

Graphic Standards

The Logo

The Atlantic Mills Identity



The most critical visual identification device for Atlantic Mills is our logo. Atlantic Mills has implemented an identity that portrays quality and service, and has a corporate look that is important in the market place. Our logo is the first visual impression to our potential customers, thus our graphic identity is meant to make great impact and must be consistent in appearance and in color.

The Logo

Available Variations



2 Color Logo

The Atlantic Mills logo for primary use will include the following colors: blue (PMS 293C) and red (PMS 202C). Do not alter the logo appearance, including font, placement, or colors. The CMYK/RGB color version can be used in electronic and 4-color process applications. In spot color applications either the 3-color or 1-color variation will be appropriate.



1 Color Logo - Black

For the most challenging printed applications - e.g. minimum size on newsprint and faxing, the solid black version is the best choice.



Reversed or White Logo

A reversed version of the logo when the logo is applied to a darker background. Maintaining the high contrast of the logo from the background is essential.

The Logo

Improper Usage



Do not stretch or scale the logo without proper proportions.

As this guideline has emphasizes, it is critical that the visual identification of the logo be consistent both in appearance and color. The logo is not to be skewed or reportioned, including the arrangement of colors.

Any alteration of the logo threatens the established Atlantic Mills brand identity. It is impossible to brand the logo if it continues to change in appearance.



Do alter or rearrange the elements of the logo.

The elements of the logo should never be separated, rearranged or manipulated in any way. All elements work together and should be scaled proportionately as one unit.



DO NOT change the logo colors to place on a solid background.

The official Atlantic Mills colors cannot be replaced with other colors or variations of the corporate colors. Background colors should always complement the logo, but never compete. If this is not possible, use the reversed (white) logo version.

The Logo

Corporate Colors



Blue

Pantone: PMS 293 C
Process: 100c 76m 8y 1k
Web: 0r 70g 173b



Red

Pantone: PMS 202 C
Process: 31c 95m 72y 31k
Web: 135r 36g 52b

Colors

Color provides a powerful means of visual recognition. Atlantic Mills logo has 2 specific colors designed to establish a consistent and recognizable logo identity. When consistently applied, the Atlantic Mills logo corporate colors will reinforce and extend the our message and brand.

The Logo

Clear Space & Minimum Size

Measure "x" proportionally to the width of the letter "n" in Atlantic:



Clear Space

In order to command attention, the Atlantic Mills logo must always have a certain amount of clear space around it. It should not be crowded or overwhelmed by other elements competing for the space. If placed within a cluttered environment, the logo's message risks becoming obscured and insignificant. As a general rule, make the amount of clear space even larger when possible. The required minimum clear space can be measured in relation to the width of the symbol "x". The clear space around the Atlantic Mills logo requires at least 1x of space surrounding the entire logo top and bottom; left and right.



1.5 inches

Minimum Size

Application will determine not only the color version but also the minimum size. These are minimum recommended sizes for all the logos in both print and electronic media. Make sure both images and type reproduce clearly and are legible in all applications by reviewing proofs or a test beforehand. Make sure a printer is able to hold registration on full color logo.

Typography & Colors

Additional Graphic Elements

Frutiger Font

The font "Frutiger" complements the logo type and should be used in graphic communications. Different weights of the font are available and can be used where appropriate.

Use italics to highlight text
Never use all capital letters

Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger 65 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Frutiger 75 Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Colors

Color provides a powerful means of visual recognition. Atlantic Mills logo has 4 additional accent colors to be used complementary and to the primary corporate colors. When consistently applied, the Atlantic Mills logo corporate colors will reinforce and extend the organization's message and brand.



Yellow

Pantone: PMS 124 C
Process: 7c 34m 100y 0k
Web: 236r 172g 0b



Purple

Pantone: PMS 260 C
Process: 68c 99m 29y 16k
Web: 100r 37g 102b



Green

Pantone: PMS 377 C
Process: 61c 23m 100y 6k
Web: 113r 149g 0b

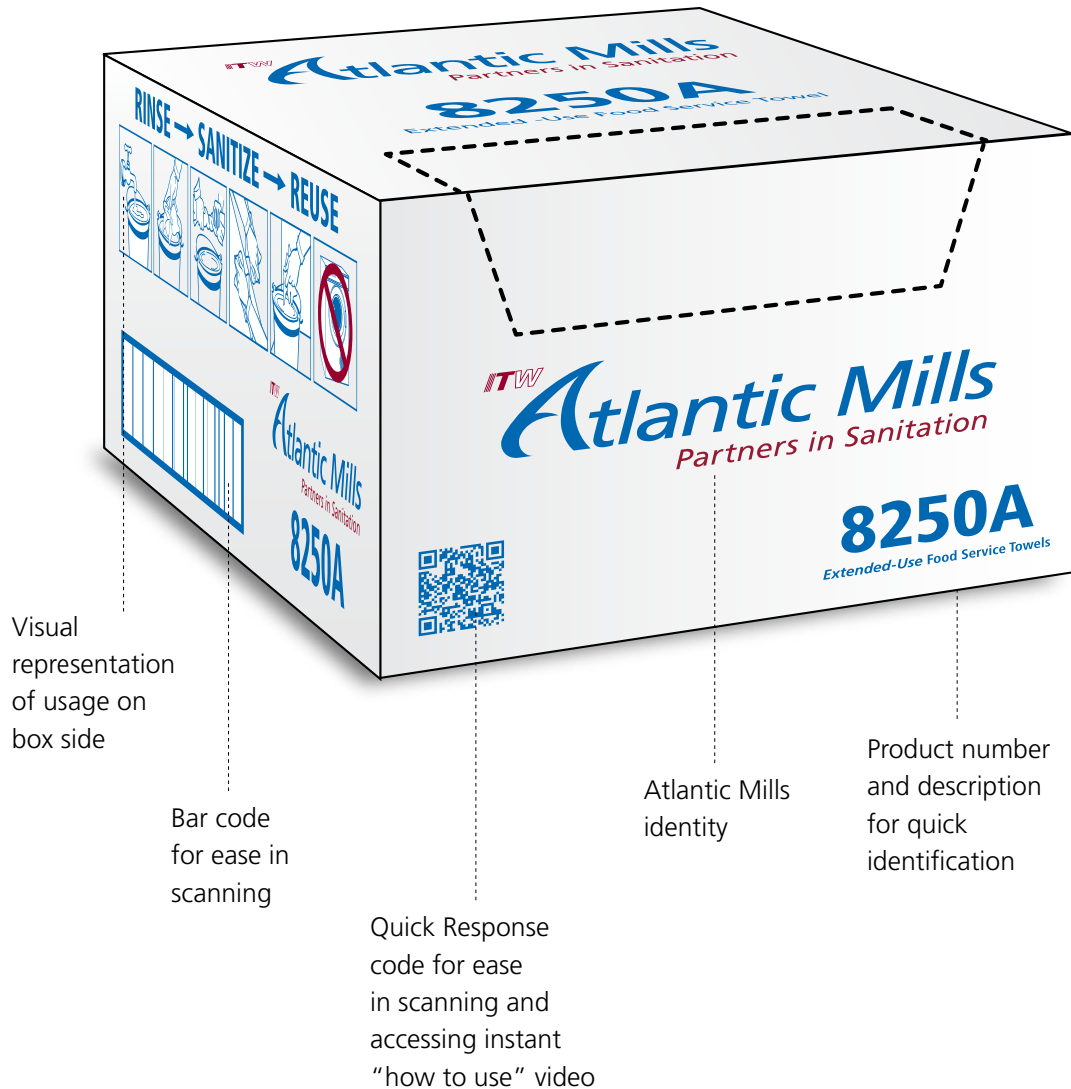


Light Blue

Pantone: PMS 283 C
Process: 38c 11m 0y 0k
Web: 151r 197g 235b

Packaging

Design and QR Code Usage



Packaging

Templates have been established for all Atlantic Mills product boxes. Consistent placement of logos, illustrations, product numbers and descriptions, Quick Response codes and bar codes have been positioned for ease in identification and use. Use only Atlantic Mills approved art for production to ensure consistency of the product line.