

# AT&T corporate identity system



AT&T corporate signature  
and AT&T business signature  
standards of application

# contents

Building a consistent brand image .....	2
AT&T corporate identity system .....	3
AT&T business signatures .....	4
AT&T corporate signatures .....	5
Using the signature color variations in media .....	6
Using the corporate and business signatures in media .....	7
Three-color AT&T signatures .....	8
Two-color AT&T signatures .....	9
One-color AT&T signatures .....	11
Choosing a background color.....	12
Determining a minimum size .....	14
Measuring the signature clear area .....	15
Staging the signature .....	16
Staging on posters, banners, façades, etc. ....	18
Using a tagline .....	19
Avoiding common errors .....	20
AT&T artwork naming guide.....	24
Glossary .....	25

# building a consistent brand image

The AT&T brand is one of the company's most precious assets. AT&T continues to work to ensure that it remains relevant in changing markets. The new corporate signature is an important component helping to energize and invigorate the brand.

The graphic elements of the AT&T corporate identity system—the AT&T corporate signature, the AT&T business signatures, signature colors and the Gill Sans typeface—are among the most valuable marketing and communications tools we have. When used properly, these elements support a carefully designed corporate identity system: they allow us to speak with one voice in the marketplace.

These standards provide the building blocks for supporting AT&T's corporate identity system. They are designed to help you apply the AT&T corporate signature and business signatures correctly and consistently across all media.

## Updated globe symbol

Effective immediately, discontinue use of the "old" 12-line and 8-line globe AT&T corporate signatures. Always use approved artwork—available at [www.att.com/identity](http://www.att.com/identity)—when reproducing the AT&T corporate signature or AT&T business signatures.



## Help

The complete AT&T corporate identity system is available online at: [www.att.com/brand](http://www.att.com/brand).

If you have questions, contact:

### **AT&T Brand Center Customer Care**

T 877 813-4218

F 908 221-3140

[brandcenter@att.com](mailto:brandcenter@att.com)

# AT&T corporate identity system

The AT&T name and signature may only be used for products, services and offers in accordance with the terms of the license agreement with AT&T corporation.

The corporate identity system comprises the AT&T corporate signature and the AT&T business signatures. The globe symbol within the signatures has been redesigned to convey dimension and depth.

The AT&T corporate signature is composed of two elements: the AT&T globe symbol and the AT&T custom-drawn letterforms. This customization provides optimum legibility in all sizes and orientations. Do not attempt to recreate this artwork. These elements must always remain in the exact size and position that appear in the reproducible artwork.

**Horizontal**



**Vertical**



# AT&T business signatures

The AT&T business signatures have been designed based on the AT&T corporate signature and include a descriptive name that identifies each AT&T-branded business. Each signature name has been carefully typeset and letter spaced in Gill Sans and should never be altered in any way. The AT&T business signatures are available in the same color variations as the AT&T corporate signature.

The AT&T business signatures were created to convey the wide range of products, services and offers delivered by the AT&T brand. The descriptive names include AT&T Broadband, AT&T Business, AT&T Consumer, AT&T Labs, AT&T Solutions and AT&T Wireless. These are the only approved names for use in communications within the portfolio of AT&T business signatures.

The AT&T business signatures should be used in marketing and corporate communications including advertising, direct marketing, collateral, e-business, stationery and signage. For a comprehensive list of media applications, please refer to pages 6 and 7 of this manual.

## Horizontal



## Vertical



# AT&T corporate signatures

Below is an overview of the AT&T corporate signature system. It organizes the signatures based on color, horizontal or vertical orientation, positive or reverse, gradient globe (with or without a shadow) or solid globe. There are 18 approved versions for the AT&T corporate signature and 18 approved versions for each of the AT&T business signatures. **Please note: The AT&T corporate signatures shown below and throughout these guidelines are used as illustrative examples. These guidelines apply to all AT&T corporate signatures and AT&T business signatures.**

	three-color signatures		two-color signatures		one-color signatures	
	vertical	horizontal	vertical	horizontal	vertical	horizontal
<b>gradient with shadow</b> positive						
<b>gradient</b> positive						
<b>gradient</b> reverse						
<b>solid</b> positive						
<b>solid</b> reverse						

# using the signature color variations in media

The chart below provides recommended use of the various AT&T signatures (horizontal or vertical) on specific applications. For more information, please contact AT&T Brand Center Customer Care.



	three-color, gradient with shadow	three-color, gradient	two-color, gradient	two-color, solid	one-color, solid
four-color process printing	●	●			
two-color printing			●	●	
one-color printing					●
electronic media (e.g., web, PowerPoint®)	●	●			
word processing (e.g., Word®)	●	●			●
television advertising	●				
billboards, signs, posters & banners	●	●	●	●	●
embroidery				●	●
silk-screen				●	●
embossing/debossing/etching/engraving				●	●
thermography				●	●
painting				●	●
monochrome lcd screen					●

● recommended version  
● alternate version(s)

# using the corporate and business signatures in media

There are two primary types of communications—corporate communications and business-specific communications.

The AT&T corporate signature should be used when a communication

- Represents the brand at large;
- Represents the company or corporate voice of AT&T corporation;
- Represents two or more AT&T-branded businesses, products, services or offers.

The AT&T business signatures should be used when a communication

- Represents the products, services or offers that are specific to or delivered by a single business.

Please note: An AT&T-branded business may use the AT&T corporate signature as an alternative. When the AT&T corporate signature is used in lieu of an AT&T business signature, the full name of the AT&T-branded business must be used in the copy of the communication (e.g., AT&T Wireless). This helps to expand the value of the AT&T brand and clarify the overall message.

Refer to the chart below for a comprehensive listing of proper signature application within media.

media item	corporate signature	business signature
Stationery	Yes	Yes
Building/office signage	Yes	Yes
Newsletters	Yes	Yes
Vehicles	Yes	Yes
Uniforms	Yes	Yes
Retail store signage	Yes	Yes
Retail store posters/literature	Yes	Yes
Retail product box packaging	Yes	Yes
Print advertising	Yes	Yes

media item	corporate signature	business signature
Television advertising	Yes	Yes
Direct marketing advertising	Yes	Yes
Service/offer collateral	Yes	Yes
Internal forms	Yes	Yes
Premium items	Yes	Yes
Trade shows	Yes	Yes
Devices	Yes	No*
Internet	Yes	Yes

\* Devices do not usually lend themselves to display a combination of mark and name prominently. Therefore, just the AT&T corporate signature should be displayed on devices.

# three-color AT&T signatures

The three-color AT&T corporate signature and AT&T business signatures are the preferred versions. They should be used whenever possible for communication materials, including print advertising, television advertising, collateral materials, direct marketing and electronic media.



The three-color gradient AT&T signature consists of cyan, magenta and black.

In the three-color positive signature, the globe symbol appears in cyan, magenta and black and the AT&T logotype is black. In the three-color reverse signature, the globe symbol appears in cyan, magenta and black and the AT&T logotype reverses out of black to white. **These signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use approved artwork.**

## gradient signatures

### Positive (with shadow)

These three-color AT&T signatures include a shadow behind the globe for added depth and dimension. Both the horizontal and vertical signatures are recommended for high resolution print and television advertising.

### Positive

The positive three-color gradient AT&T signatures are cyan, magenta and black for the globe symbol and black for the AT&T logotype. These signatures are recommended for print and television advertising and direct marketing as well as corporate and product literature and signs.

### Reverse

The reverse three-color gradient signatures are cyan, magenta and black for the globe symbol and the AT&T logotype reverses out of black to white. These signatures have been created for black backgrounds only. There are no shadows for reverse signatures. The three-color reverse signatures are recommended for advertising, direct marketing and electronic media.

Horizontal



Vertical



# two-color AT&T signatures



The two-color gradient AT&T signatures consist of 100% cyan and black. The two-color solid signatures consist of PANTONE Process Blue and black or 100% cyan and black.

The two-color AT&T corporate signature and AT&T business signatures should be used when limited to two-color reproduction. Both gradient- and solid-color signatures are available. The solid-color signatures have been created for use when production techniques may not capture the fine tonal qualities of the gradient signatures.

For the gradient positive signatures, the globe symbol is cyan and black and the AT&T logotype is black. For the gradient reverse signatures, the globe symbol is cyan and black and the AT&T logotype reverses out of black to white. For the solid positive signatures, PANTONE® Process Blue is used for the globe symbol and black for the AT&T logotype. For the solid reverse signatures, 100% cyan is used for the globe and the AT&T logotype reverses out of black to white. **These signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use approved artwork.**

## gradient signatures

### Positive

The two-color gradient AT&T signatures are 100% cyan and black for the globe symbol and black for the AT&T logotype. The two-color gradient signatures are recommended for advertising, packaging and direct marketing.

### Reverse

The two-color gradient reverse AT&T signatures 100% cyan and black for the globe symbol and the AT&T logotype reverses out of black to white. These signatures have been created for black backgrounds only. They are recommended for advertising and direct marketing.

### Horizontal



### Vertical



## two-color AT&T signatures (continued)

### solid signatures

#### Positive

The two-color solid AT&T signatures are PANTONE Process Blue for the globe symbol and black for the AT&T logotype. The solid signatures should be used for stationery, signs, silk screening, embroidery and all other applications where a gradient is not reproducible.

#### Reverse

The two-color solid reverse AT&T signatures are 100% cyan for the globe symbol and the AT&T logotype reverses out of black to white. These signatures have been created for black backgrounds only.

#### Horizontal



#### Vertical



# one-color AT&T signatures



The one-color AT&T signature is black or reverses out of black.

The one-color AT&T corporate signature and AT&T business signatures should be used when reproducing in black. The globe symbol and the AT&T logotype are black on white backgrounds or reverse out of black to white on black backgrounds. **These signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use approved artwork.**

## solid signatures

### Positive

The one-color solid AT&T signatures are black for the globe symbol and AT&T logotype. They should only be used when printing in black. Use either version for literature stationery, forms, signs, embroidery, etching, engraving or die-cutting.

### Reverse

The one-color solid reverse AT&T signatures have been created for black backgrounds only where the globe symbol and AT&T logotype reverse out of black to white.

### Horizontal



### Vertical



# choosing a background color

Correct use of color will enhance the impact of our AT&T corporate signature and AT&T business signatures and differentiate us from competition. The guidelines below provide standards for placing the signature on a background color.

## Three-color signatures

The three-color positive signatures should only be placed on white backgrounds. The three-color reverse signatures should only be reversed out of black. Do not use any of the three-color signatures on colored, patterned or textured backgrounds.



three-color gradient, positive (with shadow): white background only



three-color gradient, positive: white background only



three-color gradient, reverse: black background only

## Two-color signatures

The two-color positive signatures should only be placed on white backgrounds. The two-color reverse signatures should only be reversed out of black. Do not use any of the two-color signatures on colored, patterned or textured backgrounds.



two-color gradient, positive: white background only



two-color solid, positive: white background only



two-color gradient, reverse: black background only



two-color solid, reverse: black background only

## choosing a background color (continued)

### One-color signatures

The one-color positive, solid signature should only be placed on 100% white to 30% black backgrounds. The one-color reverse signature should only be reversed out of 100%–30% black. Always ensure significant contrast between the signature and the background.



one-color solid, positive:  
white background only



one-color solid, positive:  
white–30% black background



one-color solid, reverse:  
black background only



one-color solid, positive:  
30–100% black background

# determining a minimum size

To ensure that the AT&T corporate signature and AT&T business signatures are always legibly and accurately reproduced, minimum size guidelines have been determined. Never reproduce the signature at sizes less than those shown below. As illustrated below, the minimum size is determined by measuring the diameter of the globe.

## Gradient signatures

To accurately capture the fine detail in the gradient globe, never reproduce AT&T gradient signatures less than 3/8" (9.5mm).

3/8"  
(9.5mm)



AT&T



AT&T

3/8"  
(9.5mm)



AT&T

## Solid signatures

The solid signatures can be accurately reproduced at smaller sizes than the gradient signatures. The smallest approved solid signature is 1/4" (6.4mm).

1/4"  
(6.4mm)



AT&T



AT&T

1/4"  
(6.4mm)



AT&T



AT&T

# measuring the signature clear area

A clear area around the AT&T corporate signature and AT&T business signatures will insure they have maximum visibility and impact on every communication. Avoid crowding the signatures with other graphic elements such as typography and imagery. As illustrated below, the diameter of the globe symbol (X) has been chosen as the standard unit of measurement for calculating the signature clear area.

## Clear area for print and electronic media

Keep the clear area to each side of the AT&T signatures equal to or greater than the diameter of the globe symbol (X). Follow this standard for all media except signs and taglines.



## Clear area for signs and taglines

Reproducing the AT&T signature in sign and tagline applications often requires more flexibility. For banners, building façades, directory signs, monument signs and taglines, provide a clear area equal to or greater than half (.5X) the diameter of the globe symbol (X).

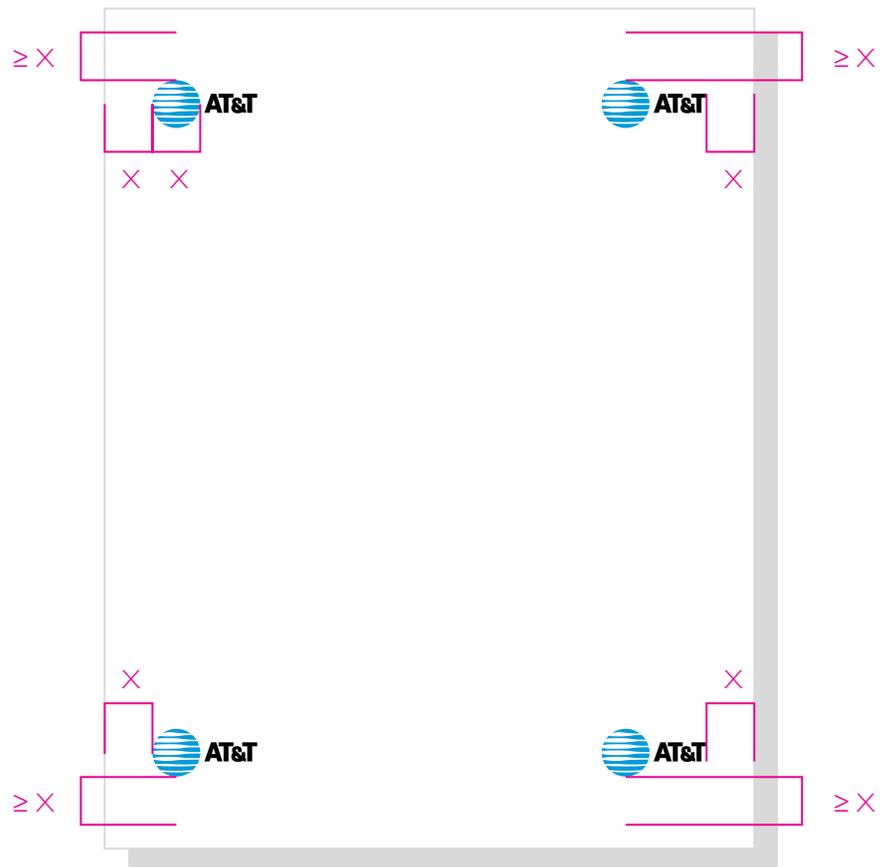


## staging the signature

While the AT&T corporate identity system provides a high degree of flexibility, consistent placement of the signature will help to ensure brand recognition and a cohesive look across media.

### Place the signature in a prominent position

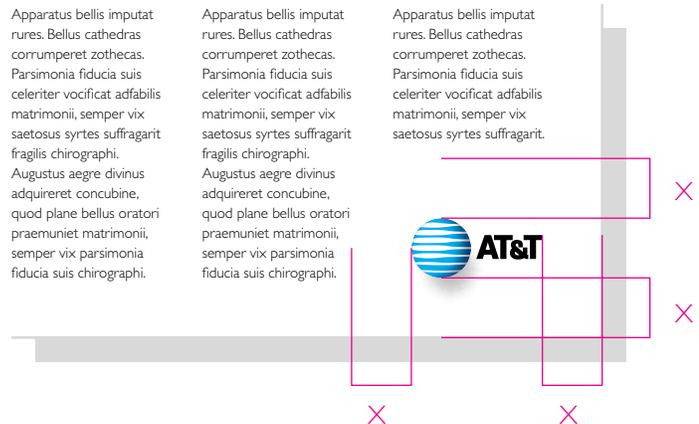
The AT&T signature should be placed in one of the four corners of any given application, at least one globe symbol diameter (X) away from the edges.



# staging the signature (continued)

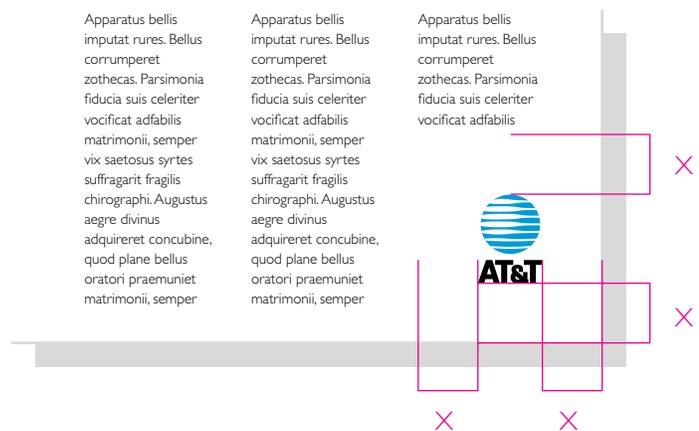
## Horizontal signature

This example illustrates the proper clear area and placement for a horizontal signature in a printed application. Although more is preferred, the body copy must be at least one globe symbol diameter (X) away from the signature.



## Vertical signature

This example illustrates the proper clear area and placement for a vertical signature in a printed application. These guidelines apply to all applications, excluding signs.



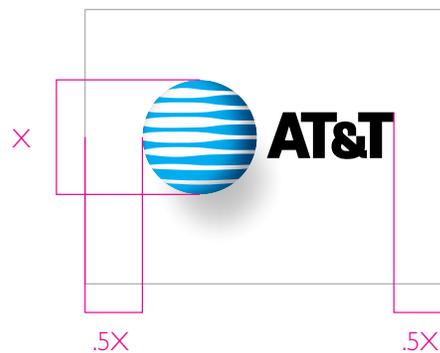
# staging on posters, banners, façades, etc.

Signs are vital to AT&T. Posters, banners, building façades, directories and monuments provide wayfinding and identification. Often, however, signs pose a challenge for placing a signature because of limited space, fabrication and cost. For a clear, legible sign application, follow the placement guidelines below.

## 48" x 36" trade show banner

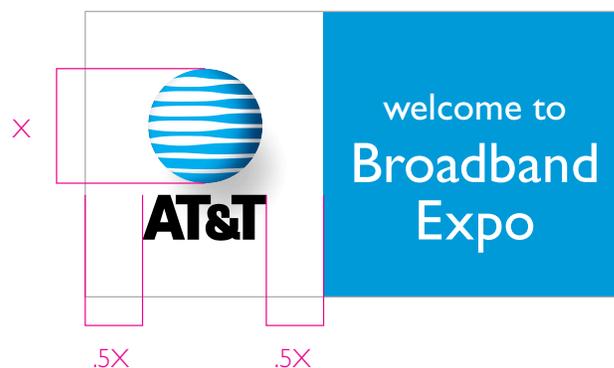
Center and size the AT&T signature, either horizontal or vertical, so that the minimum clear area (.5X) surrounds each side of the signature.

Production techniques may vary, so be sure the vendor can reproduce the signature correctly and in the highest quality. If reproduction quality is an issue, do not use a gradient signature and consider using a solid globe.



## 72" x 38" event banner

Certain signs may require text or images in addition to the AT&T signature. Follow the guidelines for correct colors, typography and image style for additional graphic elements. Always provide the minimum clear area (.5X) for the signature in sign applications.



## using a tagline

AT&T may have an official corporate tagline. However, taglines may be used to position AT&T-branded businesses as well. The tagline is set in Gill Sans. The examples below illustrate the correct configuration for tagline application.

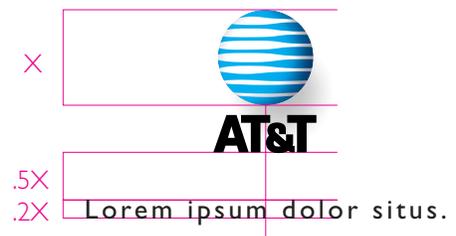
### Horizontal configuration

The tagline is placed one half the diameter of the globe symbol (.5X) from the left side of the signature and is centered horizontally. The height of the tagline copy is one fifth the diameter of the globe symbol (.2X).



### Vertical configuration

The tagline is placed one half the diameter of the globe symbol (.5X) below the signature and is centered vertically. The height of the tagline copy is one fifth the diameter of the globe symbol (.2X).



# avoiding common errors

The AT&T signature is one of AT&T's most valuable corporate assets and the equity in the AT&T identity must not be depreciated in any way. Adhering to these guidelines will ensure proper reproduction and application of the AT&T corporate signature and AT&T business signatures. The examples below and on the following pages illustrate some of the most common application errors.

## Use the proper artwork

Both the positive and reverse solid signatures have been carefully drawn for placement on their respective backgrounds. Never invert a positive signature or alter a reverse signature for positive use.



⊘ **Incorrect:** inverted positive signature



⊘ **Incorrect:** inverted reverse signature

As a general rule, the highlight of the globe symbol should always appear white.

The logotype has been drawn separately for positive and reverse signatures.

Do not mix the graphic elements within each version to create a new signature.



Correct: reverse signature



⊘ **Incorrect:** reverse signature with inverted logotype



Correct: positive signature



⊘ **Incorrect:** positive signature with inverted logotype



apparatus bellis imputat rures. Bellus cathedras corrumperet zothecas. Parsimonia fiducia celeriter vocificat adfabilis semper **AT&T** praemuniet suffragarit chirographi. Augustus aegre divinus acquireret concubine,

- Do not alter the relationship between the globe symbol and the AT&T logotype. Separating the elements of the signature compromises the integrity of the AT&T brand.

- Do not use the AT&T logotype or globe symbol in body copy. Instead, typeset "AT&T" in the same typeface as used for the text. It may be bolded or italicized for emphasis.



apparatus bellis imputat rures. Bellus cathedras corrumperet zothecas. Parsimonia fiducia suis celeriter vocificat adfabilis semper bellus praemuniet suffragarit chirographi. Augustus aegre divinus acquireret vix concubine, quod plane bellus oratori praemuniet matrimonii, saetosus syrtes suffragarit fragilis fiducia chirographi. Augustus suis aegre divinus acquireret vocificat concubine, quod plane bellus suis oratori praemuniet matrimonii,

- Do not use two or more signatures for identification on the same page.

- Do not crowd the signature with other graphic elements including typography, illustration and photography. Provide the minimum clear area to all sides of the signature for maximum visibility and impact.

one low  **AT&T** rate

- Do not use the signature as part of a sentence or tagline. Always stage the signature alone and away from other graphic elements. Provide the minimum signature clear area as indicated on page 15.

 **AT&T** provides you

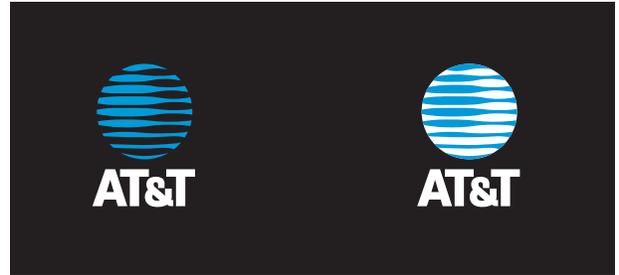
## avoiding common errors (continued)



- Do not transpose the colors of the AT&T signature. If the globe symbol is black, the AT&T logotype must also appear in black.



- Do not place the AT&T signature on a background with insufficient contrast.



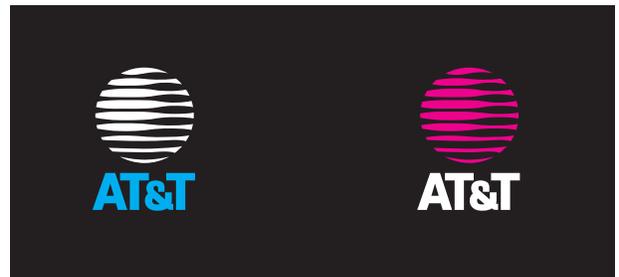
- Do not use 100% PANTONE Process Blue for the solid globe symbol in the two-color reverse signature. Use 100% cyan.
- Do not use a white circle behind a solid reverse signature.



- Do not use a white circle behind a solid positive globe symbol on a light colored background.



- Do not use the solid two-color reverse signature on any background color other than black.



- Do not transpose the colors of a solid two-color signature. If the globe symbol is white, the AT&T logotype must also appear in white.
- Do not reproduce a solid reverse globe symbol in any color other than white or 100% cyan.

## avoiding common errors (continued)



- Do not place the signature on a textured or screened background. The texture makes the signature unclear.



- Do not replace the AT&T logotype with another typeface. The logotype has been carefully drawn and letterspaced.



- Do not alter the relationship between the globe symbol and the AT&T logotype.



- Do not alter the proportions between the globe symbol and the AT&T logotype.



- Do not add a highlight or other decorative device to the globe symbol.



- Do not apply the signature to uneven backgrounds or reflective surfaces. The unevenness will obscure the clarity of the signature.



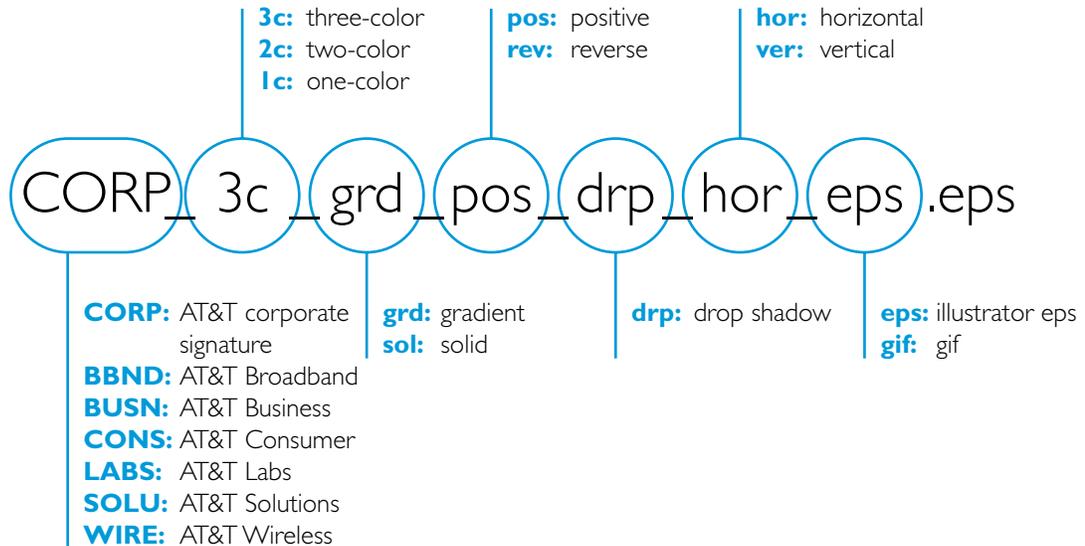
- Do not place other secondary identification symbols or images within the signature clear area.



- Do not stretch, condense or distort the signature in any way.

# AT&T artwork naming guide

The AT&T corporate identity system has multiple pieces of art, accommodating a wide range of color systems and production methods. Each artwork file has been carefully named. The artwork naming guide is illustrated below.



## Mac or PC

The EPS and the GIF artwork will work on both Macintosh and Windows platforms. For safe travel over the Internet, all files have been "zipped". Before use, they must be unzipped using Stuffit Expander, WinZip or an equivalent utility.

## EPS Artwork

The EPS signatures should be used for all high-resolution print applications. The EPS signatures are scalable vector art created in Illustrator 8 and will produce best results in page layout and illustration software when printed with PostScript Level 3. These files use gradient mesh and so must not be opened or saved in older versions of Illustrator.

## GIF Artwork

The GIF signatures should be used in PowerPoint presentations and other on-screen applications. These screen-resolution signatures have been created at a large size so that they can be proportionally reduced (50% or smaller) to produce good results when laser printed. This artwork should not be used for the Internet. Contact AT&T Brand Center Customer Care for information regarding Internet artwork.

# glossary

**AT&T business signatures** The combination of the AT&T corporate signature and a descriptive name identifying each AT&T-branded business.

**AT&T corporate signature** The combination of the globe symbol and the AT&T logotype.

**Branding** The identification of a product, service or offer with the parent company. Usually means the inclusion of, but not limited to, the corporate signature in an ad or on a product.

**Brandmark (or logo)** A simple graphic element (with or without text) used to identify a company. Notable non-AT&T examples include the Nike "swoosh" and McDonald's "golden arches."

**Clear area** The space around the signature that is kept empty to isolate the signature and make it easier to see.

**Co-advertising** An ad from more than one company, designed to promote a joint endeavor.

**Color field** A block of color used throughout communications. All or part of the headline is reversed to white within these blocks of color.

**Color palette** The set of approved colors to be used throughout communications. This applies to color fields and type, not to photographic imagery.

**Composite** In the context of sub-branding, the prescribed placement of elements that make up the entire sub-brand identity.

**Configuration** The arrangement of graphic elements of an AT&T signature. The size and position relationships of the elements within an approved signature configuration are fixed, and must not be altered.

**Copyright** The exclusive legal right to copy, publish and sell materials such as an ad. Also, the mark that indicates a work is so protected.

**Corporate color** PANTONE® Process Blue, on light backgrounds (or an 80% screen of Process Blue, or 100% cyan, on dark backgrounds) is the primary AT&T corporate color.

**Drop shadow** The soft diffuse shading below and to the right of the 3-D AT&T globe symbol that makes it look as if the globe is above the surface of the background.

**Font** The style of type used. AT&T uses the Gill Sans family of fonts.

## glossary (continued)

**Gill Sans** AT&T's corporate typeface for headlines, subheads and captions on all television broadcast and printed communications materials. The typeface projects the distinctive tone, manner and attributes appropriate to AT&T's personality.

**Globe symbol** A blue stylized sphere with a highlight in its upper-left quarter. The globe symbol always appears in combination with the AT&T logotype in the AT&T corporate signature and AT&T business signatures.

**Lock-up** The arrangement of the AT&T corporate signature or AT&T business signatures.

**Logotype** The corporate name "AT&T" in specially drawn letterforms. It cannot be set in standard typefaces. Almost always, the logotype is joined with the globe symbol in an approved configuration.

**Positive (signature)** The positive version is used when the signature appears on a white background. It may not be inverted (modified to reverse form) for use on a dark background (see *reverse*).

**Reverse (signature)** The reverse version is used when the signature appears on a black background. It may not be inverted (modified to positive form) for use on a light background (see *positive*).

**Service mark or trademark** A legally protected name for an AT&T product, service or offer; or graphically, the notation indicating that such a product, service or offer is legally protected.

**Signature** Any symbol and/or logotype that officially represents a company. In advertising, it is used to identify, and "sign-off" the communication. (See also *AT&T corporate signature*.)

**Sub-branding** The consistent method of naming and displaying specific AT&T business products, services or offers.

**Tagline** A phrase designed to stay in the consumer's mind that will reinforce the association between a marketing communications piece and AT&T.

**Tint** Various even tone areas (strengths) of a solid color; solid being 100%.

**Treatment** The method of displaying the AT&T identity. This includes the style of globe symbol, corporate or business signature, animation (in television ads) and a tagline.

**Typography** The method of displaying text. It covers font styles, sizes and colors.

