

Title: Weather Watch

Purpose: to inform citizens of various cities about the forecasted weather,

Target Audience: members of the cities listed, or travelers to those cities



Color Scheme: White background, or perhaps a blue-white gradient representing semi cloudy skies, most text black, but with darker blue lettering for the site title. Overlapped raindrop, snowflake, and sun for symbol,

I believe the Typeface I want to use is Arial, it's a clean, easy to use font, which I feel is quiet enough to not detract from the message being shared. The actual logo of the site I want to pop more, and so a different font and color would be useful, if not a custom typography design

