



BRAND GUIDELINES

INTRODUCTION

About FPTA

The Florida Physical Therapy Association is the only healthcare professional organization that solely represents the special interests of practicing physical therapists and physical therapist assistants in the state of Florida.



FPTA CORE VALUES

OUR VISION: Empowering the physical therapy profession to optimize the human experience.

OUR MISSION: To protect and advocate for physical therapy in Florida ensuring that practice reflects the full extent of member education and experience.



Professional

FPTA content should reflect the ethical standards and courteous tone of the physical therapy profession, as well as encompass both PTs and PTAs.



Inclusive

FPTA content should respect and reflect appreciation for the differences among us, whether that be age, gender, race, ethnicity, religion or disability,



Dependable

FPTA content must be factual, which means that statements should be verified and reviewed by at least one other member of FPTA staff or leadership.

REFERENCING FPTA

On first reference, spell out the organization and provide the acronym. In subsequent references, use simply "FPTA" (without "the"). See example below.

“

The Florida Physical Therapy Association (FPTA) is the only healthcare professional organization that solely represents the special interests of practicing physical therapists and physical therapist assistants in the state of Florida. FPTA protects and advocates for physical therapy in Florida.

”

MAIN LOGO ELEMENTS



FPTA Acronym

(gray, with "PT" in cyan/outlined in white)

FLORIDA PHYSICAL THERAPY ASSOCIATION

(gray, in capital letters)

State Icon

(gray, beneath wordmark)

FPTA LOGOS



**Main Logo
(Color)**



**Logo Variations
(Black & White)**

BRAND TYPOGRAPHY



**1. FPTA:
Hexa Black**
Used in headings.

**2. FLORIDA PHYSICAL THERAPY
ASSOCIATION:
Franklin Gothic Demi Reg**
Used in subheadings.

**3. General Content:
Open Sans**
Used in body content.

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0**

BRAND COLORS

FPTA Cyan

Hex Code
#49a7c2

CMYK
62, 14, 0, 24

RGB
73, 167, 194

FPTA Gray

Hex Code
#767c83

CMYK
10, 5, 0, 49

RGB
118, 124, 131

FPTA Dark Blue

Hex Code
#374659

CMYK
38, 21, 0, 65

RGB
55, 70, 89

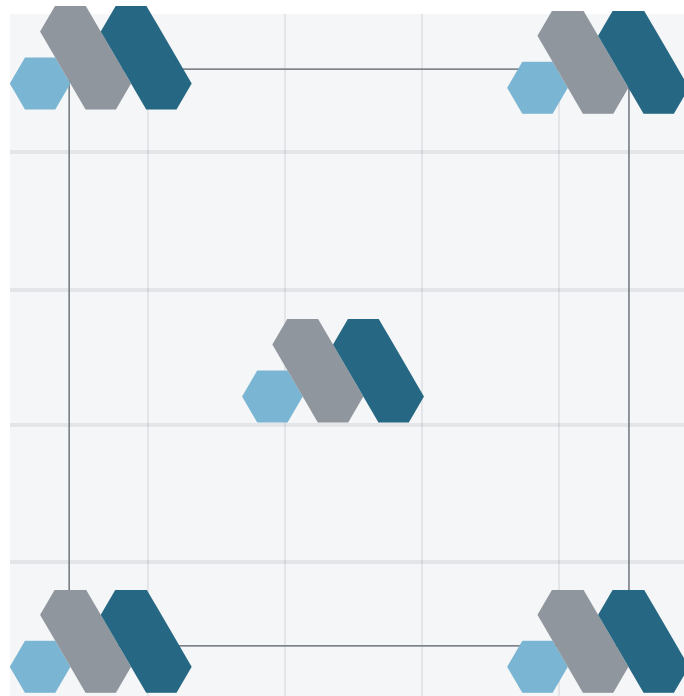
FPTA Cyan and FPTA Gray are found in the logo, while FPTA Dark Blue is used as a complimentary color on which to place the white FPTA logo and/or a typed content color, for example.

FPTA also frequently uses black and white.

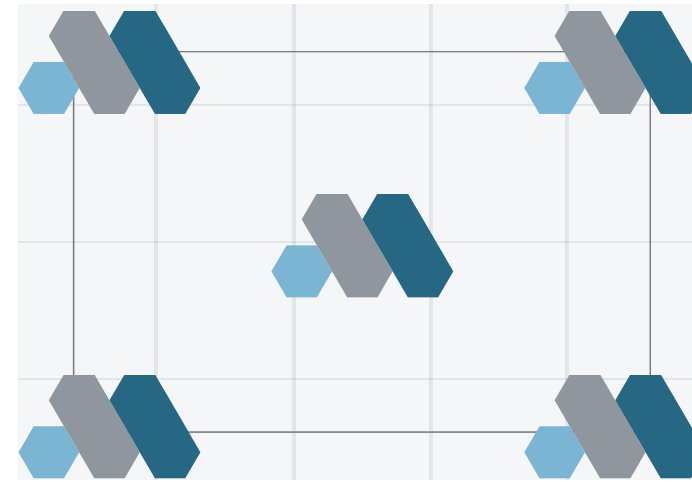
These colors may be used interchangeably, as content visibility varies from format to format.

PROPER LOGO PLACEMENT

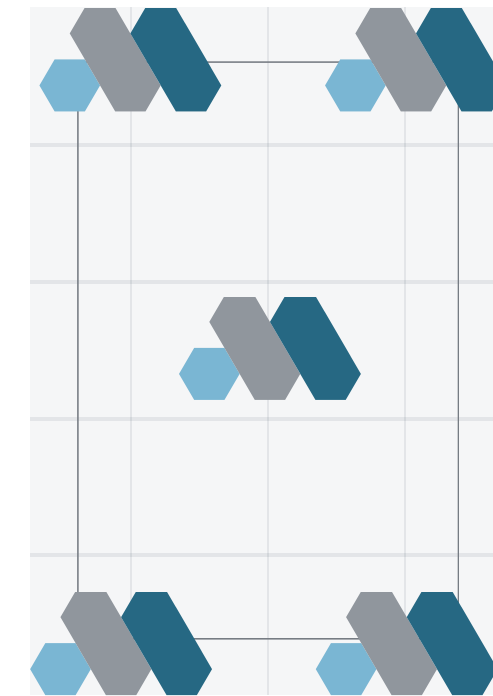
Usage Examples



Physical Assets



Digital Assets



Printed Material

When creating content, choose one of these designated areas on which to place the FPTA logo.

IMAGERY INSPIRATION

Patient Images

Patient images should be positive and reflect movement, while being inclusive of age, gender, race, ethnicity, religion and/or disability.



IMAGERY INSPIRATION

Provider Images

PT provider images should focus on interaction with patients, meaning that treatment should be the focal point. Providers should be dressed in scrubs or white coats to make clear that PTs and PTAs are health care providers.



SOCIAL MEDIA

Mentality

Social media is best served up as “snackable” content – nuggets of information or singular facts that capture interest/deliver the key message simply through short written content and an engaging image. Snackable content is easily read and shared to a wide audience. It also encourages engagement.



HASHTAGS

Primary

These should be used for every post.

#FPTA #PTforME

Secondary

These are topical and descriptive like keywords. They should describe contributing groups or awareness movements.

Examples include:

#NeuroSIG #PTMonth #FallPrevention