



TAKA NO MI

鷹の实

EVERY BALL, WHOLE SPIRIT · 一球入魂

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THE HAWK AND ITS FRUIT

鷹

TAKA

hawk

+

の

NO

of / belonging to

+

実

MI

fruit · substance

Taka, the hawk, is the player we all want to be on court: eyes fixed on the ball, patient until the moment comes, then striking from above.

Precision, timing, the smash. Hawk feathers are also one of Japan's most loved family crests — a symbol of strength and focus, worn for centuries.

Mi, the fruit, is the round thing the hawk chases — the ball. It is also what grows from practice: in Japanese, effort "bears fruit" (実る, minoru). And it is literal: smoothies, iced coffee and matcha at the court bar after the match. Taka no Mi — the hawk's fruit — is the game, the progress and the reward.

一球入魂

IKKYŪ NYŪKON — THE CLUB MOTTO

**PUT YOUR WHOLE SPIRIT INTO EVERY
SINGLE BALL.**

A CLUB WITH A SHARP EYE

TAKA NO MI is a padel club, community and court bar. Two signature courts — one white, one bordeaux — a members' community built around playing in pairs, and a bar that serves the fruit of the game. Japanese in its discipline and calm, Mediterranean in its social energy. Premium, but never stiff.

PRECISION



The hawk's eye. Coaching, clean courts, sharp detail in everything from line paint to playlists.

RITUAL



Arrive, warm up, bow to the net, play. A calm, unhurried structure around an intense game.

TOGETHER



Padel is always played in pairs. Nobody plays alone here: open matches, ladders, mixers, a real community.

REFUEL



The fruit of the game. A court bar for smoothies, iced coffee and ceremonial matcha, courtside.

WHO

Urban players 25–45, beginners to league level, who care how a place looks and feels.

WHAT

Court hire, coaching, open matches, members' ladder, events, court bar, own-label gear.

FEEL

Gallery-clean, quietly confident, warm at the bar, fierce on the glass.

HOW WE SOUND

SHARP

CALM

GENEROUS

PLAYFUL AT THE BAR

NEVER SHOUTY

DO

- + Short sentences. Clear verbs. Say the score, not the hype.
- + Talk like the best coach you ever had: precise, encouraging, a little dry.
- + Use Japanese sparingly and correctly — as seasoning, never as costume.

DON'T

- No ALL-CAPS shouting, no 'beast mode', no excessive exclamation marks.
- No fake Japanese or random kanji for decoration.
- Don't gatekeep. Beginners are members too.

IN PRACTICE

BOOKING
CONFIRMATION

**Court Enji, 19:00.
Bring your partner,
we'll bring the balls.**

INSTAGRAM CAPTION

**Eyes on the ball.
Then on the
matcha.**

COURT-SIDE SIGNAGE

**Bow to the net.
Then go win the
point.**

TWO FEATHERS, TWO RACKETS, ONE BALL



Our mark is a modern take on **chigai takanoha** — crossed hawk feathers inside a ring, one of the ten most used family crests (*kamon*) in Japan. We redrew it for padel:



The feathers are cut with three bands, like hand-painted *kamon*. Their vanes are racket heads; their quills become grips with an end cap.



Crossed, they are two players — padel is always doubles — meeting at the net.



The ring is the ball, the court seen from above, and the traditional *maru* that frames a crest.



PRIMARY



NIGHT



ONE COLOUR



WITHOUT RING (≤ 12 MM)

LOCKUPS



TAKA NO MI 鷹の実

PRIMARY HORIZONTAL - WEB HEADER, SIGNAGE, KIT



TAKA NO MI

鷹の実

STACKED - PACKAGING, SOCIAL, SQUARE FORMATS



鷹
の
実

VERTICAL KANJI - GLASS WALLS, BANNERS, CUPS

CLEAR SPACE



Keep a margin equal to one feather band ($\frac{1}{4}$ of the crest) on every side.

MINIMUM SIZE



Crest with ring: 12 mm / 40 px. Below that, drop the ring. Wordmark: 25 mm wide minimum.

WHERE IT LIVES



ENJI ON SHIRO



SHIRO ON ENJI

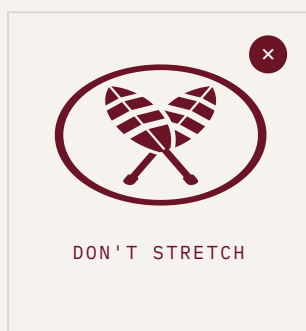


SHIRO ON SUMI

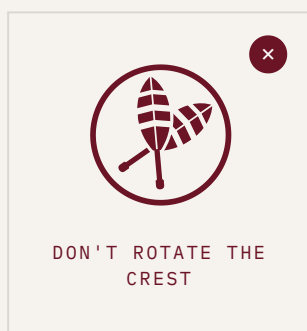


SUMI ON WASHI

MISUSE



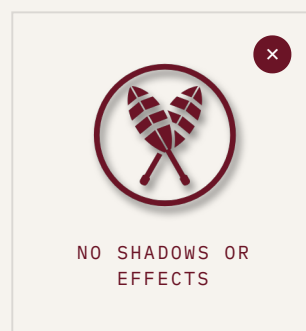
DON'T STRETCH



DON'T ROTATE THE
CREST



NO COLOURS OUTSIDE
THE PALETTE



NO SHADOWS OR
EFFECTS

The crest and wordmark are always one solid colour: Enji, Shiro or Sumi. Never place the logo over a busy photo without a solid field or a strong, even area of image behind it.

BORDEAUX, WHITE, INK

Three colours do all the work, named after traditional Japanese colours. Enji (臙脂) is the deep crimson used for lacquer and kimono — our bordeaux.

60% ENJI 臙脂 Bordeaux. The club colour: Court Enji, kit, crest. #6B1426 RGB 107 20 38 CMYK 0 81 64 58	30% SHIRO 白 White. Court Shiro, balls, space to breathe. #FFFFFF RGB 255 255 255 CMYK 0 0 0 0	10% SUMI 墨 Ink. Court lines, type, the net. #141414 RGB 20 20 20 CMYK 0 0 0 92
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SUPPORTING

WASHI #F6F3EE Paper ground for print & web	GLASS #D9D6D0 Court glass, dividers	MATCHA #8C9A5A Court bar only	KŌHĪ #6B4A35 Court bar only
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WIDE, SHARP, QUIET

DISPLAY — ARCHIVO EXPANDED

AA

Uppercase, expanded, bold. Headlines, scores, court names and the wordmark. Track slightly open.

TEXT — INTER

Aa

Body copy, menus, app and web interface. Regular and Medium.

DETAIL — IBM PLEX MONO

06 — 04

Times, scores, prices, labels, specs. The 'scoreboard' voice.

JAPANESE — NOTO SERIF JP

鷹の実

Kanji accents only: the name, colour names, the motto. Often set vertically.

OPEN MATCH · COURT ENJI

THURSDAY LADDER

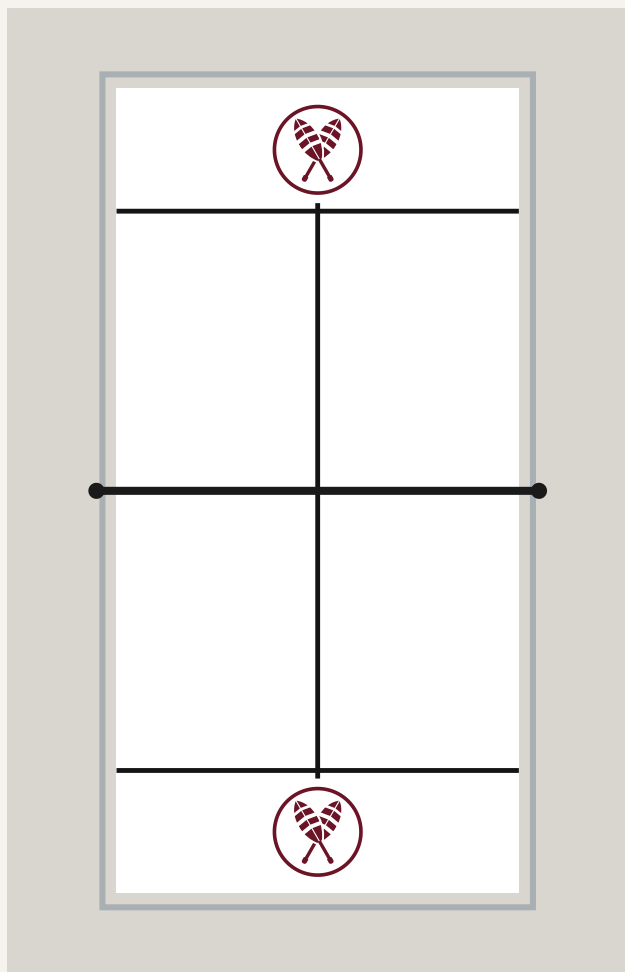
Four pairs, one hour, winners move up a court. Matcha for the losing pair, on the house.

19:00

一球入魂

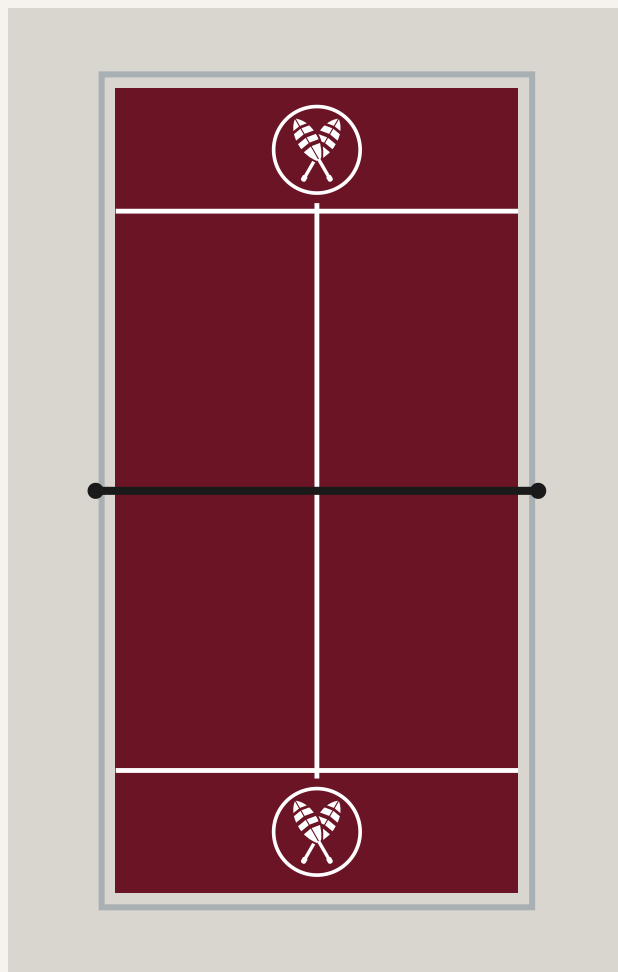
SHIRO & ENJI

Two signature courts that are the brand made physical. Court Shiro: white surface, ink lines. Court Enji: bordeaux surface, white lines. Glass on all sides, crest in each back zone.



COURT SHIRO 白

Surface #FFFFFF · Lines #141414 · Ball Enji



COURT ENJI 膳脂

Surface #6B1426 · Lines #FFFFFF · Ball Shiro

Official padel dimensions – 20 × 10 m · service lines 6.95 m from the net · centre line +20 cm · 5 cm lines · net 88 cm centre / 92 cm posts · glass back walls 3 m + 1 m mesh

BALLS & RACKETS



BALL SHIRO



BALL ENJI

Balls. Pressurised padel balls in two colours. White with bordeaux seam for Court Enji; bordeaux with white seam for Court Shiro, so the ball always contrasts with the surface. Crest printed once, small.

Match rule: the ball takes the opposite colour of the court you're playing on.



RACKET SHIRO / RACKET ENJI

Teardrop shape for an all-court game. Matte face with a perforation pattern that opens around the crest like a target. Wordmark set small under the sweet spot; grip wrapped in the face colour with a bordeaux or white end cap.

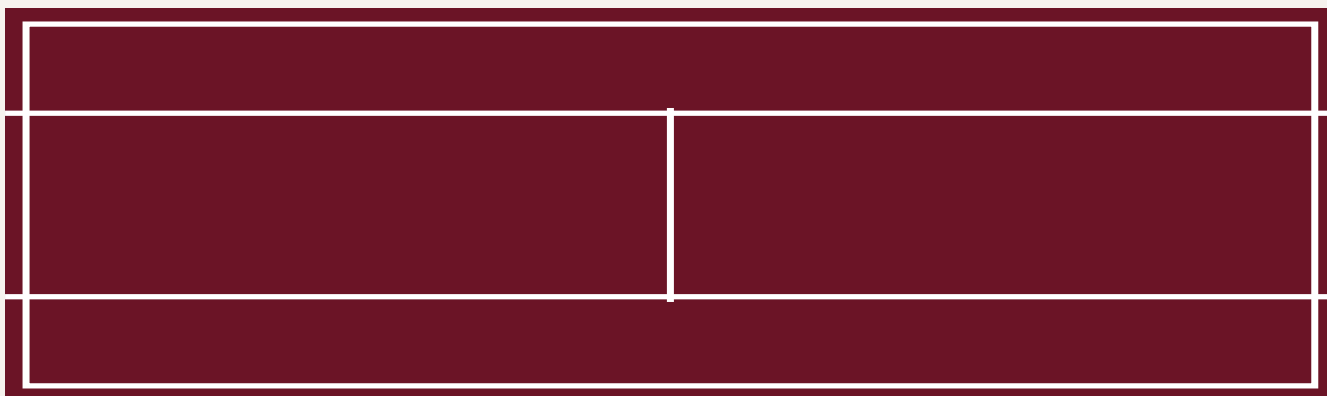
Carbon face · EVA core · 360 g
· 38 mm profile

Rental fleet: Shiro · Members'
edition: Enji

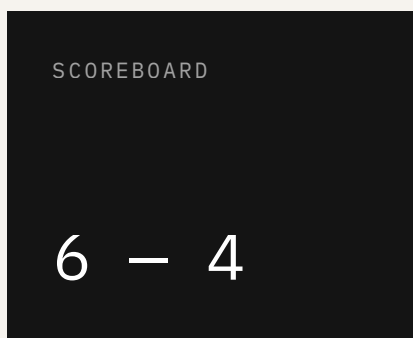
FEATHERS AND LINES



FEATHER FIELD — SCATTERED SINGLE FEATHERS AT $\pm 30^\circ$, USED ON TOWELS, CUP SLEEVES, THE MEMBERS' CARD



COURT LINES — THE SERVICE-BOX GRID AS A FRAME FOR HEADLINES, POSTERS AND VIDEO END CARDS



THE FRUIT OF THE GAME

Courtside, glass-walled, open from first booking to last. A short menu that does three things well: smoothies, iced coffee and matcha. Clear cups show the drink; a bordeaux sleeve carries the crest.



TAKA RED €6.50
SMOOTHIE

Beetroot, cherry, raspberry, banana, oat milk.



SUMI COLD BREW €4.80
ICED COFFEE

18-hour cold brew over ice, splash of milk on request.



COURT MATCHA €5.50
ICED MATCHA LATTE

Ceremonial-grade matcha whisked to order, oat or whole milk.

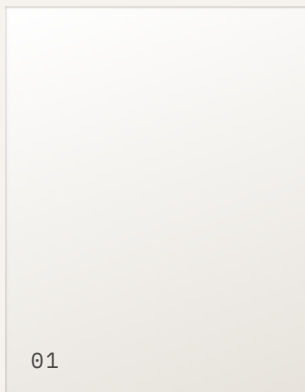
POST-MATCH RITUAL

LOSING PAIR BUYS THE MATCHA.

ACCENT COLOURS

Matcha green and coffee brown appear only on the drinks themselves and the bar menu — never on courts, kit or the logo.

EYES ON THE BALL



01

COURT-LEVEL, GRAPHIC

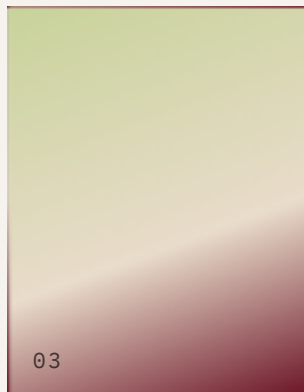
Low angles across the white court; black lines leading the eye. Lots of white space.



02

BORDEAUX, AT NIGHT

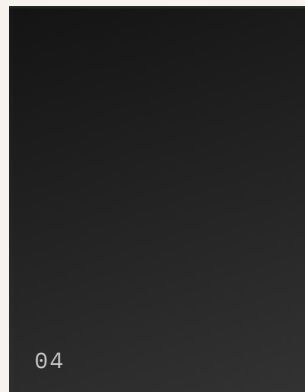
Court Enji under floodlight: deep reds, crisp white lines, the glass catching light.



03

THE BAR, IN COLOUR

Tight shots of drinks against white and bordeaux. Condensation, ice, a hand reaching in.



04

THE HAWK MOMENT

Freeze-frame of the smash: player in the air, ball sharp, everything else soft.

BRAND FILM — 15 S CUT

0:00	Black. A single feather falls through frame.
0:02	Hard cut: overhead of Court Shiro, ball enters.
0:04	The smash, in slow motion, against the glass.
0:06	Court Enji at night, rally, white ball on bordeaux.
0:09	Bar: matcha poured over ice, smoothie handed over the counter.
0:12	End card: crest + wordmark on Enji. 一球入魂.

UGC — RULES FOR MEMBERS' CONTENT

Vertical, real, handheld. Courtside phone footage, post-match selfies with drinks, the 'point of the night' clip.

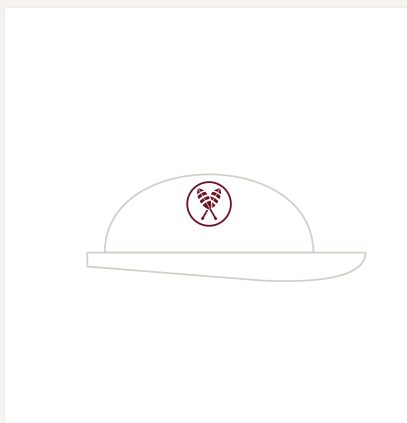
Brand in the frame, not on top of it. Let the courts, balls and cups do the branding; no heavy overlays.

Formats: #PointOfTheNight · Ladder results · Bar of the week · 'First time at Taka no Mi'.

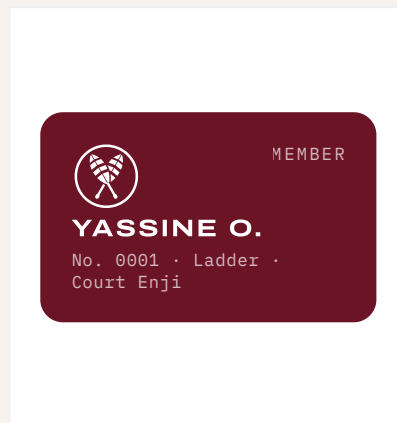
ON AND OFF THE COURT



CLUB TEE — ENJI



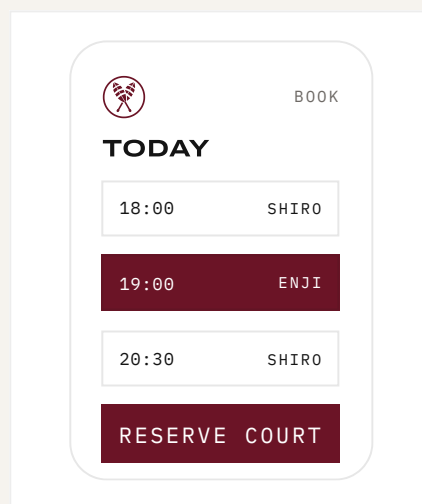
CAP — SHIRO



MEMBERS' CARD



GLASS-WALL SIGN — BLACK FROSTED PANEL



BOOKING APP



一球入魂

EVERY BALL, WHOLE SPIRIT.

TAKA NO MI · PADEL CLUB · COMMUNITY · COURT BAR