ATLONA
a PANDUIT company

2019

# LOGO USAGE / BRANDING STYLE GUIDE

![Atlona a Panduit company logo]

# LOGO USAGE / BRANDING STYLE GUIDE

## PRIMARY LOGO

The innovative nature of our Silicon Valley-based tech company is reflected in our logo.  Our primary logo, shown here is a striking balance of Atlona Orange and 100% Black. This logo is available in various file types and colorways at atlona.com/branding-resources.

Inline Version

## SECONDARY LOGO

Flexibility is a hallmark of Atlona and accommodating your needs to represent our brand in a complimentary manner in your marketing is important to us.  For these purposes, our Atlona logo is available in two additional variants:  100% Black and 100% White.  As shown here, this offers partners the ability to place the Atlona logo on a suitably contrasting background.  These logos are available at atlona.com/branding-resources.

Inline Version

Inline Version

## OFFICIAL COLORS

The circular Atlona Badge is influenced by a mountain peak accentuated with the letter "A" in the foreground symbolizing Atlona's drive to be the pinnacle of the AV industry. This Brand Badge is presented in Atlona Orange and must be represented consistently using one of the simple color methods outlined here.

100% BLACK

PANTONE 165C
RGB 242 104 41
CMYK 0 73.61 94.9 0
WEB-SAFE HEX #FF6633

100% BLACK

| 100% BLACK | PMS 165C |
|---|---|

White logo variants are 100% WHITE and Black variants are 100% BLACK
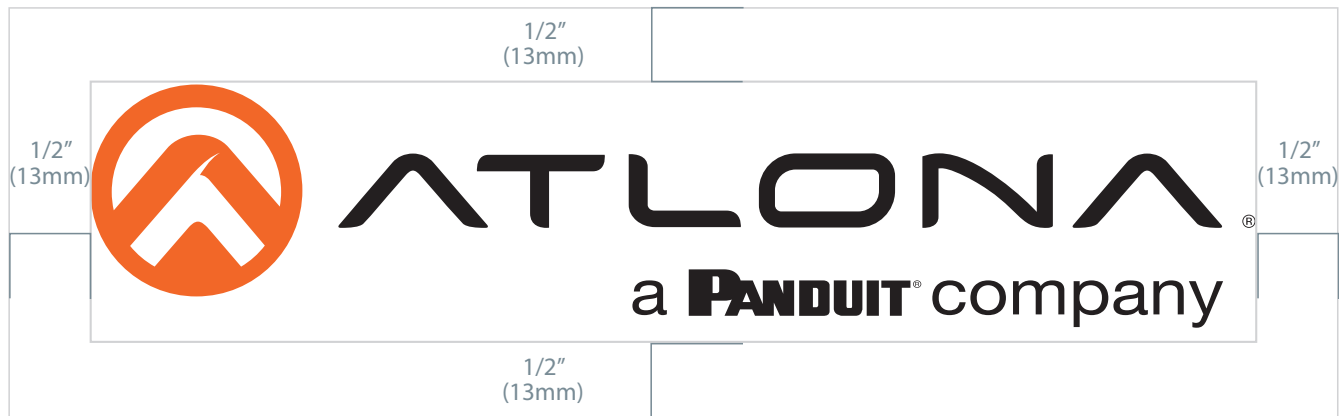
## MINIMUM SIZING

The Atlona logo is designed to make a statement.  It is reflective of the power of our products and our partners.  As such, it diminishes both when the logo is reproduced to the point that the details are lost.  These simple sizing guidelines are provided to ensure the Atlona logo presentation is maintained.  No logo should be used below the minimum size indicated.



3/8"
(10mm)

## MINIMUM CLEAR SPACE

Minimum clear space around the Atlona logo must be maintained in all applications. No visual object, pattern or design element should intrude on the logo within .5 inches (13mm) of the logo. When working in applications where relative sizing is employed, designers are asked to keep the distance of an "A" between the logo and other objects, patterns or design elements. All logos are provided with transparent backgrounds for optimum presentation impact. Designers are encouraged to keep the area behind the logo as free from distracting elements as possible.

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## IMPROPER USAGE AND RETIRED LOGOS

Atlona is a Panduit company and our logo reflects this relationship.  The statement "a Panduit company" is not to be removed from our logo.  Likewise the Panduit logo within the statement may not be substituted for plan text.  Lastly, the size relationship and location of this ownership statement may not be altered.

Examples of out-of-date, improper, and unauthorized usage and adjustments to the Atlona logo are below. If you have any questions about usage or application of the Atlona logo, please contact Atlona Marketing at marketing@atlona.com

DO NOT use logo with "a Panduit Company" as plain text (MUST include Panduit logo)

DO NOT use logo with altered Panduit logo and/or altered text under "Atlona"

DO NOT use logo with only "Atlona"

DO NOT use logo with "Connecting Technology" underneath "Atlona"

DO NOT use three dimensional renderings and apply 3D effects to the logo

DO NOT use the logo in any color combination other than those outlined in this style guide.

DO NOT use the regular version of the logo as a reversed logo. Use the provided versions only.

DO NOT rearrange, scale, or split the components of the logo.

DO NOT distort, skew, stretch or otherwise tweak the logo.

DO NOT deconstruct the logo.  The "Atlona" word art is not to be used without the circular Atlona Badge in the correct placement.

## POWERPOINT

The type face for PowerPoint presentations is Arial.

## ARIAL

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

## PRINTED MATERIAL

The type face for **printed** material is Myriad Pro.

## MYRIAD PRO

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

# ABOUT ATLONA

Atlona is proud to announce it is now a Panduit company, a leading global provider of network infrastructure solutions. The combination of Panduit's cabling and connectivity products and Atlona's wide range of AV solutions supports the growing adoption of AV over IP systems. Now, you can trust one company to provide an end-to-end AV solution for your conference rooms, training rooms, boardrooms, classrooms, and digital signage.

Atlona continues to serve its customers from its Silicon Valley-based global headquarters and from its international headquarters in Zurich. Working with Atlona is business as usual as all sales, customer support, and training teams continue under the new corporate ownership. Most importantly, Atlona's award-winning 10-year warranty continues for all new and existing products.

To learn more about Panduit's industry-leading portfolio of structured cabling products and how they can complement your next Atlona AV installation, contact your sales representative or visit www.panduit.com/AtlonaAV.

# OUR MISSION

We are passionate about providing innovation to enable our customers' ability to connect and collaborate with simplicity. We serve our customers by providing support excellence, global presence, and agility.

# OUR VISION

To be the go-to provider for audio visual connectivity needs in enterprise, higher education, corporate, government, and residential spaces through innovative technological solutions.

# OUR CORE VALUES: PRIIDE

| PROFESSIONAL | RESPECT | INTEGRITY | INNOVATION | DIVERSITY | EXCELLENCE |
|---|---|---|---|---|---|
| do what it takes to get the job done | for yourself, your customers, your peers | do what you say you're going to do | think outside the box | everyone's opinion and contributions matter | the customer always comes first |