



ATLANTIC COUNCIL

IDEAS. INFLUENCE. IMPACT.

engagement
energy policies international
ideas **security**
knowledge
challenges issues
environment
change world strategies
STYLE
GUIDE

INTRO

ATLANTIC COUNCIL promotes constructive U.S. leadership and engagement in international affairs based on the central role of the Atlantic community in meeting the international challenges of the 21st century. The Council embodies a non-partisan network of leaders who aim to bring ideas to power and to give power to ideas by stimulating dialogue and discussion about critical international issues with a view to enriching public debate and promoting consensus on appropriate responses in the Administration, the Congress, the corporate and nonprofit sectors, and the media in the United States and among leaders in Europe, Asia, and the Americas. The Council is also among the few forums conducting educational and exchange programs for successor generations of U.S. leaders so that they will come to value U.S. international engagement and have the knowledge and understanding necessary to develop effective policies.

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LOGO USAGE

ATLANTIC COUNCIL LOGO. The approved logo colors are Pantone Matching System (PMS) 294 C, black, and white. The reversed logo background should be no lighter than 30% grayscale.

The logo consists of two elements:

SIGNATURE: Atlantic Council

SYMBOL: Graphic globe

The Atlantic Council symbol may be used as a secondary element only after the full logo is used.

TAGLINE. IDEAS. INFLUENCE. IMPACT.

The tagline is 70% PMS 424 C. The tagline may also be used as a graphic element.



PMS 294 C LOGO



BLACK LOGO



WHITE LOGO ON 30% BLACK



IDEAS. INFLUENCE. IMPACT.



EXAMPLES OF TAGLINE WITH LOGO

LOGO USAGE

CLEAR SPACE. The area around the logo should remain free from text (except tagline), graphics, and images. The minimum clear space around all edges of the logo is .25".

MINIMUM SIZE. For legibility and proper impact, the minimum reproduction size is 1.5" wide.

INCORRECT USAGE. Do not alter the logo in any way. The examples below show how the logo should **NOT** be used.



MINIMUM CLEARANCE



MINIMUM SIZE



SKewed OR MANIPULATED



UNAPPROVED COLOR



LOGO ON DARK BACKGROUND



STACKING

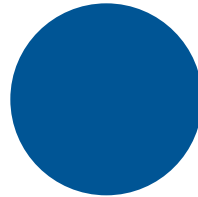


DISASSEMBLED

COLORPALETTE

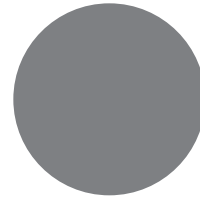
The primary color palette consists of Atlantic Council **Blue** (PMS 294 C) and Atlantic Council **Charcoal** (PMS 424 C – when printing in 2-color, 61% black may be substituted). The three secondary colors may be included on projects that will print in 4-color. Builds for Pantone process, RGB, and web have been provided.

PRIMARY COLORS



PMS 294 C

C 100 M 58 Y 0 K 21
R 0 G 85 B 150
web: 005596



PMS 424 C

C 0 M 0 Y 0 K 61
R 126 G 128 B 131
web: 7e8083

SCREEN VALUES OF ATLANTIC COUNCIL BLUE – PMS 294 C



10%



20%



30%



40%



50%



60%



70%



80%



90%

SCREEN VALUES OF ATLANTIC COUNCIL CHARCOAL – PMS 424 C



10%



20%



30%



40%



50%



60%



70%

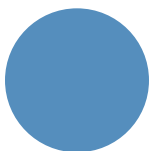


80%



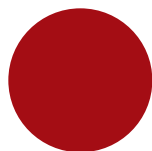
90%

SECONDARY COLORS



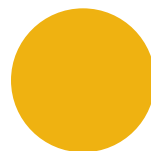
BLUE

PMS 7454 Coated
and Uncoated
C 60 M 25 Y 0 K 15
R 86 G 142 B 189
web: 568ebd



RED

PMS 1807 Coated
and Uncoated
C 5 M 100 Y 100 K 33
R 163 G 17 B 21
web: a31115



GOLD

PMS 7409 Coated
PMS 7406 Uncoated
C 0 M 28 Y 100 K 6
R 238 G 177 B 17
web: eeb111



ATLANTIC COUNCIL STYLE GUIDE **STATIONERY**

LAYOUT GUIDELINES

8-PANEL BROCHURE

- 4-color
- 14.5" x 8.5" flat, gate folds to 3.625" x 8.5"



HEAD 1

Helvetica Black
18 pt. / 20
PMS 485 C

REVERSE TYPE SUBHEAD 1

Helvetica Medium
16 pt. / 18

INLINE HEAD

Helvetica Black
9 pt. / 14
PMS 294 C,
PMS 485 C
or PMS 7414 C

TEXT

Helvetica Light
9 pt. / 14

TEXT LIST

Helvetica Bold
7 pt. / 9.5

REVERSE TEXT

Helvetica Bold
9 pt. / 22

FOOTER

Helvetica Bold
9 pt. / 12
150 letter spacing

WEBSITE

Helvetica Black
10 pt. / 12
320 letter spacing
PMS 424 C or
Reversed



LAYOUT SAMPLES (PDF FORMAT) AND INDESIGN TEMPLATES AVAILABLE AT [SITE HERE.](#)

LAYOUT GUIDELINES

MISSION PROGRAM

- 4-color
- 2 pages (double sided), 8.5" x 11"



**SIDEBAR
PARAGRAPH
HEAD**
Helvetica Black
14 pt. / 20
Reversed

INLINE HEAD
Helvetica Black
9 pt. / 14
PMS 294 C,
PMS 485 C
or PMS 424 C

TEXT
Helvetica Light
9 pt. / 14

**REVERSED
TEXT**
Helvetica Bold
9 pt. / 20

CAPTION
Helvetica Black
7.5 pt. / 9
PMS 424 C

WEBSITE
Helvetica Black
10 pt. / 12
320 letter spacing
Reversed



**INLINE
HEAD**

CAPTION

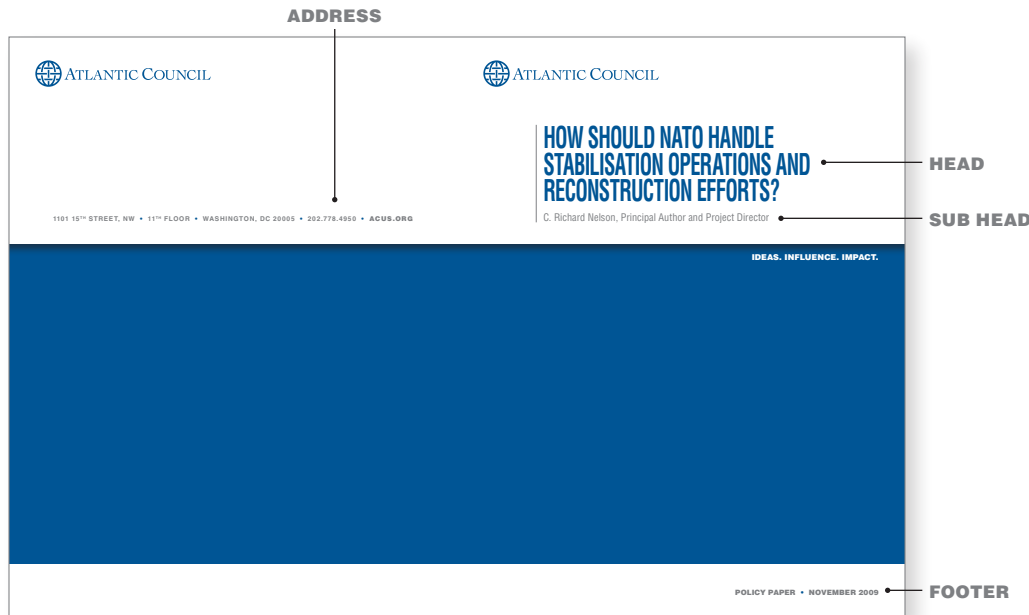
ATLANTIC COUNCIL STYLE GUIDE **LAYOUT GUIDELINES**

Atlantic Council Member Dr. Henry A. Kissinger speaking with fellow member Lt. General Brent Scowcroft, Chairman of the Atlantic Council International Advisory Board, at the 2009 Christopher J. Makins Lecture.

LAYOUT GUIDELINES

POLICY REPORTS

- Cover: 4-color, text: 1-color or 4-color
- 17" x 11" flat, folds to 8.5" x 11" saddlestitched



COVER

HEAD

Helvetica Bold
Condensed
40 pt. / 36,
horizontal scaling 70%
PMS 294 C

SUB HEAD

Helvetica Medium
Condensed
14 pt. / 16
PMS 424 C

FOOTER

Helvetica Black
10 pt. / 12
PMS 424 C

ADDRESS

Helvetica Bold/Black
9 pt. / 10.8
PMS 424 C

INSIDE

HEAD

Helvetica Bold
Condensed
40 pt. / 36,
horizontal scaling 70%

SUB HEAD

Helvetica Black
11 pt. / 12.5

SUB HEAD 2

Helvetica Black
10 pt. / 11.5
PMS 294 C

TEXT

Helvetica light
9 pt. / 14

FOOTER

Helvetica
Medium/Black
8 pt. / 9.6

PULL QUOTE

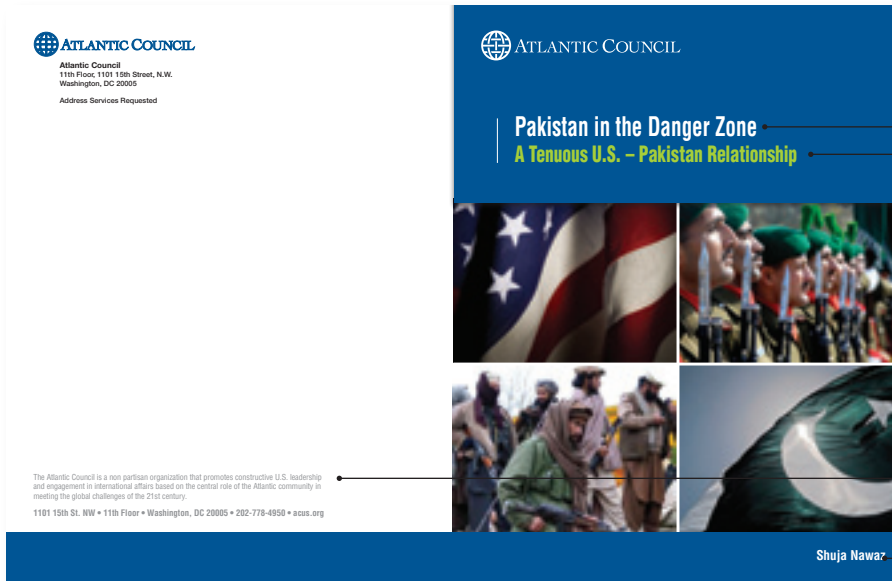
Helvetica
Medium/Black
10 pt. / 14
Reversed

Note: in 1-color version,
all blue and yellow items
print 61% black.

LAYOUT GUIDELINES

OCCASIONAL PAPERS

- Cover: 4-color, text: 2-color or 4-color
- 17" x 11" flat, folds to 8.5" x 11" saddlestitched
- Background and text colors coordinate with photo



TITLE
SUBTITLE

ACUS INFO

AUTHOR

TITLE
Helvetica Bold
Condensed
36 pt. / 36,
horizontal scaling
80%
Reversed

SUBTITLE
Helvetica Black
Condensed
30 pt. / 36,
horizontal
scaling 80%

ACUS INFO
Helvetica Medium /
11 pt. / 13
50% Black

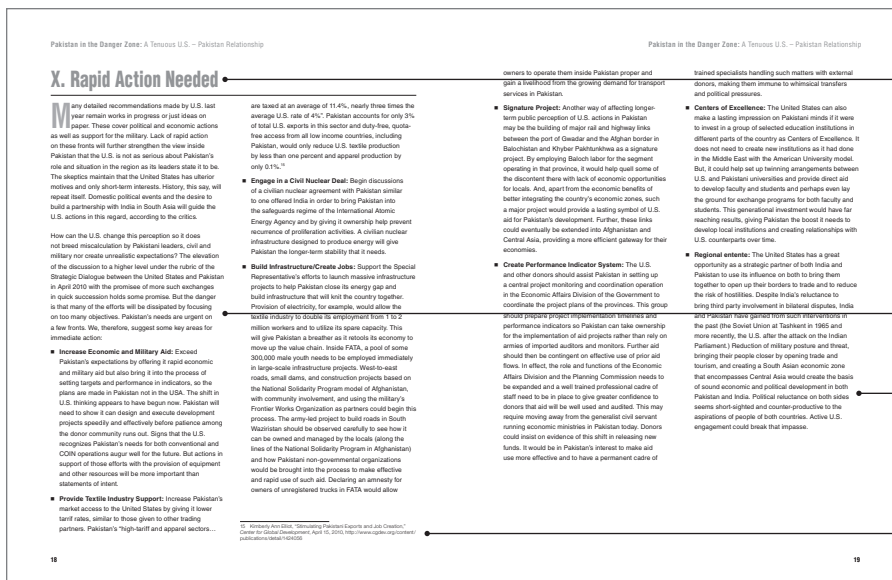
AUTHOR
Helvetica Bold
Condensed
12 pt. / 13
50% Black

CHAPTER HEAD
Helvetica Black
Condensed
30 pt. / 30,
horizontal
scaling 80%
50% Black

BODY TEXT
Helvetica Medium
9 pt. / 14

BODY TEXT
BULLETS
Helvetica
Bold / Medium
9 pt. / 14

FOOTNOTE
Helvetica Light
7 pt. / 8



CHAPTER
HEAD

BODY TEXT

BODY TEXT
BULLETS

FOOTNOTE

LAYOUT GUIDELINES

ISSUE BRIEFS

- 4-color or 2-color
- 17" x 11" flat, folds to 8.5" x 11" saddlestitched



H1

Helvetica Bold
24 pt / 26
PMS 294 C

H2

Helvetica Black
12 pt / 12.5
PMS 485 C

BODY TEXT

Helvetica Light
9 pt. / 14

BULLETS

Helvetica light
9 pt. / 14

FOOTNOTES

Helvetica Light
Oblique
9 pt. / 14

FOOTER

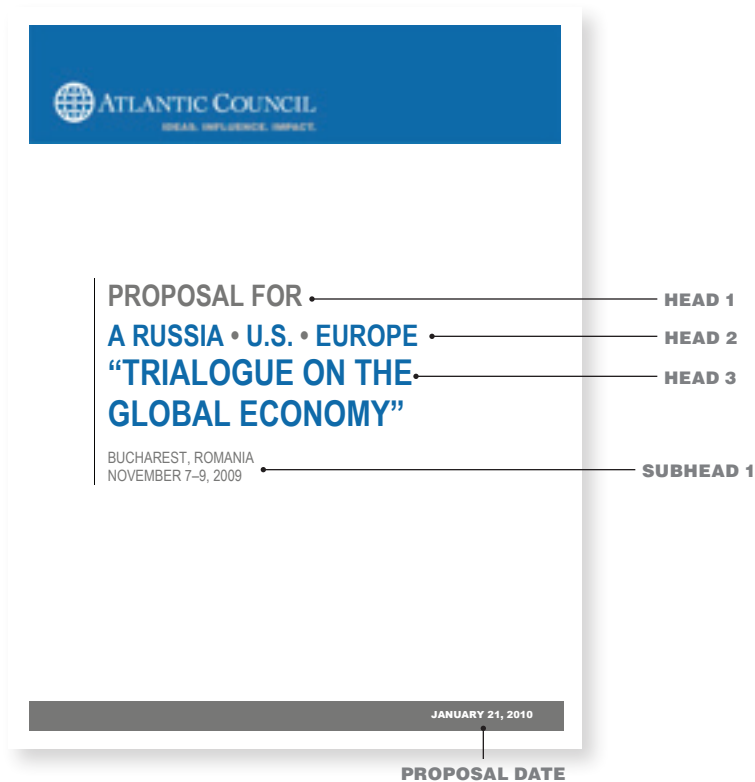
Helvetica Medium/
Black
8 pt. / 9

Note: In 2-color version,
all red and yellow items
print 60% black or
pantone 294.

LAYOUT GUIDELINES

PROPOSAL COVERS

- 2-color
- 8.5" x 11"



HEAD 1

Arial Narrow Bold
30 pt / 36
PMS 424 C

HEAD 2

Arial Narrow Bold
30 pt / 36
PMS 294 C

HEAD 3

Arial Narrow Bold
36 pt / 40
PMS 294 C

SUBHEAD 1

Arial Narrow
16 pt / 18
PMS 424 C

PROPOSAL DATE

Arial Black
10 pt / 12
Reversed



LAYOUT GUIDELINES

CONFERENCE AGENDA

- 4-color word template
- 4 pages, 17" x 11" flat, folds to 8.5" x 11"



TITLE
DAY/DATE/TIME

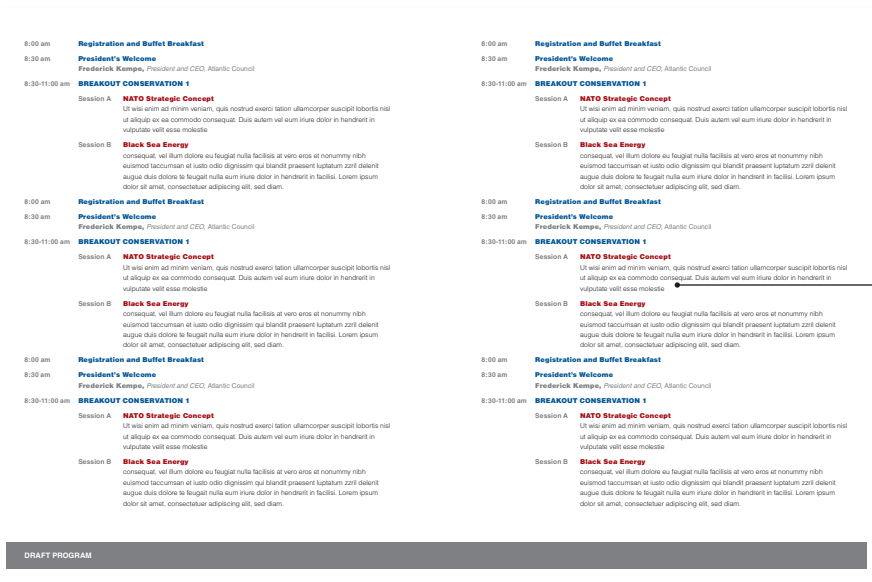
SCHEDULE
EVENT

SCHEDULE
SESSION
TITLE

SCHEDULE
SESSION
DESCRIPTION

FOOTER

ADDRESS



SCHEDULE
SESSION
AFFILIATION

TITLE

Helvetica Black
14 pt / 16
PMS 294 C

DAY/DATE/TIME

Helvetica Bold
12 pt. / 16
PMS 424 C/
PMS 485 C

SCHEDULE

EVENT

Helvetica Black
9 pt. / 14
PMS 294 C

SCHEDULE

SESSION TITLE

Helvetica Black
9 pt. / 14
PMS 424 C/
PMS 294 C

SCHEDULE

SESSION

DESCRIPTION

Helvetica Light
9 pt. / 14

SCHEDULE

SESSION

AFFILIATION

Helvetica Black/
Medium
9 pt. / 14

FOOTER

Helvetica Bold
10 pt. / 12
Reversed
Background
PMS 424 C

ADDRESS

Helvetica Medium/
Bold/Black
9 pt. / 12
PMS 424 C / Black

ATLANTIC COUNCIL STYLE GUIDE **LAYOUT GUIDELINES**

- 4-color word template
- 2 pages (double sided), 8.5" x 11"

[illegible]

Young Atlanticist Events

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquam sit e commodo consequat. Ut autem vel eum iure dui in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ut duo dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugiat nulla facili.

Financing the Young Atlanticist Network

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquam sit e commodo consequat. Ut autem vel eum iure dui in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ut duo dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugiat nulla facili. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquam sit e commodo consequat. Ut autem vel eum iure dui in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ut duo dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugiat nulla facili.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquam sit e commodo consequat. Ut autem vel eum iure dui in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ut duo dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugiat nulla facili.

The Young Atlanticist Website

www.youngatlanticist.com

Vero eros et accumsan et ut duo dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugiat nulla facili. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquam sit e commodo consequat. Ut autem vel eum iure dui in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et ut duo dignissim qui blandit praesent luptatum zzril delenit augue duis dolore to feugiat nulla facili.

FOR FURTHER INFORMATION, PLEASE CONTACT:

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HEAD

Helvetica Black
12 pt. / 14
PMS 485 C

SUB HEAD

Helvetica Black
10 pt. / 14
PMS 424 C

TEXT

Helvetica Light
9 pt. / 12

FOOTER

Helvetica
Medium/Black
9 pt. / 12

FOOTER

LAYOUT GUIDELINES

COMMITTEE LISTS

- 4-color word template
- 8.5" x 11"



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HEAD BOD

NAME BOD

HEAD

DIRECTORS

TITLE

HEAD

TITLE

NAME

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WWW.ACUS.ORG

NAME

TITLE
BOLD ITAL

ATLANTIC COUNCIL STYLE GUIDE LAYOUT GUIDELINES



BOD

HEAD BOD

Arial Black
9 pt. / 11
PMS 294 C

NAME BOD

Arial
9 pt. / 11

BEAG

HEAD

Arial Black
9 pt. / 16

DIRECTORS

Arial Black
9 pt. / 16

TITLE

Arial Ital
9 pt. / 10.5

COMPANY

Arial
9 pt. / 10.5

SAG

NAME

Arial Black
9 pt. / 10.5

TITLE BOLD
ITAL

Arial Bold Ital
9 pt. / 10.5
Reversed

IAB

HEAD

Arial Black
9 pt. / 10.5
PMS 294 C

NAME

Arial Black
9 pt. / 10.5

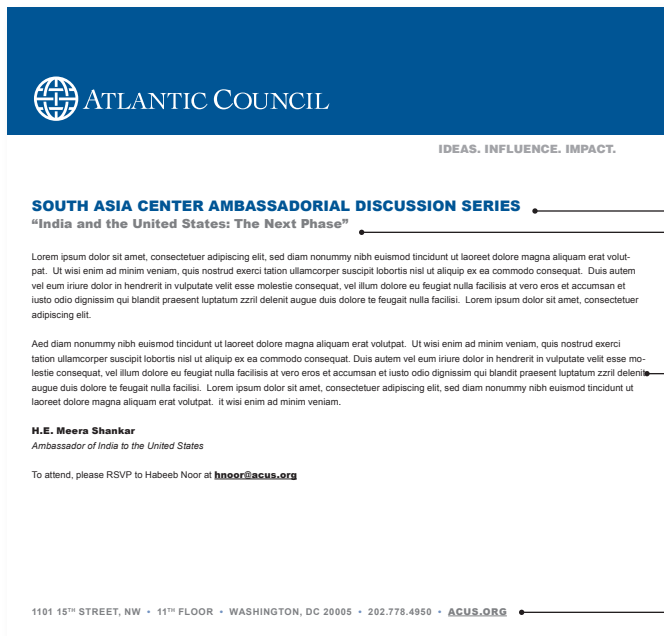
TITLE

Arial Ital
9 pt. / 10.5

LAYOUT GUIDELINES

EMAIL BLAST

- 4-color HTML template (640 pixels wide)



INVITE

HEAD SUB HEAD

TEXT

FOOTER

INVITE

HEAD

Helvetica Black
14 pt. / 18
PMS 294 C

SUB HEAD

Helvetica Black
12 pt. / 18
PMS 424 C

TEXT

Helvetica
Medium/Black
9 pt. / 14

FOOTER

Helvetica
Bold/Black
9 pt. / 11
PMS 424 C

PROGRAM

HEAD

Helvetica Black
14 pt. / 18
PMS 485 C

SUB HEAD

Helvetica Black
12 pt. / 18
PMS 424 C

INLINE HEAD

Helvetica Black
9 pt. / 14
PMS 485 C

TEXT

Helvetica Medium/
Black
9 pt. / 14

FOOTER

Helvetica Bold/
Black
9 pt. / 11
PMS 424 C



PROGRAM

HEAD SUB HEAD

INLINE HEAD

TEXT

FOOTER

LAYOUT GUIDELINES





ATLANTIC COUNCIL

IDEAS. INFLUENCE. IMPACT