



ATLASTM

TISSUE

A Resolute Business

Graphic Standards Guide

© Atlas Tissue 2017

CONTENTS

Introduction	3
Identity Overview	4
Logo	5
- Logo Configuration	5
- Sizing Requirements	6
- Logo Colors	7
Color	8
Typography	9

INTRODUCTION

The following pages contain detailed instructions for implementing the Atlas Tissue brand in a variety of applications.

PURPOSE

The purpose of this graphic standards guide is to provide a single, consistent image that helps build brand equity and identity. This unified approach, when applied across every level of visual communication, will create internal focus and will ensure that external audiences understand what Atlas Tissue is, what it can do, and how its products and services can benefit them.

BENEFITS

Adhering to the set of guidelines created for the Atlas Tissue image will build stability and raise the level of recognition among consumers and the business community at large. Our staff and partners must, therefore, adhere to the standards in this guide in order to promote and support Atlas Tissue's corporate image.

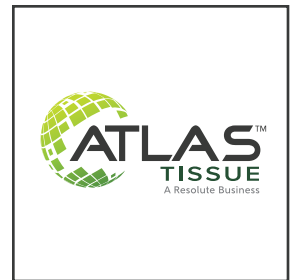
The strength of this system relies upon its consistent implementation. Do not hesitate to contact us at atlastissue.com/contact-us if there are any areas that require further explanation. Downloadable artwork is available at atlastissue.com/logo.

IDENTITY OVERVIEW

The look and feel of the Atlas Tissue identity is determined by three basic components: the Atlas Tissue logo, color and typography. These elements have been carefully crafted to project a coherent, pleasing and meaningful image of the company.

LOGO

The Atlas Tissue logo is composed of both a symbol and the company name. Configuration, sizing and colors are discussed in this guide on pages 5 to 7.



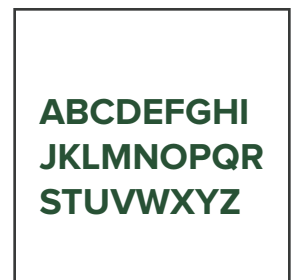
COLOR

Colors identify our company and create powerful visual impressions about the Atlas Tissue brand. The official color palette and appropriate color codes are discussed on page 8.



TYPOGRAPHY

Atlas Tissue's designated typefaces help shape the visual tonality of the messages being communicated. For the specific typefaces and their appropriate uses, see Typography on page 9.



LOGO

The Atlas Tissue logo expresses our visual identity to the world. Its construction and placement are of utmost importance in ensuring maximum impact.

LOGO CONFIGURATION



LOGO WITH TAGLINE

This is the official company logo and should be used in most applications.



LOGO WITHOUT TAGLINE

This is the official company logo without the tagline "A Resolute Business."

SIZING REQUIREMENTS

Respecting the logo's minimum size and clear space will ensure clarity and legibility. Almost as important as what is seen in the logo is what is not seen — the clear space around the logo itself.

MINIMUM SIZE REQUIREMENT FOR LOGO USING THE TAGLINE "A RESOLUTE BUSINESS"

Below is the minimum size requirement for the Atlas Tissue logo. Never reproduce the logo containing "A Resolute Business" in a size smaller than what is specified.



CLEAR SPACE REQUIREMENT

Always surround the logo with adequate clear space protection — the space around the logo itself. The size of the clear space is equivalent to the size of the letter "T" in TISSUE.



MINIMUM SIZE REQUIREMENT FOR LOGO WITHOUT THE TAGLINE "A RESOLUTE BUSINESS"

Below is the minimum size requirement for the Atlas Tissue logo without the "A Resolute Business" tagline. Never reproduce the logo in a size smaller than what is specified.



Never reproduce the logo in a size smaller than 1" vertical.
For logos less than 1" but greater than .25" use the no tagline version.

LOGO COLORS

Maintaining the logo's precisely chosen colors will promote brand consistency. The color configurations below are set up for versatility, allowing the logo to be used in a number of mediums and applications.



FULL COLOR



FULL COLOR REVERSE



1-COLOR VARIATION B&W



1-COLOR VARIATION REVERSE B&W



2-COLOR VARIATION (WITHOUT GRADIENT)

COLOR

COLOR SWATCHES AND CODES



PRINTING (CMYK)

Cyan	79
Magenta	43
Yellow	83
Black	42

MULTIMEDIA (RGB)

Red	43
Green	81
Blue	52

ONLINE (HEX)

#2B5134

PANTONE (PMS)

Pantone P 350 C



PRINTING (CMYK)

Cyan	69
Magenta	62
Yellow	61
Black	52

MULTIMEDIA (RGB)

Red	58
Green	58
Blue	58

ONLINE (HEX)

#3A3A3A

PANTONE (PMS)

Pantone P 176-16 C



PRINTING (CMYK)

Cyan	29
Magenta	0
Yellow	100
Black	5

MULTIMEDIA (RGB)

Red	192
Green	215
Blue	47

ONLINE (HEX)

#C0D72F

PANTONE (PMS)

Pantone 382 C



PRINTING (CMYK)

Cyan	72
Magenta	21
Yellow	100
Black	5

MULTIMEDIA (RGB)

Red	85
Green	148
Blue	66

ONLINE (HEX)

#559442

PANTONE (PMS)

Pantone 362 U



PRINTING (CMYK)

Cyan	54
Magenta	41
Yellow	38
Black	4

MULTIMEDIA (RGB)

Red	125
Green	134
Blue	140

ONLINE (HEX)

#7c858c

PANTONE (PMS)

Pantone 430 C

TYPOGRAPHY

Atlas Tissue’s official typeface is Proxima Nova, for use in all professional marketing collateral pieces produced by a graphic designer. Our standard typeface is Open Sans for use in all standard documents, such as letters, presentations and other communications.

PROFESSIONAL USE:

PREFERRED STYLES FOR HEADLINES

- Proxima Nova (bold caps, bold italic caps)

PROXIMA NOVA (BOLD CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PROXIMA NOVA (BOLD ITALIC CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PREFERRED STYLES FOR BODY TYPE

- Proxima Nova (light, regular, italic, semibold, bold, bold italic)

Proxima Nova (light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proxima Nova (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proxima Nova (italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proxima Nova (semibold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proxima Nova (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Proxima Nova (bold italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

TYPOGRAPHY (CONT'D)

STANDARD USE:

PREFERRED STYLES FOR HEADLINES

- Open Sans (bold caps, bold italic caps)

OPEN SANS (BOLD CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

OPEN SANS (BOLD ITALIC CAPS)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PREFERRED STYLES FOR BODY TYPE

- Open Sans (condensed light, condensed light italic, regular, italic, bold, bold italic)

Open Sans (condensed light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans (condensed light italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans (regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans (italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans (bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Open Sans (bold italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz



Graphic Standards Guide

© Atlas Tissue 2017