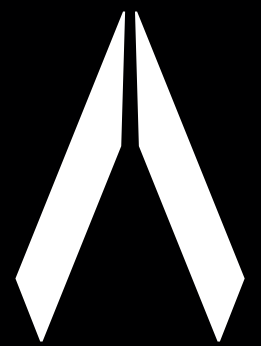


ATLAS STANDARD

BRANDING AND IDENTITY



ATLAS STANDARD®

REV040119

Logo

ATLAS STANDARD LOGO LOCKUP

PRIMARY LOGO LOCKUP

The primary Atlas Standard logo includes the badge and logotype. It is available for use in both horizontal and vertical formats.

The logo should appear in white or black only. Any other coloring of the logo will be considered off brand.

Use of Registered Trademark Symbol:
When possible, the ® mark should accompany the logo. There is no hard rule on this, generally speaking, but “first and/or most prominent” placement of the logo should include this.



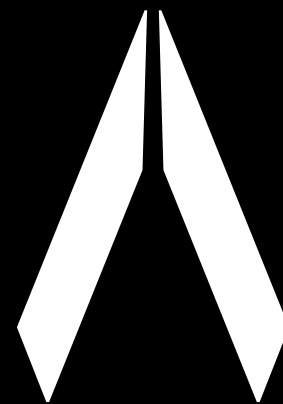
ATLAS STANDARD®

BADGE LOGO AND LOGOTYPE
(VERTICAL)



ATLAS STANDARD®

BADGE LOGO AND LOGOTYPE
(HORIZONTAL)



ATLAS STANDARD®

BADGE LOGO AND LOGOTYPE
(VERTICAL)



ATLAS STANDARD®

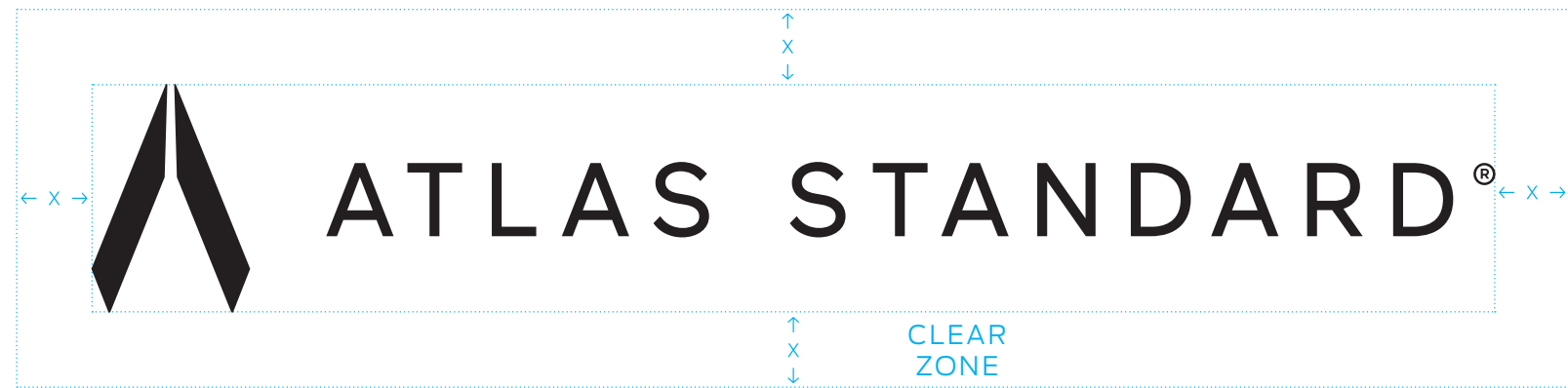
BADGE LOGO AND LOGOTYPE
(HORIZONTAL)

ATLAS STANDARD LOGO LOCKUP

PRIMARY LOGO LOCKUP SPACING

Significant clearance should be maintained around the logo.

X = the spacial difference between the logotype and badge, respectively.



ATLAS STANDARD LOGO LOCKUP

ALTERNATIVE LOGO LOCKUPS

In instances where the full logo lockup (either horizontal or vertical) does not apply, these alternatives can be used.

For example, the badge logo can be used for subtle branding on the face of a product.

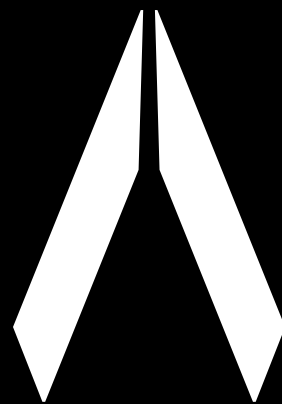
The logotype should be used when the badge is not necessary, like on product labels.



BADGE
LOGO

ATLAS STANDARD®

LOGOTYPE



BADGE
LOGO

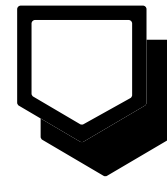
ATLAS STANDARD®

LOGOTYPE

ATLAS STANDARD SYSTEM ICONS

INITIAL BASE ICON SET

These icons are to be used when calling out specific product features.



RAPID ACCESS
POCKETS



ENHANCED MOBILITY
CONSTRUCTION



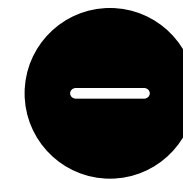
DISCREET CARGO
PLATFORM



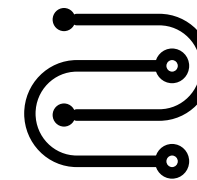
64 px



CONCEALED
ZIPPERS



CONCEALED
POCKETS

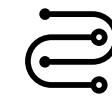
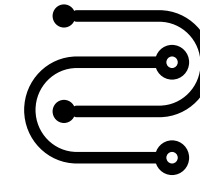
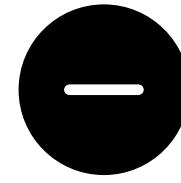
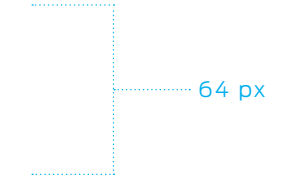
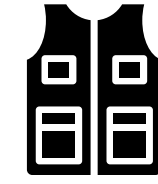
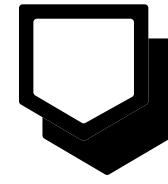


CABLE
ROUTING

ATLAS STANDARD SYSTEM ICONS

INITIAL BASE ICON SET SIZING VARIATIONS

These icons are to be used at 64px or
32px only.



Typography

ATLAS STANDARD TYPOGRAPHY

PRIMARY TYPE STYLE

The primary typeface is Maax.

It is used throughout all communication, both internal and external. It should be reserved for logo lockups, product names, and any significant headlines.

Maax is a sans serif font that is regarded as bold, modern, and elegant. It was designed by Damien Gautier and was licensed through Bureau 205.

A

Maax Regular

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A

Maax Medium

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A

Maax Bold

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ATLAS STANDARD
TYPOGRAPHY

SECONDARY
WEB/DISPLAY
FONT

A

Oakes Grotesk Light

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A

Oakes Grotesk Regular

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A

Oakes Grotesk Regular Italic

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

A

Oakes Grotesk Bold

0123456789

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Color Palette

ATLAS STANDARD PALETTE

PRIMARY COLOR PALETTE

The Atlas Standard primary color palette is primarily rich black with grays and whites.

The accent color should be used for subtle lines or callouts only.

Rich Black
R0 G0 B0
#000000

Soft Gray
R196 G200 B205
#3c37cc

Pantone Reflex Blue - Accent
R0 G20 B137
#001489

Hard Gray
R94 G97 B107
#5e616b

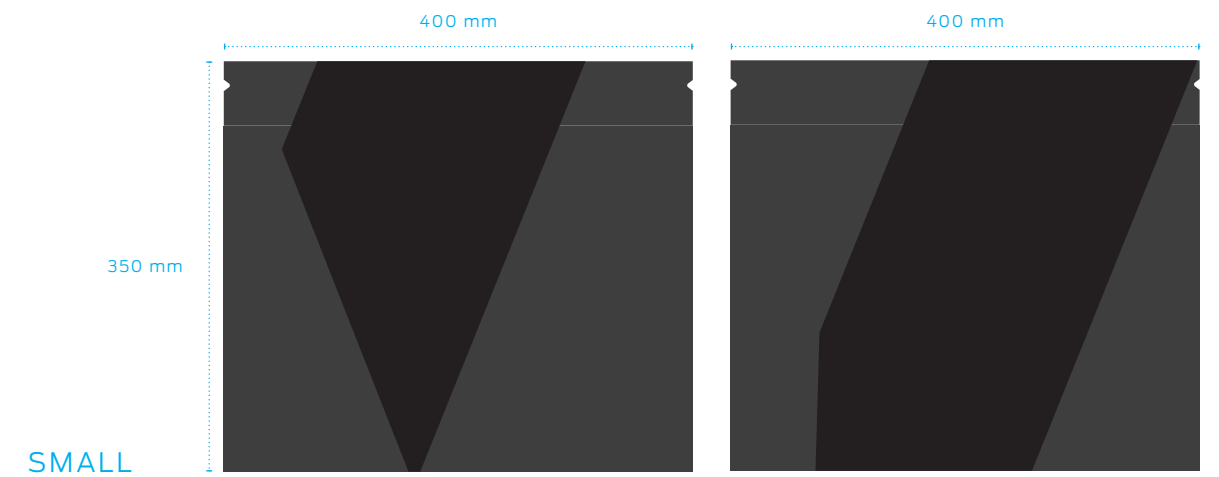
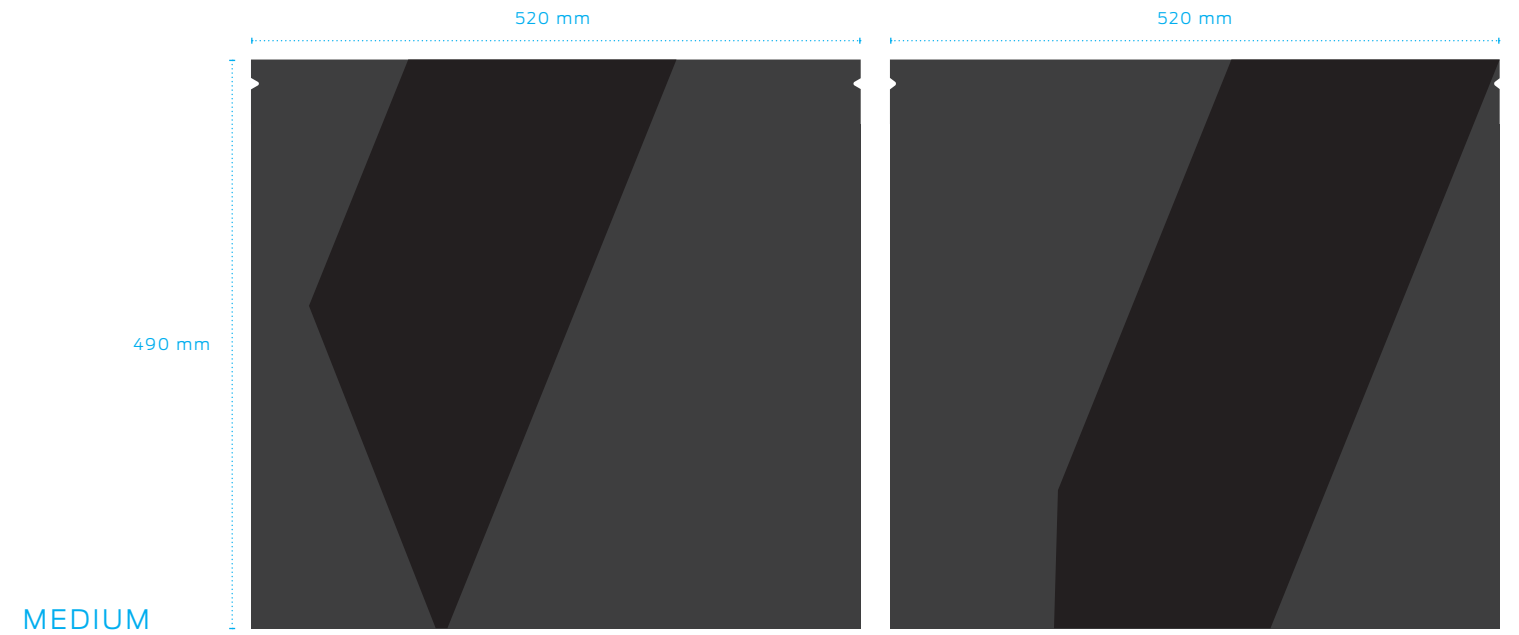
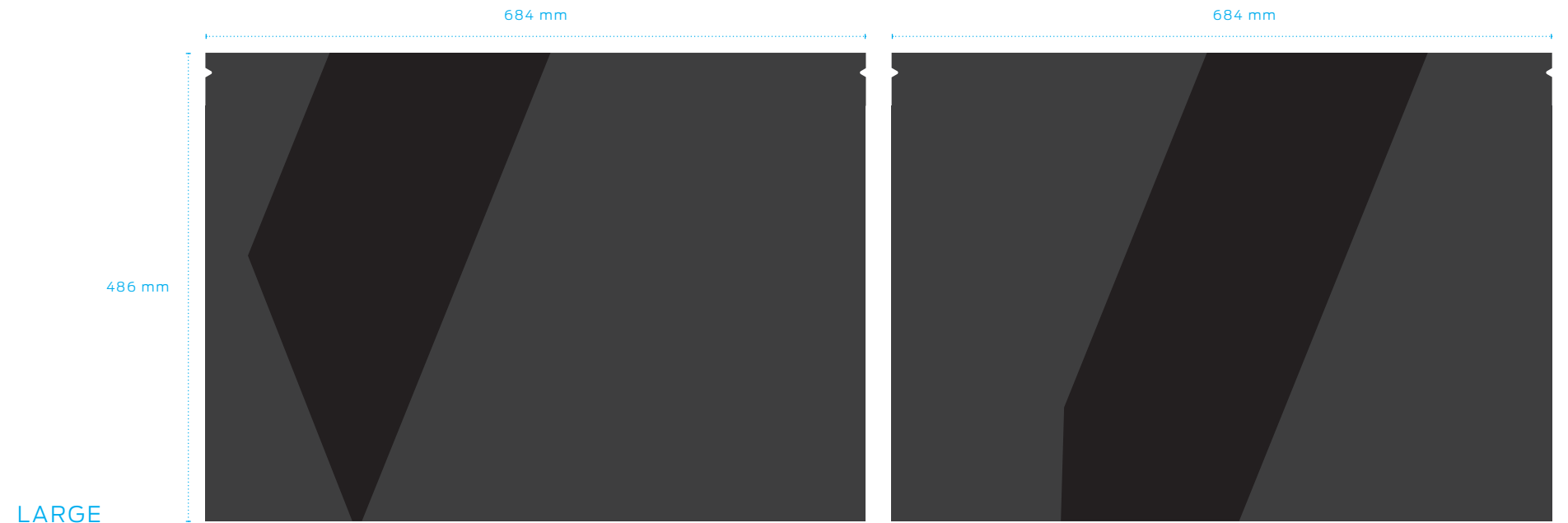
Packaging

ATLAS STANDARD PACKAGING

SHIPPING BOX

The Atlas Standard shipping box is available in three sizes.

All items should be enclosed within the Atlas Standard mylar bag. The exterior should be sealed with a single piece of circular packing tape.



Labeling

ATLAS STANDARD LABELING

APPAREL LABEL

The Atlas Standard apparel labels are made in large and small sizes.



ATLAS STANDARD

BRANDING AND IDENTITY

Photography

ATLAS STANDARD PHOTOGRAPHY

LIFESTYLE

To the right are some examples of lifestyle photography for Atlas Standard.

When possible, the location should be mysterious and abstract. The features of the model's face should be obscured, particularly avoiding the eyes.

The model should be captured in situ, as if they are being observed, traveling or performing a task. Under no circumstance should the model appear as if they are posing in a traditional fashion shoot.

The end result should have a cinematic feel.



ATLAS STANDARD PHOTOGRAPHY

PRODUCT

To the right are some examples
of product photography for Atlas
Standard.

