LOGO & BRAND GUIDELINES

POOL & HOT TUB ALLIANCE
Table Of Contents

3  Welcome Statement
4  Where We Came From
5  Statement of Purpose
6  PHTA Logos
16  Endorsed and Sub-Brands
18  Font Palette
20  Color Palette
21  Brand Applications
23  Voice Guidelines
These guidelines describe the basic elements of the Pool & Hot Tub Alliance (PHTA) identity and provide instructions for their correct use.

Compliance with these guidelines is an important part of building the PHTA brand. The proper use of the identity elements will help project a strong, consistent identity for PHTA members and instructors, and contribute to building a distinctive presence for the brand.

The PHTA branding guidelines have been designed to embody and communicate the organization’s initiatives. Using PHTA logos and designations in your advertising and marketing helps build consumer recognition for your company, your products, your services and your professional identity.
Where We Came From

The Pool & Hot Tub Alliance (PHTA) was formed in 2019, combining The Association of Pool & Spa Professionals (APSP) and the National Swimming Pool Foundation (NSPF). With the mission to “Celebrate the Water,” we facilitate the expansion of swimming, water safety and related research and outreach activities aimed at introducing more people to swimming, making swimming environments safer and keeping pools open to serve communities. For more information, visit phta.org.
Statement(s) of Purpose

**Alliance**
To promote and protect the aquatics lifestyle with a unifying voice that serves and engages our diverse stakeholders.

**Professionals Association**
To ensure the long-term stability of the aquatics industry and help our members succeed by providing access to best practices, networking opportunities, business resources and recognition.

**Foundation**
To increase aquatic activity and ensure safety through training, education, research and resources for the aquatic industry and consumers.
Parent Logo

PHTA has a parent logo—Pool & Hot Tub Alliance—and two child logos—Pool & Hot Tub Professionals Association, and Pool & Hot Tub Foundation.

The Alliance logo represents the entirety of the ’Pool & Hot Tub’ brands and organizations and is the primary logo to use.
Branch Logos

PHTA has two child logos that represent the two branches of the organization.

The Professionals Association is a c(6) organization whose focus is membership and issuing certifications and the Foundation is a c(3) organization whose focus is education.

The parent PHTA logo should be used on almost all occasions, except where very specific requirements and permissions call for the use of either the Professionals Association or Foundation logo.
Instructor Logos

PHTA Instructor logos have a strong relationship to the parent logo. Each course has an accompanying Instructor logo that follows the same structure as the example here. The same colors and variations apply as to the parent logo.

Instructors must be trained and certified to teach a course by PHTA before permission is granted to use the corresponding logo.
PHTA University Logo

The PHTA University logo has a strong relationship to the parent logo. The same colors and variations apply as to the parent logo. The PHTA University logo is used in reference to the entire suite of courses offered by PHTA.
PHTA Certification logos all follow the format of the CPO logo, shown here. The same colors and variations apply as to the parent logo.

All certification marks must only be used in association with the name of the person who earned the certification. It cannot be associated with a business or corporate name. These terms are agreed upon when certifications are received.

The Pool & Hot Tub Professionals Association (PHTPA) is one of the three equal organizations that comprise the Pool & Hot Tub Alliance (PHTA). As part of the unification of our industry’s leading organizations all agreed that the PHTPA as the professional organization would be the owner of the copyrights and trademarks for all of the industry’s professional certifications. PHTA as the umbrella organization has an exclusive licensing agreement to market and promote the PHTPA certifications along with their trademarks and logos.
Member Logo

The PHTA Member logo has a strong relationship to the parent logo. The same colors and variations apply as to the parent logo. Current members who are in good standing with PHTA can use the logo.
Chapter Logos

PHTA Chapter logos all follow the format of the example logo, shown here. PHTA chartered chapters who are in good standing with PHTA can use the logo.

PHTA Chapters help to build a bridge with local professional communities, extending exceptional local service to members and providing support, knowledge and networking keyed to each member’s unique geographic needs.
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
- University 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** stray from the color palette.

- **Never** rearrange elements of the design.

- **Never** stretch or distort the logo.

- **Never** change or alter any fonts.

- **Never** change the orientation of the logo with angles different than 0 or 90.
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.
Endorsed Brands

Certain logo lockups exist between PHTA and brands that we work together with. When these logos appear together, the official logo lockup file must be used.

**The PHTA WAVE Young Professionals Network** logo follows the format of the example logo, shown here. PHTA WAVE Young Professionals Network logo can be used by PHTA National or PHTA Chapters when hosting networking and social events for the young professional (20-40 years old) demographic.

**International Hot Tub Association** consists of hot tub manufacturers, suppliers, and retailers along with associated companies whose products or services relate to the hot tub industry. PHTA and IHTA work together to unite and strengthen the portable spa industry in North America and abroad.

**Check A Drain** is a PHTA campaign that reminds pool and spa owners to check that their pool, spa and hot tub drain covers are replaced per the manufacturer’s time requirement, helping to prevent suction entrapment hazards.

**International Pool | Spa | Patio Expo** is an annual world-class conference sponsored by PHTA, which features a variety of topics for every segment of the residential and commercial pool, spa and outdoor living industries. Pool Spa Patio is part of the Informa Markets Division of Informa PLC.
Sub-Brands

PHTA has several sub-brands with independent identities under its umbrella. When designing material or referring to one of PHTA’s sub-brands, please request and refer to the guidelines for that brand.

GENESIS® is a company of PHTA that, through Genesis University® offers education, networking, and certifications for upscale pool builders, designers, and engineers. It has its own brand guide book that must be referenced when creating any collateral.

Step Into Swim™ is a 10-year initiative to create 1 million more swimmers. Learn-to-swim organizations directly receive 100 percent of all donations given to Step Into Swim. The brand is maintained by both PHTA and GENESIS and has a separate guide book that must be referenced when creating any collateral.

World Aquatic Health Conference is an annual conference presented by PHTA. It is the premiere aquatic research forum that provides networking, knowledgeable speakers, and access to the latest research and technology. PHTA brand guidelines apply.
PHTA Typeface

Primary font

Eagle, an Adobe Typekit font, is PHTA’s primary font. The font supports most languages.

Eagle comes in four weights. The font can be accessed by activating it in any Adobe program through Typekit, or it can also be purchased for download from TypeNetwork.com.
PHTA Typeface

Secondary font

Basic Sans, an Adobe Typekit font, should be used for all body copy found in PHTA collateral (both web and print).

Basic Sans comes in fourteen weights, but the listed weights are recommended for brand use. The font can be accessed by activating it in any Adobe program through Typekit, or it can also be purchased for download from MyFonts.com.

Basic Sans

Font Weights

- **Light**
  - Aa Bb Cc Dd Ee 123

- **Light Italic**
  - Aa Bb Cc Dd Ee 123

- **Regular**
  - Aa Bb Cc Dd Ee 123

- **Regular Italic**
  - Aa Bb Cc Dd Ee 123

- **Bold**
  - Aa Bb Cc Dd Ee 123

- **Bold Italic**
  - Aa Bb Cc Dd Ee 123

Basic Sans supports most languages

àáããæçèéêëìíîïðñòóôõöøùúûüýþÿ
ÀÁÃÃÆÇÈÉÊËÌÍÎÏÐÑÒÓÔÕÖØÙÚÛÜÝÝ
PHTA Brand Colors

PHTA’s main color is deep blue, PMS 7693.

Original secondary colors from style guide are: PMS 2995 C, PMS 2995 C (20%), PMS 7690 C, and PMS BLACK C

Suggested Tertiary Colors: PMS 340C, PMS 322 C, & PMS I52 C
PHTA Brand Applications

Sample applications of the PHTA logos. Logo should have room to breathe and, when not on white, should always be placed on a background that is in the PHTA color palette.
PHTA Brand Applications

In order to maintain brand consistency, all PHTA collateral should follow the examples shown here.

Textbook Covers
All PHTA textbook covers should follow the template shown. The main graphic should always be an image that accurately portrays a task related to the curriculum.

Print Ads
Shown here is an example of a CPO ad for layout and content reference.

eNewsletters
All eNews sent from PHTA should be formatted as close to the layout pictured here as possible, including header designs for special events.

---

Reduce Risk: Get CPO Certified!
- Operate pools more efficiently
- Reduce hazards to protect the public
- Comply with key safety regulations
- Choose online or classroom format
- Experience cutting-edge research

View upcoming courses and enroll today at nspf.org/cpo13

Questions? Contact (719) 540-9119 or service@phta.org
Voice Guidelines

The PHTA brand voice is empowering, collaborative, forward-looking and celebratory. These qualities should be at the core of all marketing and communications.

Empowering

We empower our members, instructors and stakeholders to excel through our focus on education, research and responsible legislation and outreach.

- **Do:** Use strong verbs, be champions for the industry and leverage #IAMPHTA in communications.
- **Don’t:** Sound authoritarian/overbearing or focus on the alliance-centric angle, but rather the end user benefit.

Collaborative

With a single, unified voice, we are better together. We’re focused on promoting vibrant partnerships and dynamic relationships with our stakeholders.

- **Do:** Be consistent in communications language/voice and show examples of team wins.
- **Don’t:** Lose sight of the audience and core message or focus on unilateral or siloed wins.

Forward-Looking

As our industry continues to evolve, we are committed to growth and process today and into the future.

- **Do:** Use updated imagery and connect the dots to highlight the future benefit of current initiatives.
- **Don’t:** Rely on outdated photos or other visuals, or get caught up in short-lived benefits.

Approachable

We represent the interests of the pool and hot tub industry. We are the voice of and for our members, instructors and stakeholders.

- **Do:** Be honest and direct and use relatable, easy-to-comprehend language.
- **Don’t:** Use marketing jargon/superlatives or overpromise/oversell product capabilities.

Celebratory

Our mission is to “Celebrate the Water” – promoting the benefits of being in water, pools and hot tubs, generating more swimmers, enhancing safety, and better protecting and supporting the interests of a broad and diverse group of members, instructors and stakeholders.

- **Do:** Be cheerleaders, add “color” to the language used in communications, and highlight accomplishments from members, instructors and other stakeholders.
- **Don’t:** Be too dry in language or visuals, be lukewarm/wishy-washy or use passive voice.