

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

Generated on 12/06/2025
Blueprint Version: v20251206_055912

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.