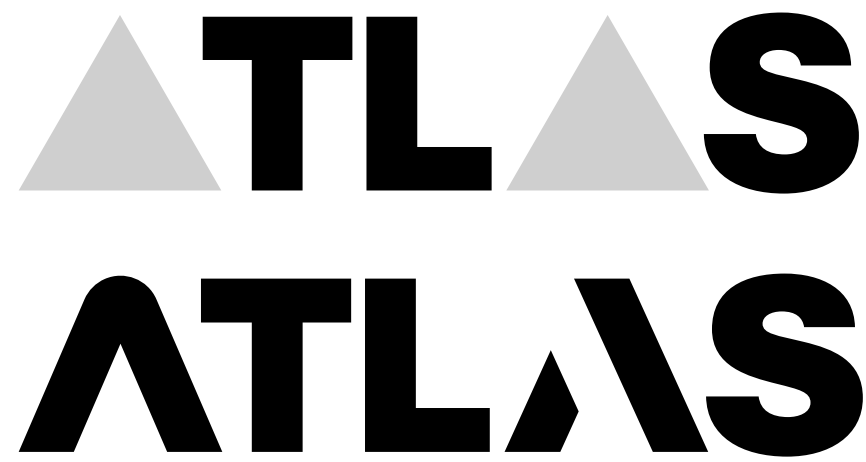


ATLAS STYLE GUIDE

/ Wordmark



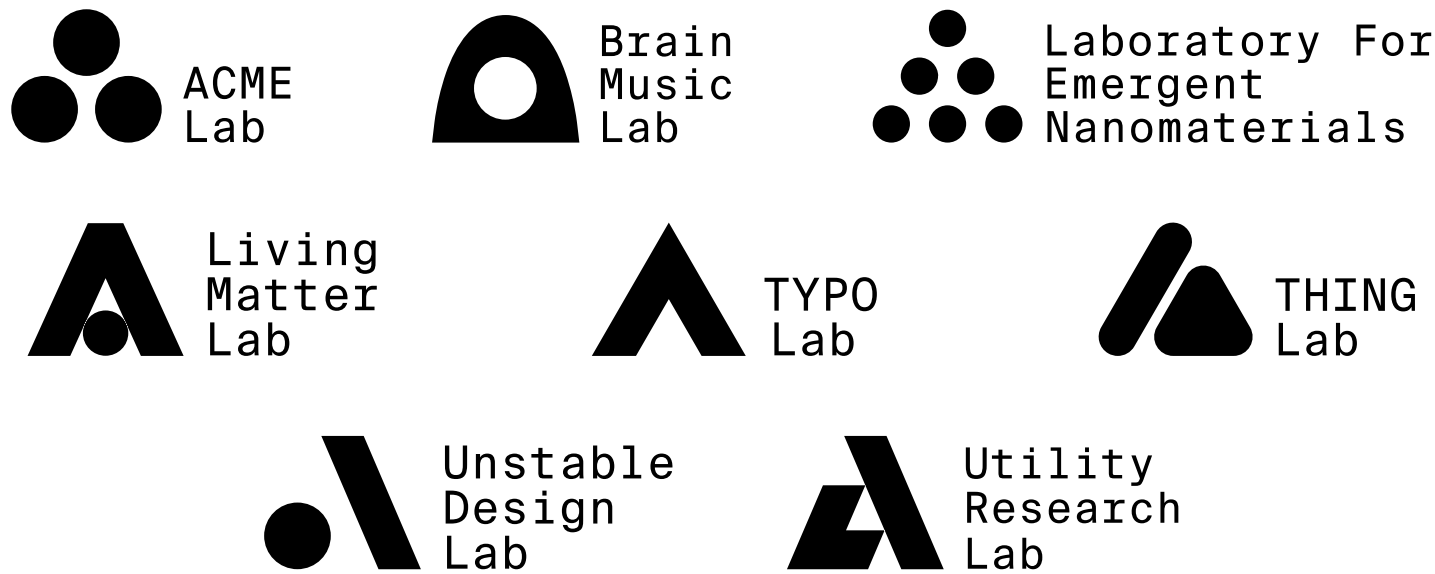
Thirty-six bespoke "A"s form the foundation of the ATLAS wordmark. These "A"s are used interchangeably in the ATLAS wordmark and ATLAS Research Lab identities as outlined below.

The ATLAS wordmark comes in 665 variations. An online wordmark generator can be found at: <https://atlas-institute.github.io/wordmark-generator>

These variations should not be altered or distorted in any way with the sole exception of occasionally applying color per the guidelines that follow.

/ Research Lab Identities

Each ATLAS Research Lab has a designated “A” symbol as selected by the Lab director. This is paired with the Lab name set in Suisse Int’l Mono to form the Master Lab ID.



/ Color

Display the ATLAS wordmark in black when atop a light background; display it in white when atop a dark background.

RGB 0/0/0 CMYK 100/100/100/100 HEX #000000	BLACK	WHITE	RGB 255/255/255 CMYK 0/0/0/0 HEX #FFFFFF
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/ Extended Palette

The ATLAS extended color palette is generated using the CMYK color mode, where one value (Cyan, Magenta, Yellow) is set to full color and one other is incremented in steps of 25.



/ University Brand

The University of Colorado Boulder logo must be used in conjunction with the ATLAS wordmark on printed materials. For materials related to academic programs, the College of Engineering logo may be used instead.



/ Typography

Neue Haas Grotesk. Use Neue Haas Grotesk as the main typeface for all ATLAS materials. Substitute with Helvetica or Helvetica Neue when Neue Haas Grotesk is unavailable.

Suisse Int’l Mono. Use Suisse Int’l Mono as a supporting typeface.

/ Neue Haas Grotesk

A remastered version of Helvetica including a variety of updates, features, and stylistic alternates.

45 Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(\$&?!%-.,:;)
55 Roman	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(\$&?!%-.,:;)
65 Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(\$&?!%-.,:;)
95 Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(\$&?!%-.,:;)

/ Suisse Int’l Mono

A clean, contemporary monospaced font, inspired by the typewriter, early computer code and computer terminal typesetting.

Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890(\$&?!%-. , : ;)
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