



GOLFTEC[®]
BRAND GUIDE



TABLE OF CONTENTS

INTRODUCTION

- Table of Contents3
- Message from Joe5
- Overview6
- Brand Communications.....9

BRAND POSITIONING

- Market Position 12-13
- Fundamentals15
- Why They Play 16-17
- Key Persona18
- Student Talk 20

BRAND FOUNDATION

- Brand Promise 24
- Mission Statement 27
- Teaching Philosophy 29
- Company Values 30

BRAND TALK

- Tone & Personality 34
- Terms & Key Phrases 36
- Elevator Pitch 38
- Tagline 41

BRAND STYLE GUIDE

- Logos & Usage 44-47
 - Business Units 48
 - Location Logos 48
 - Products & Services . 49
- Color Palette 50-51
- Fonts 52-53
- Templates 54-57
 - Advertising 54-55
 - Stationery 56
 - PowerPoint 57
 - Email Signature 57
- Image Library 58-61
- Product Names in Copy.. 63
- New Center Design 64-67

BRAND EDUCATION

- Key Partners 71
- History 72-73
- Resources 74
- Contact 75





MESSAGE FROM JOE

Join me as we engage golfers with a better way to improve.

Since our inception in 1995, GOLFTEC has become the world leader in golf instruction. In addition, we're one of the fastest growing and most successful companies in our industry.

Our passionate Coaches and proven technology have fundamentally changed the game of golf for hundreds of thousands of golfers around the globe. From beginners to low handicap players, GOLFTEC students gain solid swing mechanics, an overall stronger game, improved confidence and have more fun on the course.

As a reflection of our strategy, this Brand Guide is designed to empower each of us to tell the GOLFTEC story accurately and to deliver a consistent brand experience from first introduction through ongoing coaching.

I'm exceedingly proud of the direction we are taking and encourage all of you to join me as we engage more golfers with a better way to improve.

Sincerely,



Joseph Assell, PGA
President & CEO, Co-Founder

OVERVIEW

Make each shot count.

Our brand is the face of GOLFTEC. Like the first hole of a great golf course, it introduces the golfer to what they are about to experience. Each time someone interacts with our brand, we have an opportunity to convert them into a GOLFTEC student—and it all begins with you.

Whether you're new to the company or you've been with us for years, each of us serves as an ambassador of the GOLFTEC brand.

To ensure that we realize the full potential of our company, the pages of this guide provide a detailed overview of what we stand for, how to speak the language of GOLFTEC, as well as how to manage our visual identity.

It's important to take the time to learn and fully understand the material within this guide. Like a solid golf game, a successful brand depends on consistent execution. We're all in this together. Thank you for being an important part of the team!

To the hundreds of GOLFTEC Coaches and Employees around the world, with this guide, ownership of how students perceive and interact with our brand is now in your hands.






GOLFTEC

*Passion is the fuel
that turns desire
into reality.*

Jeremy Beck





When you see GOLFTEC on someone's chest, you know that there's a passion behind what they do.

Doug Strawbridge

BRAND COMMUNICATIONS

Defining key messages for external and internal audiences.

This list defines how the different messages and elements of the brand guide work together as we communicate key messages to the right audiences.

The external messages will help guide us as we talk about our brand in advertising, public relations and one-on-one communications.

The internal messages will also help guide us in our brand communications but are not intended to be shared with an external audience.

External Messages

- Mission Statement
- Logo/Tagline
- Teaching Philosophy
- Brand Promise
- Elevator Pitch
- Fundamentals/Five Factors

Internal Messages

- Market Positioning
- Company Values
- Tone and Personality
- Key Demographics







BRAND POSITIONING

MARKET POSITION

Understanding our competition.

Our competition comes in many sizes and flavors, from training aids and videos to the fix-it-yourselfers. But most of our competition comes from the small, one-off local golf academies or the green grass instructors at local golf courses. To stay ahead of our competitors, we must deliver every time.

There are many reasons to believe that GOLFTEC is better than the competition. We also know that some of the best Coaches in the business work at GOLFTEC.

GOLFTEC Coaching is Better...

because our teaching method offers the best of highly engaged Certified Personal Coaches and advanced training technology to predictably improve our students' golf games.

GOLFTEC Methods are Better...

than conventional instruction that relies on swing opinion and not swing fact.

GOLFTEC Results are Better...

because we employ a holistic method to predictably improve the golfer's entire game. We leverage technology that more effectively produces accurate analysis.

We firmly believe that fact-based instruction is the best way to better golf.

We hire and train coaches who are passionate and dedicated to their students' improvement.





RENOWNED TOP LEVEL INSTRUCTORS



TOP 100 INSTRUCTORS



GOLFTEC



GOLF ACADEMIES



GREEN GRASS INSTRUCTORS



GOLF SIMULATION



GROUP LESSONS



SELF HELP



TRAINING AIDS



GOLFTEC



GOLFTEC FUNDAMENTALS

GOLFTEC Five Factors.

1. FACT-BASED DIAGNOSIS

GOLFTEC is the only company that offers real-time video combined with motion measurement data. We compare those results against a proprietary database of over 150 tour players. We present our diagnosis in a simple RED-YELLOW-GREEN format to help guide our fact-based training efforts and increase in-lesson understanding.

2. SEQUENTIAL LESSONS

True improvement requires more than a simple fix or quick tip to resolve a key swing flaw. GOLFTEC focuses on one thing at a time in the right sequence that builds one improvement on top of another. This includes a comprehensive approach to all aspects of the game including on-course training.

3. ADVANCED RETENTION TOOLS

To extend and enhance the learning process, students have 24/7 online access to their Player Performance Center™. This allows students to relive their lessons using our WebLesson® technology while also viewing Coach notes, assigned drills and managing their account including scheduling lessons.

4. VIDEO-BASED PRACTICE

At GOLFTEC, we believe that lasting improvement requires more than just lessons. Practicing between lessons is imperative to the process. Working indoors with video allows students to focus on swing mechanics rather than “guess” based on ball flight.

5. PRECISION-MATCHED CLUBS

Properly fit equipment is essential to playing your best golf. GOLFTEC's TECFIT™ offers an unbiased custom club fitting service that identifies the right equipment using launch monitor technology and a unique “matching” philosophy that filters through thousands of head and shaft combinations to find the perfect match for each golfer.



WHY THEY PLAY

Beyond the demographics.

To truly understand the general golfer landscape and where GOLFTEC students fit, you have to go beyond their household income. You have to understand why they play the game and what motivates them to improve.

Data sources include National Golf Foundation and Sport and Leisure Group.

Latent Demand

72 Million (0 Rounds/Per Year)

I think I might enjoy golf.

It would be a good way to get outdoors and spend more time with family and friends.

Cost, time, intimidation and understanding how to get started are barriers.

Casual

10 Million (1-8 Rounds)

I play a few times a year.

I enjoy golf, but other obligations or activities take priority.

I don't spend much money on golf.



GOLFTEC's Sweet Spot

Moderate

8 Million (8-24 Rounds)

I've caught the "Golf Bug."

Golf is one of my preferred recreational outlets.

I primarily play public golf courses.

I play to have fun. I enjoy socializing, getting outdoors and the feeling of shot euphoria.

Avid

4 Million (25-40 Rounds)

I'm "hooked" on golf.

I have a couple recreational outlets, but golf is my #1 choice.

I want to play better.

I enjoy the social aspects of golf, but I'm also here to compete.

I primarily play mid- to high-end public courses.

Golf Nut

2 Million (40+ Rounds)

I'll never quit playing golf.

Golf is by far my favorite thing to do.

I primarily play at high-end public courses and at private courses.

Private Elite

1 Million (30+ Rounds)

I'm a member of a private club. That's where I play most of my golf.

Per capita, I outspend every other category of golfers.

My affluence allows me to spend on the best products and services.

KEY PERSONA

The GOLFTEC player.

Beyond age and gender, get to know our key customer group. Understand what makes them tick, what motivates them to choose GOLFTEC, and what will make their experience with us a success.

Bruce, 52, male and married, 3 kids, a business professional and an avid golfer.

PROFILE

College+ education

Passionate about golf – #1 hobby
(his handicap is 14 and he plays 35+ rounds a year)

Understands the benefits of technology, but not always tech savvy

Often under-informed, because golf instruction
is a fragmented, confusing marketplace

AMBITIOUS

Successful in most things in life.

Wants to get better at golf
but blindly goes to his local pro

Competitive at golf and life

Celebrates his victories and shares
them with friends and coworkers

LIVES A DISCRETIONARY LIFESTYLE

Has discretionary time and money

Accustomed to investing in himself

Drives a luxury brand car and takes nice vacations every year

Spends money on lessons & equipment – anything to get better





In addition to Bruce, our secondary targets include a broader range of golfers from novice to accomplished, including women and juniors.



STUDENT TALK

According to our students...

Now that you've met Bruce, let's hear from some other GOLFTEC students.

According to GOLFTEC's Net Promoter Score, 82% of GOLFTEC students are loyal brand ambassadors and on a scale of 1-10 give us a 9 or 10 ranking.

*"I am so glad that I found GOLFTEC. They've taken the **frustration and confusion** out of my game – I enjoy the game more today than ever before. My Coach has improved my total game, not just in the training center, but side by side with me on the course. I have a **higher level of confidence** than ever before when I approach each shot."*

*"I had heard of GOLFTEC, but I never knew what it was all about. They have, with incredibly **cool technology**, identified my swing issues right away. I visually understand the mechanics of my swing instead of just hoping my ball goes where I want it to go – It's a level of **precision and knowledge** that I've never had."*

*"I have taken lessons here and there for years, bought different clubs, even fitted ones with the right shaft, but no one was ever able to **truly diagnose** and fix my game until now. They have a teaching method that **just flat works**."*







BRAND FOUNDATION

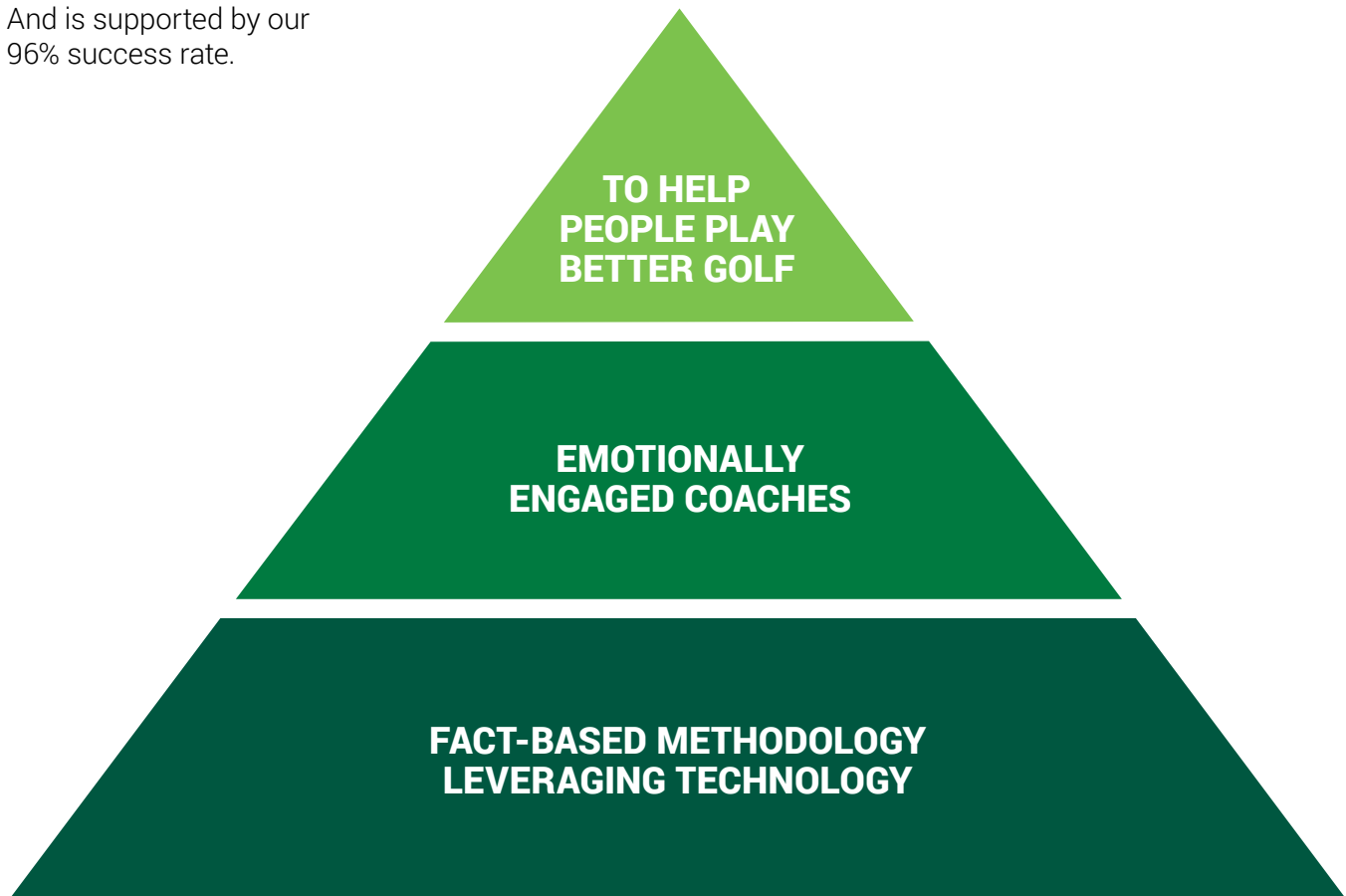


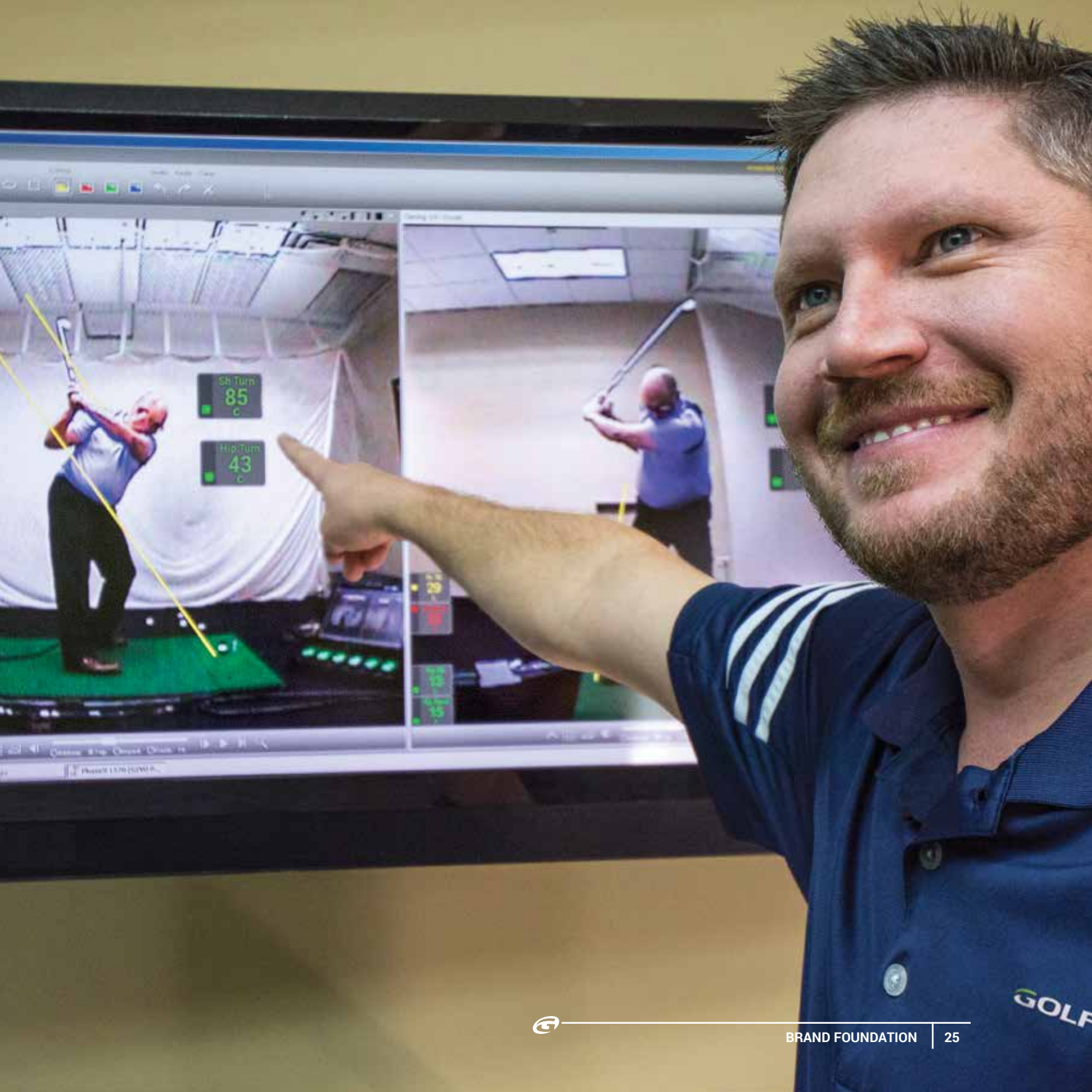
BRAND PROMISE

Our pledge to students.

This simple graphic is the essence of our company. It clearly states our promise to students and illustrates the support for our Mission Statement:
To Help People Play Better Golf

And is supported by our
96% success rate.





Sh Turn
85
C

Hip Turn
43
C

GOLF



MISSION STATEMENT

To help people play better golf.





The combination of technical and communication skills, along with an extreme passion for helping people, creates a successful experience for our students.

Nick Clearwater



TEACHING PHILOSOPHY

At GOLFTEC, we rely on swing fact and not swing opinion.

We know the best way to improve at golf is through fact-based instruction using video analysis, motion measurement, tour player data and learning from highly-trained coaches who are passionate about helping their students play better golf.

Coaches armed with these measurable and straight-forward facts can help any golfer excel.



COMPANY VALUES

Our company-wide culture.

Our company values and culture matter throughout the entire GOLFTec team.

Team

Individuals collaborating for the greater good of our students and fellow coaches.

Passion

A shared love of helping people play better golf.

Innovation

A commitment to researching and developing new and improved training and fitting techniques is a core part of our business.

Integrity

We are always honest and forthright.

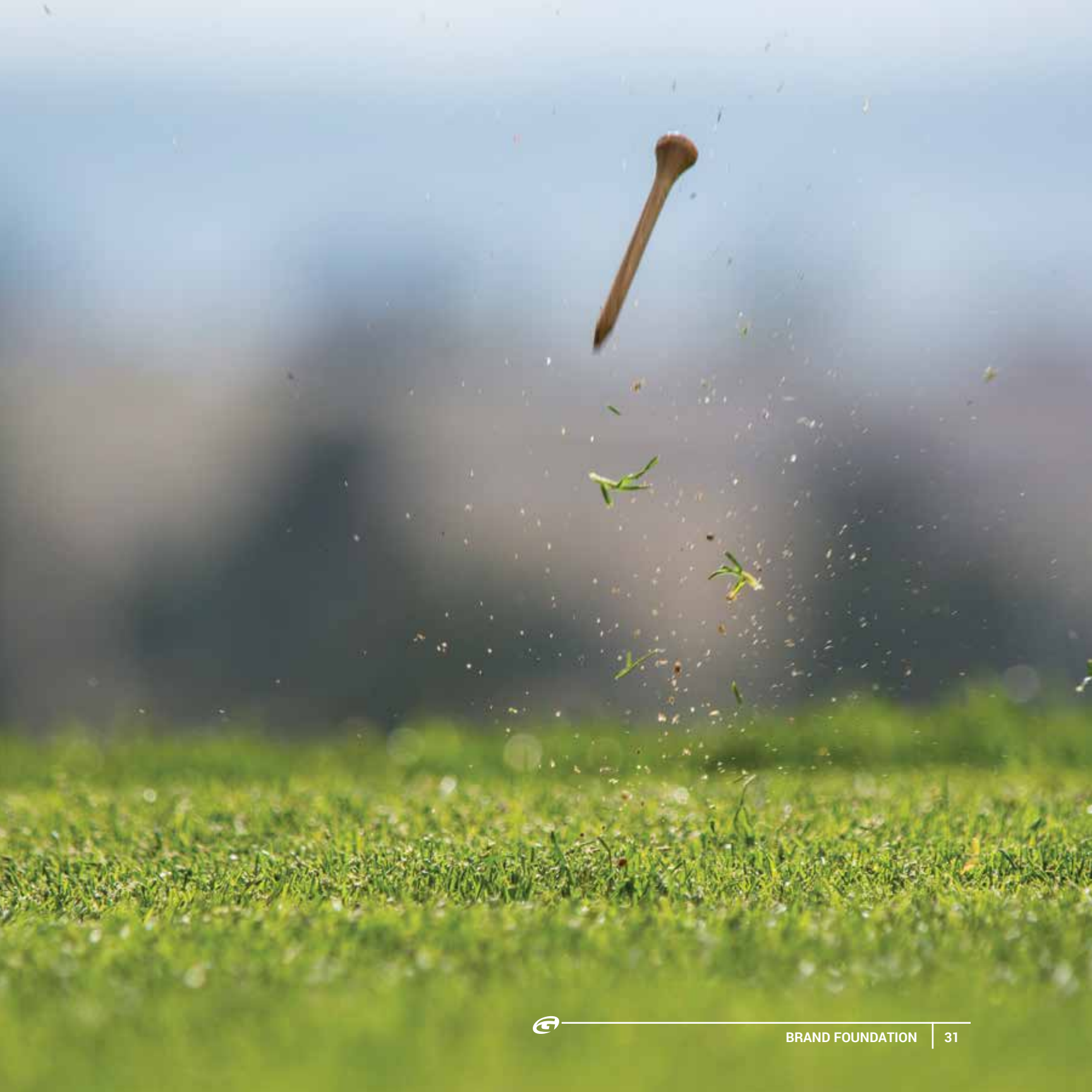
Improvement

Striving to get better at what we do each and every day.

Fun

We love helping golfers improve and have fun doing it.









BRAND TALK

tone and personality

Unique and undeniable.

These words describe who we are and who we strive to be.

They are also the foundation for how we interact and engage with our students.

Passionate

Coaches committed to student improvement.

Approachable

Welcoming. Friendly. Professional.

Educational

Informative. Enlightening. Instructional.

Encouraging

Reassuring. Comforting. Cheering.

Proud

Assured. Confident. Composed.





TERMS AND KEY PHRASES

Language to live by.

It's important that we are consistent when communicating the GOLFTEC experience. Please make these GOLFTEC terms and phrases part of your everyday vocabulary.

CERTIFIED PERSONAL COACH

The official term used for GOLFTEC Coaches. In some cases, Certified Personal Coach can be shortened to "GOLFTEC Coach" or just "Coach." Our Coaches go through rigorous training during GOLFTEC University to get certified. Most are PGA/LPGA Professionals and have taught thousands of lessons. The Coaches develop personal relationships with our students that help with the improvement process.

TRAINING CENTERS

This is the term used for all of our centers. Our Training Centers are way more than a retail store. They are a place where golfers train and work on improving their games.

TRAINING BAYS

The hitting bays inside our Training Centers are referred to as Training Bays. They contain all the necessary training tools for lessons, practice and custom fitting.

STUDENTS

At GOLFTEC, our Coaches teach students and not clients. It's the proper terminology for a learning environment that's more personal and less business.

SWING EVALUATION

The GOLFTEC Swing Evaluation is our 60-minute

introductory lesson and the essential first step in game improvement. Developing a Game Plan for success is a key part of every Swing Evaluation.

GAME PLAN

Our premier, comprehensive lesson plans that include lessons, video practice and a TECFIT Club Fitting are called Game Plans.

LESSON PACK

Our lessons-only packages are called Lesson Packs. They do not include video practice or a TECFIT.

TECSWING

Our Training Bay software.

TECSWING GO

Our mobile training system.

PLAYER PERFORMANCE CENTER

Our personal web portal where every GOLFTEC student can view their lessons, notes and drills. They can also schedule or reschedule lessons.

GOLFTEC TO GO

Our Player Performance Center app for mobile devices.

THE "TEC" IN GOLFTEC

Stands for **T**echnique. **E**quipment. **C**onditioning. It's what all golfers need to play their best golf.





THE ELEVATOR PITCH

Tell people about GOLFTEC in less than 30 seconds.

GOLFTEC helps people play better golf.

Our Coaches use advanced technology and data from the world's best golfers to develop a clear plan for improvement.

The result is better, more confident golfers.

How's your game?







TAGLINE

SWING BETTER. PLAY BETTER.™



BRAND STYLE GUIDE





GOLFTEC

LOGO AND USAGE

Our logo is our fingerprint.

Our logo is a symbol that stands for the GOLFTEC brand. Through style, color and graphic elements, it defines our brand personality and creates recognition with our students and partners. Its smooth lines, italic type and oval elements are representative of the energy and motion that comes from a swing path.

The guidelines shown on these pages provide specific information regarding size, color and spacing of the logo—virtually everything that will help you use the family of marks in a clear, consistent manner.

The GOLFTEC Agency has assembled a variety of marks to provide flexibility for all applications. With so many options available, it is imperative that only the marks in this guide be used. Alterations are not acceptable.

Please do not scan or copy the marks from this guide. Digital versions of all the logo variations are available in .jpg, .png and .eps formats.

(SEE: Resources Page 74)

GT LOGO

The logo for GOLFTEC features the word "GOLFTEC" in a bold, italicized, sans-serif font. The letters "G", "L", "F", and "C" are black, while the letters "O", "L", "T", "E", and "C" are a vibrant green. A registered trademark symbol (®) is positioned at the top right of the word. A stylized green swoosh is located above the letter "G".

This is how the logo should look when the tagline is included.

GT LOGO TAGLINE



The Oval G can be used with the GT Logo or by itself in some applications. It works well for apparel and as a design element in print and digital applications.

GT OVAL G

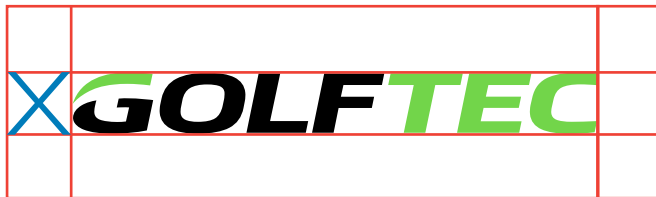


LOGO SPACING

Always allow for a clear space around the logo equal to the "X" height of the font.

Digital versions of all the logo variations are available in .jpg, .png and .eps formats.

(SEE: Resources Page 74)



LOGO AND USAGE

LOGO

COLOR



gt_logo_green7488_blk



gt_logo_green7488_wht

OVAL G



gt_ovalG_green7488



gt_ovalG_green7488

GRAY SCALE



gt_logo_gry_blk



gt_logo_gry_wht



gt_ovalG_gry



gt_ovalG_gry



LOGO

BLACK AND WHITE



gt_logo_blk



gt_logo_wht

ICON



gt_ovalG_blk



gt_ovalG_wht

INCORRECT LOGO USAGE



Never move the Oval G to the right of the word



Never move the Oval G to the left of the word



Never move the Oval G under the word



Never change the color of the name without permission from the GA



Never skew the GT Logo or Oval G



Never change the proportions GT Logo or Oval G



Never rotate the GT Logo or Oval G



Never change the color of the Oval G without permission from the GA



BUSINESS UNITS

GOLFTEC goes beyond golf lessons— but always relates to helping people play better golf.

GOLFTEC has other business units that connect our students to other golf services and products. Beyond the lessons and equipment, we provide golf travel, golf products, and special promotions and events.



GOLFTEC TRAVEL offers the best collection of destination golf experiences throughout the world.



GOLFTEC EVENTS creates unique golf events and promotions that deliver golfers to help grow our clients' brand.

LOCATIONS

Every GOLFTEC Training Center around the world has its own center name. These logo marks are available for every center. Please see the reference page for more information on how to download your location's logo. *(SEE: Resources Page 74)*



PRODUCTS AND SERVICES

At GOLFTEC, we have a strong lineup of products and services, all designed to help our Coaches teach their students.

All of these trademarks work together with our primary logo and fit our overall brand.

(SEE: Resources Page 74)

TECSWING

TECSWING™

GOLFTEC's proprietary swing and lesson capture software used in all training bays.

GOLFTEC
TO GO

GOLFTEC TO GO™

GOLFTEC's mobile app allows a user to review their lessons and assigned drills.

GOLFTEC
gimme

GOLFTEC Gimme

Our referral incentive program.

TECSWINGGO

TECSWING GO™

GOLFTEC's proprietary swing capture software used on a mobile device.

SwingTRU
Motion Study

SwingTRU™ Motion Study

This proprietary swing study provides an in-depth comparison of high and low handicap golfers.

GOLFTEC
SCRAMBLE

GOLFTEC Scramble

Where we share golf news, instruction and information.

TECFIT

TECFIT™

GOLFTEC's proprietary custom club fitting service.

TECPUTT

TECPUTT™

GOLFTEC's proprietary putting instruction service.



COLOR PALETTE

Color provides impact, inspiration and brand identity. It stimulates response and drives decisions.

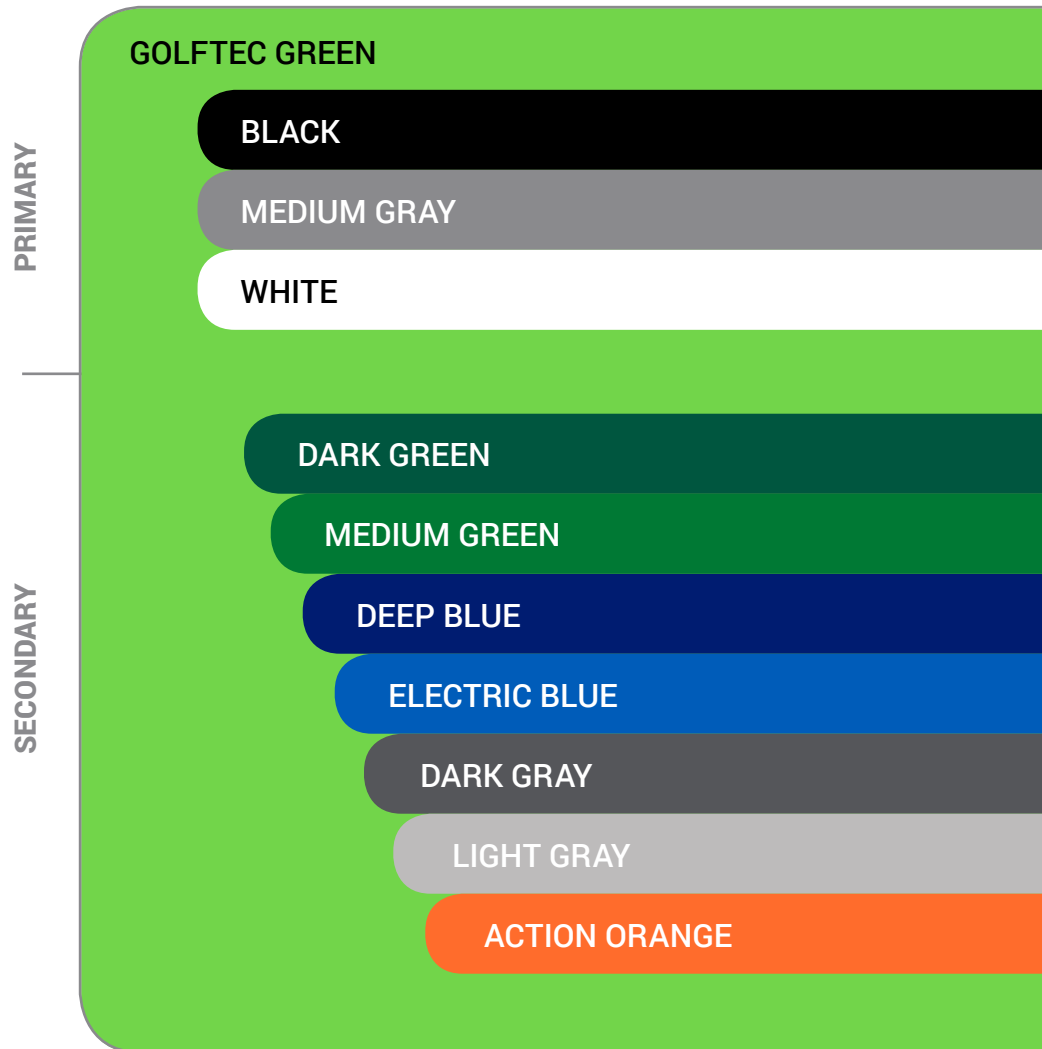
GOLFTEC's colors represent our brand and are derived from the game's natural surroundings.

When used with consistency across all platforms and mediums, the colors enhance the brand's unique personality and stand out in the minds of students and partners.

The PRIMARY colors are the main brand colors that are used in our logo. These colors can also be used as solid backgrounds with a white logo.

The SECONDARY colors are selected to complement the PRIMARY colors and can be used in a variety of ways, including typography, backgrounds and design elements. The Action Orange should be used for Call To Action elements, like buttons and type.

COLORS



PMS	CMYK (%) CYAN MAGENTA YELLOW BLACK	RGB RED GREEN BLUE	HEX	DESCRIPTION
7488	56 0 93 0	114 213 74	72D54A	<ul style="list-style-type: none"> • Fresh • Modern • Flexible
BLACK	100 0 0 0	35 31 32	000000	
COOL GRAY 8	48 40 38 4	138 138 141	8A8A8D	
WHITE	0 0 0 0	0 0 0	FFFFFF	
7484	91 40 79 37	0 86 63	00563F	<ul style="list-style-type: none"> • Reliable • Trustworthy
356	96 26 100 15	0 121 52	007833	<ul style="list-style-type: none"> • Dependable
662	100 94 24 21	0 28 113	001C71	<ul style="list-style-type: none"> • Confident • Soothing
300	100 62 7 0	0 92 185	005DB9	<ul style="list-style-type: none"> • Natural
COOL GRAY 11	65 57 52 29	85 86 90	54565B	<ul style="list-style-type: none"> • Powerful
COOL GRAY 4	26 22 22 0	189 187 187	BCBBBA	<ul style="list-style-type: none"> • Basic
021	0 72 86 0	255 108 44	FF6C2C	<ul style="list-style-type: none"> • Energy • Eye-catching • Call to Action

FONTS

The power of our written word, in part, comes from utilizing consistent fonts.

Fonts help create brand recognition through proper usage. They have distinct characteristics that give personality to our brand's unique attributes and help our brand stand out in a cluttered marketplace.

GOLFTEC's primary fonts are:

Roboto Black,
Roboto Black Italic,
Roboto Medium,
Roboto Regular,
and Roboto Light.

Roboto Condensed Bold,
Roboto Condensed Bold Italic,
Roboto Condensed Regular,
and Roboto Condensed Light.

Roboto is contemporary, strong,
and aesthetically pleasing.

GOLFTEC's secondary fonts are:

Droid Serif Bold
Droid Serif Bold Italic
Droid Serif Regular
Droid Serif Italic

These fonts are available for
download on a MAC or PC.

(SEE: Resources Page 74)

PRIMARY FONT

ROBOTO BLACK

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**

ROBOTO BLACK ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890***

example: ***GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.***

ROBOTO MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**

ROBOTO REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**

ROBOTO LIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**



PRIMARY FONT

(for use when a condensed font is necessary)

ROBOTO CONDENSED BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**

ROBOTO CONDENSED BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

example: ***GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.***

ROBOTO CONDENSED REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**

ROBOTO CONDENSED LIGHT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

example: **GOLFTEC's passionate Coaches use holistic methods to improve the core of a golfer's game.**

SECONDARY FONT

DROID SERIF BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

example: **GOLFTEC's Coaches use holistic methods to improve a golfer's game.**

DROID SERIF BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

example: ***GOLFTEC's Coaches use holistic methods to improve a golfer's game.***

DROID SERIF REGULAR

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

example: **GOLFTEC's Coaches use holistic methods to improve a golfer's game.**

DROID SERIF ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

example: ***GOLFTEC's Coaches use holistic methods to improve a golfer's game.***



ADVERTISING TEMPLATES

Consistency is a key to brand building.

Thought-provoking concepts, inspirational images, expressive copy, vivid colors, and consistent templates are combined to establish the GOLFTEC brand and convey the many benefits of choosing GOLFTEC.

In the advertising assets folder, there is a wide variety of broadcast, print and digital ads available for your use. Also, the GOLFTEC Agency can produce your localized and unique advertising requests.

(SEE: Resources Page 74)

PRINT ADVERTISING



Great Golf Starts Here

We'll make a true impact on your game.

At GolfTEC we help people play better golf. We give private lessons, mostly indoors in our improvement centers, using advanced technology including video analysis, motion measurement and launch monitors with a 95% success rate.

We also provide playing lessons, TECfit club fitting and whatever is needed to help golfers become better golfers.

golftec.com | 877.446.5383

Proudly Employing
 PGA

GOLFTEC
Swing Better. Play Better.™

©2014 GOLFTEC. Talk to a Coach in person at your local GOLFTEC Improvement Center for details. The PGA logo, PGA, and links are a trademark of the Professional Golfers' Association of America.



EMAIL ADVERTISING



Great Golf Starts Here

We'll make a true impact on your game.

At GolfTEC we help people play better golf. We give private lessons, mostly indoors in our improvement centers, using advanced technology including video analysis, motion measurement and launch monitors with a 96% success rate. golftec.com | 877.446.5383

LEARN MORE

Proudly Employing  **GOLFTEC**
Swing Better. Play Better.™

DIGITAL ADVERTISING



Great Golf Starts Here

LEARN MORE

GOLFTEC
Swing Better. Play Better.™



STATIONERY TEMPLATES

Stationery, envelopes and business cards

From the top down, it's important for brand consistency that everyone has the same designed business card and stationery package.

(SEE: Resources Page 74)



POWERPOINT AND EMAIL SIGNATURE TEMPLATES

PowerPoint Templates

To stay consistent with the brand, we have developed a PowerPoint template for all your slide show presentations. (SEE: Resources Page 74)



Email Signature

Everyone with a GOLFTEC email must follow this email signature template for brand consistency.



Nick Clearwater
VP of Teaching Quality

GOLFTEC Headquarters
67 Inverness Drive East
Englewood, CO 80112
O: 303-123-4567 | C: 234-456-5678
www.golftec.com



(SEE: Resources Page 74)



IMAGE LIBRARY - IN BAY

It's true when they say, "A picture is worth a thousand words."

The GOLFTEC Agency (GA) is constantly adding to and updating our custom image library of video and still photography.

The library has a host of informative and inspirational downloadable imagery for your use. All are organized in these main categories:

IN BAY

ON COURSE

If there is a certain image you don't see in the image library, please contact GA.

(SEE: Resources Page 74)





IMAGE LIBRARY - ON COURSE







PRODUCT NAMES USED IN COPY

Used correctly and consistently, a name is a powerful asset.

Whether in an email, social media, a print ad or another application, our name should always appear as GOLFTEC® in all caps. In addition, the inclusion of the ® or TM and specific capitalization are required as shown on this page.

ACCEPTABLE USES OF THE NAME:

GOLFTEC®

All upper case letters all the time and the ® needs to be added to the first usage.

UNACCEPTABLE USES OF THE NAME:

GolfTEC

golfTEC

GolfTec

Golftec

ACCEPTABLE USES OF PRODUCT NAMES:

TECFIT™

TECSWING™

TECSWING GO™

GOLFTEC TO GO™

TECPUTT™

GOLFTEC Scramble

GOLFTEC Gimme

SwingTRU Motion Study™



CENTER DESIGN

Center appearance enhances our position as a premium brand.

The physical environment, staff expertise and levels of service within our facilities must align with our brand to reinforce our company's position as a premium brand and our mission to help people play better golf.

Each GOLFTEC Training Center will focus on hospitality and inclusiveness for broad appeal and to achieve a heightened sense of community between Coaches and students in an environment which celebrates the legacy of the game, the expertise of our Coaches and the achievements of our students.

There is a detailed new center design playbook available for your use.

(SEE: Resources Page 74)





CENTER DESIGN







A photograph of a person's arm and shoulder in a blue and white striped polo shirt, standing on a golf course. The background is a lush green field with a sand trap in the foreground and trees in the distance.

BRAND EDUCATION



KEY PARTNERS

Our Strategic and OEM partners are important to our continued success.

From in-bay technology to the clubs in your bag, we partner with the top names in the game to give our students the best golf experience possible.

(SEE: Resources Page 74)

STRATEGIC PARTNERS



OEM PARTNERS



HISTORY

From humble beginnings to millions of lessons taught and hundreds of locations worldwide, our company's history includes more than 20 years of achievements and milestones.

1995–1999

- *Company is founded by Clayton Cole under the name Driving Obsession*
- *Joe Assell is hired as the first teaching professional and manager*
- *Mike Clinton is hired as a teaching professional*
- *First location is opened in Denver, CO*
- *Second location opens in Chicago, IL*
- *Joe Assell and Mike Clinton purchase the company and rename it GOLFTEC*
- *GOLFTEC opens third location in Chicago, IL*
- *GOLFTEC opens two locations—one in Atlanta, GA, and one in Dallas, TX*
- *GOLFTEC opens 6th location in Denver, CO*

2000–2004

- *GOLFTEC opens 7th location in Chicago, IL*
- *GOLFTEC partners with Gart Capital Partners—GOLFTEC's largest investor*
- *GOLFTEC opens three more locations—one in Dallas, TX, one in Denver, CO, one in Houston, TX (9 total)*
- *GOLFTEC receives patent for g-SWING technology*
- *GOLFTEC partners with Golfsmith*
- *GOLFTEC opens first Golfsmith co-location in Houston, TX*
- *GOLFTEC hires 50th Coach*

2005–2009

- *GOLFTEC opens 25th location in Houston, TX*
- *GOLFTEC opens 16 locations (38 total)*
- *GOLFTEC hires 200th Coach*
- *GOLFTEC opens 50th location in North Richland Hills, TX*
- *GOLFTEC opens 24 locations (62 total)*
- *GOLFTEC opens 38 locations (100 total)*
- *GOLFTEC opens 100th location in Las Vegas, NV*
- *GOLFTEC teaches 1 millionth lesson*
- *GOLFTEC ranked #24 in the Denver Business Journal's "Top Colorado-Based Franchisers"*
- *GOLFTEC hires 300th Coach*
- *Joe & Mike win award for Ernst & Young Entrepreneur of the Year*
- *GOLFTEC hires 400th Coach*



2010–2014

- *GOLFTEC teaches 2 millionth lesson*
- *GOLFTEC named to Franchise Times “Fast 55”*
- *GOLFTEC named to the INC 500 list of Fastest-Growing Private Companies*
- *GOLFTEC opens in Canada*
- *GOLFTEC teaches 3 millionth lesson*
- *GOLFTEC opens in Japan*
- *GOLFTEC opens in Korea*
- *GOLFTEC releases update to g-SWING technology*
- *GOLFTEC launches the GOLFTEC To Go app*
- *GOLFTEC hires 500th Coach*
- *GOLFTEC teaches 4 millionth lesson*
- *196 total locations (including Korea and Japan)*
- *GOLFTEC teaches 5 millionth lesson*

2015–2019

- *GOLFTEC celebrates 20 years*
- *GOLFTEC achieves record sales*
- *GOLFTEC launches SwingTRU Motion Study*
- *Strategic Alliance with the PGA of America*
- *GOLFTEC teaches 6 millionth lesson*
- *GOLFTEC opens 200th location*
- *GOLFTEC opens in Hong Kong*



RESOURCES

For your convenience, all marketing assets are located in an accessible location for downloading.

From logo files to approved photography, to find and download needed marketing materials and artwork files, start here:

caddymaster.golftec.com > Coach Tools > GOLFTEC Brand

Home/Marketing Assets:

Broadcast Advertising

Print Advertising

Digital Advertising

Stationery

Logo Files

Photography

360 Marketing Planner

Email Signature

In-Center Assets:

Coach Credibility

Digital Wall of Fame

Digital Slatwall

Digital TEC CARDS

SWINGTRU Assets

Brochures/Posters

Unique Needs

GA Ad Request Form





QUESTIONS, PLEASE CONTACT

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GOLFTEC[®]

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