

Atlatl Brand Guidelines



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Overview

Core Brand Elements are the building blocks of the Brand Identity and Design Standards. These simple and timeless elements play an inextricable role in portraying and protecting the Atlatl Brand across all touch points.

It is therefore essential that any deliverables, reports, media, et cetera, faithfully apply the identity standards for the core brand elements while reinforcing the design principles.

Atlatl Logo

The logo pictured on the next page is the primary asset for the Atlatl Brand and is the preferred full-version logo to represent our company.



ATLATL

SOFTWARE

Scaling & Spacing

MINIMUM SIZING

The minimum sizing of the full Atlatl logo is 135px high when used on any digital application.

The Atlatl icon should be no less than 50px high whenever it's employed.

When the Atlatl wordmark is being used, the minimum height of the wordmark should be no less than 25px high.

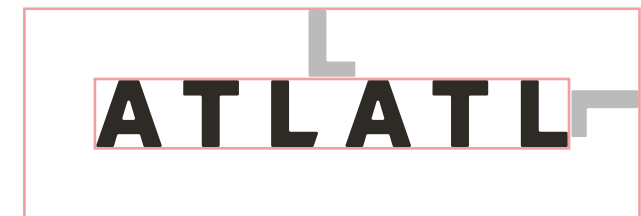
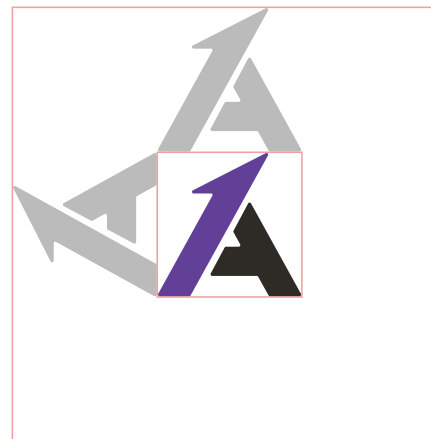


Scaling & Spacing

CLEAR SPACE

The clear spacing surrounding the full Atlatl logo should be greater than or equal to the height of the “L” in the Atlatl logo.

Similar rules apply to both the Atlatl icon and wordmarks. These spacing rules will ensure that the size requirements are met no matter the application.





ATL ATL

Atlatl Horizontal Logo

The logo pictured on the next page is the approved horizontal orientation of the Atlatl logo. While this is not the primary logo orientation, it may be used as you see fit.



ATLATL

S O F T W A R E

Scaling & Spacing: Horizontal Logo

MINIMUM SIZING

The minimum sizing of the full Atlatl logo is 50px high when used on any digital application.

CLEAR SPACE

The clear spacing surrounding the full Atlatl logo should be greater than or equal to the height of the “L” in the Atlatl logo.

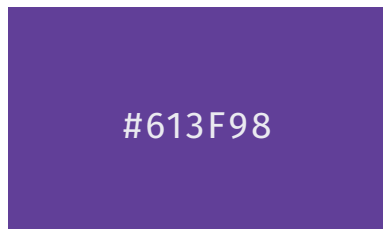




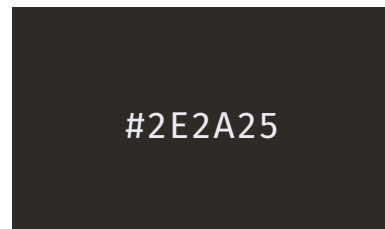
ATLANTA

Colors

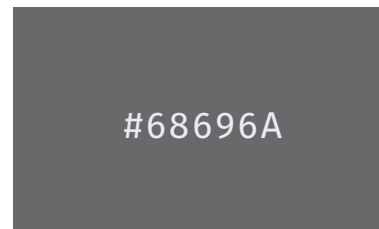
The color palette shown here is the primary palette for the Atlatl Brand. These are the only colors to be used with the Atlatl Brand outside of packaging or special cases that may arise.



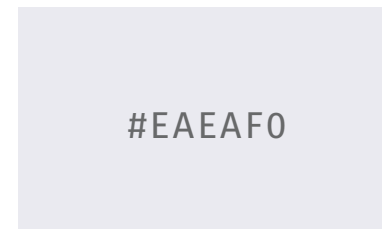
Pantone 2077 C



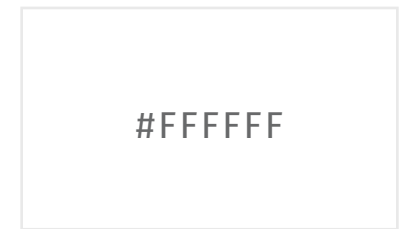
Pantone Black



Pantone Cool Gray C



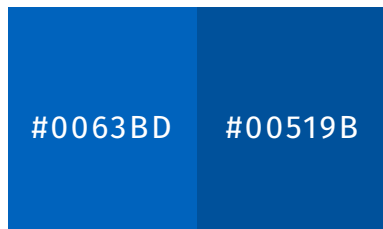
Pantone 663 C



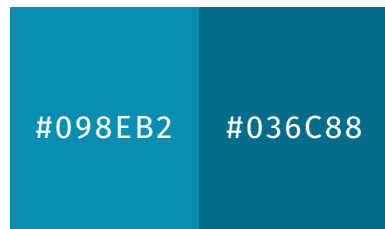
Pantone White

Colors

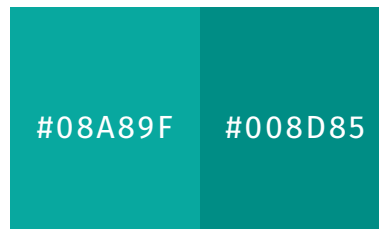
The color palette shown here is the secondary palette for the Atlatl Brand. These colors are preferred to be used sparingly in individual application user interfaces or, additionally, whenever special cases may arise.



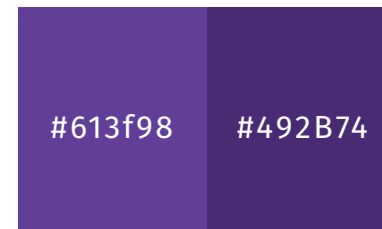
Pantone 2131 C



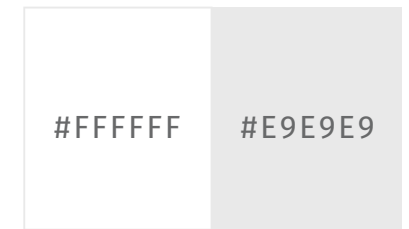
Pantone 2183 C



Pantone 2401 C



Pantone 2077 C



Pantone White

Typography

The brand standards use various weights of the Fira Sans font family for all brand assets.

In scenarios where Fira Sans is unable to be used we have supplied a list below of comparable backup fonts that can be used.

Backup Fonts:

Roboto
Catamaran
Helvetica
Sans Serif

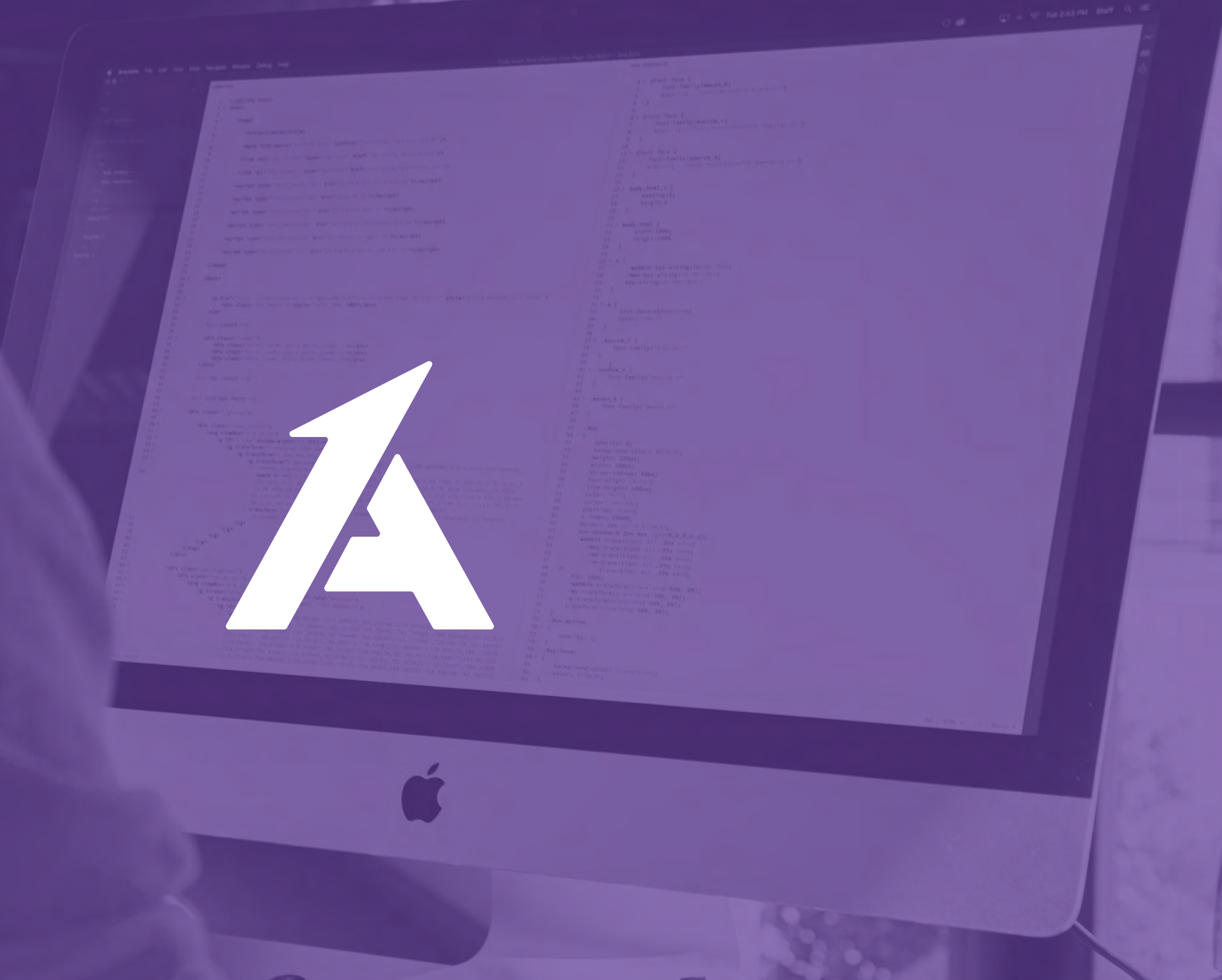
Font Family:

Aa
Fira Sans

Styles:

Fira Sans - Light
Fira Sans - Regular
Fira Sans - Medium
Fira Sans - Bold

***Note:** Fira Sans can be downloaded from [Fonts.Google.com](https://fonts.google.com)



A

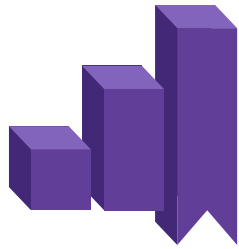
Atlatl App Logos

The logos pictured on the following pages are the approved individual app logos by the Atlatl Brand.



ATL ATL

QUOTEBOOKS 2D



ATL ATL

QUOTEBOOKS 3D



ATLATL

AR



ATL ATL

QUOTEBOOKS

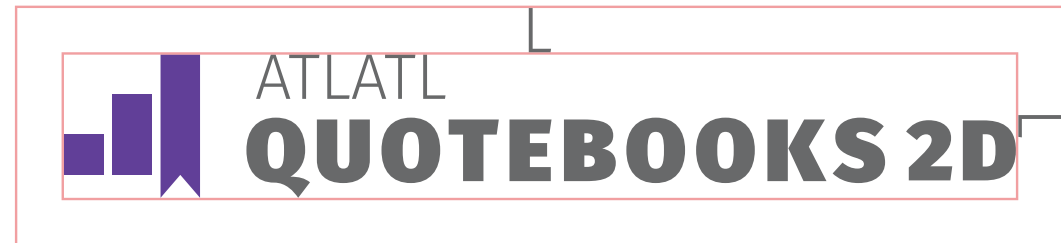
Scaling & Spacing: App Logos

MINIMUM SIZING

The minimum sizing of all the full Software logos is 35px high when used on any digital application.

CLEAR SPACE

The clear spacing surrounding all the full Software logos should be greater than or equal to the height of the “L” in “AtlAtl”.



***Note:** As stated above, these sizing and spacing rules apply to ALL AtlAtl Software logos.

This Brand guidelines booklet will continue to grow over time as the brand evolves.

Thank you for doing your part to keep our guidelines in place, and please don't hesitate to reach out if any questions arise:

Levelwing Creative

MALLISON@LEVELWING.COM

or

TCURTIS@LEVELWING.COM

Thank you.

ATLANTA