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The following pages of the ATLAS Standards Manual listed in sequential order. These standards outline the rationale behind and recommended usage of the ATLAS Identity System.

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Introduction

ATLAS' new visual identity system (VIS) is a living system designed to represent and communicate the interdisciplinary nature of the ATLAS Institute and its overarching goal of producing cutting edge innovative research, creative work, and education. The VIS provides a framework to connect and bind the notions of research and education and their potential to inspire “radical creativity and invention.”

The system works to represent a broad range of ATLAS-rooted concepts. The concept of a dynamic faculty and student body in collaboration, accessing an ever-changing array of contemporary institutional resources and curricular programs is conveyed through the system. The new VIS serves ATLAS' extended community of “unconventional people, daring to bring forth dangerous ideas” while evoking a transcendence of both discipline and definition.

In summary, the new ATLAS VIS brings order and clarity to ATLAS' “messy collection of people, curricular programs and resources” and looks to the Institute's future.



The ATLAS Wordmark

The ATLAS wordmark is the center of Atlas' visual identity system. Through consistent, repetitive use the wordmark becomes visual shorthand for the Institute, symbolizing and embodying its activities, achievements, and ambitions.

The 36 different "A"s utilized in the wordmark are bespoke, designed atop an isosceles triangle, representing the people and activities informing the

Institute and its trajectory. The letters T-L-S are set in Neue Haas Grotesk connoting a stable, unified, and modern way of thinking.

The ATLAS wordmark currently comes in 665 variations. These variations should not be altered or distorted in any way with the sole exception of occasionally being colored per the guidelines that follow.



Wordmark Construction

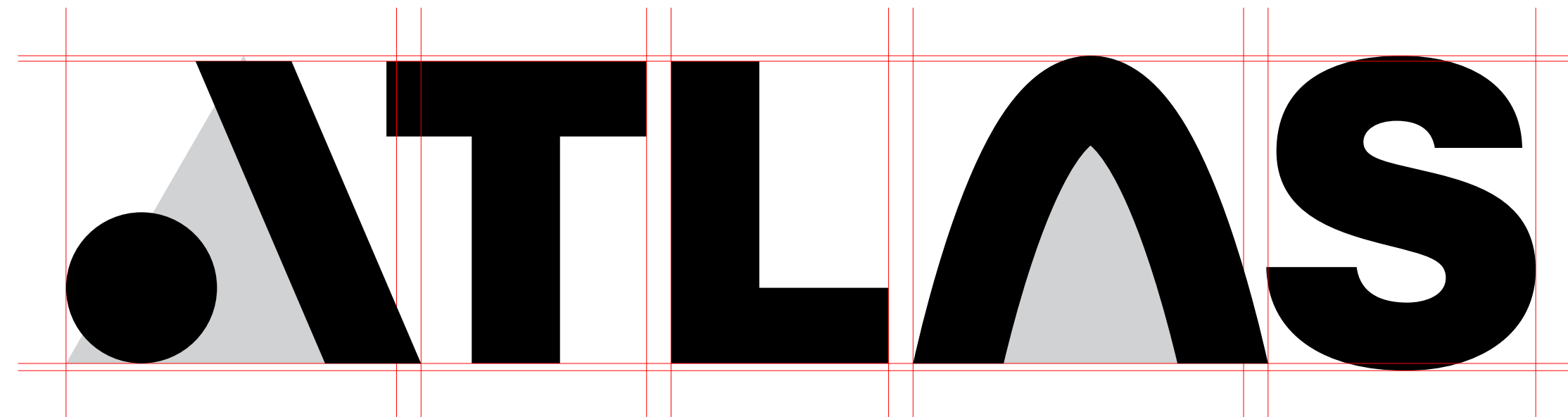
The "A"s in the ATLAS wordmark are bespoke, designed atop an isosceles triangle, they represent the people and activities informing the Institute and its trajectory. The letters T-L-S are set in Neue Haas Grotesk connoting a stable, unified, and modern way of thinking.

The isosceles triangles displayed are used as Placeholders to be replaced with ATLAS' bespoke "A"s.



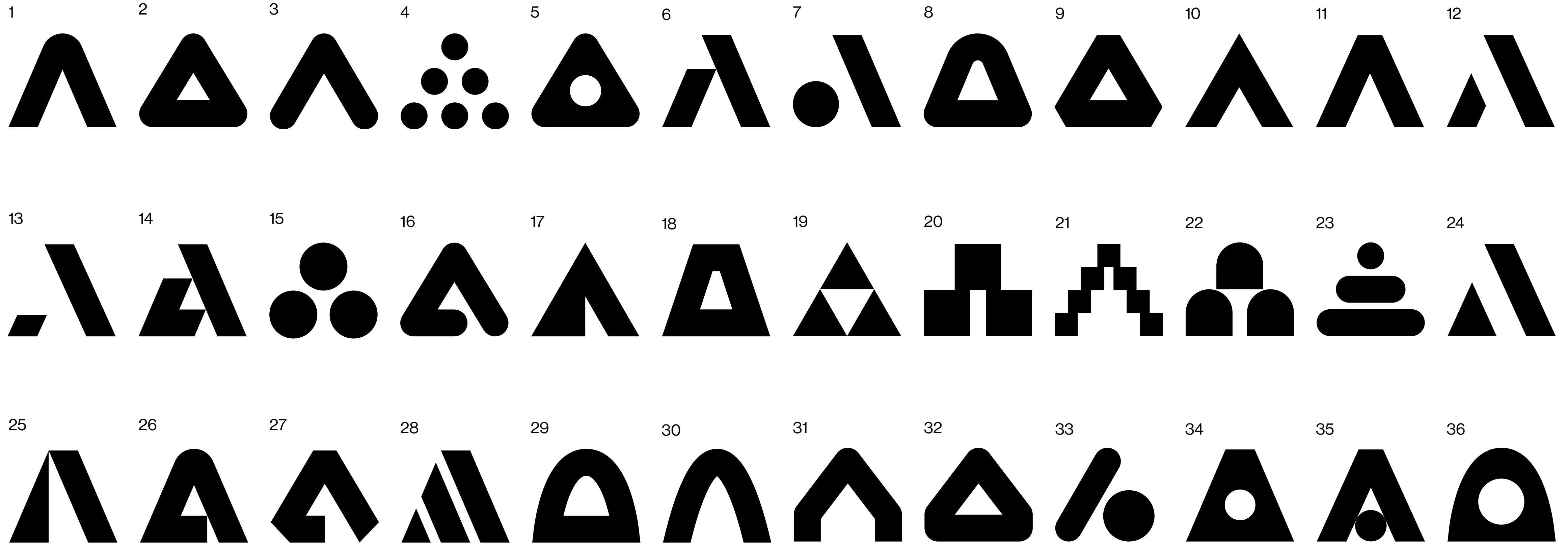
Wordmark Letter Spacing

The A-T-L-A-S letterforms comprising the ATLAS wordmark spaced for legibility and readability per the letter kerning diagram below. "A"s are interchanged to fit into the wordmark accordingly.



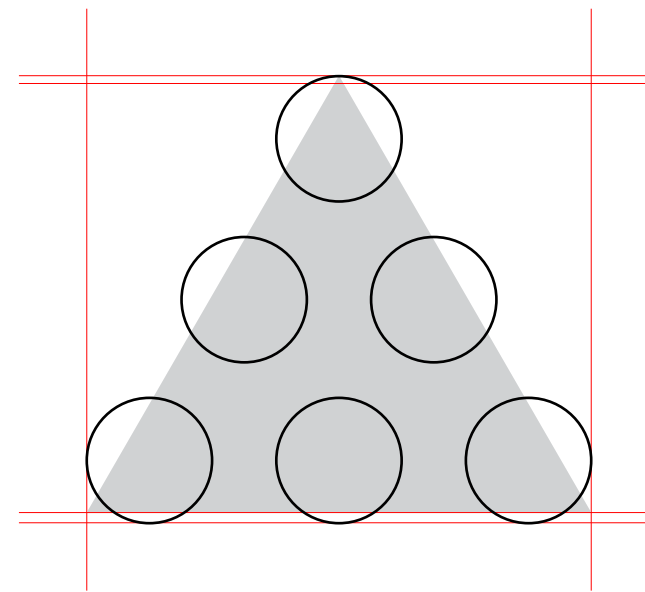
36 Bespoke ATLAS "A"s

Thirty-six bespoke "A"s form the foundation of the ATLAS VIS. These "A"s are used interchangeably within the ATLAS wordmark and across ATLAS Labs identities per the standards outlined in this manual.



The ATLAS Isosceles

The thirty-six bespoke ATLAS "A"s are all designed atop the ATLAS Isosceles triangle within the framework displayed below. All thirty-six "A"s are the same width and one of three predesignated heights.

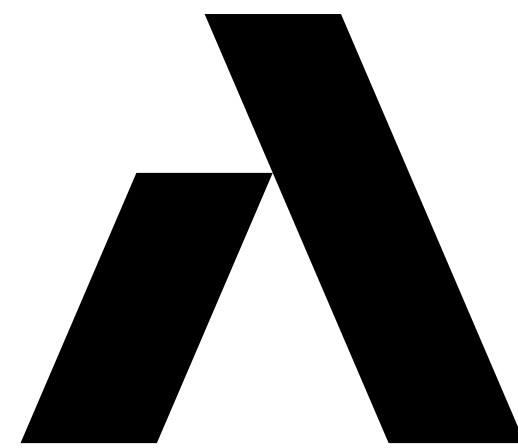


3 Types of "A"s

There are three types of ATLAS "A"s. All three types of "A"s are the same width to maintain a consistent horizontal fit within the ATLAS wordmark. Types vary in height per one of three design styles to maintain optimal vertical visual consistency within the ATLAS wordmark.

Type 1 employs a "flat top x flat bottom." Type 2 employs a "round top x flat bottom." Type 3 employs a "round top x round bottom."

Type 1



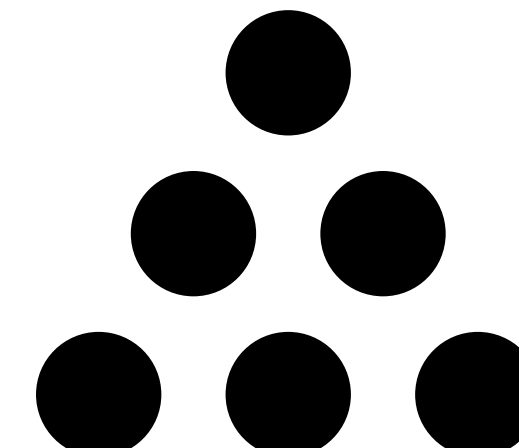
Flat top x flat bottom

Type 2



Round top x flat bottom

Type 3

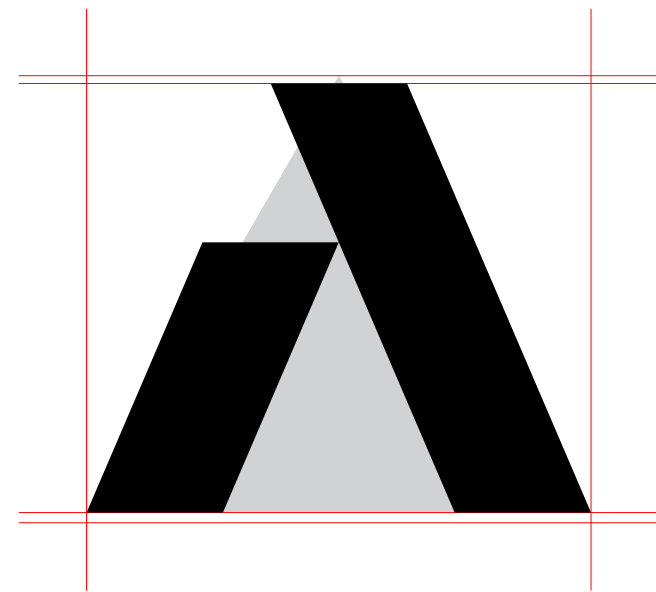


Round top x round bottom

3 Heights

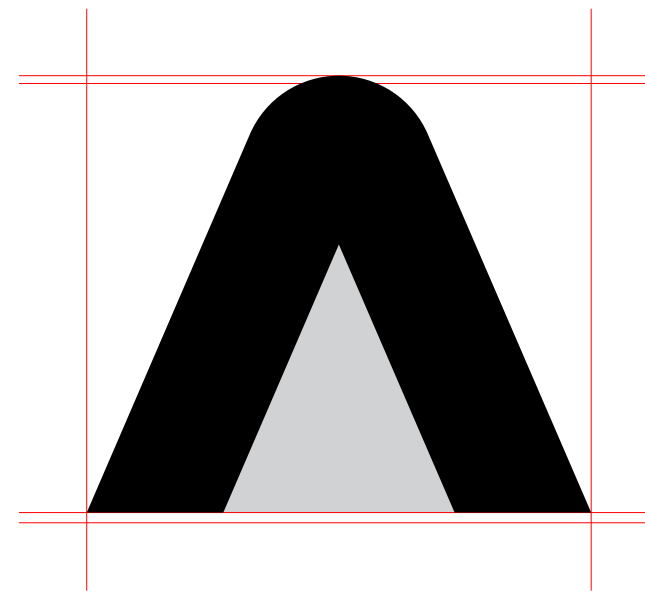
Variation in the height of ATLAS "A"s detailed below. Type 1 "A"s employing a "flat top x flat bottom" design are the least tall. Type 2 "A"s employing a "round top x flat bottom" design are slightly taller than Type 1 "A"s as a function of their round top. Type 3 "A"s employing a "round top x round bottom" are the tallest "A"s as a function of their round tops and bottoms.

Type 1



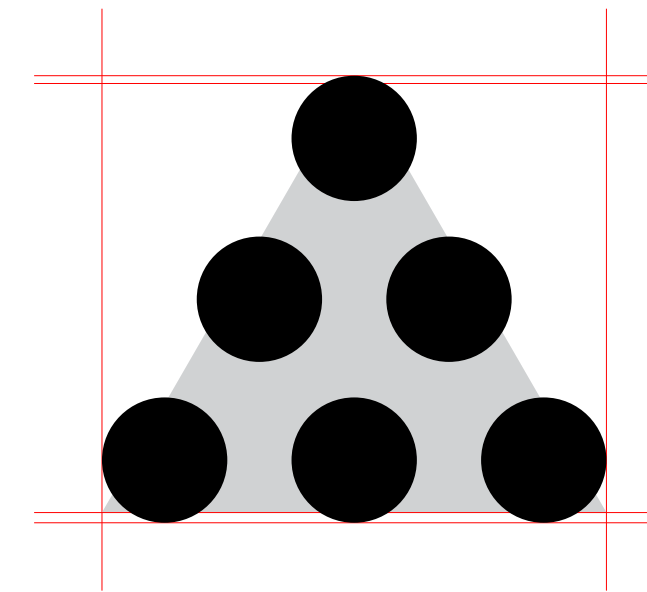
Flat top x flat bottom

Type 2



Round top x flat bottom

Type 3



Round top x round bottom

Wordmark Variations

There are currently 665 ATLAS wordmark variations. All thirty-six bespoke "A"s fit in front of the ATLAS "T," or in "A position one." However, only nineteen "A"s fit after the ATLAS "L" in "A position two." Less "A"s fit in position two than in position one due to the form of the ATLAS "S."

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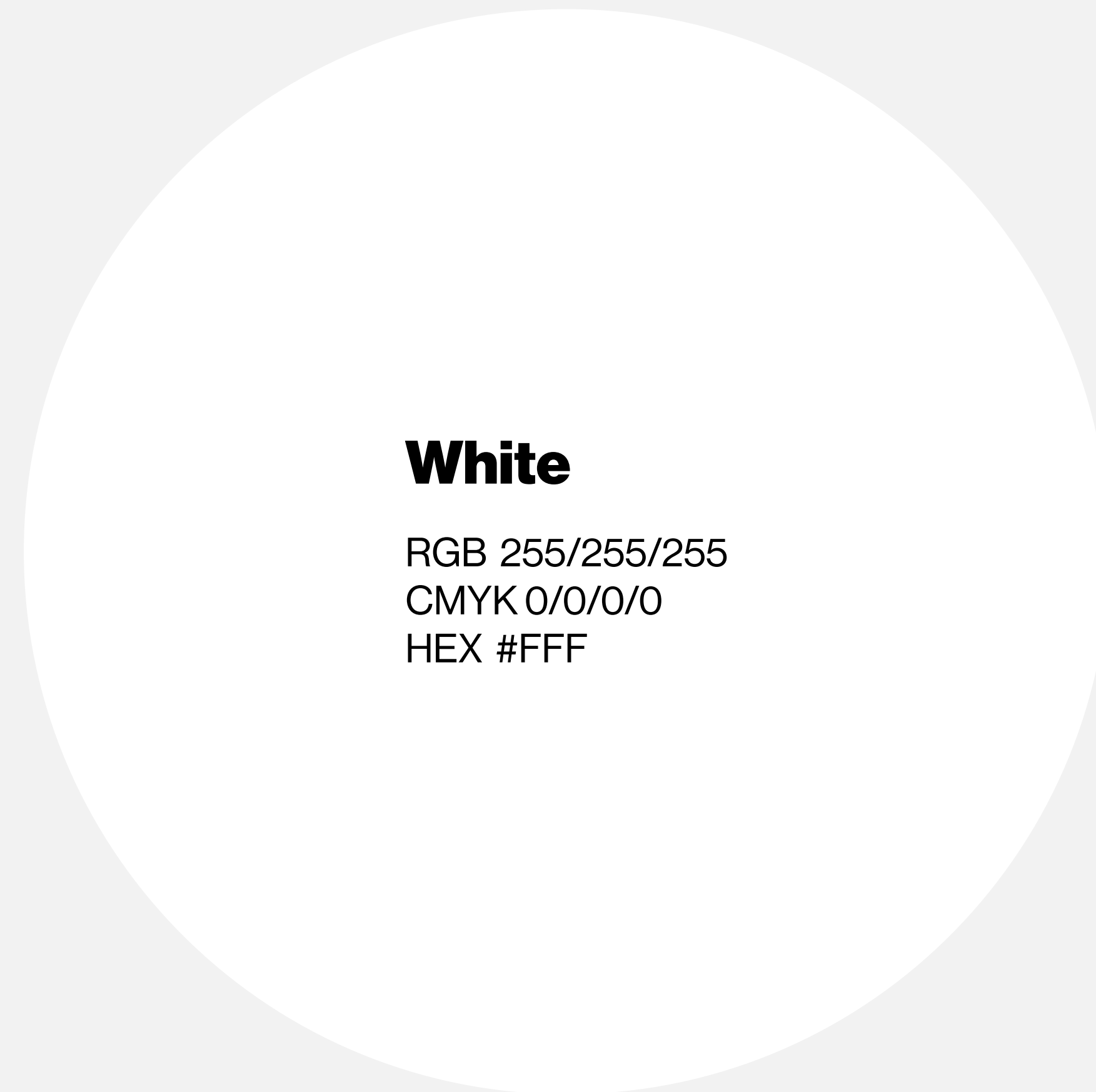
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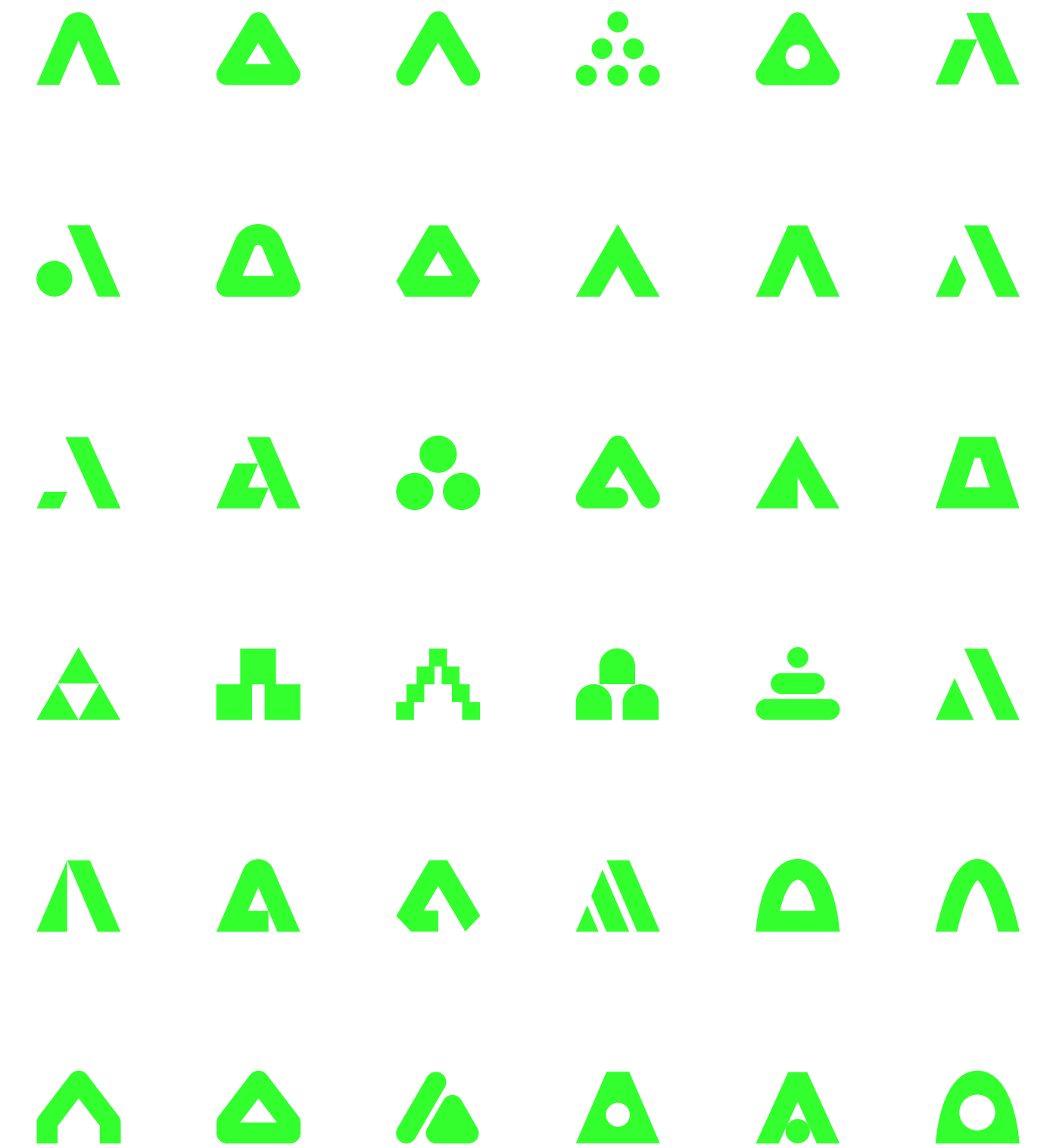
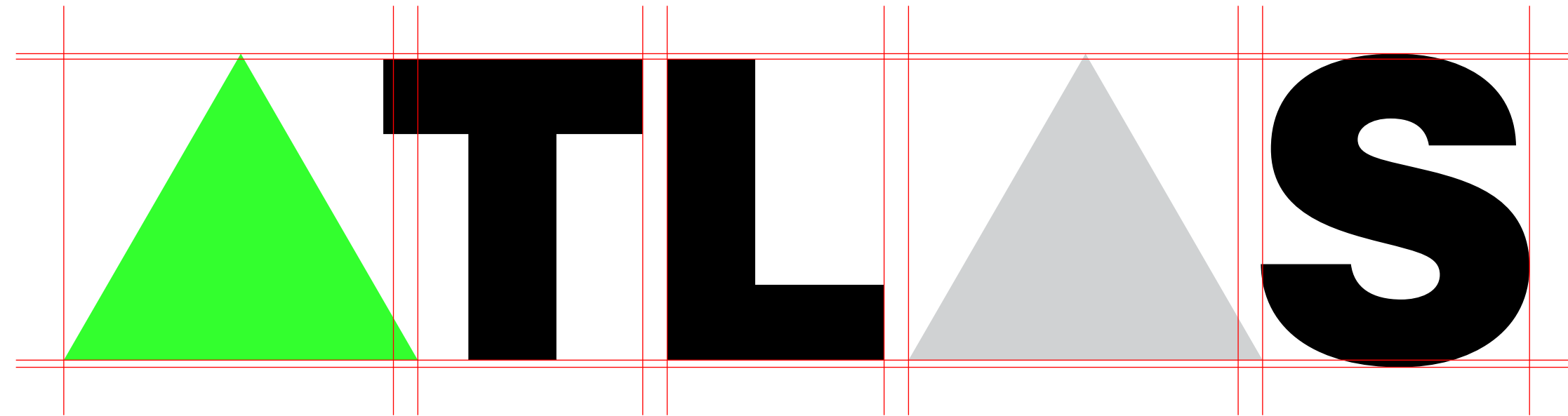
Primary Color

The ATLAS wordmark should be displayed in black when atop a white or a light value background. The wordmark should be displayed in white when atop a black or very dark value background.



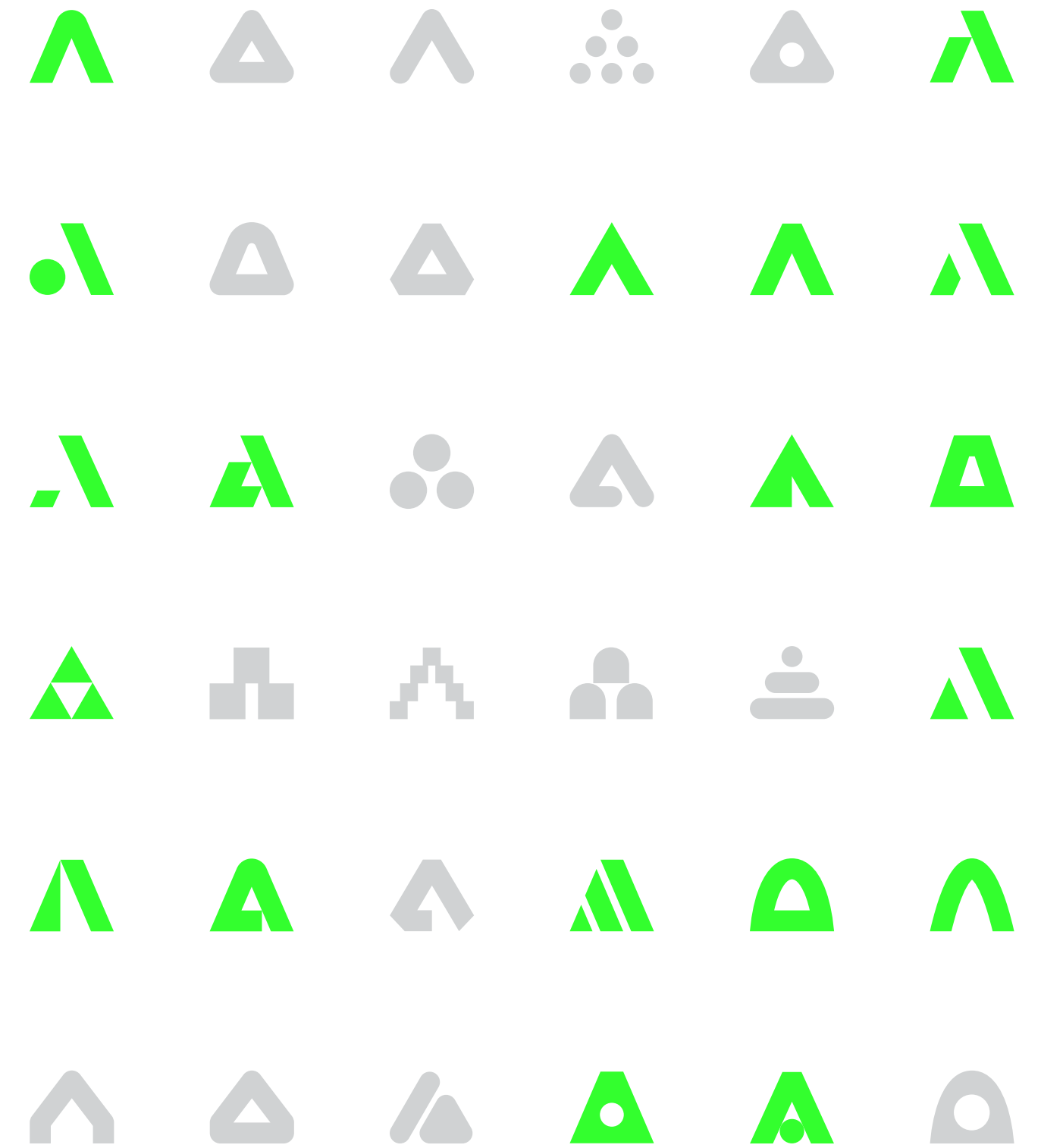
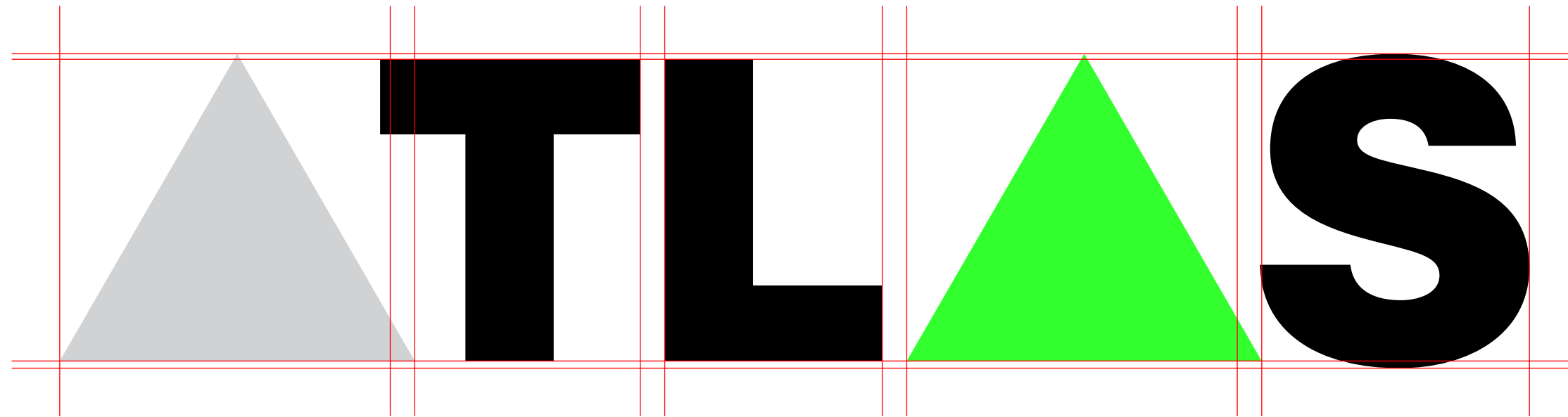
ATLAS "A" (Position One)

All thirty-six bespoke ATLAS "A"s fit in position one of the wordmark.



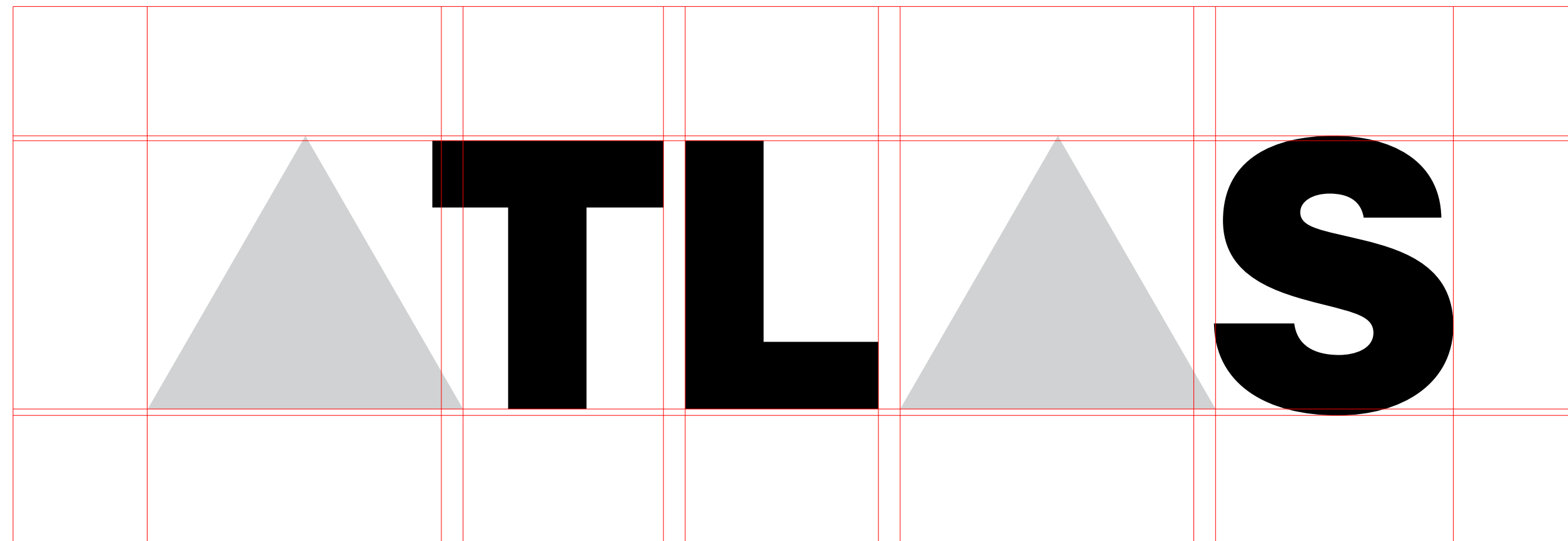
ATLAS "A" (Position Two)

Nineteen of the thirty-six ATLAS "A"s fit in position two of the wordmark. The "A"s designated in green fit in position two. The "A"s designated in gray do not.



Minimum Clear Space

The ATLAS wordmark should have a minimum clear space in all usages equal to or greater than 50% of its height.

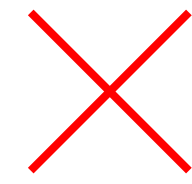


Incorrect "A" Usage

Duplicate ATLAS "A"s are not set in both position one and position two of the wordmark. Only those "A"s designated as occupying position two are set in position two.



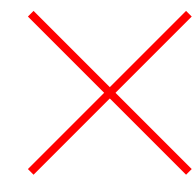
● / T L ● / S



Use of duplicate "A"s



























▲ T L ▲ S



Use of incorrect "A" in position two

ATLAS x CU Lockups

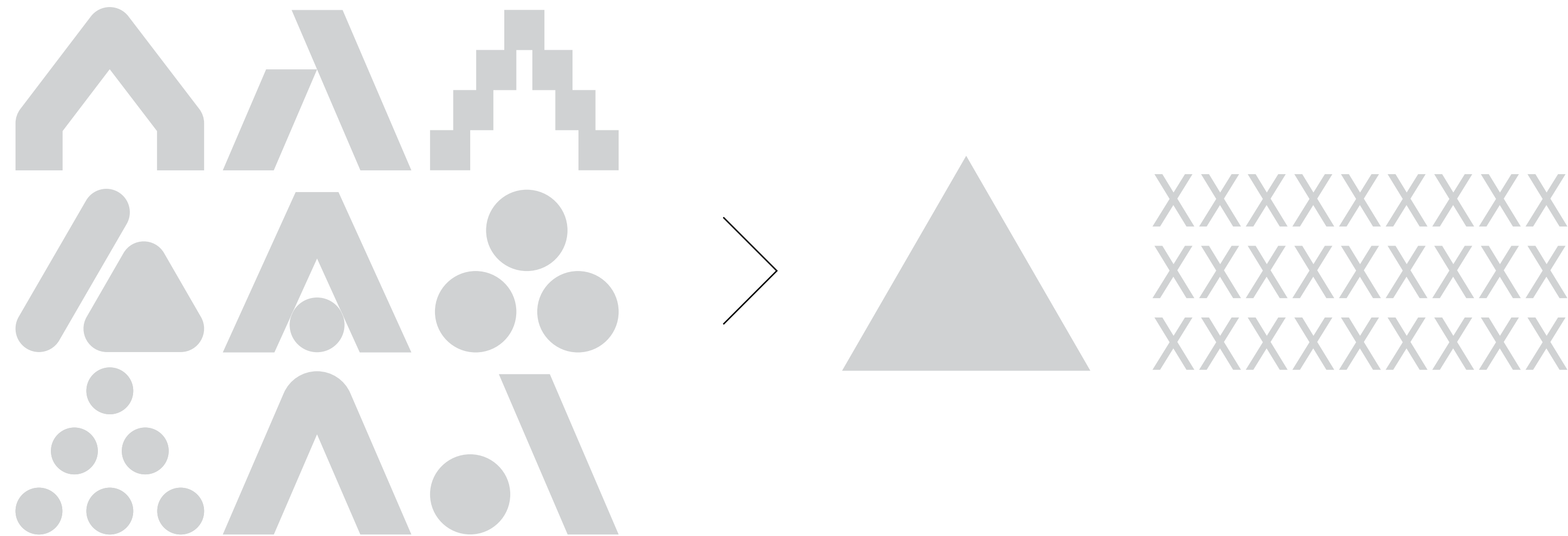
When the new identity system for ATLAS was first released, these lockups were shared widely. Since then, CU Boulder Strategic Relations and Communications has requested that they not be used. Instead, ATLAS wordmarks must be accompanied by a CU Boulder logo, but not formally locked up with it. Depending on the context, you may choose to use one of the College of Engineering and Applied Science lockups, or CU Boulder. Files may be downloaded from the ATLAS website.

		 University of Colorado Boulder				 University of Colorado Boulder				
		 Engineering <small>UNIVERSITY OF COLORADO BOULDER</small>				 Engineering <small>UNIVERSITY OF COLORADO BOULDER</small>				
		 Engineering & Applied Science <small>UNIVERSITY OF COLORADO BOULDER</small>				 Engineering & Applied Science <small>UNIVERSITY OF COLORADO BOULDER</small>				
		 College of Engineering & Applied Science <small>UNIVERSITY OF COLORADO BOULDER</small>				 College of Engineering & Applied Science <small>UNIVERSITY OF COLORADO BOULDER</small>				

ATLAS Labs Identity System

The ATLAS Labs identity system comes from ATLAS's collection of 36 bespoke "A"s. "A"s are selected by Laboratory staff as the symbol of a respective Lab. Once selected the Labs' text-based title accompanies each "A" to form a "Master Labs ID."

When an "A" is selected by a specific ATLAS Lab, it is no longer available for use by another Lab



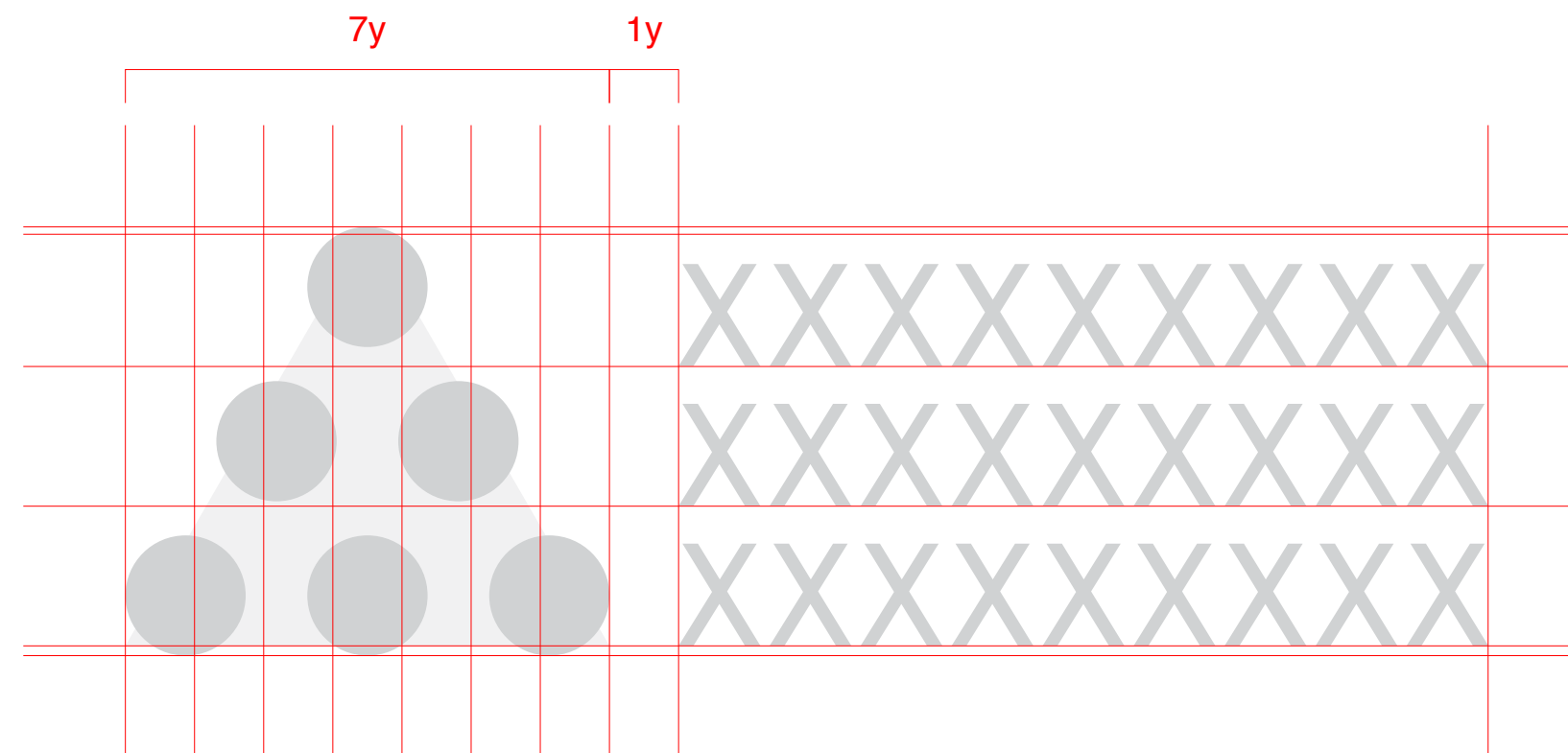
ATLAS Labs Identity System (Master Labs ID)

ATLAS Labs Identity System (Master Labs ID)
Each Labs "Master Labs ID" is comprised of one ATLAS "A" and a
text-based title, typeset as displayed below across three lines.



ATLAS Labs Identity System (Master Labs ID) Construction

ATLAS Labs Identity System (Master Labs ID) Construction
The "Master Labs ID" assembly and spacing comprised of one ATLAS "A" and each Labs' text-based title, typeset across three lines as displayed below.

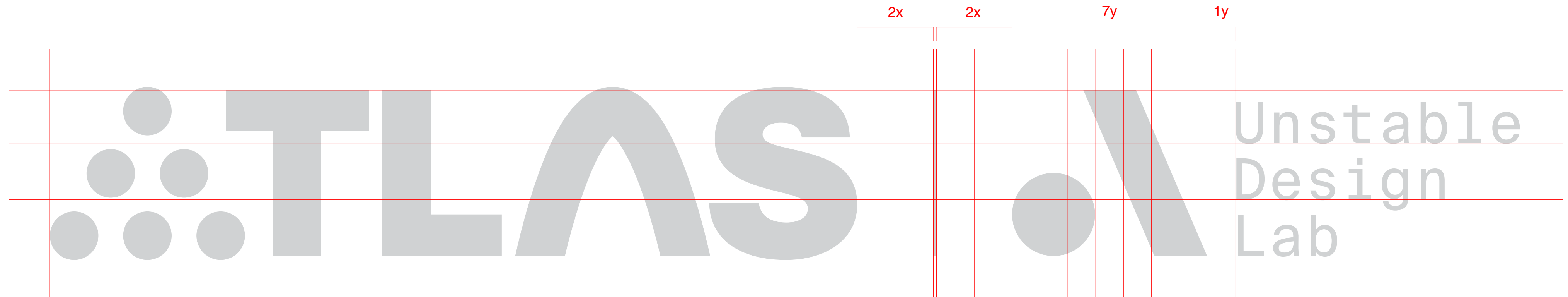


**ATLAS x Labs Lockups
(Variant One)**

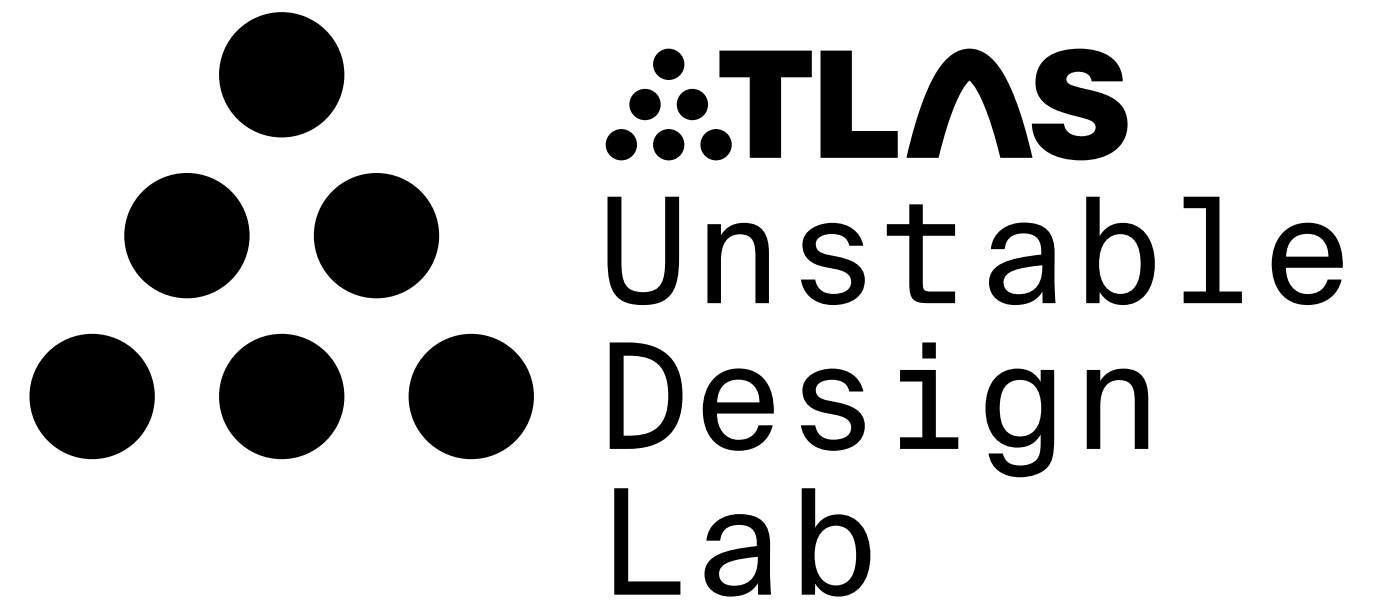


Unstable
Design
Lab

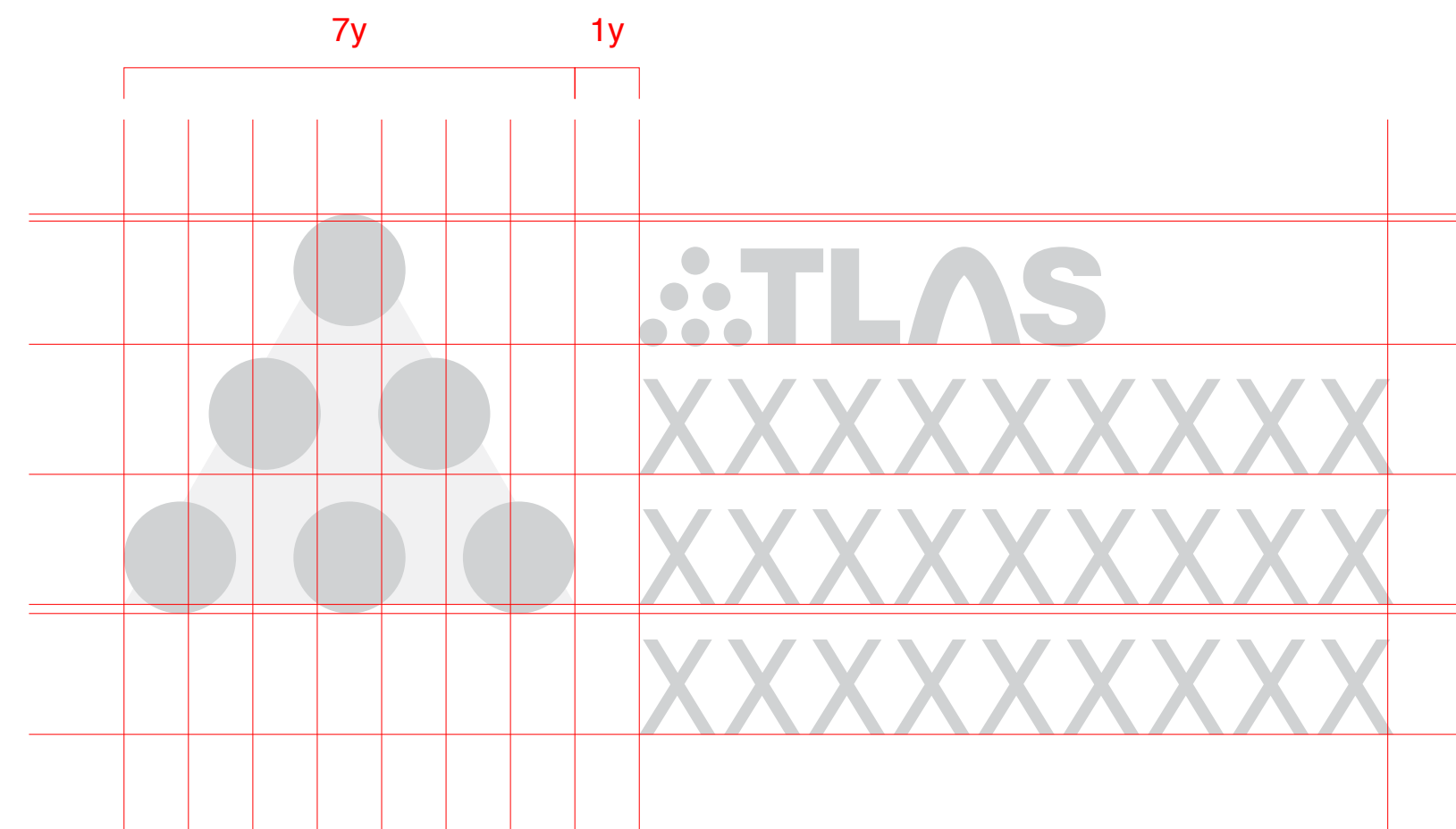
ATLAS x Labs Lockups (Variant One) Construction



**ATLAS x Labs Lockups
(Variant Two)**



ATLAS x Labs Lockups (Variant Two) Construction



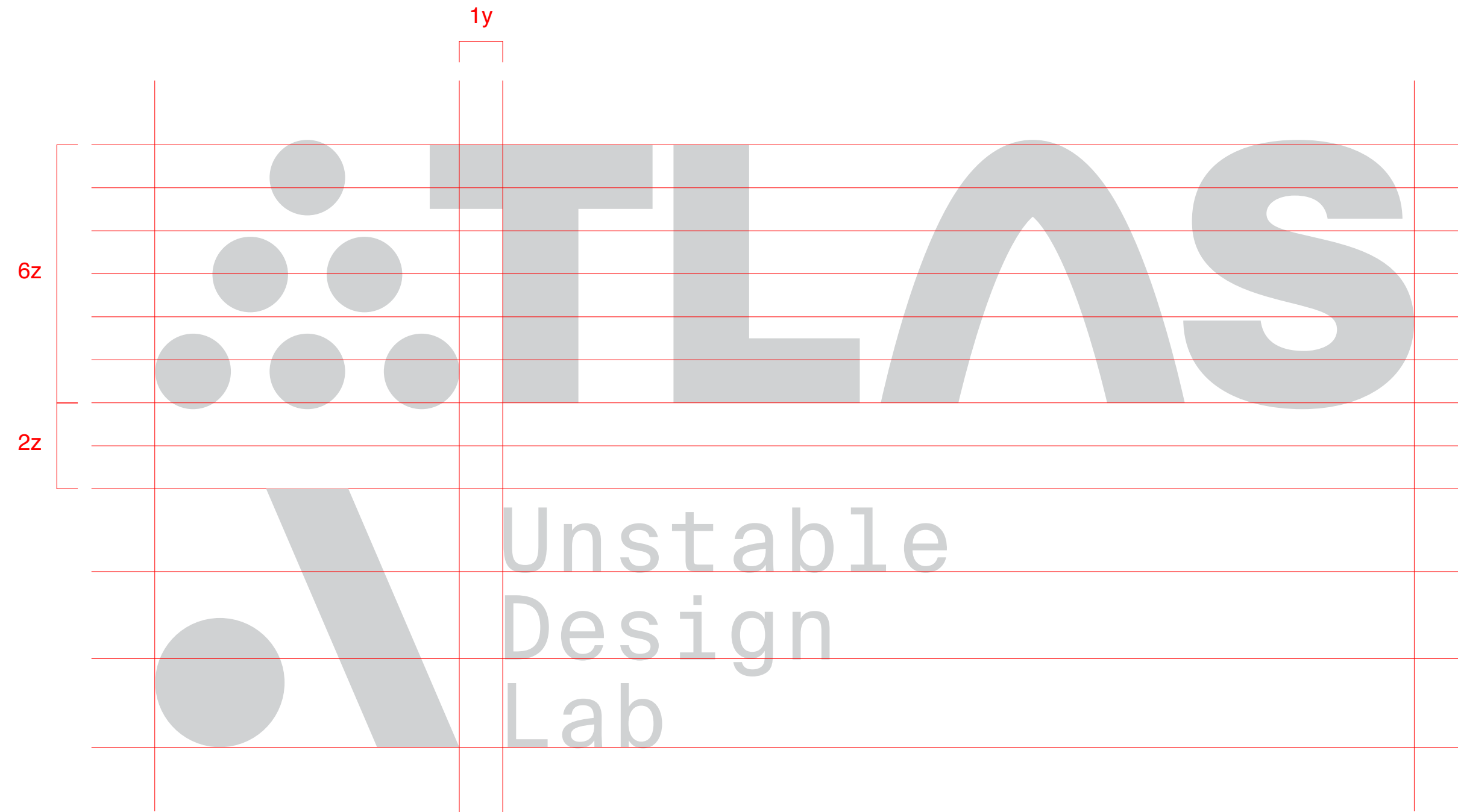
**ATLAS x Labs Lockups
(Variant Three)**

The logo features a cluster of seven black circles of varying sizes on the left, arranged in a roughly triangular pattern. To the right of the circles is the word "ATLAS" in a bold, black, sans-serif typeface. The letter 'A' is notably wide and has a rounded top.The logo consists of a large black circle on the left, followed by a thick, black diagonal bar that slopes downwards from left to right. To the right of these graphic elements, the words "Unstable", "Design", and "Lab" are stacked vertically in a black, monospaced, sans-serif font.

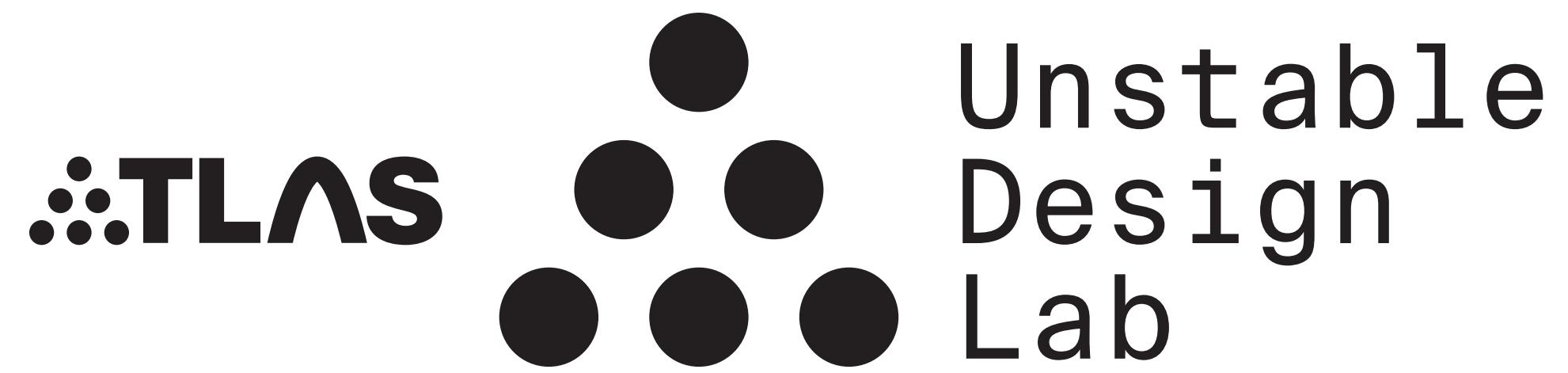
ATLAS x Labs Lockups (Variant Three) Construction

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**ATLAS x Labs Lockups
(Variant Four)**



ATLAS x Labs Lockups Variant Four Construction

