

ATL Communications

Brand Guidelines

March, 2017

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Brand Guidelines

LOGO CONSTRUCTION

ICON + LOGOTYPE CONSTRUCTION



TAGLINE POSITIONING



A simple yet memorable and recognizable icon paired with a fully original unique logotype. Instantly recognizable while very readable. Bold, strong, and impactful. The icon can be extracted and used separately where needed. Overall appearance reads confident. Deep blue color scheme is appealing to corporate clients and expresses security and trust.

Brand Guidelines

LOGO STYLES



Brand Guidelines

LOGO USAGE



Brand Guidelines

TYPEFACE

OPEN SANS

AA

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Open Sans

Weight:300

Style:normal

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.;:?!\$&*)

Open Sans

Weight:600

Style:normal

HTML

<link href='http://fonts.googleapis.com/css?family=Open+Sans' rel='stylesheet' type='text/css'>

CSS

font-family: 'Open Sans', sans-serif;

USAGE

Headline 1 Open Sans Bold at 40px

Headline 2 Open Sans Bold at 26px

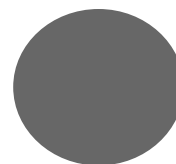
Headline 3 Open Sans Bold at 18px

Body paragraph at 16px (or 14px)

Font color: Dove Grey

Links: [Astornaut Blue](#)

Emphasis: Red Damask



Dove Grey

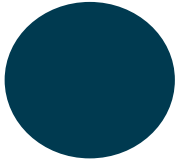
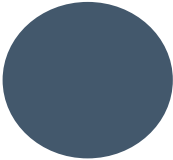
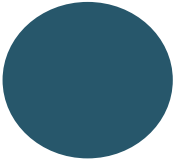

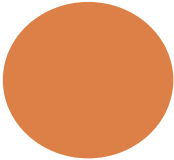
HEX #676767

RGB 103,103,103

CMYK 59,51,51,20

Brand Guidelines

COLOR SPECIFICATIONS

					
	Astronaut Blue	Fjord	Blue Dianne	Iron	Red Damask
HEX	#003A50	#43586C	#27576B	#E6E7E8	#DD8047
RGB	0,58,80	67,88,108	39,87,107	230,231,232	221,128,71
CMYK	98,79,45,40	75,53,34,30	87,58,42,22	0,0,0,10	6,56,74,6

USAGE

Dove Grey: General text

Astronaut Blue: Icon and Logotype, inverted background, and link text

Fjord: Highlights and accents

Blue Dianne: Logo when over Astronaut Blue

Iron: Icon when used as watermark

Red Damask: Text emphasis