

Pool & Hot Tub Alliance Basic Branding Guidelines

Compliance with these guidelines is an important and required aspect of building a consistent Pool & Hot Tub Alliance (PHTA) brand. **All documents should be presented to the Marketing Department for review** and any branding issues must be corrected before printing and distribution. Documents not submitted for review must be reprinted and redistributed at the originator's expense. Please contact marketing@phta.org to submit documents, ask any additional branding questions or gain access to the full Logo & Brand Guidelines booklet. Thank you!

Logo Use

When utilizing any logo in the Pool & Hot Tub Alliance family, DO NOT change colors, rearrange elements, alter fonts, add effects, stretch, or place on a background that would make it difficult to read. The logo must have clear space around it on all 4 sides and may not appear so small that it is difficult to read.

ONLY certified instructors and certification course graduates have permission to use the respective PHTA Instructor and PHTA Certification logos. (See logo agreements for more details.)

Service Marks

When referencing PHTA, CPO, AST, CBP, CHTT, CMS, CRP, CST, CSP or PPSO in written form, a superscripted "SM" must be included following both the full or abbreviated name. (Example: CPOSM or Certified Pool & Spa OperatorSM.)

Fonts






Headers Eagle Book, 31 pt, Dark Blue
Subheader 1 Eagle Book, 15 pt, Medium Blue
Subheader 2 Eagle Book, 11 pt, Black
Text (Body Copy) Basic Sans Light, 10 pt, Black 80%

Eagle Book

Basic Sans Light

*For those without access to PHTA brand fonts, use the substitute font Calibri, which is similar to Basic Sans.

Colors

 Dark Blue	PANTONE 7693	CMYK 100 75 31 14	RGB 0 72 118	HEX #004876
 Medium Blue	PANTONE 7690	CMYK 93 47 15 1	RGB 0 117 169	HEX #0075A9
 Light Blue	PANTONE 2995	CMYK 81 12 1 0	RGB 0 167 225	HEX #00A7E1
 Light Blue, 20%	PANTONE 2995, 20%	CMYK 14 1 1 0	RGB 215 236 248	HEX #D7ECF8
 Dark Gray	PANTONE BLACK, 80%	CMYK 0 0 0 80	RGB 88 89 91	HEX #58595B

Photography

- Photos may not be stretched, squeezed or skewed.
- Lighting should look as natural as possible, with no filters applied.
- Outlines or borders around pictures should be avoided.

