



ATPE[®]

Your Ally. Your Voice.

Brand Standards

ATPE Brand Standards Guide

At the heart of a company’s brand lies an emotion; a perception about the company and its product or service. That perception is created at the point of delivery, which can be a brochure, an ad, a billboard, a website, or even a meeting with the employees of that company.

This document includes detailed instructions on how you can create and reinforce your brand through consistent use of your logo, color palette and typefaces.

As part of the ATPE family, you are committing to communicating the brand in the style and tone that is detailed in the following pages. This ensures that no matter how your current or prospective investor experiences the ATPE brand, there will be consistency in the visuals, attitude and expertise.

Identity Standards

- Overview 3
- Composition..... 4
- Minimum Logo Size..... 5
- Color Palettes 6
- Colors-Print 7
- Background Colors..... 8

Usage

- Clear Space - ATPE Logo with Tag 9
- Clear Space - ATPE Full Name Logo..... 10
- Clear Space - ATPE Stacked Logo11
- Identity Misuse..... 12
- Typography 13

Stationary

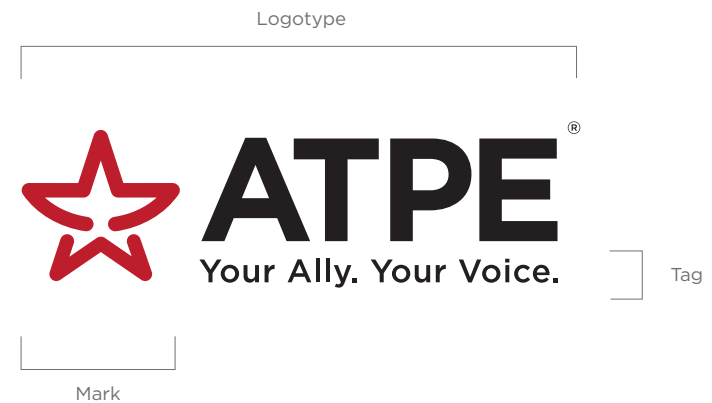
- Letterhead14
- Business Card..... 15
- Envelope..... 15
- Mailing Label..... 15



Logo Overview

Your logo is the purest form of your brand; a visual representation of ATPE’s integrity, sophistication and high performance. As such, it is important that it be used properly and consistently across all media to maintain a unified brand image.

The word “logo” refers to the combined lockup of the two parts: the illustrated “mark” and the typography, or “logotype” and “tag”.



Composition

The proportions between the mark and logotype have been carefully designed to create a balanced configuration. They must never be altered. ATPE has 4 basic logo configurations that were created to use in different contexts. These are: ATPE Logo with Tag (preferred), ATPE Full Name Logo, ATPE Stacked logo (next page), ATPE Logo. The ATPE Logo with Tag is the preferred logo to use in applications. It is the most global of all the logos and reflects the main brand of ATPE.



ATPE Logo with Tag

The ATPE Full Name Logo should be used when the acronym "ATPE" is not sufficient for identification. An example of this would be the ATPE-branded #10 envelope.



ATPE Full Name Logo

The ATPE logo is only to be used when the tag is broken out into a larger element. The ATPE Logo with URL is to be used anytime the web address needs to be associated with the logo.



ATPE Logo

ATPE Logo with URL

Composition cont.

The ATPE Stacked logo should be used only when it is the primary focal point of a piece. Examples would include posters or t-shirts.



ATPE Stacked Logo



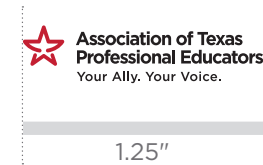
ATPE Stacked Logo with Region

The mark may only be used in special circumstances where the mark alone makes the most compelling impression.



Minimum Logo Size

When changing the size of the logo, the mark and logotype should be sized together as a unit to maintain proportions. It is important that all parts of the identity can be easily read in every application. The size of the logo should never be smaller than 1" wide.



Color Palettes

The official ATPE color palettes are shown to the right for the print and electronic versions of the logo. The primary palette is the preferred color and the color that is always used for the logo. The secondary palette is for smaller items such as body copy or for screening back.

For professional printing, Pantone colors should be used for the most accurate color reproduction. If it is not feasible to print with Pantone colors, please use the CMYK (process) mix.

For web and video applications, please use the Hex or RGB mixes.

Primary Palette

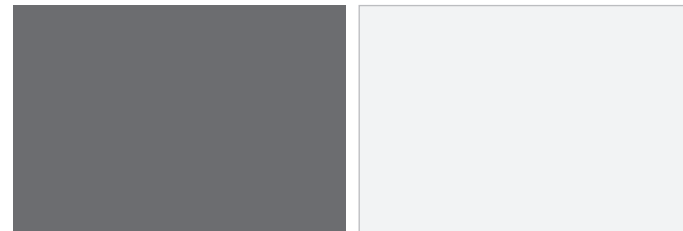


ATPE Red
 Pantone: 200 U
 CMYK (print process): 15/100/90/10
 RGB (video & screen): 180/0/0
 Hex (web): b40000



Black
 CMYK (print process): 0/0/0/100
 RGB (video & screen): 0/0/0
 Hex (web): 000000

Secondary Palette



70% Black
 CMYK (print process): 0/0/0/70
 Hex (web): 6d6e71

5% Black
 CMYK (print process): 0/0/0/5
 Hex (web): f1f2f2

Color Logomark

The primary Pantone colors used in the print version of the ATPE logo are Pantone 200U and Black. This 2-color (spot color) logo is the preferred logo for professional printing. Use it whenever possible for the most accurate color reproduction.

When Pantone colors are not an option for printing, there is a CMYK (process) version for 4-color printing applications, a 1-color (black) version and a white (reversed) logo.

Listed at right are the print versions of the ATPE logo and their uses.



Spot color logo; preferred logo for professional, offset printing

ATPE_Logo_PMS_2c.eps



Four-color logo; use when spot color printing is not an option; best for digital printing

ATPE_Logo_CMYK_4c.eps



One-color, all black logo; use when printing black & white

ATPE_Logo_K_1c.eps

Reverse Logomark

ATPE_Logo_REV.eps

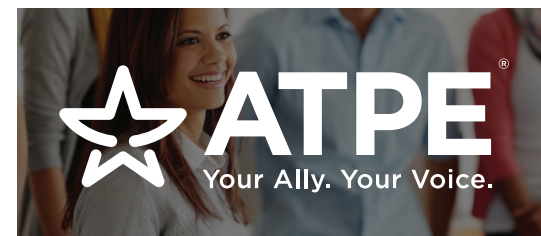
Reversed, all white logo; use in printed materials where the logo appears on a solid block of color. When colored background is used, make sure there is enough contrast in value to maintain legibility. The white (reversed) logo should be used on a solid background, preferably black or the ATPE red.



ATPE_Logo_REV.eps on black



ATPE_Logo_REV.eps on ATPE red



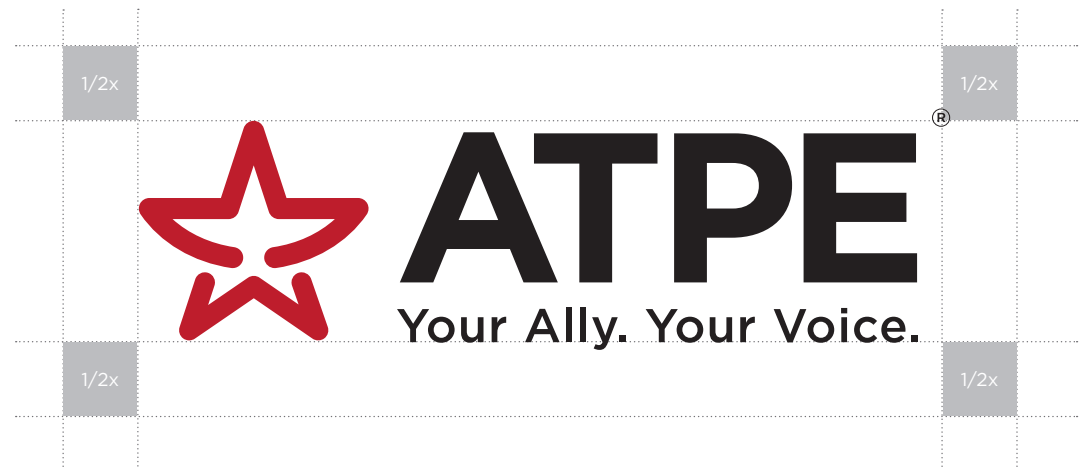
ATPE_Logo_REV.eps low-contrast photo

Logo Clear Space
ATPE Logo with Tag

To ensure high visibility and an uncluttered presentation, always maintain clear space around the ATPE logo. The minimum of clear space around the logo should be a distance of 1/2x surrounding all sides of the logo.

The unit measurement of '1x' equals the height of the "A" in the ATPE logotype.

Note that the clear space will change proportionally, depending on the size of the logo.

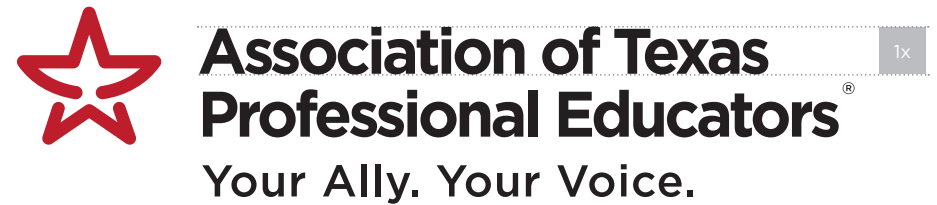


Logo Clear Space

ATPE Full Name Logo

For the ATPE Full Name Logo, the unit measurement of '1x' equals the height of the capital "A" in the ATPE logotype.

The minimum of clear space around the logo should be a distance of 1x surrounding all sides of the logo.



Logo Clear Space
ATPE Stacked Logo

For the ATPE Stacked Logo, the unit measurement of '1x' equals the height of the mark (red star).

The minimum of clear space around the logo should be a distance of 1x surrounding all sides of the logo.



Identity Misuse

Correct and consistent use of the ATPE logo will establish and maintain the strength of the brand. It is important to note that the proportions, colors, typeface or lockup positioning of the logo elements should never be altered or distorted.

The logo is available in several file formats print and web use. Whenever possible, use EPS file format. In most cases, it will give y best results.

CORRECT USAGES:



INCORRECT USAGE:



(Incorrect arrangement of logo and logotype)



(Incorrect use of low-resolution artwork)



(Incorrect color specifications)



(Incorrect use of low-resolution artwork)

Typography

Typeface is a very important element in brand recognition and brand continuity. The primary typeface for ATPE is **Gotham**. This is the preferred typeface for all Mac users.

When Gotham is not available, use alternative typefaces **Helvetica or Arial**. This may be needed for PowerPoint and Word documents, screen/printed presentations, letterhead, faxes, memorandums and web applications. Use for headlines and display, body copy, or lengthy and in-depth copy.

Consistent use of these type families will contribute to a unified brand image.

Primary typeface

Gotham Book

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Gotham Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Alternative typefaces

Helvetica Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Helvetica Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Helvetica Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ-
VWXYZ1234567890**

Gotham Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Arial Regular

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Italic

*abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890*

Arial Bold

**abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Letterhead

For use with the ATPE letterhead:

Arial Regular

10 pt type

14 pt leading

The copy should have a margin of 1.25 and align with the capital A in the logo. The right margin should also be 1.25. The top line should have a margin of 1.75

1.75"

1.25"

1.25"

ATPE[®]

Association of Texas Professional Educators
305 E. Huntland Dr, Suite 300
Austin, TX 78752-3792

Phone: (512) 467-0071
Fax: (512) 467-2203
Email: info@atpe.org
Online: atpe.org

Recipient's Title
Recipient's Name
Company or Organization
Street Address
City, ST, Zipcode

Dear Name Surname,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vellillum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad sent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

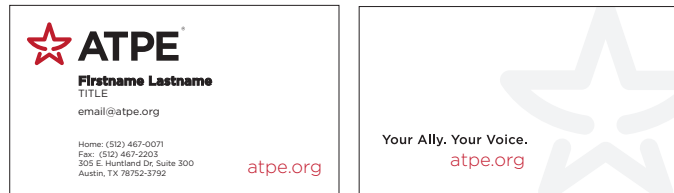
Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat possim assum.

Sincerely yours,
Name Surname
Title
Department

Your Ally. Your Voice.
atpe.org

Business Card

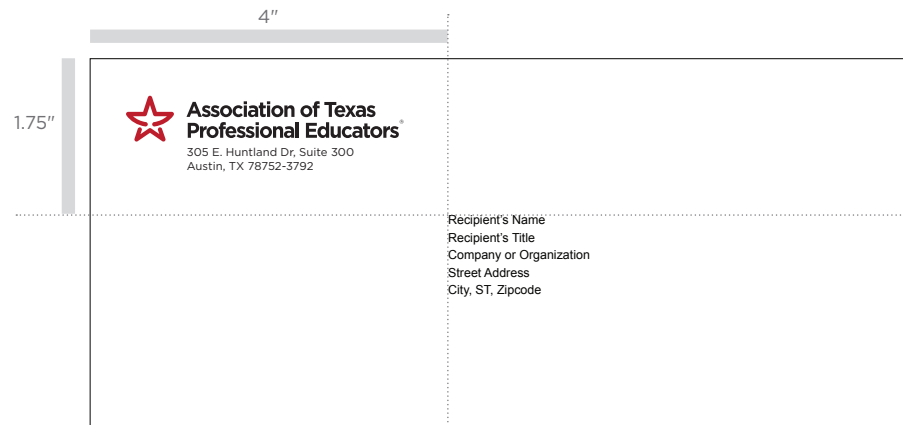
Business cards are pre-printed, and are shown here only for reference. If you need to change or add information to a card, please contact the corporate office.



Envelope - #10 Standard

For use with the ATPE #10 envelope:

- Arial Regular
- 10 pt type
- 14 pt leading



Mailing Label

For use with the ATPE mailing label:

- Arial Regular
- 10 pt type
- 14 pt leading

