AT&T
Brand Guidelines at a Glance

att.com/brand

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at&t

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Introduction

Welcome to the AT&T 2.0 Brand Guidelines at a Glance.

AT&T is evolving as a brand. With the inclusion now of a wireless business, we are interacting with our audiences in a new way. We have innovative, exciting products and services, so we have the credibility to be more upbeat and engaging in our communications.

That's what AT&T 2.0 is about. It's the next version of the AT&T brand, an evolution of "The new AT&T" that was built from the SBC–AT&T merger and integration of BellSouth and Cingular. In this document you will see how this change affects not only the way we communicate, in terms of tone, look and feel, but also the fundamental message we want to establish in the customer's mind.

This document is a basic overview of what we must do collectively to accomplish our AT&T 2.0 goals. More detailed guidelines and additional examples are available on the Brand Center at att.com/brand.
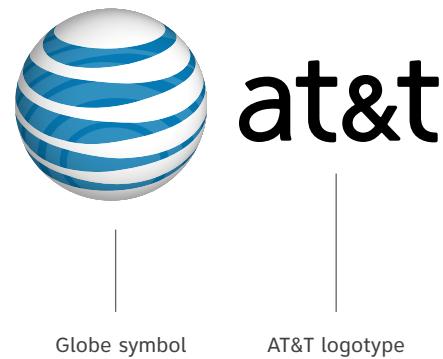
These guidelines will continue to evolve. We encourage you to submit suggestions or ask questions through the Brand Center Help Desk. We're here to help.

Email us at brandcenter@att.com.

Corporate Signature

The AT&T signature is the heart of our identity. It's the first way we connect to our customers, and it's imperative that we use it correctly everywhere it appears.

The signature has two components: the globe symbol and the AT&T logotype. These two components are carefully drawn artwork and should never be redrawn or altered.

There are two configurations of the signature. The horizontal configuration is the preferred version. Use the vertical configuration when there is insufficient space to use the horizontal configuration.

Globe symbol   AT&T logotype

Horizontal configuration

Vertical configuration

Signature with Tagline

The signature with tagline has three components: the globe symbol, the AT&T logotype and the AT&T tagline. These signature components are carefully drawn artwork and should never be redrawn or altered.

The signature with tagline in the horizontal configuration is the preferred version.

AT&T logotype

at&t

Your world. Delivered.

Globe syr

AT&T tagline

Horizontal configuration

at&t

Your world. Delivered.

Vertical configuration

Restricted Uses

There are two other versions of the AT&T signature, used only in select cases. When in doubt, use the preferred signature.

When using these signatures, follow the same clear space, color and design system guidelines as those for the AT&T signatures.

The out of home (OOH) signature is reserved for large formats on external applications such as billboards. The OOH signature uses a larger type for better visibility.
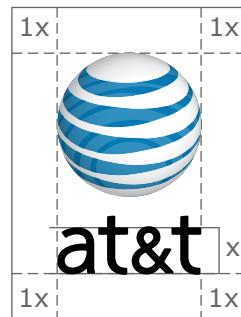
The alternate signature has a larger AT&T logotype and is used only when visibility is limited or reproduction methods are restricted, such as signage or sponsorship logos. The alternate signature is available only upon request from Brand Management.

Clear Space

By leaving ample space around the signature, we make sure that it stands out.

Clear space is measured by the x-height of the logotype, shown as "x" in this exhibit. The minimum clear space must always be 1x on all sides of the signature. When possible, increase this amount for even more visibility.

The same clear space rules apply to all configurations and variations of the signature.

Signature clear space

The signature with tagline and "The new" clear space

Signature Colors

For greater flexibility, we have created a suite of signatures to meet various graphic needs. Refer to the Downloads section of the Brand Center.

The signature uses two variations of the globe symbol: gradient and solid. The gradient signature is preferred and should be used whenever possible.

Printing and other reproduction methods may require the use of one-color solid variations. While the gradient signature is preferred, legibility should be your top priority.

The signatures shown here are the signatures with tagline in the horizontal configuration. The same color variations apply to all signature configurations.

Two-color gradient signature

Four-color process gradient signature

One-color blue gradient signature

One-color black gradient signature

Two-color reverse gradient signature

Four-color process reverse gradient signature

One-color reverse blue gradient signature

One-color reverse black gradient signature

Two-color solid signature

One-color solid blue signature

One-color solid black signature

One-color reverse black solid signature

Signature Incorrect Use

To preserve the integrity of our brand, we must use our signature correctly and consistently in every application.

Altering, distorting or redrawing the signature in any way weakens the power of the image and what it represents.

Do not change signature colors.

Do not reposition or "flop" signature components.
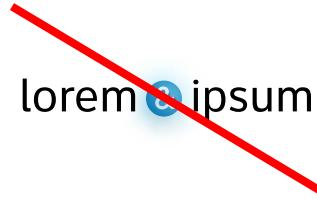
Do not distort the signature.

Do not remove any element from the signature.
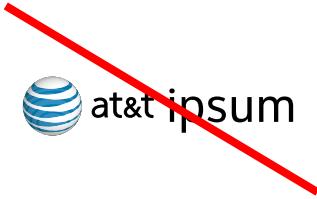
Do not rescale signature components.

Do not place the ampersand in any shape or holding device, or use it as an independent graphic element.
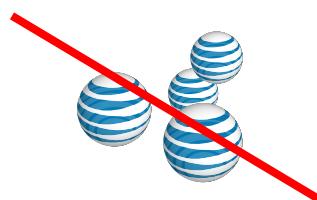
Do not place the signature within text.

Do not add text or product names to the signature.

Do not change the letterforms of the logotype to uppercase.

Do not use multiple globes or use the globe as a graphic element.

Do not place the signature over other graphic elements.

Do not place the signature against a photographic background without sufficient contrast.

Typography

ClearviewATT is our primary typeface and should be used for all communications. This typeface has been customized specifically for AT&T and is available for download on the AT&T Brand Center in OpenType format.

Verdana is our secondary typeface. Use it where it is not possible to use our primary typeface, such as on the web or in PowerPoint.

When applied consistently across the entire range of our corporate and marketing communications, typography will help to unify the appearance of all AT&T materials, and help our audiences to recognize and become familiar with our new brand identity.

If you require a weight other than those shown here, or have questions about which format to use, email brandcenter@att.com.

ClearviewATT Verdana

ClearviewATT Font Family

ClearviewATT Light
ClearviewATT Light Italic
ClearviewATT Book
ClearviewATT Book Italic
ClearviewATT Bold
ClearviewATT Bold Italic

ClearviewATT Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ClearviewATT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Font Family

Verdana Regular
Verdana Italic
Verdana Bold
Verdana Bold Italic

Verdana Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Tone of Voice

Think of the AT&T brand as a living, breathing human being. Brand attributes make up personality; design acts as a wardrobe; messaging defines what AT&T says.

In the same way, tone of voice reinforces this distinct personal style. It is not what AT&T says, but how; it is about communicating in a way that is unmistakably AT&T.

Tonal attributes
These core attributes work together to create a distinct tone, which we express through language and style:

Friendly
Be welcoming. Write as if speaking. Keep your words bright, simple and familiar. Imagine that you are chatting with your customer over a cup of coffee.

Energetic
We are full of life, bringing together enthusiasm and a sense of purpose. Our style is dynamic, rallying, a call to action. Paint a picture with your words. Explore the unexpected.

Fast
Because every moment matters, we get straight to the point.

Helpful
Let's make it easy. Show that we are there to help by sharing information with a positive, can-do attitude. Use examples to bring messages to life, and don't be afraid to ask questions.

Experiential attributes
We express these core attributes in what we offer and how we deliver, rather than in how we sound:

Innovative
The products we sell

Reliable
The service we deliver
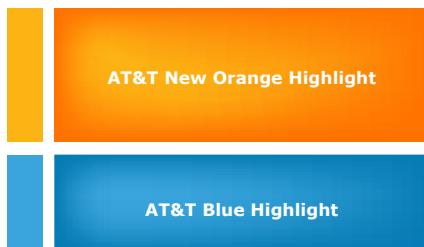
Flexible
Our open, responsive approach

Bringing Tone of Voice to Life

Target audience	Message	Do say...	Don't say...
Consumer Key concern: I need to be in touch with everything that matters to me, right when it matters.	Our Quad Choice offer bundles home phone, Internet, wireless voice and entertainment.	**Go on. Have it all.**	AT&T Quad Choice is a comprehensive service bundle that meets all your communication needs.
Small business Key concern: I need to be free to work faster and smarter to ensure my success.	Connect anytime with reservationless conferencing.	**You're VIP here. Skip the line with reservationless conferencing.**	You can connect to business contacts anytime thanks to AT&T reservation-less conferencing.
Enterprise Key concern: I need to unleash the creativity and genius of my organization to bring greater value to our customers and investors.	The AT&T Global Network Client provides a seamless interface for your mobile workforce.	**Transform "clock in" to "click in." Mobilize with the AT&T Global Network Client.**	If your enterprise needs to go mobile, consider the convenience of the AT&T Global Network Client.

Color Palette

Color plays a prominent role in all of our communications and is one of the cornerstones of our graphic vocabulary. It is a visual element that quickly identifies our design system. The colors in this palette are the only colors that may be used. All the colors in the AT&T color palette are complementary — use them together or with AT&T New Orange and AT&T Blue.

AT&T New Orange

AT&T New Orange Highlight

AT&T Blue

AT&T Blue Highlight

| White | AT&T Silver | Black |

Primary color palette, vibrant

Primary color palette, solid

AT&T Dark Blue

AT&T Dark Blue Highlight

AT&T Green

AT&T Green Highlight

AT&T Lime

AT&T Lime Highlight

AT&T Burgundy

AT&T Burgundy Highlight

AT&T Purple

AT&T Purple Highlight
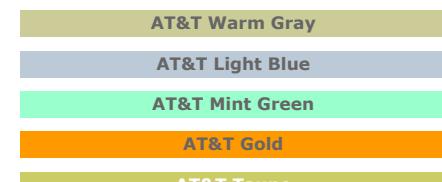
Secondary color palette, solid

Secondary color palette, vibrant

AT&T Dusty Blue

AT&T Ochre

AT&T Magenta

AT&T Royal Blue

AT&T Yellow

AT&T Bright Green

Accent color palette, level 1

AT&T Warm Gray

AT&T Light Blue

AT&T Mint Green

AT&T Gold

AT&T Taupe

Accent color palette, level 2

Color Specifications

All colors in the AT&T color palettes have precise color references, shown in the color specifications chart on this page. Always use the exact color values listed.

AT&T Color	Spot Color Coated	Spot Color Uncoated	CMYK	RGB	Hex	Broadcast RGB
Primary colors						
AT&T New Orange	or Pantone® 1505 C	or Pantone 1505 U	0/64/100/0	255/114/0	ff7200	255/114/0
Orange Highlight	*	*	0/31/100/0	252/179/20	fcb314	252/179/20
AT&T Blue	or Pantone 2925 C	or Pantone 2995 U	85/24/0/0	6/122/180	067ab4	6/122/180
Blue Highlight	NA	NA	68/20/0/0	58/165/220	3aa5dc	58/165/220
Secondary colors						
AT&T Lime	or Pantone 390 C	or Pantone 397 U	24/0/98/8	182/191/0	b6bf00	182/191/0
Lime Highlight	NA	NA	10/0/100/8	219/216/16	dbd810	219/216/16
AT&T Green	or Pantone 368 C	or Pantone 375 U	55/0/100/0	110/187/31	6ebb1f	110/187/31
Green Highlight	NA	NA	28/0/100/0	196/216/45	c4d82d	196/216/45
AT&T Burgundy	or Pantone 215 C	or Pantone 220 U	2/100/35/29	179/10/60	b30a3c	179/10/60
Burgundy Highlight	NA	NA	2/90/25/8	218/56/114	da3872	218/56/114
AT&T Purple	or Pantone 254 C	or Pantone 254 U	45/100/0/0	129/1/126	81017e	129/1/126
Purple Highlight	NA	NA	28/82/0/0	184/80/158	b8509e	184/80/158
AT&T Dark Blue	or Pantone 280 C	or Pantone 280 U	100/74/0/33	12/37/119	0c2577	12/37/119
Dark Blue Highlight	NA	NA	85/51/0/5	2/111/179	020bb3	2/111/179
Accent colors						
AT&T Ochre	or Pantone 124 C	or Pantone 110 U	0/27/100/0	234/171/0	eaab00	234/171/0
AT&T Magenta	or Pantone 219 C	or Pantone 219 U	1/88/0/0	255/0/102	ff0066	255/0/102
AT&T Royal Blue	or Pantone Reflex Blue C	or Pantone Reflex Blue U	100/73/0/2	0/0/102	000066	0/0/102
AT&T Yellow	or Pantone Yellow C	or Pantone Yellow U	0/1/100/0	255/239/0	ffef00	255/239/0
AT&T Teal	or Pantone 3265 C	or 3265 U	76/0/38/0	0/199/178	00c7b2	0/199/178
AT&T Dusty Blue	or Pantone 644 C	or 644 U	42/15/0/6	150/177/208	96b1d0	150/177/208
AT&T Light Blue	or Pantone 5445 C	or Pantone 5445 U	8/1/0/13	188/201/214	bcc9d6	188/201/214
AT&T Mint Green	or Pantone 7471 C	or Pantone 7471 U	28/0/14/0	153/255/204	99ffcc	153/255/204
AT&T Gold	or Pantone 1235 C	or Pantone 1235 U	0/21/91/0	255/153/0	ff9900	255/153/0
AT&T Taupe	or Pantone 452 C	or Pantone 452 U	24/18/42/0	204/204/102	cccc66	204/204/102
AT&T Warm Gray	or Pantone Warm Gray 4 C	or Pantone Warm Gray 4 U	0/4/9/24	204/204/153	cccc99	204/204/153
AT&T Silver (metallic)	or Pantone 877 C	or Pantone 877 U	NA	NA	NA	NA
Black	NA	NA	0/0/0/100	0/0/0	000000	0/0/0
White	NA	NA	0/0/0/0	255/255/255	ffffff	255/255/255
Gray	NA	NA	NA	102/102/102	666666	102/102/102
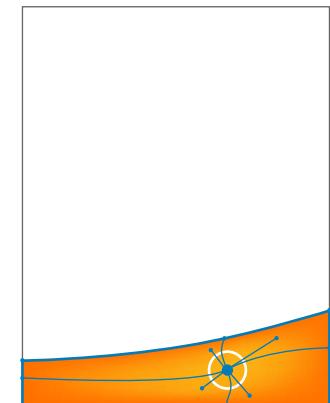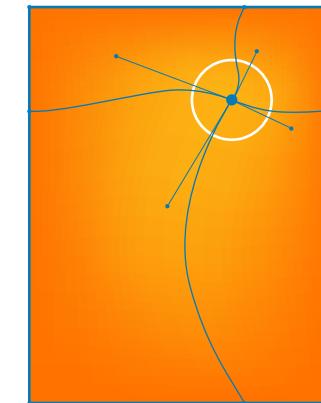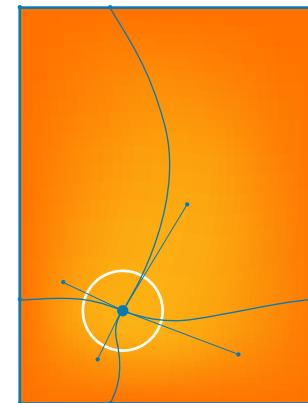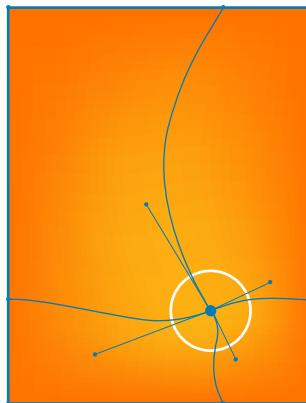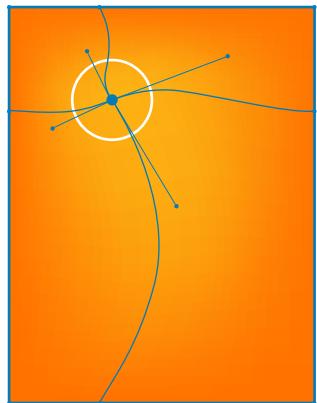
In lieu of the colors listed here, you may use the PANTONE® Colors cited, the standards for which can be found in the current edition of the PANTONE formula guide. The colors shown on this page have not been evaluated by Pantone, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE® Publications for accurate color. PANTONE® is the property of Pantone, Inc.

*For specifications, please download Working with Vibrant Color: A Step-by-Step Guide (PDF) on the AT&T Brand Center.

Vibrant Color

Vibrant colors are derived from the AT&T primary and secondary color palettes to create a highlight gradient that radiates off the page. Please download Working with Vibrant Color: A Step-by-Step Guide (PDF) for more information on constructing a vibrant color.

The arc templates are available for download on the AT&T Brand Center. AT&T color palettes for use on arcs and backgrounds are embedded into each arc template file.

Vibrant Color Specifications
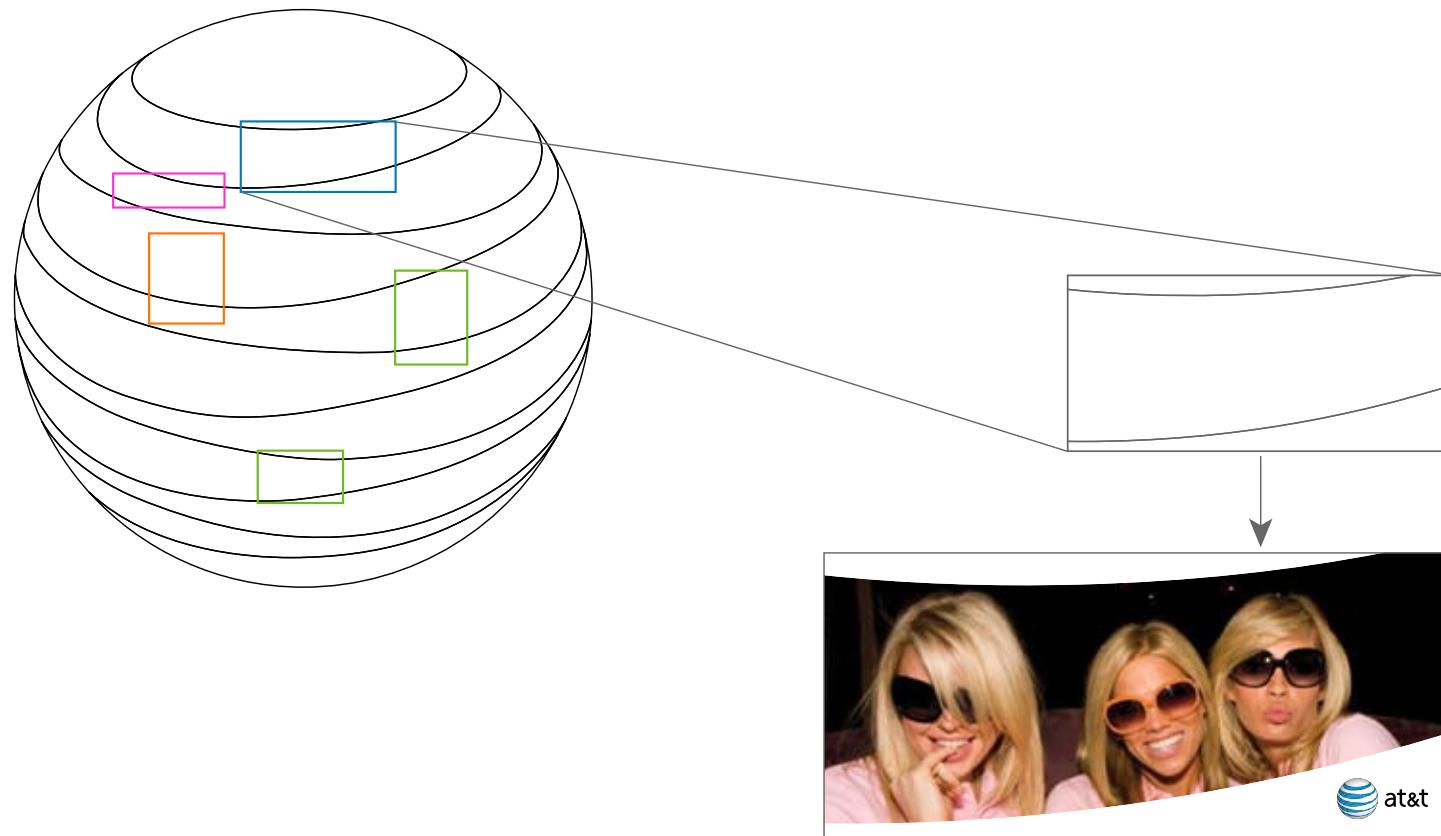
There are precise color specifications for the vibrant colors in the AT&T primary and secondary palettes for CMYK (process) and RGB (screen). When specifying vibrant colors, use the color breakdowns below. Please download Working with Vibrant Color: A Step-by-Step Guide (PDF) for more information on constructing a vibrant color.

	Solid color	Vibrant color		Solid color	Vibrant color
AT&T New Orange	0/64/100/0	0/31/100		255/114/0	252/179/20
AT&T Blue	85/24/0/0	55/18/0/0		6/122/180	58/165/220
AT&T Lime	24/0/98/8	26/0/100/0		182/191/0	219/216/16
AT&T Green	55/0/100/0	32/0/100/0		110/187/31	196/216/45
AT&T Burgundy	2/100/35/29	2/92/25/8		179/10/60	218/56/114
AT&T Purple	45/100/0/0	30/86/0/0		129/1/126	184/80/158
AT&T Dark Blue	100/74/0/33	87/50/0/4		12/37/119	2/111/179

**CMYK (process)**   **RGB (screen)**

Arc System
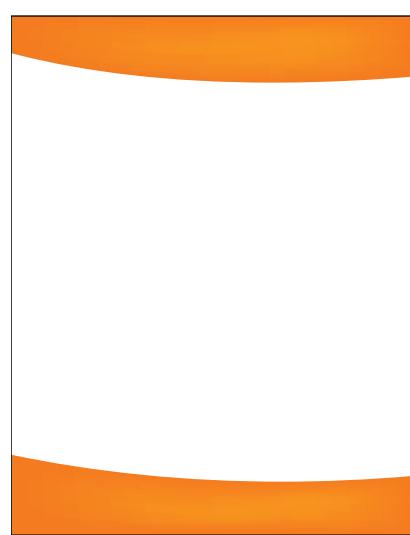
We use portions of the globe symbol (called arcs) as a design element. Arcs help give a unified look and feel to all of our applications. The arc often acts as a clear-space area, keeping the AT&T signature free of other graphic elements while providing contrast from any background imagery.

The visual below shows how the arcs were constructed. Never create your own arcs. The templates provided for download on the AT&T Brand Center come with arcs available for use in all types of applications. AT&T color palettes are embedded into each arc template file.
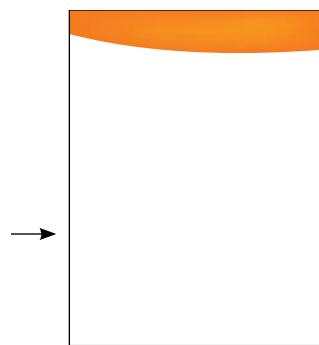
Arc Use
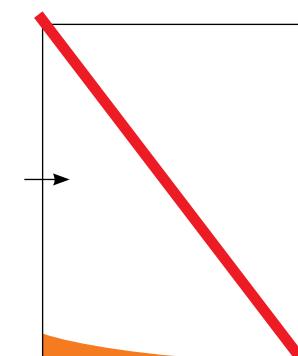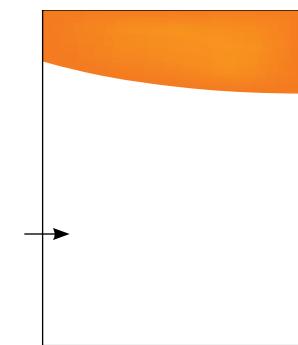
The arc system may be expanded from a two-arc format to a single arc. When splitting the arcs, make sure that there is enough space to have a fully recognizable single arc.

Horizontal format using two arcs
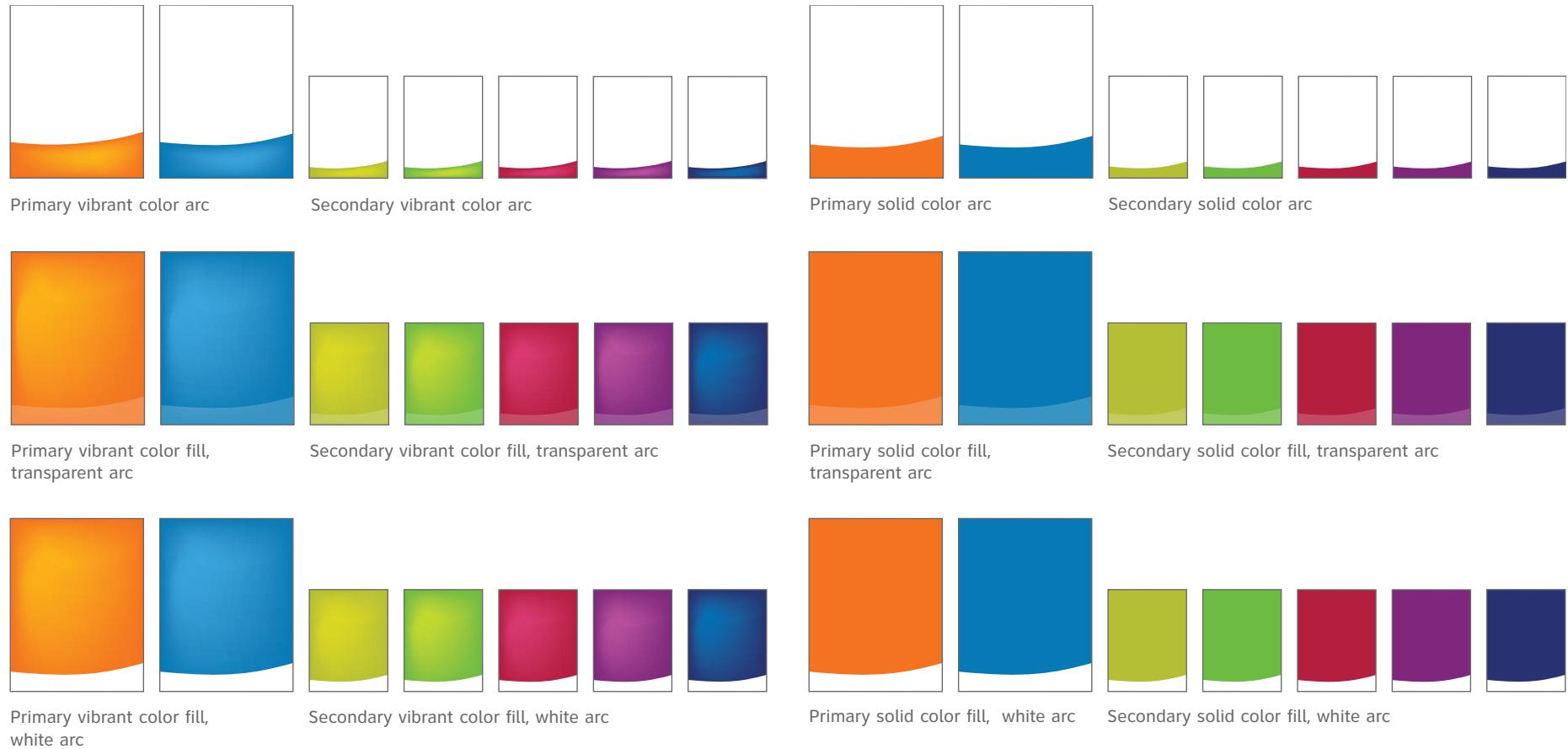
Horizontal format using one arc

Do not use single arc(s) meant for use with two arcs

Arc Color Variations

Arc colors are derived from the AT&T primary and secondary color palettes. Both solid and vibrant colors may be used with arcs. Do not use arc(s) that do not match the background color. Transparent and white arcs may also be used with solid or vibrant color backgrounds. White backgrounds may be used with solid or vibrant color arc(s).

Primary vibrant color arc

Secondary vibrant color arc

Primary solid color arc

Secondary solid color arc

Primary vibrant color fill, transparent arc

Secondary vibrant color fill, transparent arc

Primary solid color fill, transparent arc

Secondary solid color fill, transparent arc

Primary vibrant color fill, white arc

Secondary vibrant color fill, white arc

Primary solid color fill, white arc

Secondary solid color fill, white arc

Arc Templates

The arc templates shown below are available for download on the AT&T Brand Center.
AT&T color palettes are embedded into each arc template file.

Vertical arc templates, letter

Horizontal arc templates, letter

Horizontal arc templates, tabloid

Vertical arc templates, standard #10

Extreme horizontal
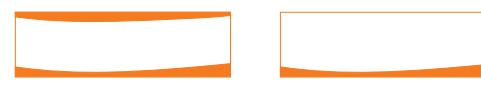
Vertical banners

Billboard 48' x 14'
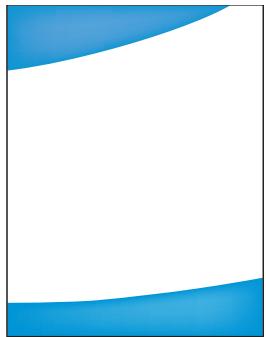
Additional horizontal templates, tabloid

Additional extreme horizontal

Correct Arc Use
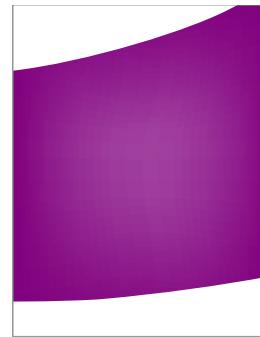
The examples below demonstrate correct use of arc(s).

Vibrant color arcs with white background

Vibrant color background with solid color arcs

Vibrant color background with white arcs

Single vibrant color arc over image
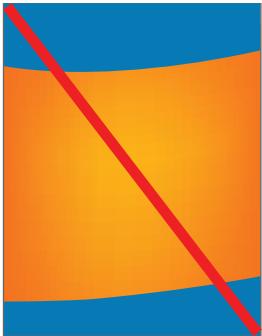
Vibrant color arcs over image
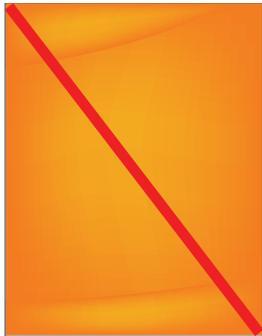
White arcs over image

Incorrect Arc Use
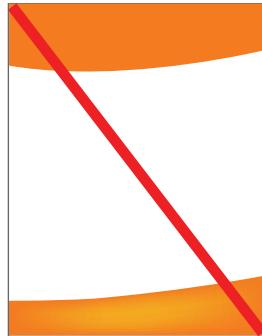
The examples below demonstrate incorrect use of arc(s).

Do not combine multiple vibrant color arcs.

Do not combine vibrant color background with vibrant color arcs.
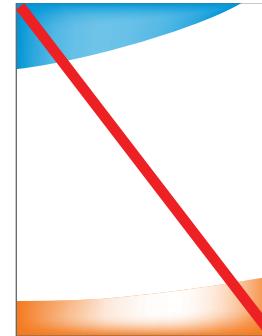
Do not combine vibrant color arcs with solid color arcs.
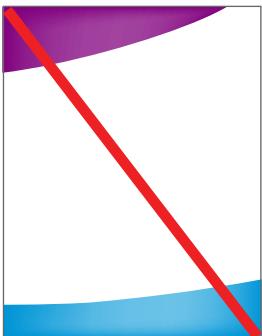
Do not place imagery in the arcs.
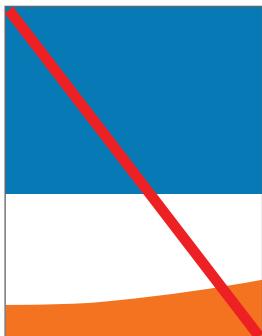
Do not use a transparent vibrant arc over imagery.
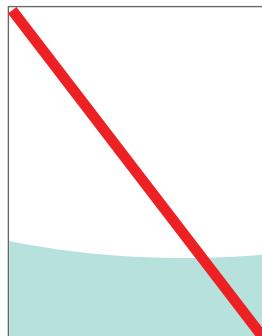
Do not combine multiple vibrant color arcs over imagery.

Do not use arc(s) that do not match the background color.

Do not place fields of color randomly.

Do not use accent colors for arcs.

Do not overlap products or silhouetted photos on the top arc in two-arc layouts.

Supergraphic Configurations

The globe symbol may be used as a supergraphic as shown in the examples below.

There are two configurations of the globe supergraphic: gradient and watermark. Templates for these configurations are available in the Downloads section of the Brand Center. These are the only configurations that should be used. Never create your own versions of the supergraphic.

Gradient supergraphic in full color

18% opacity of white on AT&T New Orange vibrant or solid color background
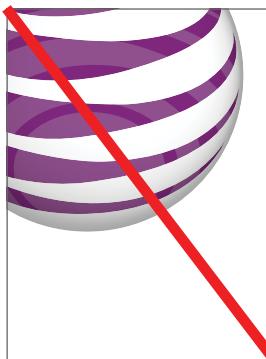
18% opacity of white on AT&T Blue vibrant or solid color background


18% tint of AT&T Blue or black on a white background
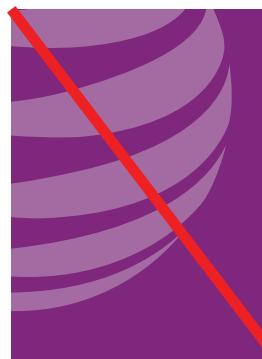
Do not place text over a supergraphic.

Do not change the color of the gradient supergraphic.

Do not place the gradient supergraphic against a vibrant background.

Do not use the watermark supergraphic in accent colors.

Do not use unapproved supergraphic sizes and croppings.

Do not use the watermark supergraphic over imagery.

Iconography

Category icons represent the various AT&T services and products. There are four main category icons: Wireless Services, Internet Services, Phone Services and Advanced TV Services.

Feature icons represent the various features associated within an AT&T product/service. Use these icons to show special characteristics of an AT&T product/service, but do not use them to represent the AT&T product/service.

Icons can be any AT&T primary or secondary color. The below icons are identification icons and are to be used for marketing and sales purposes.

Advanced TV Services

Internet Services

Phone Services

Wireless Services

Category icons (high-level service groups)

Time

Cool Tools

Graphics

Themes

Ringtones

Mail

Instant Messaging

Text Messaging
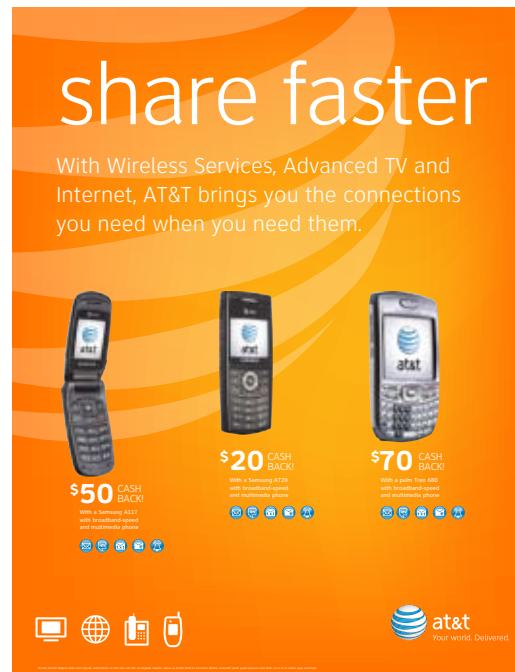
Email

Fax

Feature icons (a key component of an AT&T offer)

share faster

With Wireless Services, Advanced TV and Internet, AT&T brings you the connections you need when you need them.

$50 CASH BACK!
With a Samsung A117 with broadband-speed and multimedia phone

$20 CASH BACK!
With a Samsung A729 with broadband-speed and multimedia phone

$70 CASH BACK!
With a palm Treo 680 with broadband-speed and multimedia phone

at&t
Your world. Delivered.

Correct use of category and feature icons

Only $99 .99

Do not use the glass bead holding shape as a graphic violator.

AT&T 2.0 Image Categories

The AT&T 2.0 imagery style isn't posed; it's uniquely angled to capture today's customers and show how AT&T benefits them every day. It should be influenced by the latest in film, music and print to stay relevant.

Photography
Residential and business:
Engaging people "living the moment"

Illustration
Combining product, photography and illustration as a secondary element or expression of the sales piece

Product Display
Showing product on its own, with photography and with illustration

2.0 Photography Style

The AT&T 2.0 photography style isn't posed; it's uniquely angled to capture today's customers and show how AT&T benefits them every day. It should be influenced by the latest in film, music and print to stay relevant.

2.0 Photography Elements

2.0 photography contains a wider range of tonal values — darker darks and lighter lights — creating more dramatic subject matter. Cropping and positioning offer unique angles to tell stories. When possible, include an element of orange in each image.

Wide tonal range

Unique angles

Element of orange (when possible)

Correct and Incorrect Photography Use

Captures an idea in an expressive and unique way

Contains wide tonal range with vibrant colors and is fun, celebratory, casual and inviting

Captures the energy of the moment in a candid manner

Is current and active

Should not be posed and predictable

Should not be posed or forced
Should not be high-end or high class
Should not be flat or have muted colors
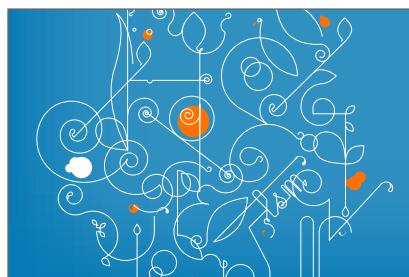
Should not be posed or forced
Should not be cluttered and unfocused

Should not be unconvincing or staged

Illustration Overview

2.0 illustration captures the energy and spontaneity of modern culture. It is based on an ever-evolving look and feel influenced by the latest in film, music and print. To obtain illustrations, please go to AT&T Brand Center. You may also purchase or design your own illustration.

Energetic with textural and subtle detail

Bold color with expressive elements

Unique and contemporary

Correct and Incorrect Illustration
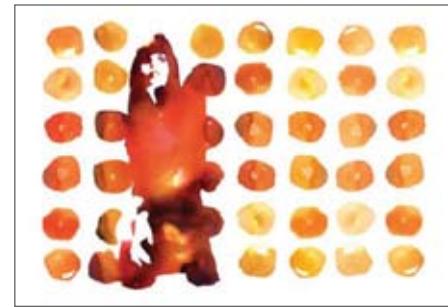
Select images that strike a balance between the style and content.

Use flat, bold color when capturing people and materials

Use bold color with expressive elements

Use unique and contemporary styles

Do not use realistically illustrated people posed with products

Do not use cartoon, comic book or retro styles

Do not use clip art, common or dated styles

Illustration Contact List
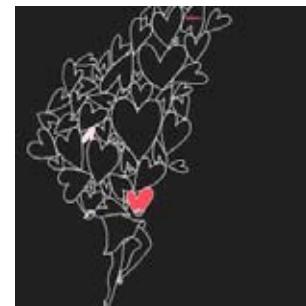
The following illustrators capture the new AT&T image style. Contact them for use of illustration or to commission one-of-a-kind art.

Talent: Joshua Davis
Contact: joshuadavis.com

Talent: Kristian Russell
Contact: art-dept.com

Talent: Mio Matsumoto
Contact: miomatsumoto.com

Talent: Stina Persson
Contact: cwc-i.com

Talent: 500GLS
Contact: art-dept.com

Talent: Bonsai
Contact: bonsaiorganics.com

Talent: Kev Speck
Contact: kevspeck.com

Product Showcase

Color, angles, scale, photography and illustration can all be used to capture the new energy and innovation from AT&T.

Creative angles and cropping
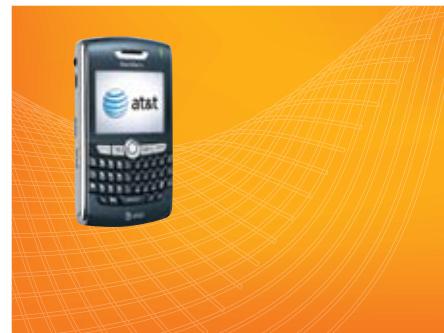
Cast reflections

Scale and multiple angles

Product overlapping arcs

Combined with Illustration

Combined with photography

Combining Photography and Illustration:
Correct and Incorrect Use

Portrait, camera-facing photography may be used in the AT&T 2.0 system. Camera-facing photography should always be silhouetted, in focus, used on an orange background and/or combined with illustration.

Use silhouetted photography with product and illustration.
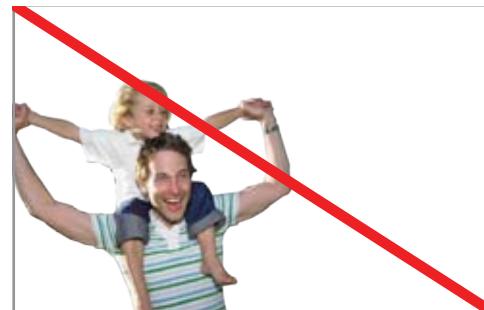
Use camera-facing silhouettes with illustration.

Silhouettes should be sharp and in focus, placed on vibrant color.

Do not use full, non-silhouetted images with illustration.
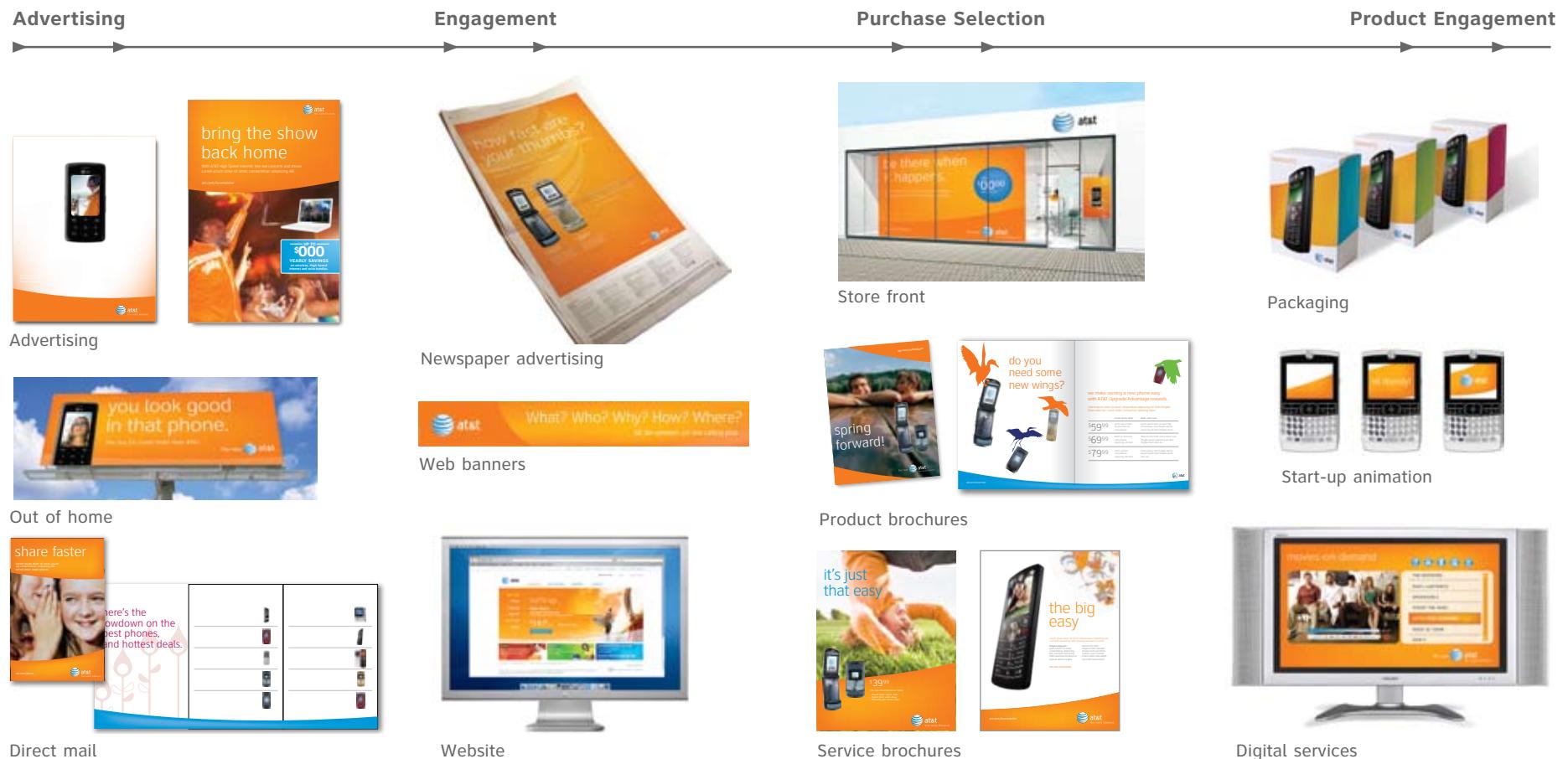
Do not use silhouettes without the presence of a vibrant color, illustration and/or products.

Do not use out-of-focus silhouettes or place silhouettes on additional photography.

Customer Journey/Examples

Advertising	Engagement	Purchase Selection	Product Engagement

Advertising

Out of home

Direct mail

Newspaper advertising

Web banners

Website

Store front

Product brochures

Service brochures

Packaging

Start-up animation

Digital services

AT&T Brand Center

If you have questions about these guidelines, contact the AT&T Brand Center Help Desk. Go to the website att.com/brand, click "Help" on the home page and then click on "Submit a Question."

att.com/brand
brandcenter@att.com