Color Variations

The **black** version of the PHTA logo should only be used when printing in black and white. The **inverse (white)** version can be set on top of colors in the PHTA palette or over photos in certain design instances. The **3C inverse** option is designed to be placed upon PHTA's deep blue (Pantone 7693). The minimum size at which the inverse logo should appear is 1 inch tall. The **1C deep blue** logo (Pantone 7693) is designed to be used specifically in one-color print pieces.

These variations apply to the following:
- Alliance Logo
- Professionals Association Logo
- Foundation Logo
- Certification Logos
- Instructor Logos
- Member Logo
Logo Use: Do’s and Don’ts

The following rules apply to all logos that fall within the PHTA brand family.

- **Always** use logo files from the Brand Guidelines. Never try to recreate them from the guidelines.
- **Never** rearrange elements of the design.
- **Never** change or alter any fonts.
- **Never** stretch or distort the logo.
- **Never** change the orientation of the logo with angles different than 0 or 90°.
- **Never** stray from the color palette.
Logo Use on Backgrounds

In general, don’t use full color PHTA logos on backgrounds other than white.

Proper usage:
1. Acceptable on light - solid, gradient or patterned backgrounds - white/grey.
2. Acceptable when reversed on fairly uniform dark images/backgrounds.
3. Acceptable in color on fairly uniform light images/backgrounds.

Incorrect use of logos:
1. Do NOT use logos in a way that makes it illegible - e.g. dark logo on dark background, logo on complicated backgrounds.