Alberta Athletic Therapists Association (AATA)

Logo Graphic Standards Guide | November 2020

PRIMARY CORPORATE LOGO

This logo is to be used for primary brand recognition and marketing purposes.

Color version (Preferred use)

Pantone spot: EPS
4C (process): EPS
RGB: PNG, SVG

Greyscale version

EPS, PNG, SVG

Black version

EPS, PNG, SVG

White version (dark backgrounds)

4C (process): EPS
RGB: PNG, SVG

Icon solo (light backbrounds)

4C (process): EPS
RGB: PNG, SVG

Icon solo (dark backbrounds)

White Reverse: EPS
RGB: PNG, SVG

White version with colour icon

4C (process): EPS
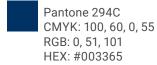RGB: PNG, SVG

Greyscale: EPS
RGB: PNG, SVG

Light blue : EPS
RGB: PNG, SVG

Note: The "Icon solo" may be employed as a graphic element only after the official association designation has been previously stated and recognized on the communications piece (brochure, letterhead, website, etc.). This recognition is best stated by using the official logo.
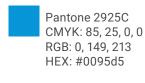
COLOUR PALETTE

Whenever possible, the AATA logo should be represented in colour. If colour is not possible, 100 percent solid black option is acceptable. A reverse colour version of the logo may be used on a dark background. Legibility should be the main concern when using the logo in all situations. There are two primary and five secondary colours that are approved for all AATA marketing and communications. Any additional colours must be able to work positively with these colours on a purely aesthetic level.
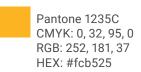
Primary

Pantone 294C
CMYK: 100, 60, 0, 55
RGB: 0, 51, 101
HEX: #003365

Pantone 2915C
CMYK: 57, 14, 0, 0
RGB: 98, 179, 228
HEX: #62b3e4

Secondary

Pantone 2925C
CMYK: 85, 25, 0, 0
RGB: 0, 149, 213
HEX: #0095d5

Pantone 151C
CMYK: 0, 55, 100, 0
RGB: 246, 139, 31
HEX: #f68b1f

Black 85%
CMYK: 0, 0, 0, 85
RGB: 77, 77, 79
HEX: #4d4d4f

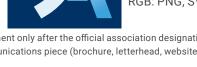Pantone 1235C
CMYK: 0, 32, 95, 0
RGB: 252, 181, 37
HEX: #fcb525

Light Grey
CMYK: 0, 0, 0, 33
RGB: 182, 184, 186
HEX: #b6b8ba

FONTS

Two font families have been chosen to support the visual brand of the Alberta Athletic Therapists Association for all internal and external facing communication efforts. The sans-serif font "Josefin Sans" and the sans-serif font "Roboto" were chosen for their contemporary and refined aesthetic properties and compliment the energized, approachable nature of the corporate brand. Clean lines and multiple weights allow the company to adjust the tone and personality of each and every marketing effort they create for their target audiences. Both font families signify professionalism, agility and distiction. They are easily legible at various angles, sizes and distances. Sample sets of each font are shown below:

Josefin Sans Light Italic	Roboto Light *Italic*	Roboto Light *Italic*
Josefin Sans Regular talic	Roboto Regular *Italic*	Roboto Regular *Italic*
Josefin Sans Semibold *Italic*	Roboto Medium *Italic*	**Roboto Bold** *Italic*
Josefin Sans Semibold *Italic*	**Roboto Bold** *Italic*	
Josefin Sans Bold *Italic*	**Roboto Black** *Italic*	

For MS Office (PowerPoint/Word) usage, Segoe UI and Arial should be used. They are both installed and activated on all Windows computers, thus ensuring consistency of document design for all PC users. Arial is the MS-safe alternate for Roboto. MAC users should confirm they have Segoe UI installed prior to implementation.

Segoe UI Regular *Italic* **Bold** ***Bold Italic***   Arial *Italic* **Bold** ***Bold Italic***

LOGO RELIEF AREA AND MINIMUM SIZE

The relief area around the logo is defined using a relative measurement known as the "cap-height". One cap-height is measured as the total height of the "T" in the word "THERAPISTS". The minimum relief area surrounding the logo must be a minimum of one cap-height around the entire logo. No information, imagery or trim may encroach upon this area. The relief area should NOT be included when calculating the minimum size of the logo.

• Minimum print width: 1.375"

• Minimum pixel width: 180

LOGO INTEGRITY

The logo is a visual representation of the professionalism of the company. Therefore, it is vitally important that the integrity of the logo not be compromised. The following examples outline obvious violations of the logo standards. They should be regarded as a sample list of what not to do when using the AATA logo. This list is not to be regarded as comprehensive.

Do not redraw the logo or alter the fonts

Do not rotate or otherwise distort the logo

Do not place the logo on busy patterns/ backgrounds that obscure or reduce logo recognition

Do not alter the color scheme of the logo

Do not embellish the logo with visual effects