



**2014**

**Logo & Graphic Standards for ATD Chapters**



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# INTRODUCTION

## Official Logo and Authorized Use of Logo

Since the American Society for Training & Development (ASTD) was founded 71 years ago, the field has changed and grown dramatically. The association is taking the next step in reflecting and supporting the global nature, tremendous diversity, influence, and impact of this profession.

Announced on May 6, 2014, we are excited to launch our new name, the Association for Talent Development (ATD), and our logo. The name and logo work together to communicate warmth, openness, and a focus on the future. By creating a mark with an upward moving angle, we are pointing to the growth of the profession. The warm palette communicates an invitation to those committed to developing the talents of others.

The contents of this guide—Logo & Graphic Standards for ATD Chapters—provide direction to Chapter leaders on the appropriate use of their ATD Chapter logo and other visual elements. We encourage Chapter leaders to thoroughly review the guide and share it with your volunteers and contractors who provide design or web services to your Chapter or other organizations with whom your Chapter partners.

Please note the following:

- Chapters are not permitted to use the general ATD logo; please always use your Chapter's logo in all print and digital communication and in all correspondence. Each Chapter has access to its logo and multiple communication templates via the Chapter Branding Hub at [www.astd.org/chapterbranding](http://www.astd.org/chapterbranding).
- Requests from third parties to use the general ATD logo should be directed here: [logopolicy@astd.org](mailto:logopolicy@astd.org). Chapters may not authorize external or third-party use of the ATD logo.
- During a limited period of time (May through August 2014), Chapters may use the ASTD →



ATD transitional logo available at [www.astd.org/chapterbranding](http://www.astd.org/chapterbranding).

- Chapters should refer to themselves as ATD <<chapter name>> and refer to the international organization as ATD.

- Chapters may request use of an ATD conference logo or look (for example, TechKnowledge or the International Conference & Exposition), for use on the Chapter's website or for marketing materials. Contact your Chapter Relations Manager (CRM) to request the conference logo.
- Use of taglines or other graphics as part of your Chapter's logo are not permitted.
- Chapters may request a chapter-branded avatar be developed for use in social media by contacting your CRM.
- To maintain consistency in ATD's graphic identity, it is recommended copy be set in typefaces from Whitney HTF and Mercury. ATD has purchased a license for each Chapter to access and use these preferred fonts. To request your Chapter's license, please contact your CRM.

We appreciate your cooperation to ensure the appropriate use of your Chapter's ATD logo in print, online, and in all Chapter materials.

Thank you for helping to ensure the ATD brand is well represented locally, nationally, and internationally. We're here to help your Chapter effectively communicate and represent ATD in your communities. Together, we are all creating a world that works better!

**ASTD 2014**  
**TechKnowledge®**

**Las Vegas, NV**

January 22 – January 24, 2014

[www.tkconference.org](http://www.tkconference.org)

**ASTD 2014**  
**INTERNATIONAL**  
**CONFERENCE &**  
**EXPOSITION**

WASHINGTON, DC, USA

**MAY 4 - 7, 2014**

[www.astdconference.org](http://www.astdconference.org)

## CORPORATE COLOR



### Pantone 2028C

C=0 M=84 Y=100 K=0  
R=255 G=77 B=0  
Hex: #FF4D00



### Pantone Cool Grey 11C

C=65 M=58 Y=52 K=29  
R=86 G=85 B=89  
Hex: #565559



### Pantone 1805C

C=16 M=100 Y=100 K=7  
R=193 G=0 B=19  
Hex: #C10013



### Pantone Cool Grey 5C

C=31 M=25 Y=25 K=0  
R=179 G=178 B=179  
Hex: #B3B2B3



### Pantone 130C

C=0 M=31 Y=100 K=0  
R=255 G=183 B=0  
Hex: #FFB700



### Pantone Cool Grey 1C

C=13 M=11 Y=12 K=0  
R=219 G=217 B=214  
Hex: #DBD9D6

Use the gradient logo whenever possible, particularly in high-visibility applications or when ATD is the main message of communication.

The ATD gradient is composed of three colors (Pantone 2028C, Pantone 1805C and Pantone 130C). These colors are the main corporate colors, to be used in concession with secondary colors when needed. A three-color gradient cannot be printed in Pantone colors, so any piece using the gradient must always print CMYK. However, CMYK and Pantone can be printed together; therefore, any

type treatments in Pantone colors can be printed as such with CMYK print of the logo.

For the ATD colors specified throughout this guide, you may use the Pantone colors 2028C for orange, Pantone 1805C for red, and Pantone 130C for yellow. The supporting grey colors are a range of Pantone cool grey from 11C, 5C, and 1C. Please refer to actual Pantone color chips to accurately match and reproduce the ATD colors.

Color Usage

The logo may be reproduced in a single color for secondary materials, or when necessary for budgetary reasons. ATD orange (Pantone 2028C), black, or grey are the preferred one-color options.

**To ensure logos are consistently applied, you must always use an electronic logo file.**

The logo may be reversed to white on a dark background (a field of color, photograph, etc.) that provides sufficient contrast.

When using the logo on pieces that will be photocopied, please use the black version of the logo only.

Pantone Color



Pantone 2028C  
C=0 M=84 Y=100 K=0  
R=255 G=77 B=0  
Hex: #FF4D00



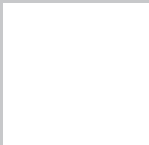
METRO DC CHAPTER  
Association for  
Talent Development



Pantone Black  
C=0 M=0 Y=0 K=100  
R=35 G=31 B=32  
Hex: #231F20



METRO DC CHAPTER  
Association for  
Talent Development



White  
CMYK: C=0 M=0 Y=0 K=100  
RGB: R=255 G=255 B=255  
Hex: #FFFFFF



METRO DC CHAPTER  
Association for  
Talent Development

## CHAPTER LOGOS

The ATD logo system positions ATD visually as a “master brand” with which each Chapter is affiliated. In this way, a Chapter benefits from the equity built for the group as a whole.

### Chapter Logo

The Chapter name should appear between the mark and the company name. Each Chapter name is followed by the word “CHAPTER.” The name of the Chapter may be one, two, or three lines and aligned in the center of the mark. The maximum number of type characters per line in the Chapter name is 30 with spaces. More than 30 type characters should be broken to the next line with 1.5 point leading between the lines of type.

Chapter logos may be downloaded at [www.astd.org/chapterbranding](http://www.astd.org/chapterbranding). Please contact your CRM if you have any questions.

As a reminder, Chapters should refrain from using the ATD logo and instead only use their Chapter logo.

### Main Chapter Logo



### Chapter Partner Logo





# MINIMUM SIZE REQUIREMENT

## Recommended Size

It is strongly recommended that the logo not be sized smaller than 1.5" (or 108 pixels) in width for web or print graphics.



*Half of the height of the symbol*

## Area of Noninterference

The primary area of noninterference should measure half of the height of the mark from top to bottom.

**See the logo chart above.**

A minimum amount of clear space should surround the ATD logo, separating it from other elements such as headlines, text, imagery, or the outside edge of the document or other applications, including

edges of exterior signage. This clear space ensures legibility and visual impact. Without this, art could become increasingly tight.

The area of noninterference represents the minimum acceptable clear space. Whenever possible, additional clear space is preferred.

# UNACCEPTABLE CHAPTER LOGO USAGE



Do not reposition or resize the Chapter name.



Do not change font, size, color, or placement of Chapter name.



Do not place the logo within the body copy.



Do not position the logo at an angle.



Do not split the logo into multiple colored fields.



Do not place objects or type within the area of noninterference.



Do not condense or extend the logo.



Do not screen the logo or use it as a decorative background element.



Do not convert the Chapter name into the gradient color.

# PRINT APPLICATIONS

## Stationery Kit for a Chapter: Business Card, Letterhead, and Envelope Templates


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



# PRINT APPLICATIONS

## Stationery Kit: Fax Cover Sheet

The illustration below is the standard design for the fax cover sheet for a Chapter.



**CHAPTERNAME + CHAPTER**  
Association for  
Talent Development

1234 Main Street, Box 1234  
City, State XXXXX  
www.tdchaptername.org

**FAX COVER SHEET**

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To: \_\_\_\_\_ From: \_\_\_\_\_

---

Company: \_\_\_\_\_ Date: \_\_\_\_\_

---

Fax Number: \_\_\_\_\_ Total No. of Pages Including Cover: \_\_\_\_\_

---

Phone Number: \_\_\_\_\_

---

RE: \_\_\_\_\_

---

Urgent     For Review     Please Comment     Please Reply

---

Comments:

---

[www.tdchaptername.org](http://www.tdchaptername.org)

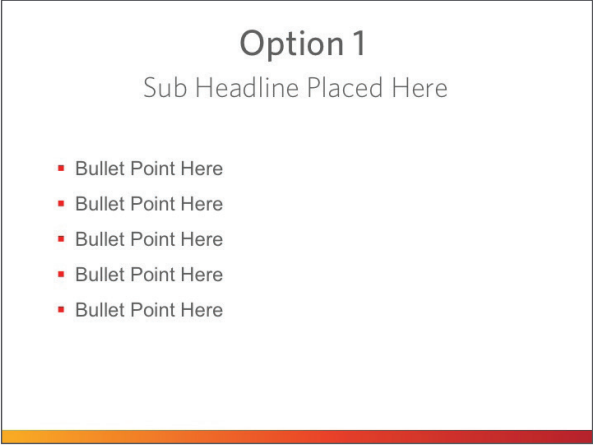
# ELECTRONIC APPLICATIONS

## PowerPoint Slide Template

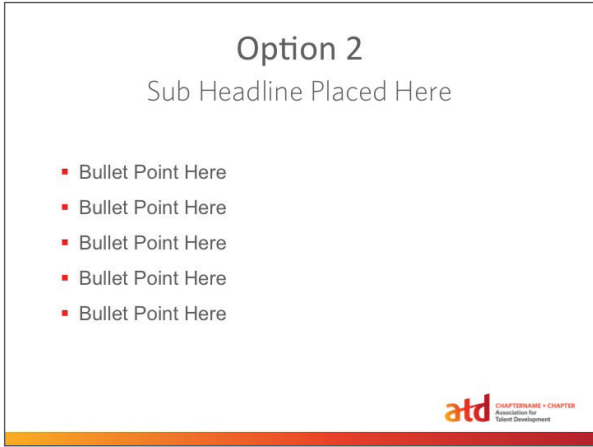
The illustration below is the standard design for the Chapter unit. When creating PowerPoint presentations we recommend and advise the use of a sans serif font, such as Optima, Verdana, Helvetica, or Arial.



Title Page



Optional Inside Page

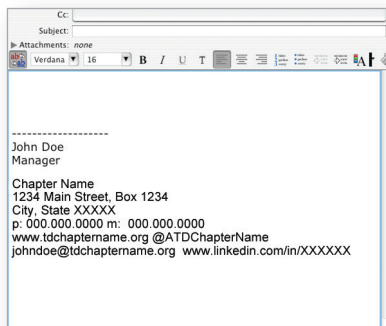


Optional Inside Page

# ELECTRONIC APPLICATIONS

## Email Signature

At the end of your email, all ATD and Chapter volunteer leaders should use the same signature. Please do not include the ATD logo in the signature instead use your Chapter logo. The signature should start with your name and title followed by one hard return; next, your Chapter name, address, phone number (p:), mobile number (m:), web address, Twitter handle, email address, and LinkedIn address. Please use a sans serif font like Optima, Verdana, Helvetica, or Arial, and font size of 10 points.



Chapter

## Social Media Avatar

An avatar is a graphic image (logo, character, object, name) commonly used online, via social media platforms, to represent and easily identify a user (person or company).

The name of the Chapter may be one or two lines and aligned in the center of the mark.

To support chapters with leveraging the ATD brand, chapters may request a chapter-branded avatar by contacting their CRM.



# Whitney HTF

## *Mercury*

The ATD typography system consists of two type families: **Whitney HTF** and **Mercury**. To maintain consistency in our graphic identity, it is recommended that copy be set in typefaces from these two families.

While the Whitney HTF typeface works well in all applications, the Mercury typeface is recommended for accents such as heads, subheads, and figures in charts. Contact your CRM to request the fonts.

Whitney HTF Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

Whitney HTF Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

**Whitney HTF Bold**

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z**  
**a b c d e f g h i j k l m n o p q r s t u v w x y z**  
**1 2 3 4 5 6 7 8 9 0**

Whitney HTF Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

*Mercury Text G4 Italic*

*ABCDEF GHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

*Mercury Display Semibold Italic*

*ABCDEF GHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*







