

Atypon

# Brand Guidelines

## Logotype and lettermark

### Minimum size guidelines

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

**ATYPON**

1 inch = 25.4 mm

### Minimum spacing

Minimum spacing (the blank space around the logotype) is determined by the size of the lettermark "A" in the logotype and Literatum wordmark.



### Colors

The logo may only be used in cobalt or silver. The logo may also be used in white on a colored background. Never use the logo or lettermark ("A") in warm red.

**ATYPON A**

**ATYPON**

**A**

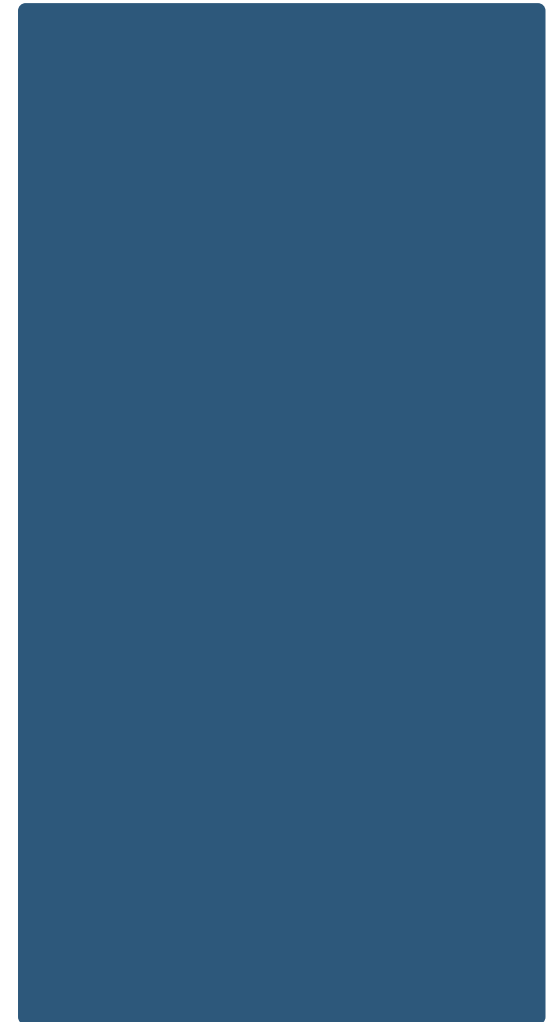
ATYPON

A

# Colors

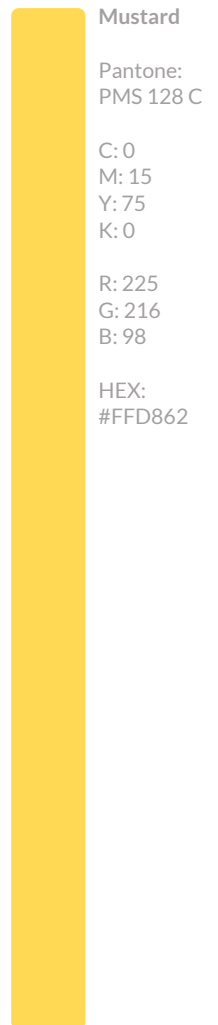
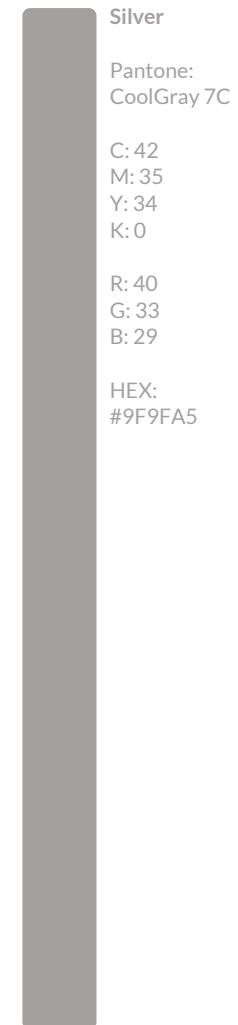
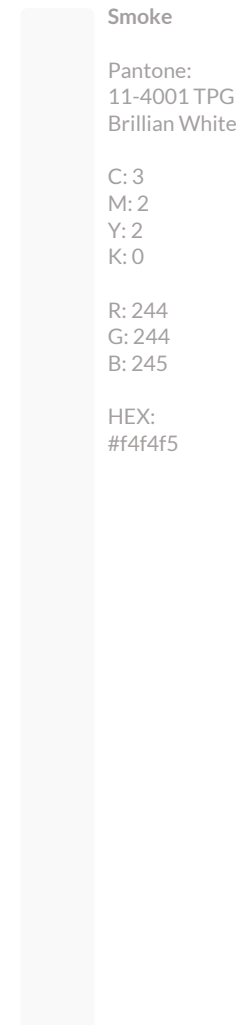
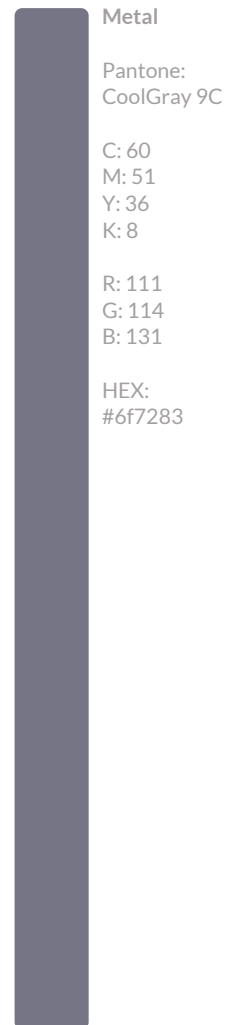
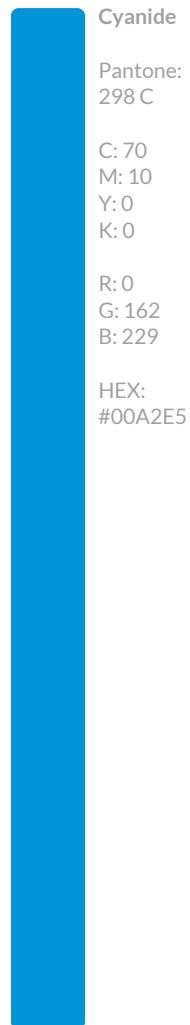
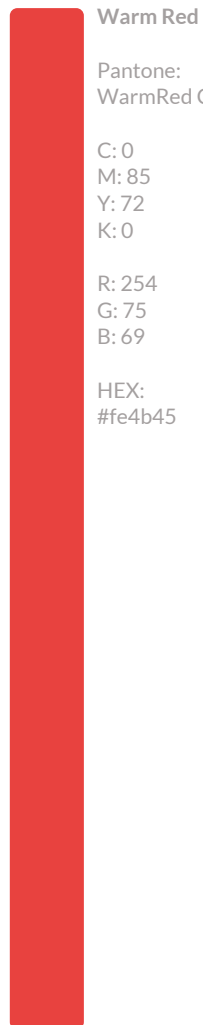
## *primary*

- The CMYK and Pantone color values are for offset printing only. Contact Marketing for color values for digital printing.
- Cobalt and charcoal are the brand's primary colors.
- Warm red is the primary accent color.
- Cyanide is the secondary accent color.
- Metal and smoke are used as background colors and watermarks.
- Use mustard sparingly, as a special accent color in pie charts, graphics, etc..
- The lettermark ("A") can be used in charcoal, cobalt, and silver, but never in warm red.

**Charcoal**Pantone:  
5265 CC: 78  
M: 70  
Y: 44  
K: 32R: 63  
G: 67  
B: 89HEX:  
#3f4359**Cobalt**Pantone:  
7699 CC: 88  
M: 61  
Y: 33  
K: 12R: 43  
G: 92  
B: 125HEX:  
#2b5c7d

## Colors *secondary*

- The CMYK and Pantone color values are for offset printing only. Contact Marketing for color values for digital printing.
- Cobalt and charcoal are the brand's primary colors.
- Warm red is the primary accent color.
- Cyanide is the secondary accent color.
- Metal and smoke are used as background colors and watermarks.
- Use mustard sparingly, as a special accent color in pie charts, graphics, etc..
- The lettermark ("A") can be used in charcoal, cobalt, and silver, but never in warm red.



## Typography *headlines*

- Use Merriweather Regular for headlines.
- Headlines are always cobalt.
- Use italics, not underscores.
- Never use all caps.
- Leading should be approximately 1.5x the font size:  
26 pt type / 39 pt leading.  
Round up for proper scaling.
- Merriweather is never used on slides.

# Merriweather Regular

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

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# Typography

*body text and subheads*

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

# Lato Regular

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

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# Typography

*replacement for Lato*

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

Calibri is the only font used on slides.

# Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 !?\*&%()@”

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# Photography

## 1 of 4

All photography should be chosen from the **Atypon Photo Archive**:  
<https://drive.google.com/drive/folders/1ZKGjSwimnbTeHviYW9CPPMwxRH0ISCvU>

They have all been approved for use with our branded materials.

Instructions for photos of people:

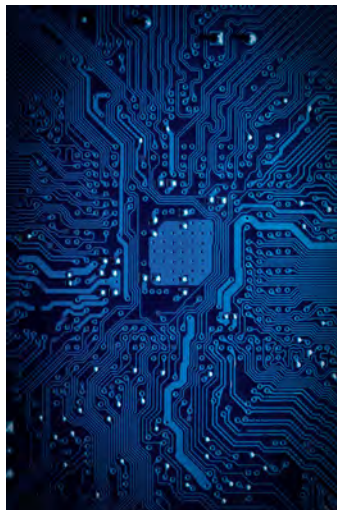
- Models should never be looking at the camera.
- Ensure equal representation of men and women.
- Avoid stereotyped gender roles.
- Ensure racial and ethnic diversity.
- Use a mix of older and younger models.
- Use a mix of serious and smiling expressions
- Do not use photos of people using cell phones— tablets, laptops, and desktop computers only.
- Atypon has no spokesmodels. Avoid associating specific people with specific products, features, or Atypon itself beyond a single campaign.

Balance “researchers” and “practitioners.”

- Researchers as grad students at computers, in libraries, in classrooms—people who would use scholarly publications for studying and authoring.
- Practitioners (or “professionals”) are doctors, engineers, architects, biologists, pharmacists, chemists, and so on— people who are already working in their professions.

Special instructions for photography used in presentation decks:

- Photos are set at 65% transparency over a charcoal sidebar.
- Do not use photos at 100% transparency.





# Photography

## 2 of 4

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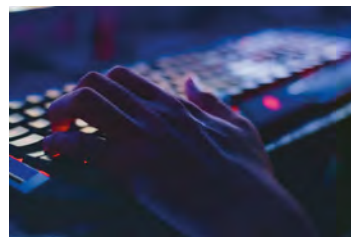
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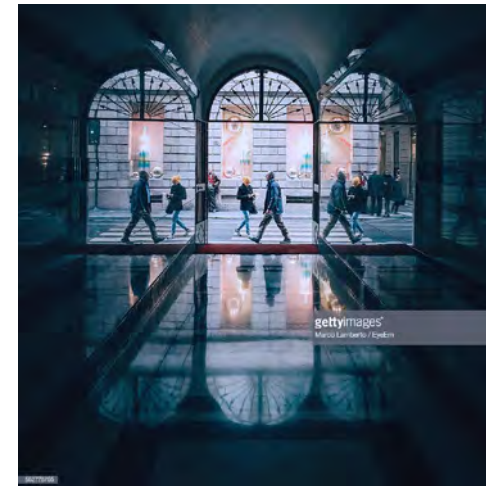
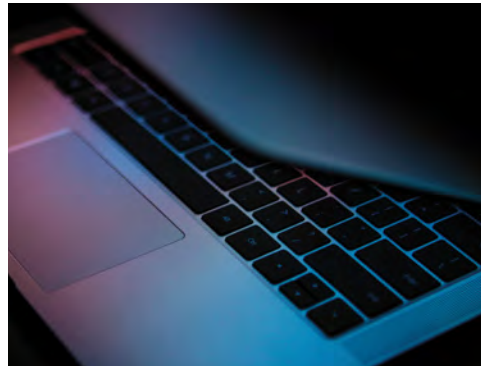
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# Photography

## 4 of 4

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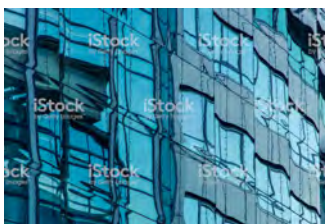
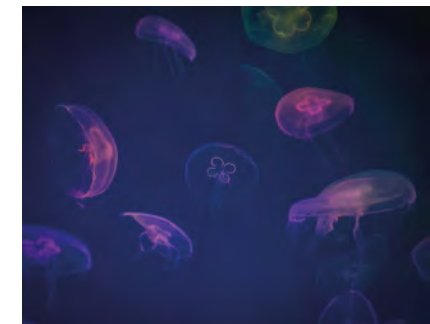
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## Wordmarks



LITERATUM

LITERATUM

UX 3.0

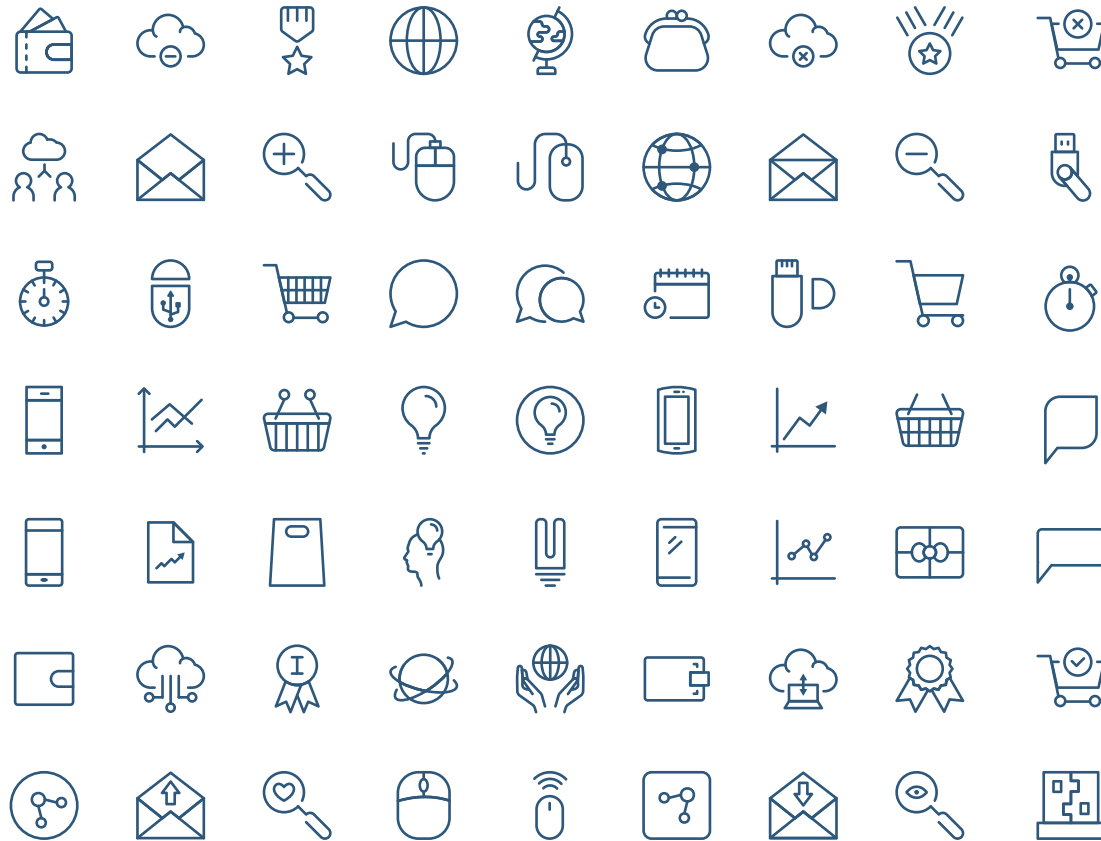


UX 3.0

## Iconography style

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