

Atypop brand guidelines

Version 07
Created on
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ATYPON

Atypop logotype



Atypop lettermark

Minimum size guidelines

In print: 1 inch (width) @300 dpi
Online: 100 pixels (width) @ 72 dpi

ATYPON

1 inch = 25.4 mm

Colors

Both the logotype and lettermark can be used in charcoal, cobalt and gray but never in warm red.



Minimum spacing

Minimum spacing (blank space around the logotype) is determined by the size of the lettermark "A" in the logotype. The same rule applies for the wordmarks (Literatum etc.)



Atypop colors

The CMYK and Pantone color values are for offset printing only. Contact Marketing for color values for digital printing.



Charcoal

Pantone:
5265 C

CMYK:
78 / 70 / 44 / 32

RGB:
63 / 67 / 89

HEX:
#3f4359

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Used for headlines and heavier objects.



Cobalt

Pantone:
7699 C

CMYK:
88 / 61 / 33 / 12

RGB:
43 / 92 / 125

HEX:
#2b5c7d

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Used for subheadlines, text links, and graphics.



Warm red

Pantone:
Warm red C

CMYK:
0 / 85 / 72 / 0

RGB:
254 / 75 / 69

HEX:
#fe4b45

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Used for emphasis, text links, and stand-out graphics.



Cyanide

Pantone:
298 C

CMYK:
70 / 10 / 0 / 0

RGB:
0 / 162 / 229

HEX:
#00A2E5

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Used for emphasis, text links, and stand-out graphics.



Metal

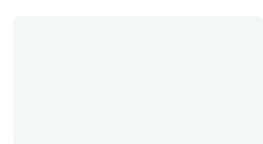
Pantone:
Cool Gray 9 C

CMYK:
60 / 51 / 36 / 8

RGB:
111 / 114 / 131

HEX:
#6f7283

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Use for division, breaks, and secondary elements.



Smoke

Pantone:
11-4001 TPG Brilliant White

CMYK:
3 / 2 / 2 / 0

RGB:
244 / 244 / 245

HEX:
#f4f4f5

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Used for backgrounds, to create contrast, for ruled dividing lines, watermarks, and subtle pattern.



Silver

Pantone:
Cool Gray 7 C

CMYK:
42 / 35 / 34 / 0

RGB:
40 / 33 / 29

HEX:
#9f9fa5

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Used as a mid-level color for subheadings, text delineations, and prefixing.



Mustard

Pantone:
PMS 128 C

CMYK:
0 / 15 / 75 / 0

RGB:
225 / 216 / 98

HEX:
#FFD862

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Use for division, breaks, and secondary elements.

Atypop wordmarks

LITERATUM

PAGE BUILDER

ATYPON INSIGHTS

UX 3.0

LITERATUM

PAGE BUILDER

ATYPON INSIGHTS

UX 3.0

Atypop typography

Merriweather Regular (Headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?*&%()@”

For headlines

Use in roman, not bold. Use italics, not underscores. Never use all caps. Leading should be approximately 1.5x the font size: 26pt type/39pt leading. Round up for proper scaling. Merriweather is never used on slides.

Lato Regular (Body copy)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?*&%()@”

For body copy

Use roman for regular text. Use bold and italics for emphasis. Leading should be approximately 1.5x the font size: 26pt type/39pt leading. Round up for proper scaling. Always use black for body copy (print and digital). Use round bullets. Round up for proper scaling. Lato is never used on slides.

Calibri Regular (Digital)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !?*&%()@”

For digital use only. Calibri is the only font used on slides.

Calibri should only be used for body copy in digital materials where universal system fonts are required: Email, PowerPoint decks, Keynote decks, Google Slides, Google docs