



ATL

**ATLANTA-REGION
TRANSIT LINK AUTHORITY**



A brand is more than a logo.

It's a set of ideas and convictions, an attitude and a style. As the ATL establishes itself as the Atlanta-Region Transit Link Authority and aims toward the vision of a unified transit system, we deliver this brand book as a tool for creating brand consistency. The following pages summarize what the ATL brand stands for and provide guidance on how to bring the brand to life.



Brand Foundation



BRAND POSITIONING STATEMENT

For metro Atlanta residents and business owners frustrated with growing traffic issues and siloed transit options, the ATL is a regional solution that provides improved connectivity, a seamless and convenient transit experience and continued economic growth and development across the designated 13-county region.

EXECUTIVE SUMMARY

The Atlanta-Region Transit Link Authority (the ATL) is a regional transit governance and funding structure created by the Georgia State Legislature to provide an integrated and convenient transit experience and an expanded long-term solution to the region's traffic issues. The leading focus of the organization is to create a more comprehensive, reliable and connected transit network across a 13-county region of metro Atlanta. To achieve the stated goals, the ATL will first need to establish trust with key audiences by building a strong brand foundation through comprehensive and transparent communication. The ATL will grow brand awareness to increase reach to key audiences throughout the region.

BRAND PERSONALITY

SMART / OPTIMISTIC / HARMONIOUS / INNOVATIVE



Visual Identity

The visual identity outlined in the following pages is designed to express a consistent and cohesive brand story. The identity begins with visual style attributes, which serve as a foundation for creative direction.

The purpose of this guide is to ensure proper usage of the ATL logo so that a consistent, well-recognized brand identity can be maintained. The guidelines contained in this document should be applied, without exception, to all visual materials produced and printed for and about the ATL.

The Atlanta-Region Transit Link Authority (the ATL) logo and other visual materials may not be used without written permission from the Authority. Use of the logo on digital and printed material and transportation assets such as buses, rail cars and similar vehicles is subject to review and prior approval must be obtained. Unauthorized reproduction of the ATL logotype or its elements is a violation of law and subject to penalties. The guidelines contained in this document should be applied, without exception, to all visual materials produced and printed for and about the ATL. Please contact Ericka Davis, Chief Communications Officer, edavis@srta.ga.gov or 404-893-3033 to obtain permission.

THE LOGO

The symbol (AKA “logo”) is the centerpiece of the ATL's visual identity. It is designed as an icon that projects strength in simplicity and is intended to represent the ideas of inclusivity and progress.

Shapes in the form of an “A” work like arrows spiraling around a central axis, symbolizing the freedom of movement provided to the Atlanta region. These arrows point both inward and away from the center, creating pulse-like movement and excitement for transit opportunities.



» **The logo mark** is reflective of a compass, providing clarity and guidance to transit users. It is also reminiscent of a star and stars have provided guidance to travelers for thousands of years.



» **The distinctive A** without a crossbar points upward, symbolizing the optimism and forward momentum of the ATL.



ATL

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PRIMARY COLOR USAGE

The primary ATL logo colors are ATL Phoenix and ATL Twilight.

Pantone colors (PMS) are for PRINT ONLY and should never be used in web or digital placements. RGB and HEX are the only appropriate color formats for digital use.

When the 2-color ATL logo is used, the letters "ATL" or the words "Atlanta-Region Transit Link Authority" should appear in ATL Twilight.

To maintain the integrity of the brand, the ATL logo should be used appropriately and in strict accordance with the usage specifications outlined in this document. Deviation from these guidelines is not recommended.



ATL PHOENIX
PANTONE 1787C
C0 M90 Y70 K0
R238 G64 B74
HEX #ee404a



ATL TWILIGHT
PANTONE 293C
C100 M70 Y0 K14
R0 G79 B150
HEX #004f97



ATL TWILIGHT
PANTONE 293C
C100 M70 Y0 K14
R0 G79 B150
HEX #004f97

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COLOR PALETTE

Primary Colors

To achieve the appropriate brand colors, **Pantones (PMS) are for PRINT ONLY and should never be used in web or digital placements.** RGB and HEX are the only appropriate color formats for digital use.



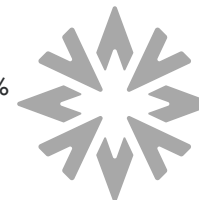
ATL TWILIGHT
 PANTONE 293C
 C100 M70 Y0 K14
 R0 G79 B150
 HEX #004f96



ATL PHOENIX
 PANTONE 1787C
 C0 M90 Y70 K0
 R238 G64 B74
 HEX #ee404a



ATL IRON
 PANTONE 426C, 95%
 C0 M0 Y0 K95
 R47 G50 B52
 HEX #2f3234
*A lighter value of this
 color can be used for text.*
 PANTONE 426C, 85%
 C0 M0 Y0 K85
 R91 G93 B95



ATL SILVER
 PANTONE 426C
 C0 M0 Y0 K40
 R168 G168 B169
 HEX #a8a8a9



LOGO ORIENTATIONS

The ATL logo has vertical and horizontal orientations. Certain orientations will be better suited for particular layouts and applications. Please use them accordingly.

VERTICAL



HORIZONTAL 1-A



HORIZONTAL 1-B



HORIZONTAL 2-A



HORIZONTAL 2-B



THE LOGO WITH FULL ACRONYM

All ATL logo orientations are available with and without the full acronym, Atlanta-Region Transit Link Authority.

VERTICAL
with acronym



HORIZONTAL 1-A
with acronym



HORIZONTAL 1-B
with acronym



HORIZONTAL 2-A
with acronym



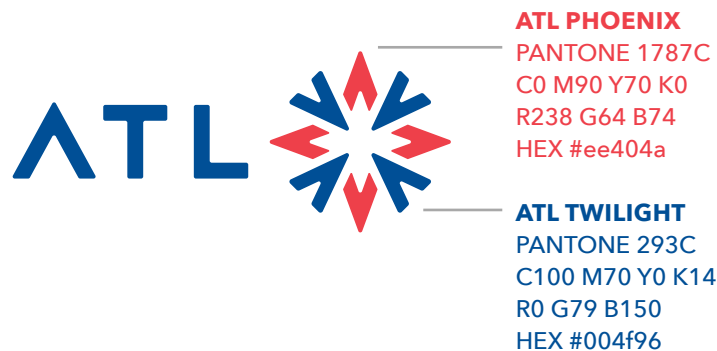
HORIZONTAL 2-B
with acronym





TWO-COLOR ON A LIGHT BACKGROUND

When possible, the two-color version of the logo in ATL Pheonix and ATL Twilight should be used.



ATL PHOENIX
PANTONE 1787C
C0 M90 Y70 K0
R238 G64 B74
HEX #ee404a

ATL TWILIGHT
PANTONE 293C
C100 M70 Y0 K14
R0 G79 B150
HEX #004f96

ONE COLOR ON A LIGHT BACKGROUND

When a one-color version is needed on a light background, the ATL logo should appear in either ATL Twilight (blue), ATL Iron (dark grey) or ATL Silver (light grey.)



ATL IRON
PANTONE 426C, 95%
C0 M0 Y0 K95
R47 G50 B52
HEX #2f3234

ATL TWILIGHT
PANTONE 293C
C100 M70 Y0 K14
R0 G79 B150
HEX #004f96

ATL SILVER
PANTONE 426C
C0 M0 Y0 K40
R168 G168 B169
HEX #a8a8a9

ONE-COLOR (PLUS WHITE) ON A DARK BACKGROUND

When using the logo on a dark background, choose the appropriate version that maintains enough contrast and legibility. Whenever possible, use the ATL Pheonix (red) + white version of the logo on dark backgrounds. Note that this version of the logo is technically only one-color for printing purposes unless white ink is being used.



ATL PHOENIX
PANTONE 1787C
C0 M90 Y70 K0
R238 G64 B74
HEX #ee404a

WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

ONE COLOR ON A DARK BACKGROUND

Alternatively, the one-color White or ATL Silver (light grey) can be used.



WHITE
C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff

ATL SILVER
PANTONE 426C
C0 M0 Y0 K40
R168 G168 B169
HEX #a8a8a9



LOGO & COLOR MISUSE

Illustrated below are several examples of ways NOT to use the ATL logo. Using the logo in any way other than the proper usage will undermine the integrity of the ATL brand.

Never use Pantone (PMS) or CMYK in web or digital placements. Pantone colors are for PRINT USE ONLY.

PANTONE (PMS) & CMYK = PRINT ONLY

RGB and HEX are the only appropriate color formats for digital use.

RGB & HEX = DIGITAL ONLY

Never place the logo on top of a background when there is not sufficient contrast to see the logo clearly.

Insufficient contrast



Appropriate contrast



Use the appropriate color version of the logo and/or adjust the background to create sufficient contrast.

Insufficient contrast



Appropriate contrast



Never place the logo against a drop shadow.



Never stretch the logo or logotype.



Never place any borders around the logo.



Never change the logo color.



Never rotate or slant the logo.

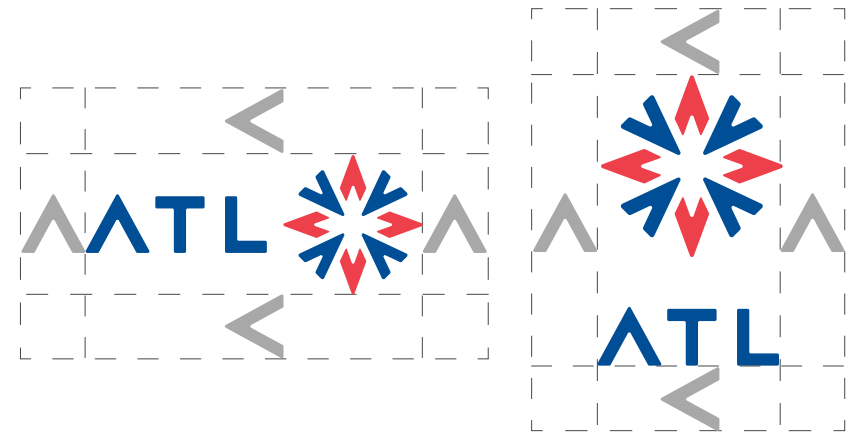


Never typeset the logo type.



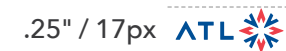
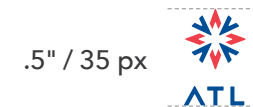
APPROPRIATE CLEARANCE

In order to give the ATL logo maximum legibility and exposure, please allow for an area of clearance from other graphic elements around the logo. The distance of clearance should be the width of the A on all sides. This will give the logo prominence and ensure that it will not be obscured or diminished.



LOGO MINIMUM SIZE

The ATL logo should not be used in any circumstance where the vertical version of the logo is shorter than .5" or 35 pixels high or any of the horizontal versions of the logo shorter than .25" or 17 pixels high. Producing the logo at a size smaller than this will jeopardize the integrity of the ATL brand.





**Thank you
for being
the ATL.**