atd

**Association for
Talent Development**

2014

ATD Chapter Logo & Graphic Standards

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CORPORATE COLOR

Pantone 2028C

C=0 M=84 Y=100 K=0
R=255 G=77 B=0
Hex: #FF4D00

Pantone Cool Grey 11C

C=65 M=58 Y=52 K=29
R=86 G=85 B=89
Hex: #565559

Pantone 1805C

C=16 M=100 Y=100 K=7
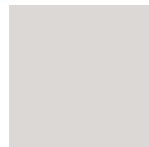R=193 G=0 B=19
Hex: #C10013

Pantone Cool Grey 5C

C=31 M=25 Y=25 K=0
R=179 G=178 B=179
Hex: #B3B2B3

Pantone 130C

C=0 M=31 Y=100 K=0
R=255 G=183 B=0
Hex: #FFB700

Pantone Cool Grey 1C

C=13 M=11 Y=12 K=0
R= 219 G=217 B=214
Hex: #DBD9D6

Use the gradient logo whenever possible, particularly in high-visibility applications or when ATD is the main message of communication.

The ATD gradient is composed of three colors. These colors are the main corporate colors, to be used in concession with secondary colors when needed. A three–color gradient cannot be printed in Pantone colors, so any piece using the gradient must always print CMYK. However, CMYK and Pantone can be printed together; therefore, any type treatments in Pantone colors can be printed as such with CMYK print of the logo.

For the ATD colors specified throughout this guide, you may use the Pantone colors 2028C for orange, Pantone 1805C for red, and Pantone 130C for yellow. The supporting grey colors are a range of Pantone cool grey from 11C, 5C, and 1C. Please refer to actual Pantone color chips to accurately match and reproduce the ATD colors.

Color Usage

The logo may be reproduced in a single color for secondary materials, or when necessary for budgetary reasons. ATD orange (Pantone 2028C), black, or grey are the preferred one–color options.

To ensure logos are consistently applied, you must always use an electronic logo file.

The logo may be reversed to white on a dark background (a field of color, photograph, etc.) that provides sufficient contrast.

When using the logo on pieces that will be photocopied, please use the black version of the ATD logo only.
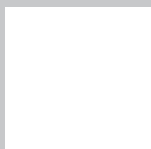
Pantone Color

Pantone 2028C

C=0   M=84   Y=100   K=0
R=255   G=77   B=0
Hex: #FF4D00

Pantone **Black**

C=0   M=0   Y=0   K=100
R=35   G=31   B=32
Hex: #231F20

White

CMYK: C=0   M=0   Y=0   K=100
RGB: R=255   G=255   B=255
Hex: #FFFFFF

CHAPTER LOGOS

The ATD logo system positions ATD visually as a "master brand" above which each Chapter is affiliated. In this way, a Chapter benefits from the equity built for the group as a whole.

Chapter Logo

The Chapter name should appear between the mark and the company name. Each Chapter name is followed by the word "CHAPTER." The name of the Chapter may be one, two, or three lines and aligned in the center of the mark. The maximum number of type characters per line in the Chapter name is 30 with spaces. More than 30 type characters should be broken to the next line with 1.5 point leading between the lines of type.
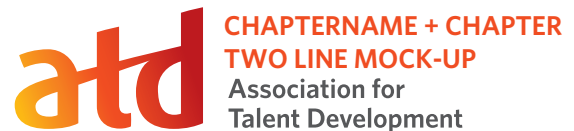
Chapter logos may be downloaded at www.astd.org/chapterbranding. Please contact your chapter relations manager (CRM) if you have any questions.

Chapters should refrain from using the national logo and instead only implement their chapter logo.

Main Chapter Logo

atd CHAPTERS
Association for
Talent Development

Chapter Partner Logo

atd CHAPTERNAME + CHAPTER
Association for
Talent Development

atd CHAPTERNAME + CHAPTER
TWO LINE MOCK-UP
Association for
Talent Development

DO NOT USE
THE OFFICIAL
LOGO IN
BODY COPY

Do not reposition or resize
the Chapter name.

Do not change font, size,
color, or placement of
Chapter name.

Do not place the logo within
the body copy.

Do not position the logo at
an angle.

Do not split the logo into
multiple colored fields.

Do not place objects or
type within the area of
noninterference.

Do not condense or extend
the logo.

Do not screen the logo
or use it as a decorative
background element.

PRINT APPLICATIONS

Stationery Kit for a Chapter: Business Cards, Letterhead, and Envelopes

The illustration below is the standard design for the Chapter stationery kit.

Size
8.5" x 11"

Color
Gradient (CMYK)
Pantones:
34% Pantone
Cool Grey 1 & 11C
2028C

atd CHAPTERNAME + CHAPTER
Association for
Talent Development

atd CHAPTERNAME + CHAPTER
Association for
Talent Development
1234 Main Street, Box 1234
City, State XXXXX
www.atdchaptername.org

Front

John Doe
Title Line 1
Title Line 2

atd CHAPTERNAME + CHAPTER
Association for
Talent Development

CHAPTERNAME + CHAPTER
1234 Main Street, Box 1234
City, State XXXXX
p: 1.xxx.xxx.xxxx or m: 1.xxx.xxx.xxxx
www.atdchaptername.org @ATDChapterName johndoe@atdchapter.org
www.linkedin.com/in/XXXXXX

Back

1234 Main Street, Box 1234 | City, State XXXXX | p: 1.xxx.xxx.xxxx or 1.xxx.xxx.xxxx | www.atdchaptername.org

Stationery Kit: Fax Cover Sheet

The illustration below is the standard design for the ATD fax cover sheet for chapter.

CHAPTER_NAME + CHAPTER
1234 Main Street, Box 1234
City, State XXXXX
**Association for
Talent Development**

FAX COVER SHEET

To: _____   From: _____

Company: _____   Date: _____

Fax Number: _____   Total No. of Pages Including Cover: _____

Phone Number: _____

RE: _____

❏ Urgent   ❏ For Review   ❏ Please Comment   ❏ Please Reply

Comments:

www.atdchaptername.org

ELECTRONIC APPLICATIONS

PowerPoint Slide Template

The illustration below is the standard design for the Chapter unit. When creating PowerPoint presentations we recommend and advise the use of a sans serif font, such as Optima, Verdana, Helvetica, or Arial.


Title Page

Inside Page 1

Email Signature

At the end of your email, all National and Chapter volunteer leaders should use the same signature. Please do not include the ATD logo in the signature. The signature should start with your name and title followed by one hard return; next, your Chapter name, address, phone number (p:), mobile number (m:), web address, Twitter handle, email address, and LinkedIn address. Please use a sans serif font like Optima, Verdana, Helvetica, or Arial, and font size of 10 points.
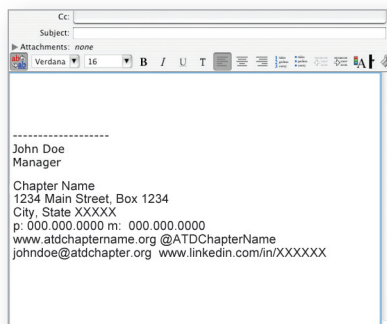
Chapter

Whitney HTF

Mercury

The ATD typography system consists of two type families: **Whitney HTF** and **Mercury**. To maintain consistency in our graphic identity, it is recommended that copy be set in typefaces from these two families.

While the Whitney HTF typeface works well in all applications, the Mercury typeface is recommended for accents such as heads, subheads, and figures in charts.

Whitney HTF Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Whitney HTF Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Whitney HTF Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Whitney HTF Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Mercury Text G4 Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mercury Display Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890