

Brand identity at a glance

Primary Logo

- ✓ **Blue Outline**
Use the Blue Outline logo on white backgrounds.
Logo file name: AtlasIED_Logo_Blue_Outline



- ✗ **Blue Outline - incorrect usage**
Do not use the Blue Outline logo on blue backgrounds.



Secondary Logos

- ✓ **White Outline**
Use the White Outline logo on blue or dark backgrounds.
Logo file name: AtlasIED_Logo_White_Outline



- ✓ **Black Outline**
Use the Black Outline logo if color is unavailable.
Logo file name: AtlasIED_Logo_Black_Outline



AtlasIED logos for print and web can be found here: <https://www.atlasied.com/atlasied-style-guide>.

Primary Color Palette

	HEX	#006cb7
	RGB	0 108 183
	CMYK	100 56 0 0
	Pantone	300c

	HEX	#9a9c9f
	RGB	154 156 159
	CMYK	3 2 0 38
	Pantone	Cool Gray 7c

	HEX	#ffffff
	RGB	255 255 255
	CMYK	0 0 0 0
	Pantone	N/A

	HEX	#000000
	RGB	0 0 0
	CMYK	0 0 0 100
	Pantone	Black

Typing the Brand Name

The brand name AtlasIED is written as a single word, no space, with "Atlas" in title-case and "IED" in all caps.

✓ AtlasIED

✗ Atlas IED

✗ Atlasied

✗ ATLASIED

Incorrect

Primary Typeface

Across all media, AtlasIED's primary font family is Roboto. It is a free Google font and is readily available for download.

Aa

Roboto Thin
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roboto Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz