



LOGO GUIDELINES

PLUMBING-HEATING-COOLING-CONTRACTORS — NATIONAL ASSOCIATION

Easy-to-follow Tips to Help Members Recognize What Sets You Apart

Your chapter relationship to PHCC–National has a powerful marketing advantage. To help the industry and others instantly recognize how you’re different from the competition, follow these tips on using the PHCC logo in your marketing. By using the logo consistently, you’ll let members know that you’re not only a knowledgeable organization, but also one with skilled professionals dedicated to excellence. This document is meant to provide you with general guidance for your chapter’s communications and marketing materials.

Where You Can Display the PHCC Logo (see samples on the following pages)

- Letterhead
- Business Cards
- Yellow Page Ads
- Chapter vehicles and truck wraps
- Newsletters
- Web Sites
- Social Media Sites
- Everywhere!



HOW to Display the PHCC Logo

For use on printed and electronic collateral

- Include the PHCC logo in the design of all printed materials, such as letterhead, business cards, newsletters and signage.
- PHCC – National Association has provided sample logos with colors noted to ensure consistency.
- Make sure the text below the logo (Plumbing-Heating-Cooling Contractors Association) is included. Text must be readable. See the minimum size standard on page 2.
- Whenever possible, use the red (PMS-185), white and blue (PMS-287) version of the PHCC logo. Otherwise, use black.

Promotional Logo Decals

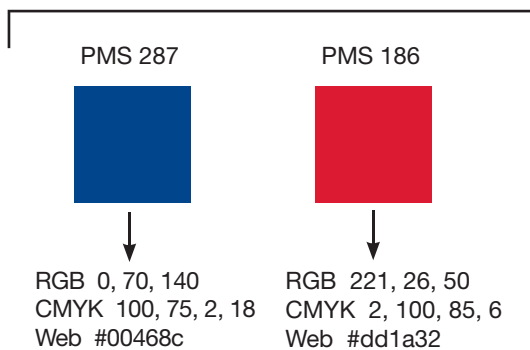
- Display PHCC logo decals and stickers on your trucks, chapter websites, tradeshow exhibits, banners, newsletters etc.
- Decals and stickers will be available in the near future.

PHCC CHAPTER LOGO GUIDELINES

1A. Circle Logo Construction



Primary Colors



Circle Minimum Size use with full name
1.125 inches wide



The PHCC Circle logo is composed of four parts: the PHCC seal®, the full name of the association below, and the Best People. Best Practices.™ tagline, and the outside circle. These components are always placed in the same location and should never be altered in any way.

PHCC Chapter Logo with Tagline on White Field.

The PHCC Logo must always be production-ready art and should never be recreated. The red seal is available as full color. Whenever possible, use the red (PMS-185), white and blue (PMS-287) version of the PHCC logo. Otherwise, use the logo in black (see below).

PHCC Chapter Logo with Tagline on Gray Field.

The PHCC Logo must always be production-ready art and should never be recreated. The red seal is available as full color. Whenever possible, use the red (PMS-185) seal and white text version of the PHCC logo on a dark field. Otherwise, use the logo in black (see below).

PHCC COLORS

Official colors of PHCC are as follows:

- PMS 287 Blue
- PMS 186 Red
- CMYK Blue 100, 75, 2, 18
- CMYK Red 2, 100, 85, 6
- RGB Blue 0, 70, 140
- RGB Red 221, 26, 50
- Web safe Red #dd1a32
- Web safe Blue #00468c

A Black and White version at the right may be used for economical purposes for printing or when only a black and white printer is available.



The PHCC logo is a registered trademark of the Plumbing-Heating-Cooling Contractors Association. "Best People. Best Practices." is a trademark pending registered tagline of the Plumbing-Heating-Cooling Contractors Association. Chapters, members and the general public may use this logo only in approved ways. For further information, please contact 1-800-533-7694.

PHCC Chapter LOGO GUIDELINES

2. Promotional Logo Usage



The PHCC Chapter logo within a square shape with rounded corners allows the logo to maintain graphic standards when using the symbol on various collateral materials. The border on the square should be 50% black (gray). A white or gray background version may be used. Some sample uses at left.



Affiliate Logo

The PHCC Landscape logo can be used side by side with the “More than 130Years of Innovation” tagline. The “130 years” tagline is always printed in black and gray. This logo version can be used on the back of business cards, at the bottom of your stationery and on the chapter website.

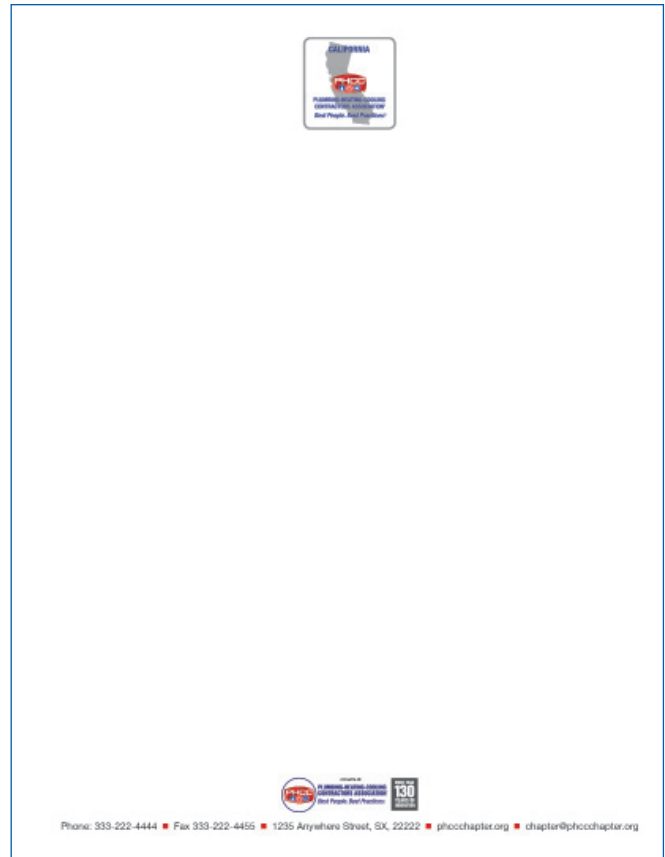
2A. Stationery Formats for Promotional Logo



Actual size business card option with white chapter seal



Actual size business card back side with PHCC Landscape logo and tagline.



Letterhead scaled to size