

# Florida Swimming Pool Association Branding Policy

Updated: May 2010

The Florida Pool & Spa Association, Inc. dba Florida Swimming Pool Association is an organization dedicated to enhancing the swimming pool industry in Florida. The organization is comprised of 16 separate Chapters throughout the state each of whom are part of and build upon the Florida Swimming Pool Association brand.

Brand is a term that includes all aspects of the organization's image, from logo design and colors, to programs, marketing, mission and culture. Every communication on behalf of the Association by any individual or Chapter, contributes to Florida Swimming Pool Association brand.

The goal of this branding policy is to ensure the integrity of the Florida Swimming Pool Association brand. The policies outlined herewith should be explicitly followed by each member, from the Chapter level to the Association's board of directors.

## **Procedure:**

### *I. Association Name*

1. The name of the organization shall be referred to as the Florida Swimming Pool Association.
2. The Association may be referred to as FSPA in written or verbal communications.
3. No other term should be used to refer to the Association in written or verbal communications.

### *II. Logo Usage*

1. The logo may not be distorted in any way, nor should any type or graphics be placed adjacent to the mark.
2. When used with the logo, the words "Florida Swimming Pool Association" should always be used from the logo file, not typeset below the logo. There is not an acceptable font to use in any case.
3. When using the words "Florida Swimming Pool Association", the logo must be 2.5" in width or larger.
4. The logo should not be used smaller than .5" in width.
5. The logo should always be displayed in one color – blue or black.
6. Logo may be displayed in 100% reverse or screened.
7. The FSPA state office must approve any deviations of the standard use of the logo.



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## *III. Terminology*

1. When referring to a member of the FSPA Executive Committee, the person should be referred to as “*name, title of the Florida Swimming Pool Association,*” i.e. Ed Delafield, president of the Florida Swimming Pool Association.
2. When referring to an officer of the local Chapter, the person should be referred to as “*Name, title of the Chapter name of Florida Swimming Pool Association* ” i.e. Scott Andrews, president of the Tampa Bay Chapter of the Florida Swimming Pool Association.”

## *IV. Event Branding*

The following events are branded events of the Florida Swimming Pool Association and may not be presented in partnership with other organizations.

1. *Orlando Pool & Spa Show*
2. *FSPA High School Invitational Swimming & Diving Meet*
3. *FSPA Design Awards*

### **Responsibility:**

The FSPA state office will be responsible for reviewing the graphic standards and branding policies annually in addition to monitoring communications from each Chapter to ensure standards are maintained.

### **Resources:**

Graphic standards and branding policies should be provided each year.