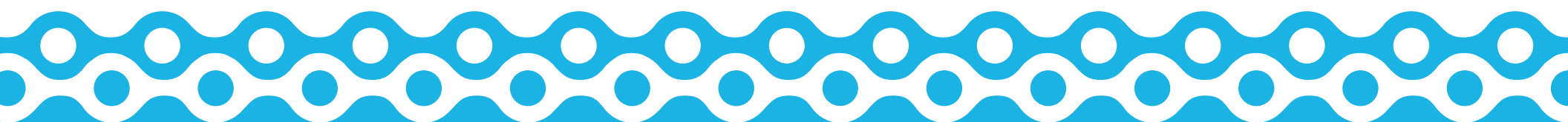




ATROPOS
COMPOSITES



brandbook

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logo guidelines



PRIMARY + ONLY USAGE



No matter how you use the logo, make sure it's easy to see. To do this, surround the logo with a buffer of clear space, or area of isolation. Don't let any other graphic penetrate this space. This will keep the logo from getting crowded and hard to see. The size of the area of isolation is .25" from the edges shown above.

Try to never use the logo smaller than .5" wide. If this is unavoidable, remove the word "Composites" from the bottom.

LOGO FONTS



logo usage

CORRECT



CORRECT MAIN USAGE



CORRECT 1-COLOR USAGE
May also use Black



CORRECT 2-COLOR USAGE



CORRECT BLACK & WHITE USAGE



CORRECT REVERSED USAGE

INCORRECT



DON'T ADD A COLOR



DON'T MIX & MATCH



DON'T SWAP THE COLORS



DON'T PUT ON A BUSY BACKGROUND



DON'T PUT ON SAME COLOR IN LOGO

color palette

MAIN PALETTE
Use in conjunction with white space.

Pantone 306C

Pantone Neutral Black C

Pantone 7719 C

SECONDARY PALETTE
Use as liberally as needed.

Pantone 610 C

Pantone 110 C

typography

GILL SANS : LIGHT - Gill Sans : Light
GILL SANS : REGULAR - Gill Sans : Regular
GILL SANS : SEMIBOLD - Gill Sans : SemiBold
GILL SANS : BOLD - Gill Sans : Bold

**HEADLINES SHOULD ALWAYS BE IN
GILL SANS SEMIBOLD WITH TIGHT TRACKING**

Sub-heads should be in lowercase, using a Gill Sans Light, Gill Sans Light Italic, or Gill Sans SemiBold Italic
Sub-heads should be in lowercase, using a Gill Sans Light, Gill Sans Light Italic, or Gill Sans SemiBold Italic
Sub-heads should be in lowercase, using a Gill Sans Light, Gill Sans Light Italic, or Gill Sans SemiBold Italic

NEVER USE “&” : ALWAYS USE “+”.

Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular. Body copy should always be in Gill Sans Light/Regular.

USE DISCRETION WHEN PLACING TYPE OF DIFFERENT COLORED BACKGROUNDS.

Use discretion when placing type of different colored backgrounds. Use discretion when placing type of different colored backgrounds.
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icons + imagery

Abstract background taken from loop element in logo - may be changed to any color needed.

May also be used inside larger loop graphic, as seen on left side of this page.



Use connected loop graphic to divide information.

