



Style Guide
Version: 1.0.7



BEHIND TATHATA GOLF

A STORY FROM BRYAN HEPLER



Over the last forty years I have been given the opportunity to learn from, train with, and discover the actual truths behind so many incredible teachers. I am forever grateful for everyone who has shared his or her own disciplines, training practices, and inner strength with me throughout this lifetime.

I'm honored to have been given the time and the opportunity to develop Tathata Golf and share it with the world. I am grateful to have been entrusted by so many with bringing this vision forward in this moment. In the most loving way, Tathata Golf is my life's passion and it is with great reverence to all before me that I bring this to light in a perception that stands the test of time

Tathata Golf is a lineage of unwavering care and love, with the utmost responsibility to authenticity. With truth comes a safe opening for everyone to come together for the betterment of all. From its inception, Tathata Golf has been built as a gift of love to all who visit.

Thank you for being here right now, and being open and willing to enjoy learning the game of golf in a completely new way. I am smiling inside as your own authentic greatness is building out in front...

Bryan Hepler
Founder of Tathata Golf

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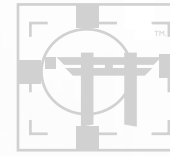
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LOGOS

- Horizontal



- Gate & Sun Icon



- Stacked



The Tathata Golf logo consist of several elements.

- The Gate & Sun Icon
- Tathata Golf
- Golf includes a red bar before the letter G.
- Solid color behind the word "golf"

There must always be proper spacing around the logo. the solid box is a good representation of how much padding should be around logo.

Spacing between the Gate and Sun icon is the same between The last "A" in Tathata and before the box containing Golf.

Spacing around the Gate and Sun should also be the same around Tathata Golf. This will ensure proper spacing to allow the logo proper placement.

NOT APPROVED EXAMPLES:



*Not enough spacing between logos



*Using white logo on non-solid background



*Not enough padding to surround the logo.

LOGOS

There are two versions of the logo **Black & White**.

Black 

Black logos can be used on light backgrounds with patterns or on solid white.

White



White logos can be used only on a solid black background, or on a slightly transparent solid background usually no less than 95%.

Within **Black & White** there are a variety of different logo types:

- Horizontal



Horizontal is the standard logo to use. It is our primary logo and is the one most recognized.

- Certified Movement Specialist (CMS)



THE CMS logo should be used only with www.TathataGolfCertified.com or when speaking about the Certified Movement Specialist (CMS). Affiliates may also use branded materials for promotion and should be familiar with the ***Social Guideline Document***.

- Stacked



Stacked logo features the Gate and Sun larger with Tathata Golf logo underneath. Used for less width promotions or shirt sleeves.

- Stroke



Stroke logos feature a faint white stroke around the Gate and Sun. Usually used to call emphasis on dark backgrounds.

- Icon



Icons are only used in conjunction with one or more logos. Icons are usually used on products or favicons. Mainly used where restrictions are so tight they cannot include full width logo.

FONTS

HEADER1

48px = 3rem

HEADER2

40px = 2.5rem

HEADER3

36px = 2.25rem

HEADER4

32px = 2rem

HEADER5

28px = 1.75rem

HEADER6

24px = 1.50rem

paragraph

strong

Testimonials

16px = 1rem

footer paragraph

10px = 1rem

BUTTONS

16px = 1rem

NAVIGATION

14px = 0.875rem

Google Fonts

Roboto

Open Sans

ROBOTO is the font choice for all HEADERS, **BUTTONS** & NAVIGATION

Open Sans is used as the primary font for all Paragraphs, **strong**, *italic* text and footer text as well.

Baseline for fonts is: 16px = 1rem

Light: font-weight: 300

Regular: font-weight: 400

Bold: font-weight: 700

Italic: font-weight: 400i

COLORS

PRIMARY PALLETE

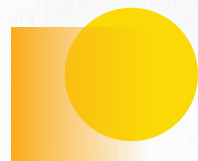


Tathata red:
Pantone 200 C
CMYK: 13, 100, 84, 3
RGB: 204, 31, 54
HEX: #CC1F36

BODY, MIND, SWING, LIFE



Body:
Pantone: 158 C
CMYK: 0, 71, 97, 0
RGB: 243, 110, 36
HEX: #F36E24



Mind:
Pantone: 107 C
CMYK: 2, 11, 100, 0
RGB: 253, 217, 0
HEX: #FDD900



Swing:
Pantone: 7689 C
CMYK: 84, 40, 5, 0
RGB: 0, 130, 189
HEX: #0082BD



Life:
Pantone: 380 C
CMYK: 29, 0, 98, 0
RGB: 193, 216, 51
HEX: #C1D833

GRADIENTS

Tathata Gradient:
Pantone 7420 C
CMYK: 27, 100, 74, 22
RGB: 153, 26, 54
HEX: #991A36

Body Gradient:
Pantone: 7626 C
CMYK: 15, 93, 99, 4
RGB: 201, 54, 39
HEX: #C93627

Mind Gradient:
Pantone: 1235 C
CMYK: 1, 36, 99, 0
RGB: 251, 173, 26
HEX: #FBAD1A

Swing Gradient:
Pantone: 7700 C
CMYK: 94, 59, 26, 7
RGB: 0, 97, 139
HEX: #00618B

Life Gradient:
Pantone: 7737 C
CMYK: 57, 13, 100, 1
RGB: 125, 173, 65
HEX: #7DAD41

VALUES



Tathata black:
Pantone Black
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000



Tathata Dark-Gray:
Pantone: 425 C
CMYK: 71, 64, 62, 60
RGB: 47, 48, 49
HEX: #2F3031



Tathata Medium-Gray:
Pantone: Cool Gray 10 C
CMYK: 60, 51, 50, 20
RGB: 101, 102, 103
HEX: #656667



Tathata Light-Gray:
Pantone: 427 C
CMYK: 16, 12, 12, 0
RGB: 211, 212, 213
HEX: #D3D4D5



Tathata White:
Pantone White
CMYK: 71, 64, 62, 60
RGB: 47, 48, 49
HEX: #2F3031

TATHATA BRAND LOGOS



Body:
Pantone: 158 C
CMYK: 0, 71, 97, 0
RGB: 243, 110, 36
HEX: #F36E24

Body Gradient:
Pantone: 7626 C
CMYK: 15, 93, 99, 4
RGB: 201, 54, 39
HEX: #C93627

The Tathata BODY logo consist of several elements.

- The BODY & Sun Icon
- Tathata with color branding the BODY text.
- Each logo contains the TM for TradeMark just above or next to the last letter.

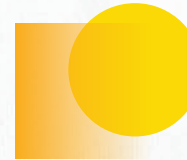
The BODY logo should be used whenever there is reference of both the 60-Day Program and specific courses that are part of a BODY Routine.

TATHATA ***BODY*** ^{TM.}



TATHATA ***BODY*** ^{TM.}

TATHATA BRAND LOGOS



Mind:
Pantone: 107 C
CMYK: 2, 11, 100, 0
RGB: 253, 217, 0
HEX: #FDD900

Mind Gradient:
Pantone: 1235 C
CMYK: 1, 36, 99, 0
RGB: 251, 173, 26
HEX: #FBAD1A

The Tathata MIND logo consist of several elements.

- The MIND & Sun Icon
- Tathata with color branding the MIND text.
- Each logo contains the TM for TradeMark just above or next to the last letter.

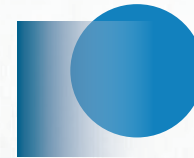
The MIND logo should be used whenever there is reference of both the 60-Day Program and specific courses that are part of a MIND Routine.

TATHATA *MIND*™



TATHATA *MIND*™

TATHATA BRAND LOGOS



Swing:
Pantone: 7689 C
CMYK: 84, 40, 5, 0
RGB: 0, 130, 189
HEX: #0082BD

Swing Gradient:
Pantone: 7700 C
CMYK: 94, 59, 26, 7
RGB: 0, 97, 139
HEX: #00618B

The Tathata SWING logo consist of several elements.

- The SWING & Sun Icon
- Tathata with color branding the SWING text.
- Each logo contains the TM for TradeMark just above or next to the last letter.

The SWING logo should be used whenever there is reference of both the 60-Day Program and specific courses that are part of a SWING Routine.

TATHATA SWING^{TM.}

 **TATHATA SWING**^{TM.}

TATHATA BRAND LOGOS



Life:
Pantone: 380 C
CMYK: 29, 0, 98, 0
RGB: 193, 216, 51
HEX: #C1D833

Life Gradient:
Pantone: 7737 C
CMYK: 57,13, 100, 1
RGB: 125, 173, 65
HEX: #7DAD41

The Tathata LIFE logo consist of several elements.

- The LIFE & Sun Icon
- Tathata with color branding the LIFE text.
- Each logo contains the TM for TradeMark just above or next to the last letter.

The LIFE logo should be used whenever discussing the product Tathata Life. Whether in package design, advertisement, mention on video or socially.

TATHATA *LIFE* ^{TM.}



TATHATA *LIFE* ^{TM.}

ICONS



60-Day Program



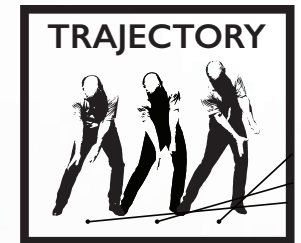
Movement Specialist



Mind On-The-Go Course



Uneven Lies Course



Trajectory Course

PARTNERS



PGA
Southwest Section



All partners are given equal realstate when used on web, documents, or other mediums. The logos are usually displayed in one consistant color unless specified specifically from partner.

When combining partners with the Tathata Golf Logo ensure that there is equal spacing and height between each logo. Never exceeding size of Tathata Golf Logo, nor invade padded areas. Partners always to the right of the logo never underneath. If they need to be stacked try positioning logos further below and in a line.



PGA
Southwest Section

