



ATTC

Unifying science, education
and services to transform lives.

STYLE GUIDE QUICK REFERENCE SHEET

LOGO USAGE

PART I: "People" logomark



PART II: Unifying Tagline

Unifying science, education
and services to transform lives.

PART III: Defining Tagline

Addiction Technology Transfer Center Network
Funded by Substance Abuse and Mental Health Services Administration

OR

Addiction Technology
Transfer Center Network
Funded by Substance Abuse and
Mental Health Services Administration

COLOR PALETTE

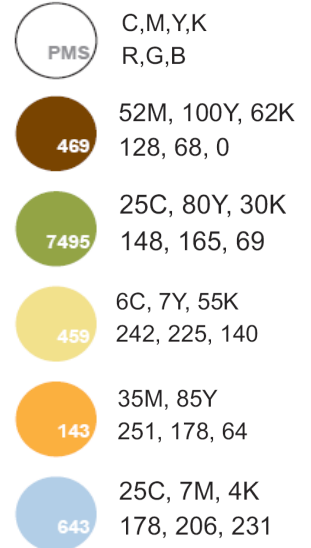
>Primary Colors



PMS = 541
CMYK = 100C, 57M, 38K
RGB = 0, 70, 127

PMS = Cool Gray 9
CMYK = 51K
RGB = 145, 145, 149

>Secondary Colors



C,M,Y,K
R,G,B

52M, 100Y, 62K
128, 68, 0

25C, 80Y, 30K
148, 165, 69

6C, 7Y, 55K
242, 225, 140

35M, 85Y
251, 178, 64

25C, 7M, 4K
178, 206, 231

LOGO REPRODUCTION



SAMPLE LAYOUTS



FONT USAGE

>Headers, Titles

Arial
Arial Italic
Arial Bold
Arial Italic Bold

> Body Copy

Palatino
Palatino Italic
Palatino Bold
Palatino Italic Bold

FINDING TEMPLATES AND LOGOS ONLINE

>The ATTC iNSiDER

<http://www.attcinsider.org/intranet/>
User: ATTC
Pass: Since1993

- Go to 'Promotions and Branding'
- Use this website to download PDF and Illustrator versions of templates one at a time.

>The FTP Site

<ftp://www.attcnetwork.org/>
User: NetworkStyleGuide
Pass: Since2008

- Use this FTP site to easily Copy-Paste all the templates onto your own Desktop.
- More detailed directions for the site can be found on the ATTC iNSider.