



**SANTA FE**  
**FAMILY LIFE CENTER**  
**WHERE EVERY BODY BELONGS**

## **BRAND GUIDELINES**

AS OF 10.27.2025

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# BRAND POSITIONING

WHO WE ARE



# THE CAREGIVER

The Caregiver is driven by compassion and the desire to help others thrive. They create safe spaces, nurture potential, and believe that everyone deserves support and belonging. Caregivers are naturally inclusive, seeing the value in every individual and working tirelessly to ensure no one is left behind. They build communities through empathy, consistency, and genuine care.

The Caregiver enables growth by creating environments where people feel safe to take risks, try new things, and become their best selves. They communicate through warmth and action, proving their commitment through consistent presence and support.

**CORE DESIRE** To serve and support the community

**GOAL** Create a space where everyone can grow in mind, body, and spirit

**STRATEGY** Provide inclusive programming and genuine care that meets people where they are

The Caregiver Archetype is a natural fit with the Santa Fe Center brand. Santa Fe Family Life Center is a community wellness facility whose purpose is to help **every person**, regardless of ability, background, or experience, find their path to health and belonging. Whether someone is a veteran seeking structure, an adaptive athlete pursuing excellence, a fitness enthusiast reaching personal goals, or someone simply looking for community, Santa Fe Center provides the space, programming, and support to help them succeed.

## How do we live this out?

We offer more than just gym equipment or sports leagues. We build confidence. We foster friendships. We create moments where people discover what they're capable of. We know that true wellness encompasses physical health, mental resilience, and social connection. Ultimately, we create community so that **anyone and everyone** can experience life more fully. When we share our journeys together, there's nothing we can't achieve.



## BRAND POSITIONING STATEMENT

# WHERE EVERY BODY BELONGS

Santa Fe Family Life Center exists to serve anybody seeking to grow through health, competition, and community. Located on Santa Fe Avenue in Oklahoma City, Santa Fe Center has become a beacon for inclusive health, serving veterans, adaptive athletes, underserved youth, families, and individuals who live with disabilities seeking a place to belong.

Today, Santa Fe Center offers comprehensive programming across sports, fitness training, and community events. We're a professional-grade facility with heart, combining high-quality equipment and expert instruction with the warmth and welcome of a true community gym.

The promise of Santa Fe Center is that you will find your people and your path to wellness here. This means you'll be welcomed as you are, supported in your goals, and surrounded by a community that celebrates every victory, big and small. Your fitness journey will be yours, but you'll never walk it alone. Whether you're starting from scratch or training at elite levels, whether you're eight or eighty, however you come through our doors, you belong here.

This is where every body belongs.

***And we mean every body.***

Where **EVERY** Body Belongs



## COMMUNITY

We're a community gym in the truest sense: a place where relationships matter as much as reps, where showing up means something, where you're never just a number. Because the best workouts happen when you're surrounded by people who've got your back, and the best wins are when you do it with a team. That's why our doors are open. That's why our hearts are open. We exist so that you can find your people and grow together.



## BELONGING

Inclusion isn't a program, it's our foundation. We're the only health and wellness facility in the metro area offering robust programming for people with disabilities alongside traditional fitness and sports offerings. Every modification, every accommodation, every thoughtful design choice reflects our belief that fitness and belonging should be accessible to all. When we say "where every body belongs," we mean it. Your body. Your ability. Your story. All welcome here.



## GROWTH

Santa Fe Center meets you where you are and helps you get where you're going. For some, that's building strength after injury. For others, it's preparing for competition. Some are working on confidence. Others on consistency. What matters is that you're moving forward, and we're here to support that journey. Growth looks different for everyone, and every bit of progress deserves recognition. We're building stronger people, stronger families, and stronger community.



WHAT WE  
**STAND FOR**

Community  
Inclusion  
Wellness  
Quality  
Connection



HOW WE WANT TO  
**BE PERCEIVED**

Welcoming  
Accommodating  
Transformational  
Reliable  
Authentic



HOW WE  
**SOUND**

Human  
Empowering  
Encouraging  
Confident  
Personal





# BRAND EXPRESSION

HOW WE LIVE IT OUT

## COLOR PALETTE

The Santa Fe Center color system is built on warmth, energy, and inclusivity. Our palette draws from the Oklahoma skies with the rich blues and vibrant sunrise colors that feel both welcoming and dynamic. Each color carries meaning and purpose in telling our story.

### NAVY

Strong, trustworthy, and professional. Navy conveys stability and quality, offering clarity and contrast against the bright hues of the rest of the palette.

### BELONGING BLUE

Belonging Blue is a calm, soothing tone that carries rich depth, reflecting our community and conveying inclusion to athletes of all stripes.

### UNSTOPPABLE TEAL

Unstoppable Teal builds on the foundational blues with movement and growth. Light and energetic, teal represents progress and possibility. Use for accents, highlights, and calls-to-action.

### ENERGY ORANGE

Bold, warm, and impossible to ignore. Energy Orange brings vitality and enthusiasm to the brand. Use for moments of impact and excitement, especially in the context of sports.

### RISE GOLD

Optimistic and uplifting. Rise Gold represents achievement, value, and victory. Use as an accent color for success stories, testimonials, and highlighting community wins.

### GROWING GREEN

Growing Green connects us to wellness, growth, and the life-giving nature of community and personal progress. Use for wellness programming and growth initiatives.

#002b3e  
Pantone 303C  
C97 M75 Y50 K53  
R0 G43 B62

#4379bc  
Pantone 660C  
C76 M49 Y0 K0  
R67 G121 B188

#0ebbc0  
Pantone 3252C  
C72 M0 Y28 K0  
R14 G187 B192

#f16122  
Pantone 165C  
C0 M77 Y100 K0  
R241 G97 B34

#fbae17  
Pantone 7409C  
C0 M35 Y100 K0  
R251 G174 B23

#a1cc3a  
Pantone 375C  
C41 M0 Y100 K0  
R161 G204 B58

## BRAND MARKS

Santa Fe Center's brand toolkit is designed for versatility and clarity across all touchpoints, from signage to social media, apparel to event materials. The logo system offers multiple expressions that maintain brand integrity while adapting to different applications.

These tools, combined with our color palette and typography system, create a cohesive brand presence that's professional, warm, and ownable.

### PRIMARY LOGO LOCKUP

Full name, icon, and tagline. Use for primary applications, main signage, official communications, and any outward-facing material where viewers may be unfamiliar with the brand.

### STAR ICON

Symmetrical mark for social media, background overlays, condensed spaces, and secondary branding.

### HUDDLE ICON

Designed for the smallest applications such as favicons, use where space is limited or where community focus is at the forefront.

### WORDMARK

Name and tagline without the icon, use for minimal and simple applications where icon inclusion is inadvisable.

### PRIMARY LOGO



**SANTA FE**  
**FAMILY LIFE CENTER**  
**WHERE EVERY BODY BELONGS**

### STAR ICON



### HUDDLE ICON



### WORDMARK

**SANTA FE**  
**FAMILY LIFE CENTER**  
**WHERE EVERY BODY BELONGS**

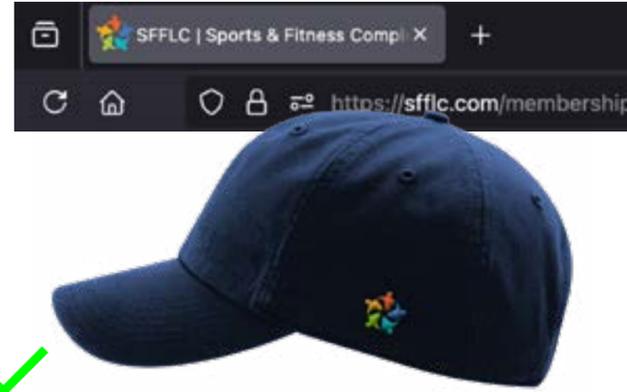


## BRAND MARK DOs AND DON'Ts

### DO:



Ensure contrast against background



Use the Huddle Icon in small spaces or where intricate embroidery is required



Maintain a healthy cushion around mark applications



Apply marks only in the given color palette, or in all black, all navy, or all white where one color applications are necessary

### DON'T:



Overlay marks on complex or similarly colored backgrounds



Use marks aside from the Huddle Icon in small spaces or where intricate embroidery is required



Tightly fit elements together with little to no breathing room



Alter the colors of marks, use low-contrast colors, or use "warm" colors for the wordmark that could feel aggressive or angry



## ADDITIONAL DOs AND DON'Ts

DO:

### MEMBERSHIPS

Become a member of Santa Fe Family Life Center and join the best fitness community in Oklahoma City. We are the facility for every ability and have all type of workout options to help you and your family stay in shape.

**JOIN NOW**



Maintain accessible and clear contrast in copy using typography weight, size, and color

DON'T:

### MEMBERSHIPS

Become a member of Santa Fe Family Life Center and join the best fitness community in Oklahoma City. We are the facility for every ability and have all type of workout options to help you and your family stay in shape.



**JOIN NOW**

Apply type with low visual contrast or use thin weights at small sizes

DO:



Be aware of the space and context in which marks live and maintain consistent sizing



DON'T:



Alter the ratios (i.e. stretch) the logo to fill different space or apply marks at inconsistent sizing



## TYPOGRAPHY

The Santa Fe Center type system combines bold strength with approachable warmth, reflecting our commitment to quality and community, with accessibility and clarity at the forefront.

### HEADLINES

**DIN 2014 BOLD**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### SUBHEADLINES

**CoFo Sans Bold**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### BODY COPY

CoFo Sans Light  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

To serve the needs of the gym, font variations can be applied for a more sport-forward approach when appropriate (*ex. an announcement for basketball league sign-ups*).

### HEADLINES (SPORT)

***DIN 2014 EXTRA BOLD ITALIC***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***

### SUBHEADLINES (SPORT)

**CoFo Sans Black**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

### BODY COPY (SPORT)

CoFo Sans Medium  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz



## TYPOGRAPHY USAGE

### TYPE SAMPLE

# A Multisport Facility That Provides Fitness Opportunities For The Entire Community.

We are eliminating barriers to access and providing opportunities for individuals of all abilities to experience inclusive sports and fitness programs. Each year, SFFLC donates more than 1,500 hours of facility time to the local community to provide opportunities to individuals with disabilities, Veterans, and under-resourced youth. We are proud to partner with over 25 local nonprofits to amplify our respective missions in serving these communities.

[DONATE NOW](#)

### TYPE SAMPLE (SPORT)



**SUMMER SUNDAY LEAGUE**  
**JUNE 29 • 7 GAME SEASON**

[SCHEDULE](#)

[REGISTRATION](#)



## PHOTOGRAPHY STYLE

Good photography can take any brand's visuals to the next level. This page is meant to serve as potential inspiration for any staff or photographers that might be taking pictures for use on collateral and social media. Photos should be dynamic in composition and content and emphasize community and health.



