

HydroMassage® Brand Standards



The HydroMassage logo must be accurately reproduced using the colors, sizing and font below. Any questions on the specific logo formats can be directed to info@hydromassage.com or 800.699.1008.

Primary Logo Format



Acceptable Alternate Logo Formats



Solid- No Gradient



Solid Black



Solid White

HydroMassage Logo File Names

Primary: Hydromassage-Primary.jpg, HydroMassage-Primary.eps

Alternate: HydroMassage-Solid.jpg, HydroMassage-Black.jpg, HydroMassage-White.jpg

Zone: Hydromassage-Zone-Logo.eps, Hydromassage-Zone-Logo.pdf

Typeface : TrajanPro-Bold (Large text) TrajanPro-Regular (Small Text)

HydroMassage Logo Colors

HydroMassage Match Color	Pantone® Equivalent	CMYK	RGB
HydroMassage Dark Blue	7694 C	100 80 33 20	43 35 35 1
HydroMassage Light Blue	298 C	75 16 7 0	0 164 210
HydroMassage Dark Gray	425 C	65 57 56 34	81 82 82
HydroMassage Light Gray	Cool Gray C	43 35 35 1	153 153 153

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HydroMassage Zone Logo Format

For businesses using the trademark “The HydroMassage Zone”, the following formats are the only acceptable representation.



HydroMassage Zone Logo File Names

Primary: HydroMassage-Zone-Logo-no-tagline.jpg

Alternate with tagline: HydroMassage-Zone-Logo-Tagline.jpg

Typeface : TrajanPro-Bold (Large text) Helvetica.Condensed Oblique (Tagline)

HydroMassage Match Color	Pantone® Equivalent	CMYK	RGB
HydroMassage Dark Blue	7694 C	100 80 33 20	43 35 35 1
HydroMassage Light Blue	298 C	75 16 7 0	0 164 210
HydroMassage Dark Gray	425 C	65 57 56 34	81 82 82
HydroMassage Light Gray	Cool Gray C	43 35 35 1	153 153 153

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Important Notice Regarding Use of HydroMassage® Trademark

While we do encourage you to actively market your HydroMassage bed(s); we also require strict adherence to the following guidelines when doing so:

1. You must never state that HydroMassage® “cures” or “heals” any conditions. Any benefits of HydroMassage® treatments are temporary and apply only to the areas of the body receiving massage.
2. If you choose to mention the benefits of HydroMassage® to your clients / patients, you must select the following list of approved benefits only. Any other use or description of HydroMassage® is illegal, and is strictly prohibited.
 - a. Provides temporary relief of minor aches and pains
 - b. Helps reduce levels of stress and anxiety
 - c. Relaxation provides a feeling of well-being
 - d. Temporarily increases circulation where massaged
 - e. Helps relieve muscle soreness, stiffness, and tension

Call 800-699-1008 with questions or requests for further information.