



**GOLFTEC<sup>®</sup>**  
BRAND GUIDE



# TABLE OF CONTENTS

## BRAND FOUNDATION

- Mission Statement .....4
- Company Values .....5

## BRAND STYLE

- Logos & Usage .....7
- Business Units.....11
- Location Logos.....11
- Products & Services .....12
- Color Palette .....13
- Fonts ..... 14
- Business Cards .....15
- Email Signature .....15
- PowerPoint.....16
- Image Library.....16
- Terms and Key Phrases.. 17
- Resources ..... 18
- Contact .....19



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

A stylized, handwritten signature in black ink, appearing to read 'J. Assell'.

Joseph Assell, PGA  
President & CEO, Co-Founder





A wooden golf tee is captured mid-air, having just been launched from a green grassy field. The tee is a light brown color and is angled upwards. A large cloud of fine particles, likely grass and soil, is being kicked up by the tee's impact, creating a dynamic and energetic scene. The background is a clear, bright blue sky. The overall image conveys a sense of action and foundation.

# **BRAND FOUNDATION**

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## MISSION STATEMENT



*To help people play better golf.*





## COMPANY VALUES

### Our company-wide culture.

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

#### **Fun**

We love helping golfers improve and have fun doing it.

#### **Improvement**

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

#### **Integrity**

We are always honest and forthright.

#### **Team**

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





**BRAND STYLE**

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## 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.

***To download all logos, please log into Caddymaster, click on Staff Tools and select GOLFTEC Brand.***

#### GT LOGO

The logo features the word "GOLFTEC" in a bold, italicized sans-serif font. The "GOLF" portion is black, and the "TEC" portion is green. A registered trademark symbol (®) is located at the top right of the "C". A green swoosh underline is positioned beneath the "G".

#### GT OVAL G





## LOGO AND USAGE

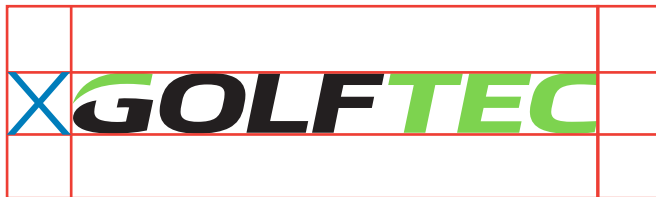
This is how the logo should look when the tagline is included.

### GT LOGO TAGLINE



### 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.

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### GOLFTEC IN BODY COPY

The word GOLFTEC used in body copy should always be all caps.

Golftec, GolfTEC and other caps and lower case combinations are unacceptable.





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 AND USAGE

## 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 or left of the word



Never move the Oval G under the word



Never rotate the GT Logo or Oval G



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 use only the G from the logo



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 events, golf products, and apparel.



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



GOLFTEC SHOP offers fans of GOLFTEC the opportunity to purchase golf products and branded apparel.

## LOCATIONS

Every GOLFTEC Training Center around the world has its own center name. These logo marks are available for every center.

*To request your center logo, please submit an ad request by logging into Caddymaster, click on Staff Tools and select GOLFTEC Brand.*



## 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.

*To download any of these logos, please log into Caddymaster, click on Staff Tools and select GOLFTEC Brand.*

**TECSWING™**

**TECSWING™**

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

**GOLFTEC®**  
**CLUBHOUSE**

**GOLFTEC Clubhouse**

GOLFTEC's mobile app allows a user to review their lessons and renew their game plan.

**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®**  
**Cares**

**GOLFTEC Cares**

GOLFTEC Cares highlights all the charitable impact provided.

**TECFIT™**

**TECFIT™**

GOLFTEC's proprietary custom club fitting service.

**OPTIMOTION™**

**OptiMotion™**

GOLFTEC's groundbreaking wireless motion measurement.

**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 intended to complement the PRIMARY colors and can be used in a variety of ways, including typography, backgrounds and design elements. Feel free to use any color as a secondary.

## COLORS

PRIMARY	GOLFTEC GREEN	PMS	CMYK	RGB	HEX
		7488	56   0   93   0	114   213   74	72D54A
		BLACK	100   0   0   0	35   31   32	000000
		COOL GRAY 11	65   57   52   29	85   86   90	54565B
		COOL GRAY 8	48   40   38   4	138   138   141	8A8A8D
		COOL GRAY 4	26   22   22   0	189   187   187	BCBBBA
		WHITE	0   0   0   0	0   0   0	FFFFFF

## SECONDARY



## 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.

There are additional decorative fonts available for approved use, contact GOLFTEC GA for details.

GOLFTEC's primary fonts are:

## Rift

Bold, Bold Italic, Demi, Medium,  
Regular, Italic, Light.

# Roboto Font Family

Bold, Bold Italic, Regular, Light.

# Fira Sans

Medium Italic

GOLFTEC's secondary fonts are:

## Droid Serif

Bold, Bold Italic, Regular, Italic

**Download any of these fonts by logging into Caddymaster, click on Staff Tools and select GOLFTEC Brand.**

## PRIMARY FONT

## RIFT BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

example: **THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.**

## ROBOTO CONDENSED REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890

example: The quick brown fox jumps over the lazy dog.

**FIRA SANS MEDIUM ITALIC**

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890***

example: *The quick brown fox jumps over the lazy dog.*

## DROID SERIF REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

example: The quick brown fox jumps over the lazy dog.



## BUSINESS CARDS AND EMAIL SIGNATURES

### Order your business cards online.

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

***Order your personalized business cards online by logging into Caddymaster, click on Staff Tools and select GOLFTEC Brand.***



### Email Signature

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

***For guidance on setting up your email signature, please log into Caddymaster, click on Staff Tools and select GOLFTEC Brand.***

#### Example Email Signature



# POWERPOINT AND IMAGE LIBRARY

## PowerPoint Templates

To stay consistent with the brand, we have developed a PowerPoint template for all your slide show presentations.

***To download the branded Powerpoint Template, please log into Caddymaster, click on Staff Tools and select GOLFTEC Brand.***



## Image Gallery

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.

***To view the image library, please log into Caddymaster, click on Staff Tools and select GOLFTEC Brand.***





# 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.

### **GOLFTEC CLUBHOUSE**

Our personal web portal and mobile app where every GOLFTEC student can view their lessons, notes and drills, schedule lessons and renew their game plan.

### **THE "TEC" IN GOLFTEC**

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



## 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](http://caddymaster.golftec.com) > Coach Tools > GOLFTEC Brand**

### **Marketing Assets:**

- Broadcast Advertising
- Print Advertising
- Digital Advertising
- Business Cards
- Stationery
- Logo Files
- Photography
- Email Signature

### **In-Center Assets:**

- TECBROADCAST
- Coach Credibility
- Digital Wall of Fame
- Digital Slatwall
- SWINGTRU Assets
- Brochures/Posters

### **Unique Needs**

- GA Ad Request Form







**QUESTIONS, PLEASE CONTACT**

**Brent Stewart**

**VP, CREATIVE DIRECTOR**

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