

# Strategic Website Blueprint

Oak Industries Inc

PROJECT OVERVIEW	
Location:	Central Texas, United States (serving nationwide)
Target Audience:	Owners and managers of fitness facilities, rehabilitation centers, commercial
Primary Goal:	Deliver high-quality, turnkey fitness facility installations with minimal disruption

## BRAND COLORS

Color 1	Color 2	Color 3
#2D2D2D	#F5F5F5	#8C8C8C

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# Customer Overview

## ***BUSINESS TYPE***

Contractor – Fitness Facility Construction & Specialized Equipment Installation

## ***LOCATION***

Central Texas, United States (serving nationwide)

## ***TARGET AUDIENCE***

Owners and managers of fitness facilities, rehabilitation centers, commercial businesses, sports bars, and clients seeking custom installation services for both residential and commercial properties across the United States. Demographics include business owners, franchise operators (notably Planet Fitness), and decision-makers in the wellness, fitness, and hospitality industries who value quality, efficiency, and turnkey solutions.

## ***PRIMARY GOAL***

Deliver high-quality, turnkey fitness facility installations with minimal disruption to client operations

# Page Structure & Recommendations

Page structure data not available in this blueprint format.

# Visual Direction

## ***Color Palette:***

#ffffff #000000 #ff6600

## ***TYPOGRAPHY:***

### ***Headers:***

**"WELCOME TO THE BRAND"**

### ***Body Text:***

"Modern design meets simplicity"

Main font: Helvetica; Accent font: Georgia

### ***DESIGN RATIONALE***

Professional design approach tailored to business needs and target audience psychology.

## **Strategic Recommendations**

Strategic recommendations not available in this blueprint format.