

text-align: center;

}

/\* Buttons \*/

button, .btn {

background-color: var(--primary-color);

color: #fff;

border: none;

padding: 0.7rem 1.5rem;

font-family: var(--heading-font);

border-radius: 5px;

cursor: pointer;

}

button:hover, .btn:hover {

background-color: var(--accent2-color);

}

/\* Footer \*/

footer {

background-color: var(--primary-color);

color: #fff;

text-align: center;

padding: 1rem;

clear: both;

}

**5. WIREFRAME**

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| HEADER …………………………….. |

| [LOGO] [Navigation Links] …………………. |

--------------------------------------------------------------

| HERO SECTION ……………………….. |

| [Large Background Image] ………………………. |

| [Headline: "Adventure Awaits!"] ……………. |

| [Call-to-Action Button: "Book Now"] |

---------------------------------------------------------------

| FEATURED TRIPS ………………………… |

| [Trip 1 Image & Text] [Trip 2 Image & Text] |

| [Trip 3 Image & Text] ………………………………. |

---------------------------------------------------------------

| WHY CHOOSE US? ……………………….. |

| [Icons/Images + text describing safety, fun, |

| certified guides, family-friendly trips] ………..|

---------------------------------------------------------------

| CUSTOMER TESTIMONIALS |

| [Quote #1] [Quote #2] [Quote #3] |

---------------------------------------------------------------

| FOOTER |

| [Contact Info] [Social Media Links] [Copyright]|

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