



OUR LOGO

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Our primary logo is comprised of two distinctive elements: the logotype of our name and the symbol to its left. Our logotype is punctuated by our trademark symbol.

The primary version of the logo with both elements should be used whenever possible. Their positions and relationship should not be altered.

For use in more vertical environments, we have created an acceptable stacked version of the logo.

For other instances, like social media bugs, where an abbreviated version of the logo is needed, use the badge version of the logo.

Whenever possible our logo should live on a black background.



primary logo



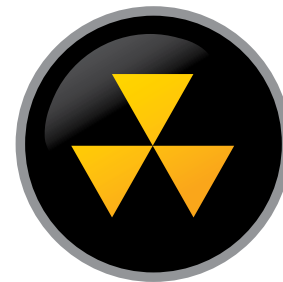
stacked logo



badge logo

LOGO ALTERNATES

Whenever possible our logo should live on a black background. But in those rare cases, a black background is not available, use these provided versions on white.

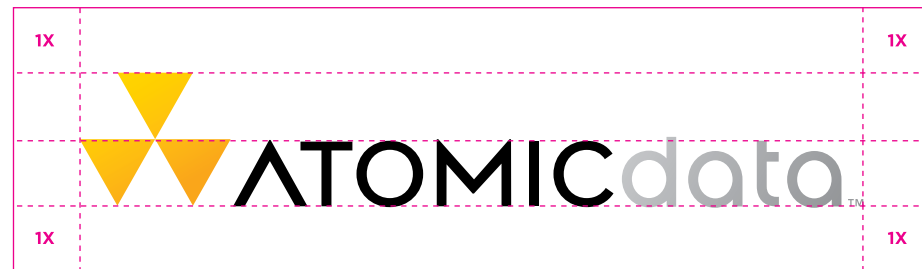


badge logo - alternate

CLEAR SPACE

A predetermined amount of space should be left around our logo. This space is proportionally based on the distance inside the "O" in Atomic (shown as "x" in the illustration to the left). An amount of one x-space should be given to the top, bottom, and both sides.

The only thing allowed within that space is our tagline or our products and services.



when logo stands alone



with tagline or products & services

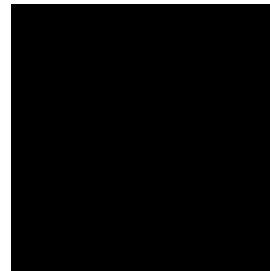
tagline centered vertically in x space, always aligned to the right side of data

COLOR PALETTE

The 3 primary PMS colors used in our logo are Pantone Black C, Pantone 123 C and Pantone Cool Gray 5 C.

When our logo is used in digitally printed pieces (CMYK) and online (RGB) a gradient is added to give our logo depth.

Please follow the gradient guidelines for proper angle and usage to create a more dynamic logo.

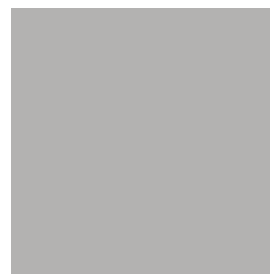


PMS Black C
C0, M0, Y0, K100
Use rich black when possible
R0, G0, B0

Solids for PMS ONLY



PMS 123 C

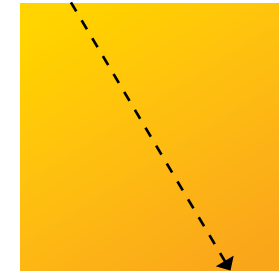


PMS Cool Gray 5

Fades for CMYK & RGB ONLY



C0, M15, Y100, K0
R255, G212, B0



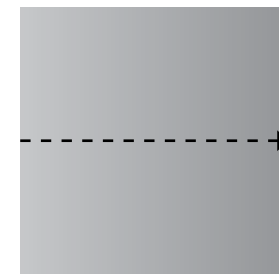
Gradient fades at same angle (-60°) as triangle in logo



C0, M40, Y100, K0
R250, G166, B26



C0, M0, Y0, K25
R200, G200, B200



Gradient fades from light to dark horizontally



C0, M0, Y0, K50
R150, G150, B150

UNAPPROVED USES

1. Do not stretch or distort the logo.
2. Do not reconfigure the logo arrangement.
3. Do not use unapproved colors or gradients.
4. Do not tilt the logo.
5. Do not adjust the size of the symbol to logotype ratio.
6. Do not place logo on unapproved background.

1.



2.



3.



4.



5.



6.



TYPOGRAPHY

The primary typeface for Atomic Data communications is Avenir. In instances when Avenir is not available, such as word processing documents, using Arial is acceptable.

Suitable weights for use are light, book, medium, heavy, black and their respective obliques.

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

LOGO WITH TAGLINE

Our tagline Safe. Simple. Smart. should always be aligned right with the “a” in “data”. It should always be in 50% black, UPPERCASE, and tracked out to 200.

In most instances, it will be used as the preferred version shown, but in the cases where the logo itself is very small, the tagline should reach across the logotype.



preferred version



small version

LOGO WITH PRODUCTS & SERVICES

Just like with our tagline, our products and services should have a consistent look. They should also always be in 50% black, UPPERCASE, and tracked out to 200.





THANKS!



QUESTIONS?

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