

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.



IDEAS. INFLUENCE. IMPACT.

EXAMPLES OF TAGLINE WITH LOGO



LOGO USAGE

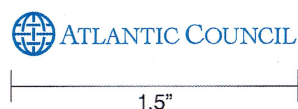
CLEAR SPACE. The area around the logo should remain free from text (except tagline), graphics, and images. The minimum clear space around all edges of the logo is .25".

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

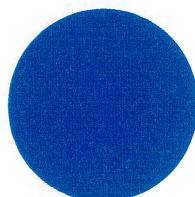


DISASSEMBLED

COLORPALETTE

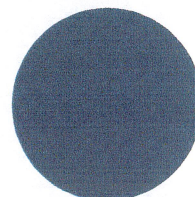
The primary color palette consists of Atlantic Council **Blue** (PMS 294 C) and Atlantic Council **Charcoal** (PMS 424 C – when printing in 2-color, 61% black may be substituted). The three secondary colors may be included on projects that will print in 4-color. Builds for Pantone process, RGB, and web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

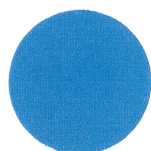


80%



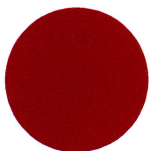
90%

SECONDARY COLORS



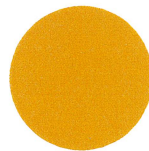
BLUE

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

