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: CPO℠ or Certified Pool & Spa Operator℠.)*

**Fonts**

<table>
<thead>
<tr>
<th>Headers</th>
<th>Eagle Book, 31 pt, Dark Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subheader 1</td>
<td>Eagle Book, 15 pt, Medium Blue</td>
</tr>
<tr>
<td>Subheader 2</td>
<td>Eagle Book, 11 pt, Black</td>
</tr>
<tr>
<td>Text (Body Copy)</td>
<td>Basic Sans Light, 10 pt, Black 80%</td>
</tr>
</tbody>
</table>

*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.