

atintera

The logotype is comprised of custom drawn letterforms.
The shape of the Logo cannot be altered.
Reproduce the logotype only from approved electronic art files.



The logotype is available in large and small sizes, in 2-color, greyscale, and black versions. Do not reduce the large versions dramatically or enlarge the small versions dramatically, as each version has been optimized for reproduction within certain size parameters. The black and white version of the logo has been optimized for reproduction across a wide range of materials from offset printing to newsprint.

Incorrect Usage Of The Logotype



Do not rotate, stretch, or distort the logo.
Do not change the logotype colors.
Do not reproduce the logo on a patterned, complex, or dark background that will obscure the logo.

Atintera Logo Color Specification (for printing and online reproduction)

	Pantone	RGB	binhex	CMYK
	PMS 186 U	255/0/51	FF0033	0/91/76/6
	PMS 425 U	51/51/51	333333	0/0/0/79

Color is an integral part of our logo.

Approved colors for PMS, 4-color process, and the corresponding websafe RGB colors and HTML values for online usage are shown to the left.

Always match to a current Pantone (PMS) swatch book to ensure you are using the right color.







Typography

Adobe Gill Sans Regular
Adobe Gill Sans Bold

Consistent use of typography will help ensure that all communications from Atintera are consistent and professional.

Adobe's Gill Sans typeface is the approved corporate typeface and should be used for all printed correspondence, collateral, and sales materials.

Adobe Gill Sans can be used in Regular and Bold styles.

Never use Italic style.

The font files are available from the contact below.

Contact

name Nikolay Chigirev
title Creative Director
phone 415-276-5447
email nchigirev@atintera.com

Electronic versions of the logo are available at
<http://www.atintera.com/site2/press/logo.shtml>.

If you have any questions about logo usage, colors, or fonts, or need approval on logo usage for situations not covered here, please contact us.