



ATD Chapters Brand Guide

2024

Welcome to the ATD Chapters Brand Guide!

ATD National is pleased to share this guide and toolkit to help chapters implement the ATD logo and its color palette.

This guide provides direction on the appropriate use of the ATD Chapter logo and other visual elements. We encourage Chapter leaders to thoroughly review the guide and share it with volunteers and contractors who provide design or web services to your Chapter or other organizations with whom your Chapter partners.

With the update to the ATD brand colors (as of May 2024), ATD National is providing updated materials to chapters including the following:

- Chapter logo
- Social media avatar
- Customizable templates for e-letterhead and presentations (PowerPoint)

Additional information about ATD brand colors and typography may be found on the last two pages of this guidebook.

Tips for Accessibility

The [Web Content Accessibility Guidelines](#) (WCAG) is an international set of standards established by the Web Accessibility Initiative that explain how to make web content more accessible to people with disabilities. ATD Chapters are encouraged to visit the WCAG site to learn about the standards and how to implement them.

Here are some additional tips to consider:

- Be sure there is sufficient contrast between background colors and text/graphics at the size they’re being used. Here are several free tools to check color contrast:
 - a. WebAIM.org’s online [Contrast Checker](#) allows you to quickly and manually test color combinations.
 - b. TPGi’s [Colour Contrast Analyzer](#) is downloadable for Mac or Windows, and can be used on nearly any project, including PowerPoint slides, Word docs, PDFs, and social media graphics.
 - c. WebAIM.org’s [WAVE Evaluation Tool](#) evaluates web content accessibility directly within your Chrome browser.
- ATD generally recommends a minimum font size of 12pt in digital applications.



Chapter Logo Clear Space

Clear space is the empty area that separates your ATD Chapter logo from other elements such as headlines, text, and imagery. It is also the closest your logo can be to the edge of the layout including any page, screen, sign edges, or folds. Proper clear space helps your logo be seen easily by your audience and reinforces the ATD brand.

The minimum amount of clear space surrounding your ATD Chapter logo should always be equal to half the height of the logo itself. For example, if your logo is 1” tall in a layout, you will need 0.5” of clear space on all sides of the logo. Whenever possible, additional clear space is preferred.

Chapter Logo Size

When using your ATD Chapter logo in electronic or print form, the size should not be smaller than 0.4” (or 29 pixels) in height. The ATD Chapter social media avatar is specifically for use on social media platforms.

If your chapter has additional needs for a smaller version of its logo, please contact your [Chapter Relations Manager](#) (CRM) with specific requests.

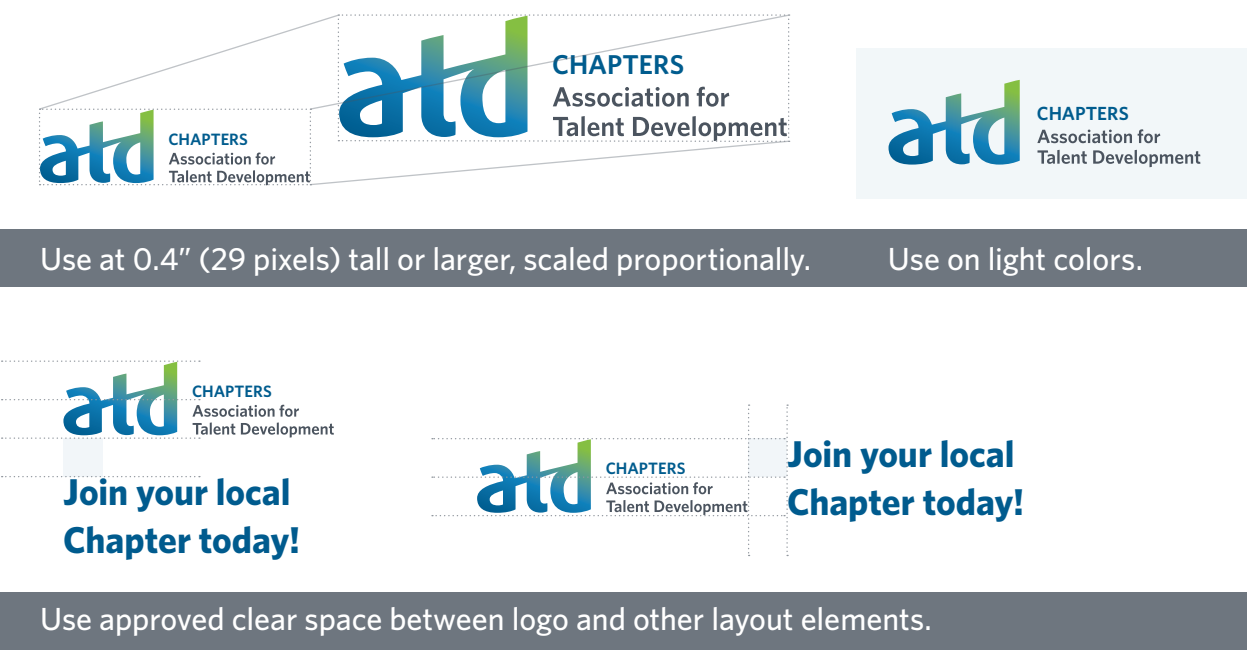
Smallest Chapter Logo Use



Chapter Social Media Avatar



Acceptable Logo Usage (please do)



Use at 0.4" (29 pixels) tall or larger, scaled proportionally.

Use on light colors.

Use approved clear space between logo and other layout elements.

Unacceptable Logo Usage (please don't)



Don't rotate logo.

Don't stretch logo.

Don't use on dark colors.

Don't change chapter size, color, or placement.

Don't lighten or use as a decorative background.

Don't use logos as text.

Chapter Stationery Kit:
Business Card, Letterhead, and Envelope Templates

The illustration below is the standard design for the Chapter stationery kit.



Front

Back

*Chapter e-letterhead available in late July. Additional branded template requests such as envelopes or business cards should be placed through your [Chapter Relations Manager](#) (CRM).

ATD BRAND LOGOS AND COLORS

ATD Logo Versions



ATD Logo Color Usage

Primary Gradient		Use on clean white or very light backgrounds.	No less than 1.25" (90px) wide
ATD Only Gradient		Use on clean white or very light backgrounds.	No less than 0.28" (20px) wide
ATD Only Flat Blue		Use on clean white or light backgrounds when logo must be small, or on merchandise.	No less than 0.25" (18px) wide No more than 0.33" (24px)
ATD Only Flat White		Use on dark backgrounds or on merchandise.	No less than 0.25" (18px) wide

ATD Primary Brand Colors

In logos, ATD Blue is used for all Chapter names and Steel is used for the words “Association for Talent Development.” Additional accent colors can be used to complement brand colors for special cases such as chapter events or social campaigns.

Primary	Secondary	Accent
ATD Blue CMYK 97/70/26/0 Hex: #005b8e Use behind white text	Steel CMYK 86/77/66/0 Hex: #4a545f Use behind white text	ATD Green CMYK 53/3/99/0 Hex: #85bf42 Use behind black text

*ATD strives to meet accessibility standards in our brand communications. Defined by the Web Content Accessibility Guidelines (WCAG), AAA represents the level of accessibility compliance for the color combinations shown.

ATD PRIMARY BRAND FONTS

ATD Brand Fonts

ATD’s primary brand fonts are Whitney HTF and Roboto, and they are available in the following weights. In ATD logos, the words “Association for Talent Development” and all Chapter names are set in the Whitney HTF typeface. Accent fonts may be used to complement brand fonts in special cases such as social campaigns.

Primary

Whitney HTF

Whitney HTF is the primary typeface used in all ATD logos and core brand materials. It works well in all applications.

Whitney HTF Book

Whitney HTF Medium

Whitney HTF Semibold

Whitney HTF Bold

Whitney HTF Book Italic

Whitney HTF Medium Italic

Whitney HTF Semibold Italic

Whitney HTF Bold Italic

Web

Roboto

Roboto is the typeface recommended for web and digital use or applications where a universal font is needed (e.g., PowerPoint). It is a Google font, and downloadable [here](#).

Roboto Thin

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Black

Roboto Thin Italic

Roboto Light Italic

Roboto Italic

Roboto Medium Italic

Roboto Bold Italic

Roboto Black Italic

For additional questions or requests, please contact your [Chapter Relations Manager](#) (CRM).

