

Atlona Branding Guide

Logo/Colors/Branding/Style Guide

2025

Primary Logo



Logos

- To ensure visual integrity, a minimum clear space must be maintained around the Atlona logo in all applications. No objects, patterns, or design elements should encroach within 0.5 inches (13mm) of the logo. In contexts using relative sizing, maintain a clear space equal to the width of the letter “A” from the logo to any surrounding elements. Logos are provided with transparent backgrounds for maximum flexibility and visual impact. Whenever possible, keep the background behind the logo clean and free of distractions.



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Official Colors

PANTON 165C
RGB242 104 41
CMYK 0 73.61 94.9 0
WEB-SAFE HEX #FF6633



100% BLACK

ATLONA®
A division of 

PANTON FIERY RED
18-1664 TPX
HEX/HTML: #D12631

• 100% BLACK

100% BLACK

PSM 165C

White logo variants are 100% WHITE and black variants are 100% BLACK

About Atlona

Atlona is a leading manufacturer of AV distribution, AV over IP, collaboration, and control solutions. Now part of Hall Research Technologies, Atlona continues to deliver innovative products that make it easier for people to connect, communicate, and share ideas.

Our Mission

Our mission is to simplify AV technology while enhancing performance, reliability, and user experience. From classrooms and conference rooms to large-scale enterprise environments, Atlona solutions are trusted around the world for their ease of use, flexibility, and long-term value. Every product we design reflects our commitment to quality, simplicity, and seamless system management.

Hall Research

Atlona is excited to begin a new chapter as part of Hall Research, a U.S.-based leader in AV and IT system innovation for over 40 years. Headquartered in Dallas, Texas, Hall Research brings a deep legacy of engineering excellence and trusted solutions in both Pro AV and medical-grade AV markets.

Together, Atlona and Hall Research are delivering an even more robust and reliable portfolio of AV solutions to support the evolving needs of today's connected spaces—from classrooms and boardrooms to conference centers and digital signage applications. With combined expertise in signal distribution, AV control, and system integration, we are uniquely positioned to offer complete end-to-end AV solutions that scale with your needs.

Questions? Email marketing@atlona.com



1234 Lakeshore Drive, Coppell, Texas, 75019 | +1 (408) 962-0515 (US) | +41 43 508 43 21 (EMEA) | +65 6305 7575 (APAC)