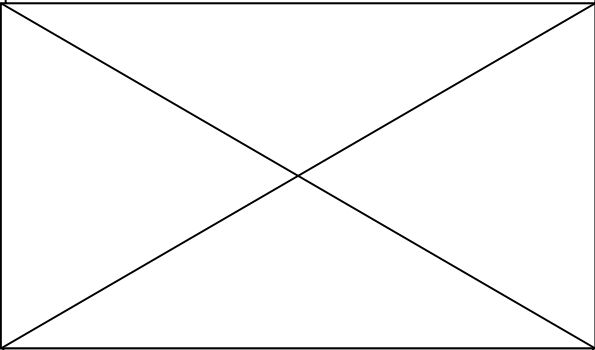


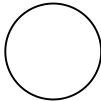
CTA

Location Information

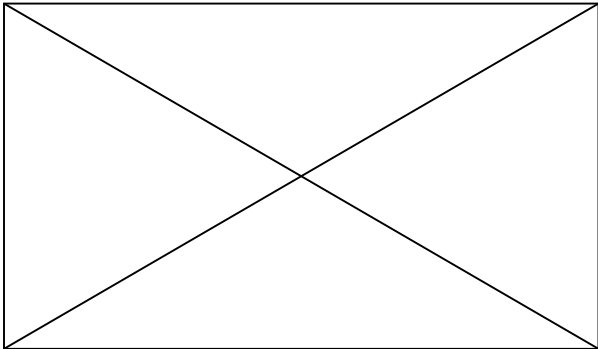


Weather Information

Drinks Submitted



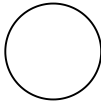
CTA



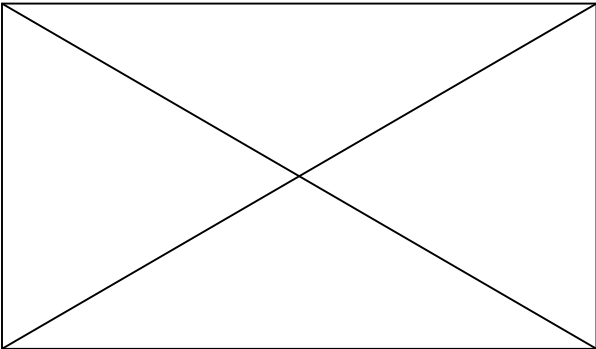
Location Information

Weather Information

Drinks Submitted



CTA



Location Information

Weather Information

Drinks Submitted

**Site Purpose:** *The site's purpose is to both inform potential customers about the services that Bountiful Goods offers, as well as convert visitors to buyers. If a customer prefers not to buy online, the information and the copy on the site should cause the highest likelihood of a sale from a food truck or store in person.*

**Target Audience:** *The target audience for this site is generally anyone that is health conscious, appreciates fresh foods, and prefers foods produced locally. At a more targeted/niche level, our target audience is typically going to be a young adult 21-35 that is health conscious for their family/kids, and those that are conscious about their physical fitness.*

**Color Scheme:**

```
// Primary
"red-050": "#FFEEEE",
"red-100": "#FACDCD",
"red-200": "#F29B9B",
"red-300": "#E66A6A",
"red-400": "#D64545",
"red-500": "#BA2525",
"red-600": "#A61B1B",
"red-700": "#911111",
"red-800": "#780A0A",
"red-900": "#610404",

"yellow-vivid-050": "#FFFBEA",
"yellow-vivid-100": "#FFF3C4",
"yellow-vivid-200": "#FCE588",
"yellow-vivid-300": "#FADB5F",
"yellow-vivid-400": "#F7C948",
"yellow-vivid-500": "#F0B429",
"yellow-vivid-600": "#DE911D",
"yellow-vivid-700": "#CB6E17",
"yellow-vivid-800": "#B44D12",
"yellow-vivid-900": "#8D2B0B",

// Neutrals
"warm-grey-050": "#FAF9F7",
"warm-grey-100": "#E8E6E1",
"warm-grey-200": "#D3CEC4",
"warm-grey-300": "#B8B2A7",
"warm-grey-400": "#A39E93",
"warm-grey-500": "#857F72",
"warm-grey-600": "#625D52",
"warm-grey-700": "#504A40",
"warm-grey-800": "#423D33",
"warm-grey-900": "#27241D",

// Supporting
"cyan-050": "#E0FCFF",
"cyan-100": "#BEF8FD",
"cyan-200": "#87EAF2",
"cyan-300": "#54D1DB",
"cyan-400": "#38BEC9",
"cyan-500": "#2CB1BC",
"cyan-600": "#14919B",
"cyan-700": "#0E7C86",
"cyan-800": "#0A6C74",
"cyan-900": "#044E54",

"lime-green-050": "#F2FDE0",
"lime-green-100": "#E2F7C2",
"lime-green-200": "#C7EA8F",
"lime-green-300": "#ABDB5E",
"lime-green-400": "#94C843",
"lime-green-500": "#7BB026",
"lime-green-600": "#63921A",
"lime-green-700": "#507712",
"lime-green-800": "#42600C",
"lime-green-900": "#2B4005",
```

**Typography:**  
Headings: Open Sans Bold  
Paragraphs: Open Sans Light Italic

