



**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

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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

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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

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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](mailto: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.



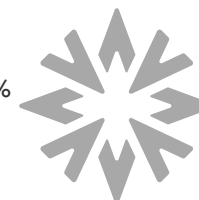
**ATL TWILIGHT**  
PANTONE 293C  
C100 M70 Y0 K14  
R0 G79 B150  
HEX #004f96



**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 Cool Gray 6C  
C0 M0 Y0 K40  
R168 G168 B169  
HEX #a8a8a9

## Secondary Colors

The secondary colors can be used in branding materials to communicate various information and to complement the ATL primary palette.

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 FOX**  
PANTONE 1575C  
C0 M62 Y89 K0  
R245 G127 B52  
HEX #f57f34



**ATL MONARCH**  
PANTONE 7549C  
C0 M31 Y100 K0  
R253 G183 B20  
HEX #fdb714



**ATL PEACH**  
PANTONE 170C  
C0 M59 Y51 K0  
R245 G134 B114  
HEX #f58672



**ATL ROSE**  
PANTONE 205C  
C4 M89 Y26 K0  
R229 G66 B123  
HEX #e5427b



**ATL VIOLET**  
PANTONE 2583C  
C41 M74 Y0 K0  
R158 G95 B166  
HEX #9e5fa6



**ATL CREEK**  
PANTONE 2915C  
C58 M14 Y0 K0  
R95 G179 B228  
HEX #5fb3e4



**ATL WISTERIA**  
PANTONE 2727C  
C72 M47 Y0 K0  
R78 G128 B192  
HEX# 4e80c0



**ATL MINT**  
PANTONE 3268C  
C79 M8 Y55 K0  
R0 G169 B144  
HEX #00a990



**ATL LIME**  
PANTONE 381C  
C23 M0 Y95 K0  
R208 G222 B52  
HEX #d0de34



**ATL GINKGO**  
PANTONE 376C  
C56 M3 Y100 K0  
R127 G188 B66  
HEX #7fbc42



**ATL FOREST**  
PANTONE 364C  
C74 M33 Y100 K19  
R73 G118 B55  
HEX #497637



**ATL OAK**  
PANTONE 730C  
C30 M60 Y95 K16  
R160 G103 B45  
HEX #a0672d

Note: Pantones (PMS) are for PRINT ONLY and should never be used in web or digital placements. The Pantone colors shown in this document are not 100% accurate as they were not printed with actual Pantone inks. Please refer to a Pantone Color Formula Guide for an accurate color representation.





## 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



HORIZONTAL 2



## THE LOGO WITH FULL NAME

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

VERTICAL  
*with full name*



HORIZONTAL 1  
*with full name*



HORIZONTAL 2  
*with full name*





## 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 SILVER**  
PANTONE Cool Gray 6C  
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 Cool Gray 6C  
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.

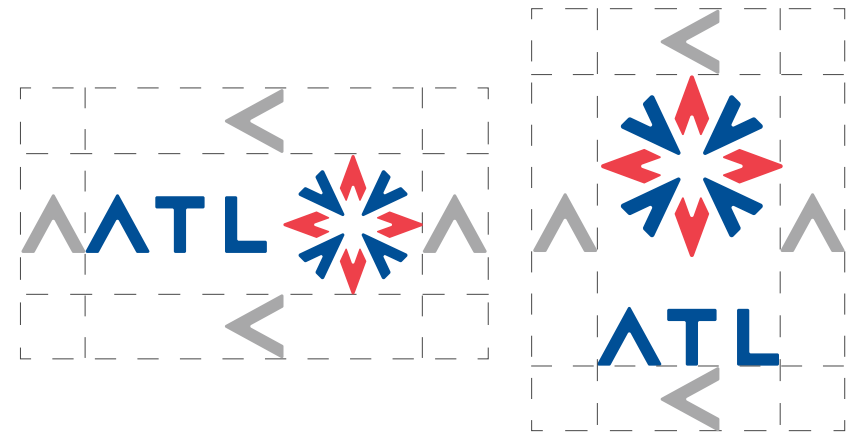


Never typeset the logo type.



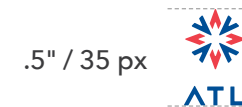
## APPROPRIATE CLEARANCE

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.**