



ATLONA®

*Connecting Technology*

STYLE GUIDE

## AUTHORIZED VERSIONS

The Atlona logo is available in two official versions authorized for use, stacked and inline, to accommodate various design and space requirements.



OFFICIAL COLORS

The Atlona logo must be reproduced and represented consistently using the color specifications below.



## MINIMUM SIZING

Atlona logo presentations must be maintained at minimum size or larger. No logo artwork should be used below the minimum sizing indicated below unless pre-approved and authorized by Atlona in writing.



5/8"  
(16mm)



3/8"  
(10mm)



## MINIMUM CLEAR SPACE

Minimum clear space around the Atlona logo must be maintained in all applications. No visual object, pattern or design element should intrude on the logo within .5 inches (13mm) of the logo. Minimum clear space can also be preserved by maintaining the vertical "A" letter height space all around the logo, as shown below.



# IMPROPER USAGE

Examples of improper and unauthorized usage and adjustments to the Atlona logo below. If you have any questions about usage or application of the Atlona logo, please contact Atlona Marketing at [marketing@atlon.com](mailto:marketing@atlon.com)



DO NOT use the logo in any color combination other than those outlined in this style guide.



DO NOT distort, skew, stretch or otherwise tweak the logo.



DO NOT rearrange, scale, or split the components of the logo.

## PRINTED MATERIAL

The Recommended type face for **printed** material is Frutiger (Primary) and Helvetica (Alternate). As with our logo these fonts reinforce our brand. Both these type faces provide expanded character sets and advanced layout features.

## WEB AND POWERPOINT

The Recommended type face for **web and powerpoint presentations** is Arial.



**GLOBAL HEADQUARTERS**

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[atlona.com](http://atlona.com)