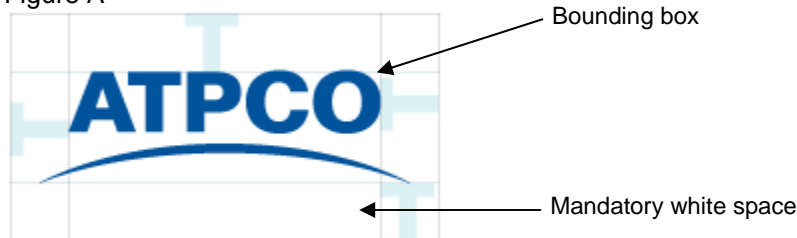


# ATPCO Corporate Logo User Guidelines

## White space

The ATPCO logo should always be surrounded by adequate clear space—a space equal to the cap height of the logotype—on all sides. The defined clear space requirements ensure the integrity and visibility of the logo and separate it from any competing text, graphics, or images.

Figure A



## Colors

The ATPCO logo may be used in ATPCO blue, black, and white. No other color combinations may be used. The ATPCO blue is as follows:

**Pantone Match System®**  
287

**CMYK**  
100% cyan  
68% magenta  
0% yellow  
11% black

**RGB**  
0 red  
42 green  
143 blue



Blue logo (preferred version) for use on white or pale colors and photographic backgrounds.



Black logo for use in black and white or grayscale artwork.



White logo for use on medium-colored, dark-colored, or photographic backgrounds.

## Minimum Size

To ensure maximum legibility, we have established a minimum size requirement for the signatures. The letters “ATPCO” in the preferred signature must be at least 0.5 inches wide.

Do not reproduce the signatures smaller than the minimum size or alter the relative proportions of the signature. Use only the approved artwork to reproduce the signature.

## Resolution

For print materials, use a high-resolution version, at least 300 pixels per inch, of the logo. Images copied and pasted from the Internet will appear pixelated or jagged. For web use, a low-resolution version (72 ppi) of the logo is acceptable.