



ATLAS
WORKBASE

IDENTITY SYSTEM

USAGE AND DESIGN GUIDELINES

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Introduction

Executive Summary

ATLAS Workbase offers innovative solutions to office space and business needs while implementing a defined real estate strategy. Entrepreneurs can bring their ideas and meet with other business owners, mentors, business leaders and potential investors.

ATLAS Workbase is the place in Seattle for professionals to meet, operate, incubate, accelerate and conduct business in a full service, business-appropriate environment, with the latest technology available – all under one roof.

ATLAS Workbase is **The Place to Conduct Business.**

The ATLAS Look

TIMELESS.

SIMPLE.

PROFESSIONAL.

TAILORED.

APPROACHABLE.

MODERN.



Logo Identity

Standard Logo

The ATLAS logo is comprised of three parts

- Icon
- Logotype
- Tagline

There are two color options for the Atlas logo

- Full Color (with and without tagline)
- One Color (with and without tagline)

Full Color

Use against White or Black backgrounds.

One Color

Use against colored background. Depending on how dark the background color is, choose the one color logo that has the highest contrast and legibility. Do not use the logo in any unapproved colors.



Icon

ATLAS
WORKBASE

Logotype

THE PLACE TO CONDUCT BUSINESS

Tagline



Full color logo with tagline against white background.



Full color logo with tagline against black background.



One color logo with tagline against dark colored background.



One color logo with tagline against light colored background.





Full color logos without taglines.



One color logos without taglines.



Icon



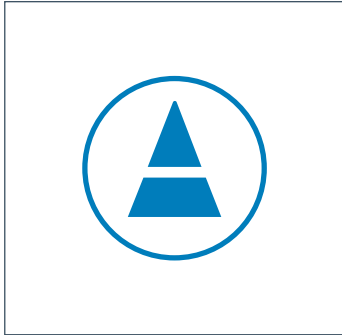
Logotype



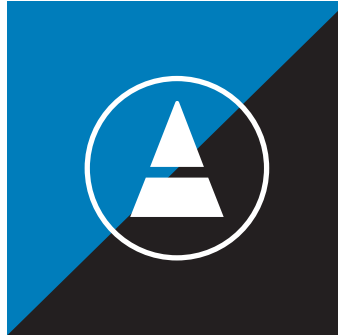
Icon Usage

Usage of the ATLAS icon is available in three colors.

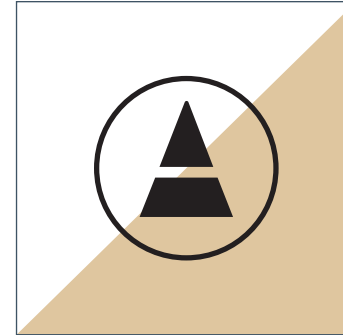
- Blueprint
- White
- Black



Blueprint ATLAS icon against white background.



White ATLAS icon against dark colored backgrounds.



Black ATLAS icon against light colored backgrounds.



Horizontal Logo

The horizontal ATLAS logo should only be used when the layout of the supporting collateral does not accommodate the use of the standard ATLAS logo.

There are two horizontal versions of the ATLAS logo (with and without the tagline.)

Extended
Stacked



Extended logo with and without tagline.

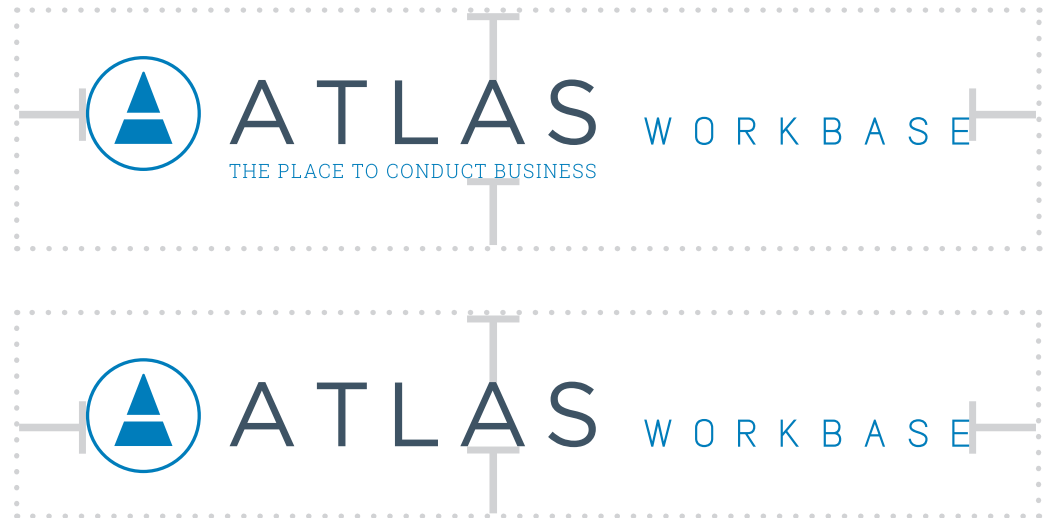


Stacked logo with and without tagline.



Clear Space

The height of the 'T' in the ATLAS logotype is used to determine the minimum clear space around the logo as shown in the diagram. No other type, graphic design or logo element should enter the clear space.

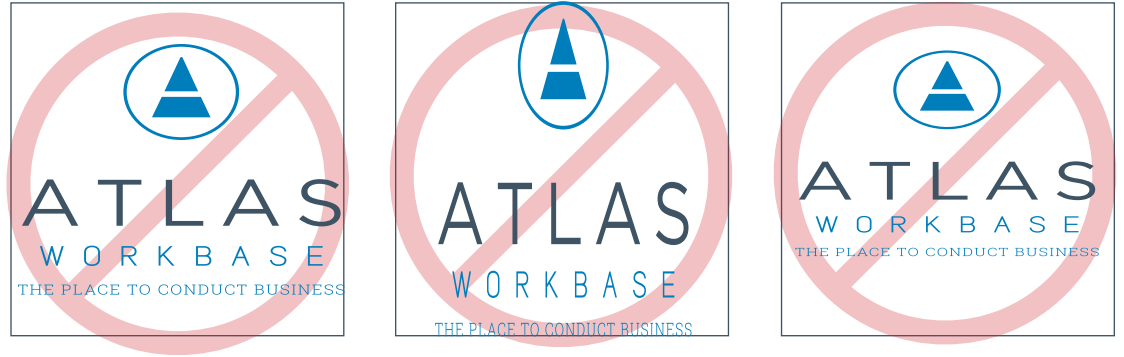


Scale and Size

Scale and size the ATLAS logo proportionately. Do not skew or distort the logo.

The ATLAS logo should not be smaller than 0.75 inches on printed material.

For web view, the height of the ATLAS icon should not be smaller than 30px.



Do not distort, size or stretch the logo disproportionately.



Logo should not be smaller than 0.75" with tagline.



Color Palette

ATLAS Primary colors

The ATLAS blueprint and slate colors are the key color identifiers of the ATLAS logo and should be applied to other graphic elements whenever possible to create a unified look.

Camel, Black and White are also part of the primary ATLAS color palette and should be applied whenever possible.

BLUEPRINT

PMS 7461
CMYK: 98, 24, 1, 3
RGB: 0, 125, 186
HEX: #007dba

SLATE

PMS 7545
CMYK: 58, 32, 18, 54
RGB: 66, 85, 99
HEX: #425563

CAMEL

PMS 7501
CMYK: 6, 10, 30, 2
RGB: 217, 200, 158
HEX: #d9c89e

BLACK

PMS BLACK
CMYK: 100K
RGB: 0,0,0
HEX: #000000

WHITE

PMS WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #ffffff



ATLAS Secondary Colors

The blueprint and slate colors of the ATLAS logo should be applied to other graphic elements whenever possible to create a unified look. However, when highlight or secondary colors are needed to add variety, use the approved ATLAS secondary colors.

	TONE 50% darker.	TINT 50% lighter.
BLUEPRINT LIGHT PMS 7458 CMYK: 53, 3, 8, 9 RGB: 113, 178, 201 HEX: #71b2c9		
ORANGE PEPPER PMS 159 CMYK: 1, 72, 100, 7 RGB: 203, 96, 21 HEX: #cb6015		
CHARTREUSE PMS 3975 CMYK: 8, 7, 100, 25 RGB: 187, 166, 0 HEX: #bba600		
AUBERGINE PMS 5185 CMYK: 53, 81, 26, 75 RGB: 74, 48, 65 HEX: #4a3041		



Typography

Standard Fonts

ATLAS standard fonts are [Gotham Book](#), [Lintel Regular](#) and [Roboto Slab Light](#).

Gotham Book should be used for H1 titles.

Lintel Regular should be used for H2 and subtitles.

Roboto Slab Light should be used for taglines and captions.

Helvetica Light should be used for basic text and readability.

All variations within these font families (bold, italics, condensed, etc.) are acceptable when additional typographic hierarchy or style is needed.

Font Size

For best legibility, use fonts at 10-12 pts. Do not use fonts below 6 pts. In general, the font size for print should range from 8 pts to 12 pts for legibility.

H1 (TITLES)

This is ATLAS Font Family.

H2 (SUBTITLES)

ATLAS uses three fonts to create a clean, professional and innovative look and feel.

TAGLINES & CAPTIONS

Taglines and captions should be in Roboto Slab.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz 0 1 2 3
4 5 6 7 8 9

GOTHAM BOOK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

ROBOTO SLAB LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

LINTEL REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0 1 2 3 4 5 6 7 8 9

HELVETICA LIGHT

