

# Visual identity guidelines<sup>o</sup>



These guidelines have been designed to help you understand the AtlasEdge identity. They include examples of the look and feel of material that you can use in your work.





# Our identity<sup>o</sup>

Our look and feel.

## Our look is clear, bold and distinct.

It helps us pack a punch and stand out as a technology business that's ahead of our competitors. We're the largest business in the sector and want to be recognised as both, reliable and credible.

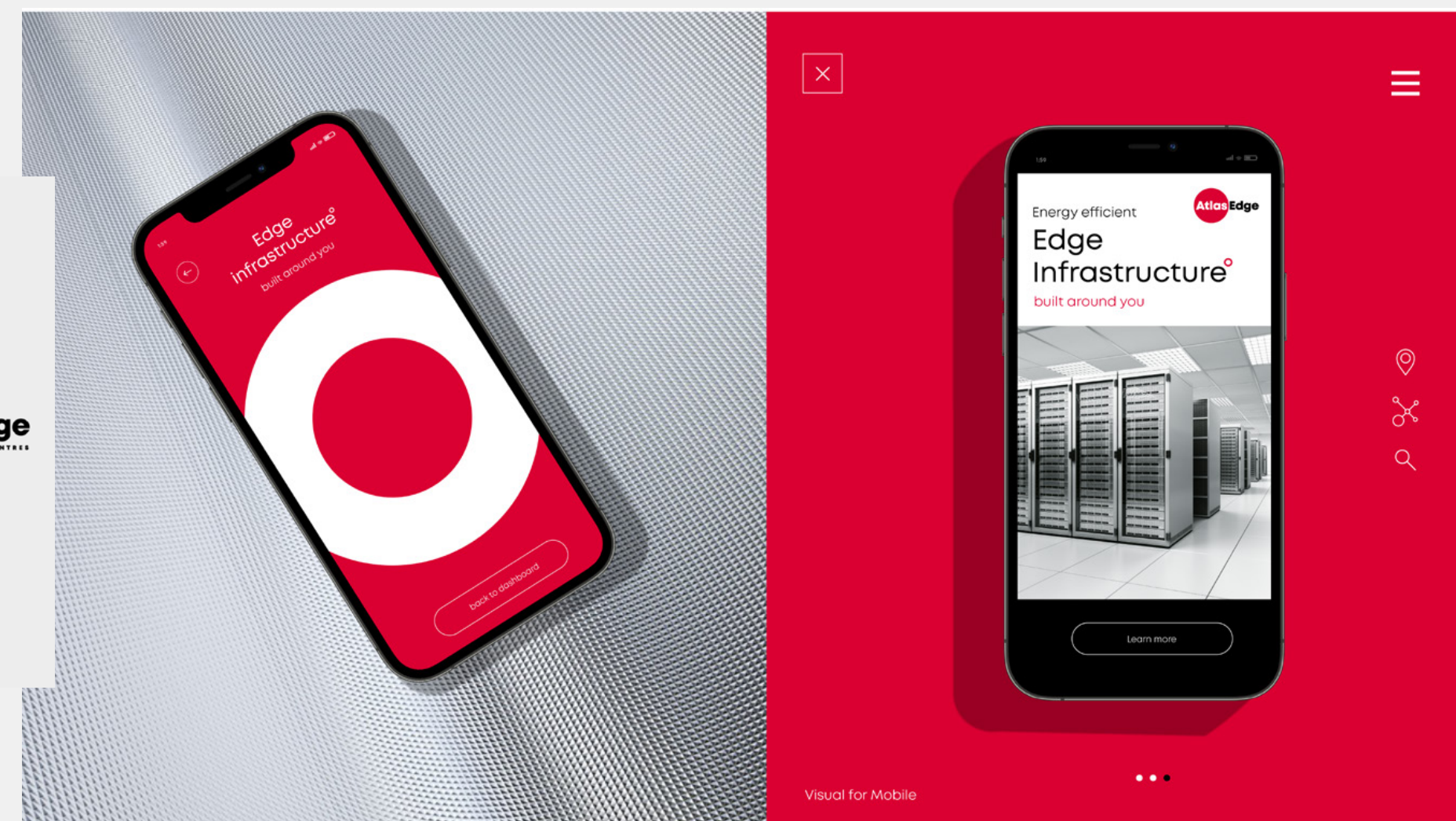
We deliver compelling, clear messages using our bold colour palette, iconic location marque "o" and clean typography. Our fields of colour include laser focused detail: creating an aesthetic that reflects our connection to the IOT.





**AtlasEdge**  
Visual identity  
guidelines

Visual identity  
overview:  
examples





# Logo°

Our logo in use.









**AtlasEdge**  
Visual identity  
guidelines

Logo<sup>o</sup>  
variations

A.I. Files:  
RGB and CMYK  
options are available  
for all examples shown  
on this page.

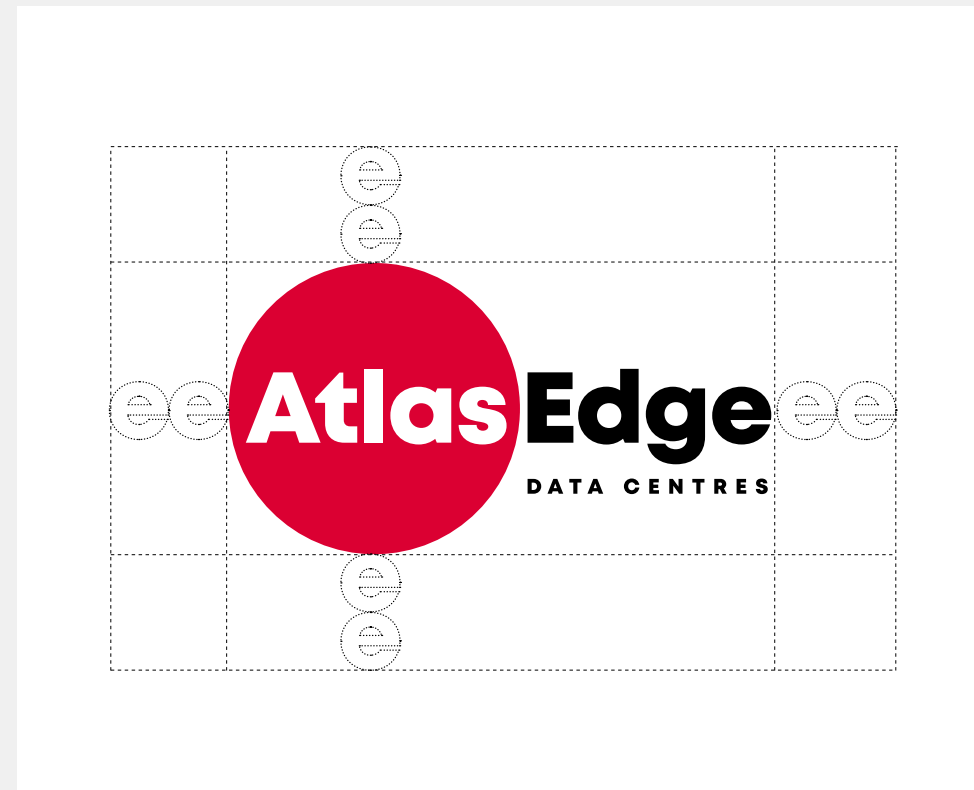
Primary logo



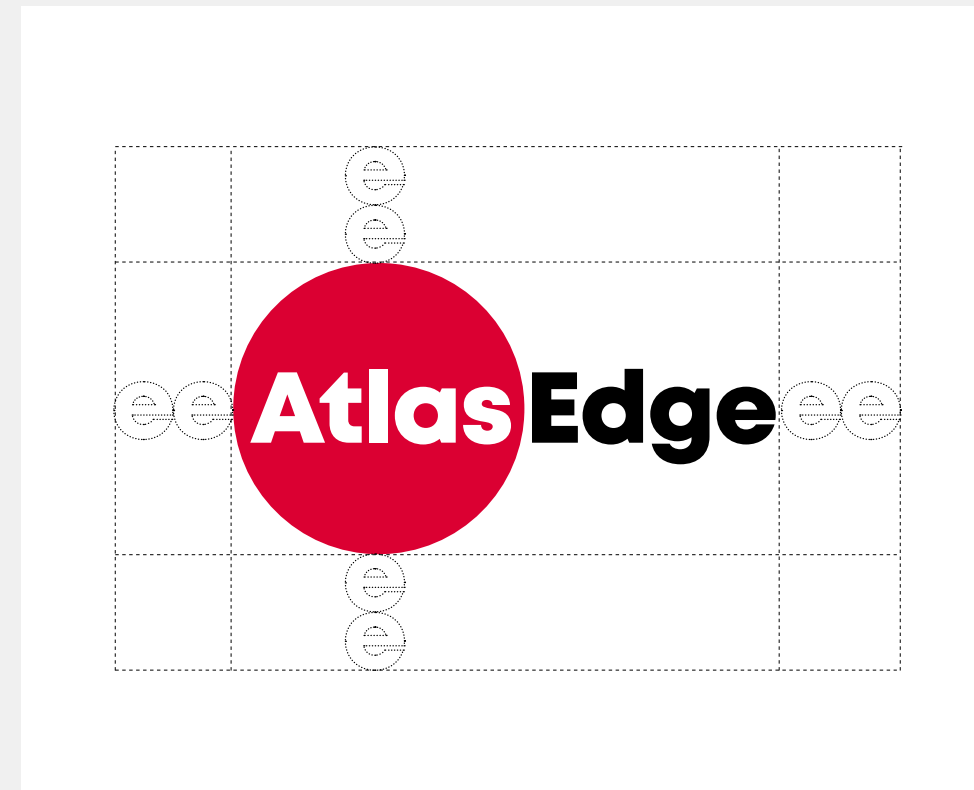
Secondary logo: No tag-line



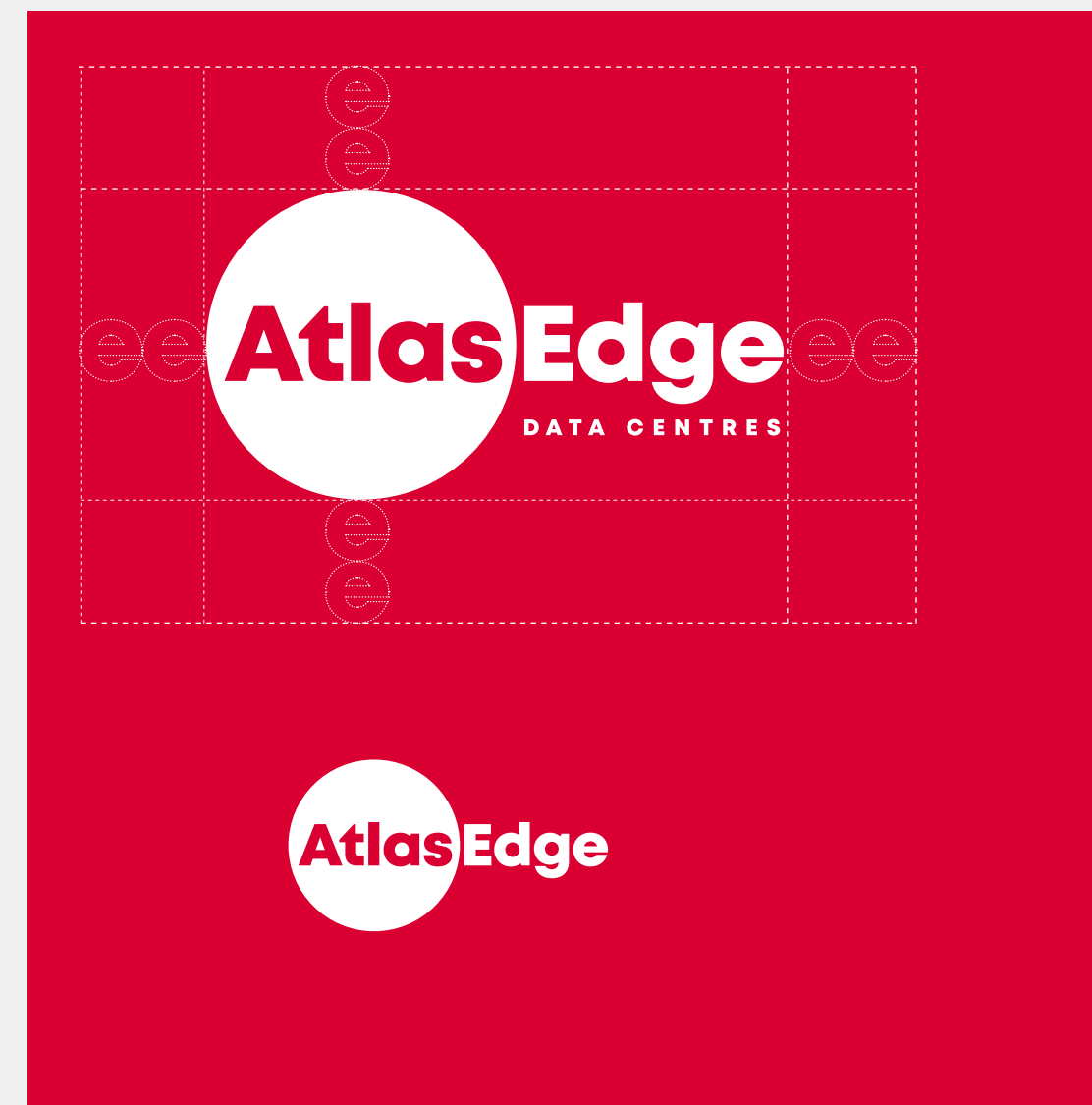
Clear Space



Clear Space



Primary logo: White variations (x2)



Favicon 1



Favicon - minimum size 10mm diameter



**Primary logo**

We lead with our primary logo, set on a white or light grey colour space.

**Secondary logo**

We have a secondary logo, without the Data Centre tag-line. This is used when the Data Centre tag-line would be difficult to read at smaller sizes.

Or when an image makes the Data Centre text hard to read. Or when the background image is very complex.

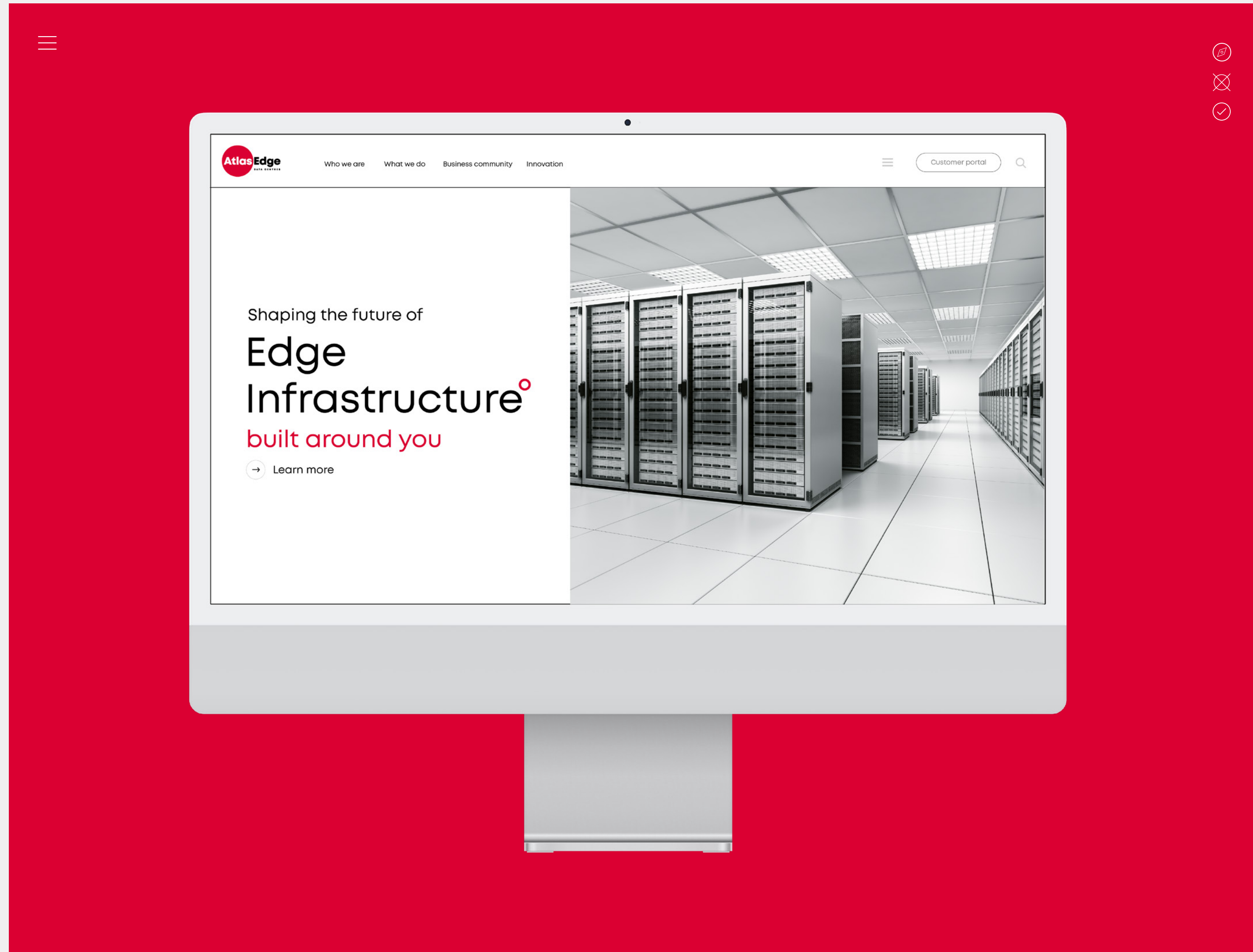
Or on internal content pages, when the logo has to be used but it is already obvious from the context that we're talking about AtlasEdge Data Centres. For example, when the primary logo appears on the cover of the same document but has to be used again on an internal page of the same document.



**AtlasEdge**  
Visual identity  
guidelines

Logo<sup>o</sup>  
variations  
in action.

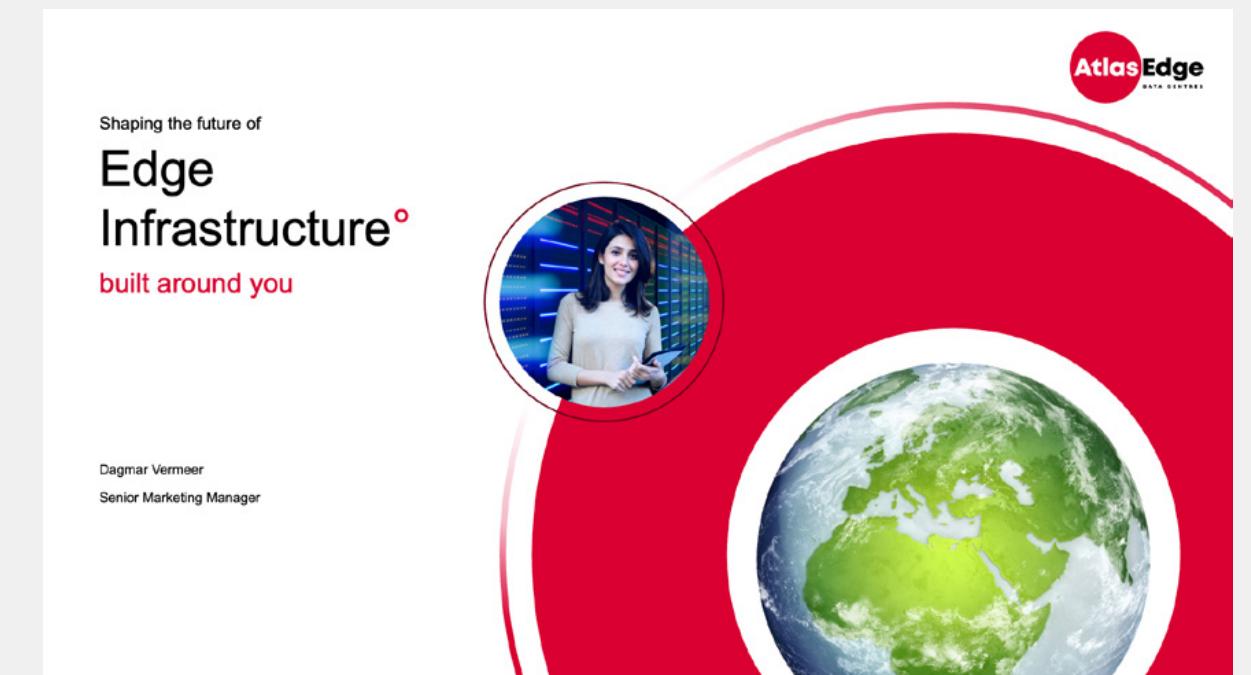
Primary logo: In use on a web-page.



Secondary logo: May be used on images or complex backgrounds.



Secondary logo: Use when Data Centre tag-line is too small to read.





Primary logo: Don't do the following...



**Don't:** Tilt or rotate



**Don't:** Switch colours around



**Don't:** Introduce other colours



**Don't:** Delete any core element



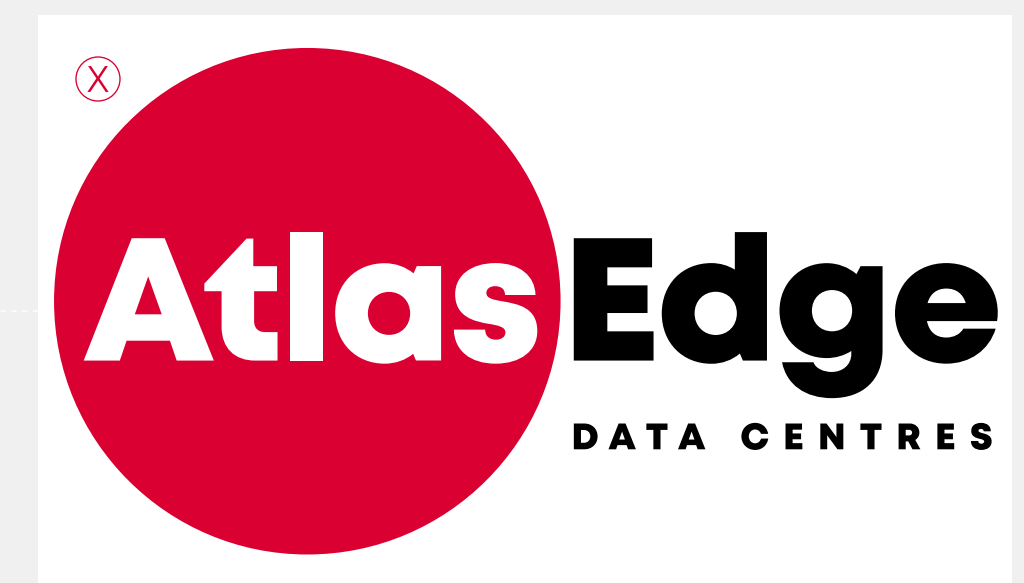
**Don't:** Use as a tint



**Don't:** Use a drop shadow



**Don't:** Stretch or skew the logo



**Don't:** Use oversize or ignore clear space instructions



# Our colours°

and which to use.

## AtlasEdge Red: The dynamism in our visual DNA.

Our passion and drive are communicated through the use of our core colour, AtlasEdge Red.

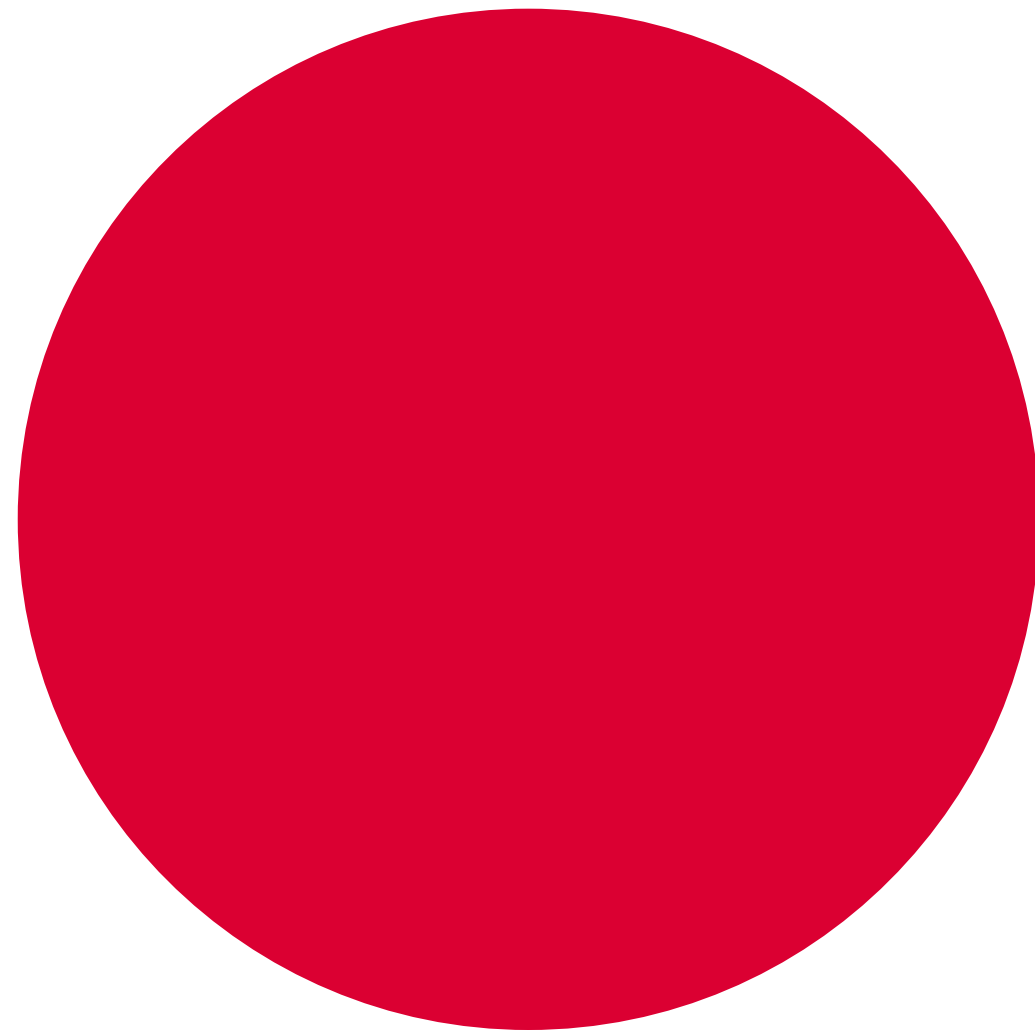
This vivid, go-ahead colour is coupled with use of white and light grey (+ white /grey space): combinations that speak to the seamless sophistication of our brand.



# Our primary colour palette

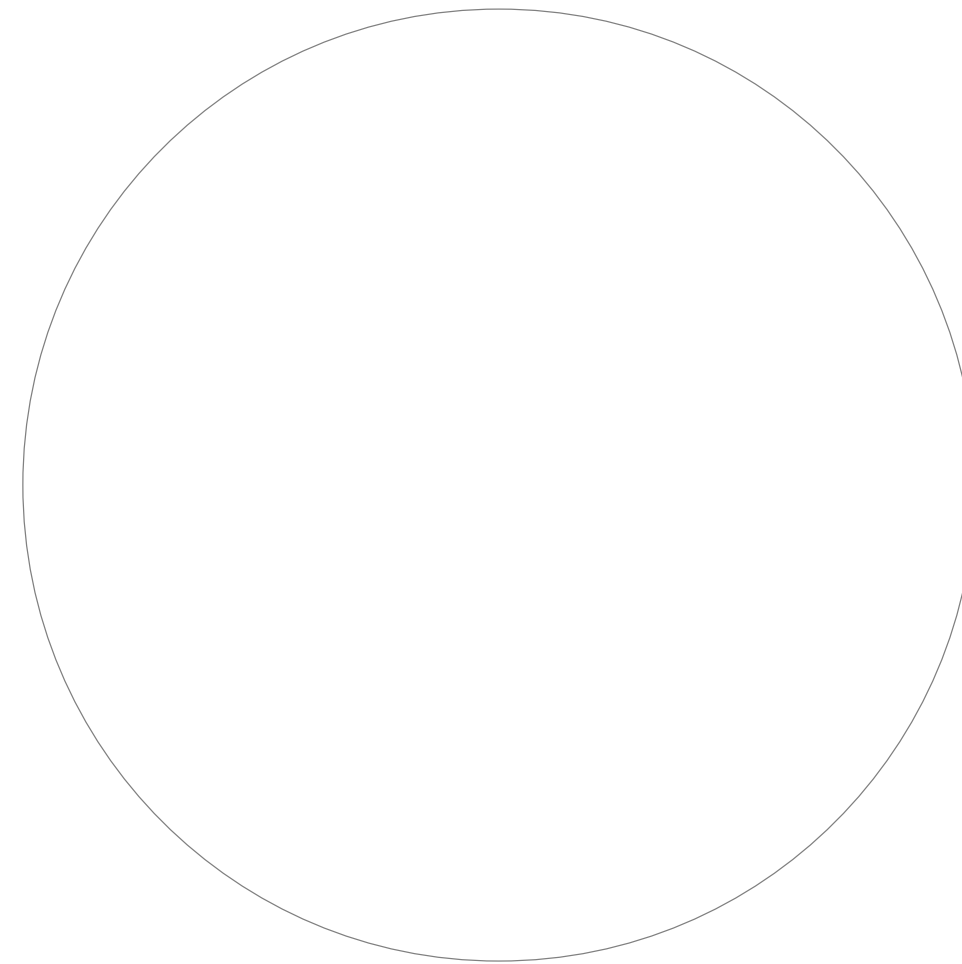
## AtlasEdge Red

RGB: 219, 0, 50  
CMYK: 5, 100, 76, 1  
Pantone: 199 CP  
HEX: D50032



## White

RGB: 255, 255, 255  
HEX: FFFFFFFF



## AtlasEdge Grey

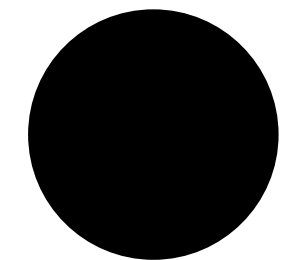
RGB: 237, 237, 237  
CMYK: 0, 0, 0, 10  
Pantone: Cool Grey 1 CP  
HEX: DBDBD3



## AtalsEdge Black

RGB: 0, 0, 0  
CMYK: 100, 61, 32, 96  
Pantone: Black 6 C  
HEX: 161F28

**N.B.** In print docs. For body text, plain Black (C=0, M=0, Y=0, K=100) should be used instead of Black 6C. For graphic elements Black C6 should be used.





# Our secondary colour palette

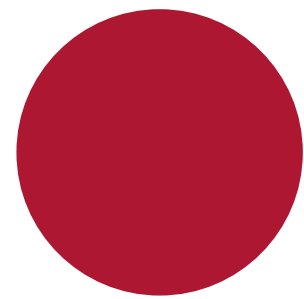
## Primary and secondary colours

Stick to our brand's primary colours for most of your designs. Secondary brand colours are handy if you need additional colours for complex documents, charts and tables.

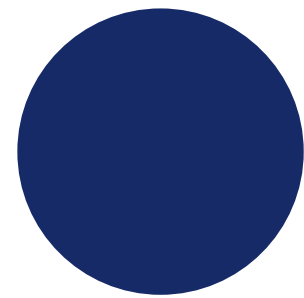
## Secondary colour use - recommendations

Secondary colours are mostly used in PowerPoint. The colours below have been created to work where complex data in charts and tables need contrasting colours to distinguish categories from one another.

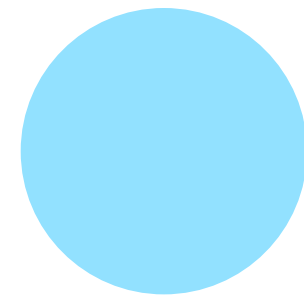
**Crimson**  
RGB: 173, 23, 49



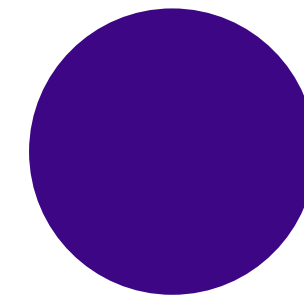
**Dark blue**  
RGB: 22, 42, 104



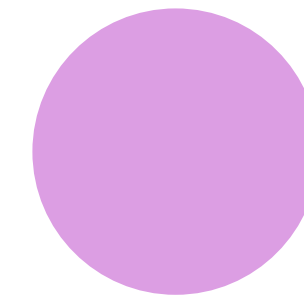
**Light blue**  
RGB: 146, 225, 255



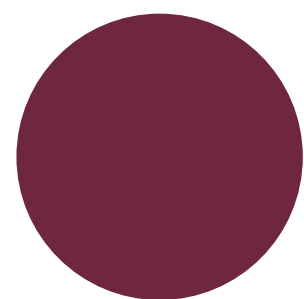
**Deep purple**  
RGB: 60, 6, 133



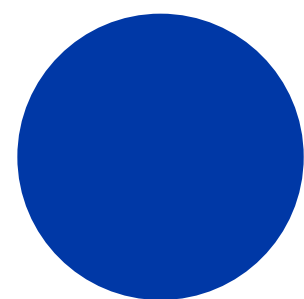
**Violet**  
RGB: 220, 158, 227



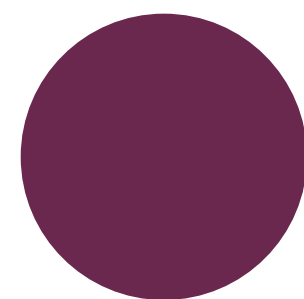
**Plum**  
RGB: 110, 39, 61



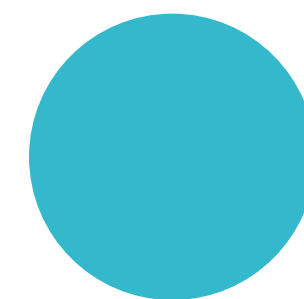
**Royal blue**  
RGB: 0, 56, 166



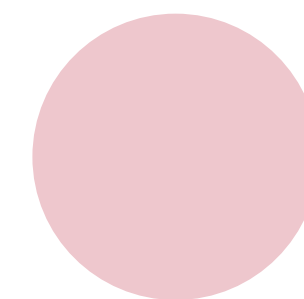
**Warm purple**  
RGB: 107, 40, 79



**Turquoise**  
RGB: 51, 184, 204

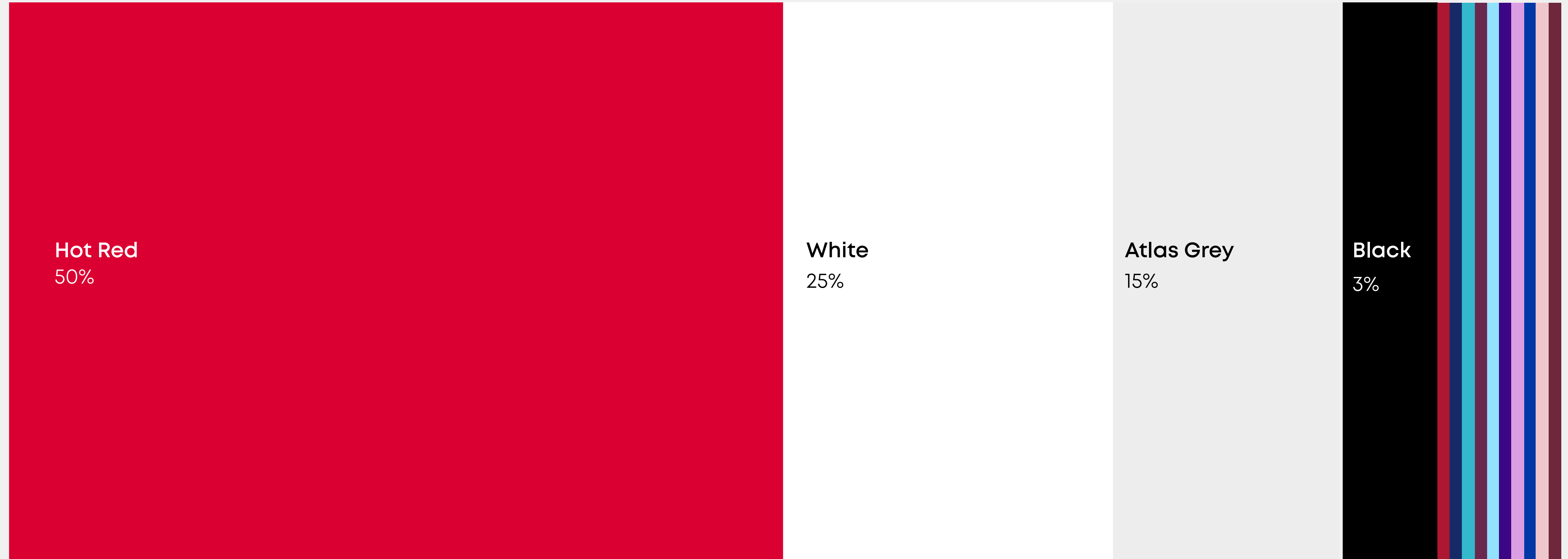


**Dirty pink**  
RGB: 238, 199, 205





# Colour use



As a general rule we lead with AtlasEdge Red. That said, we have a strong supporting cast of secondary colours which can, on occasion, be used to complement our hero colour.

The colours above should be used sparingly e.g. in complex bar charts or tables. Use to create contrast between categories.



# Our expanded secondary colour palette: For designers

## Primary and secondary colours

Stick to our brand's primary colours for most of your designs. Secondary brand colours are handy if you need additional colours for complex documents or charts and tables.

## Red and green

In PowerPoint or Excel, to indicate a Win or Loss or Yes or No or a Tick or a Cross. Only use the application Standard Colour versions of Red and the Green (that appear in the main menu by default) Do not use AtlasEdge Red. Do not use Red or Green in charts or tables unless you have a specific reason to do so i.e to indicate a Win or Loss. Never use the AtlasEdge Red colour in a negative context.

## Colour use recommendations

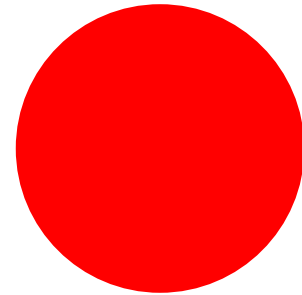
**Section 1:** Mainly for use in print. They have been created to compliment the Primary identity colours.

**Section 2:** May be used when we talk about sustainability and environmental benefits of our offer.

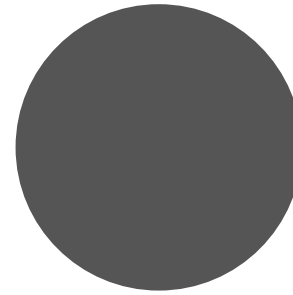
**Section 3:** Used in PowerPoint. They have been created to work where complex data in charts and tables needs contrasting colours to distinguish categories.

### Section 1

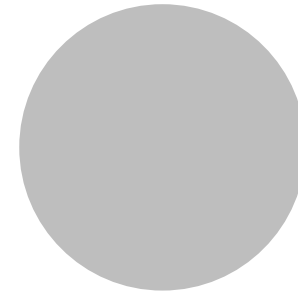
Hot red  
RGB: 255, 0, 0



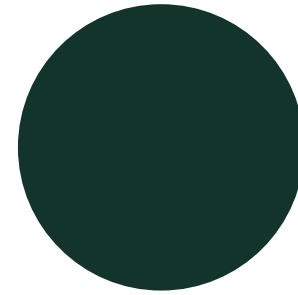
Grey 1  
RGB: 85, 85, 85



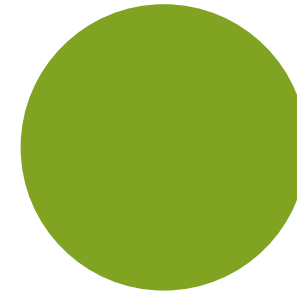
Grey 3  
RGB: 190, 190, 190



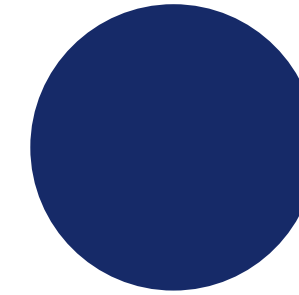
Dark green  
RGB: 19, 52, 43



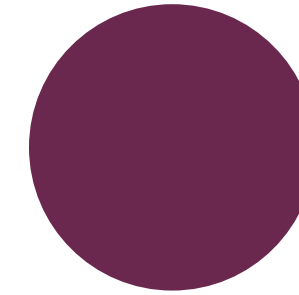
Leaf green  
RGB: 128, 164, 34



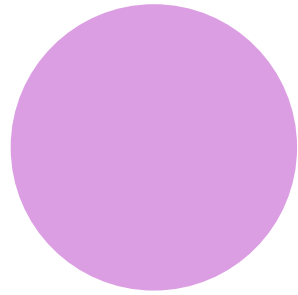
Dark blue  
RGB: 22, 42, 104



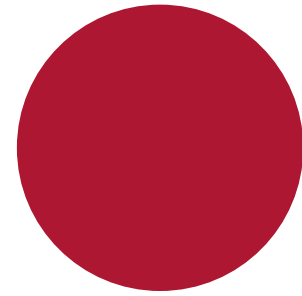
Warm purple  
RGB: 107, 40, 79



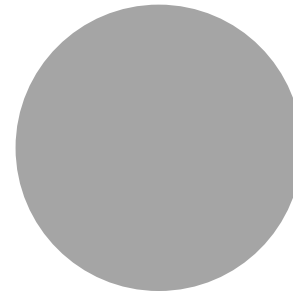
Violet  
RGB: 220, 158, 227



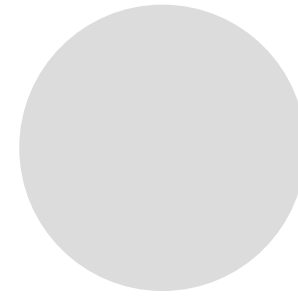
Crimson  
RGB: 173, 23, 49



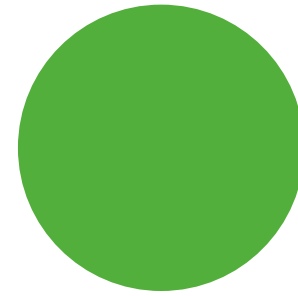
Grey 2  
RGB: 165, 165, 165



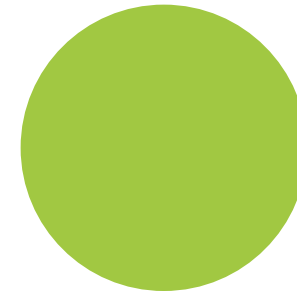
Grey 4  
RGB: 220, 220, 220



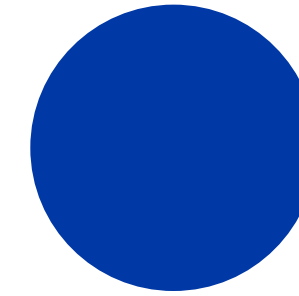
Spring green  
RGB: 83, 175, 59



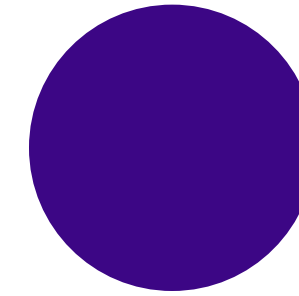
Lime green  
RGB: 161, 200, 66



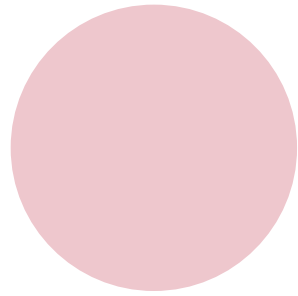
Royal blue  
RGB: 0, 56, 166



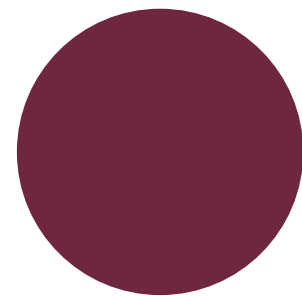
Deep purple  
RGB: 60, 6, 133



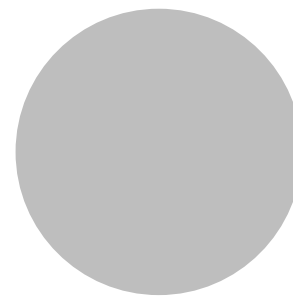
Dirty pink  
RGB: 234, 199, 205



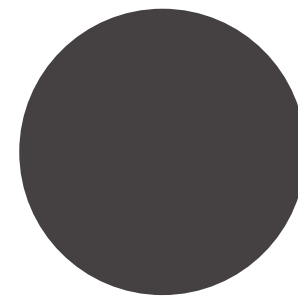
Plum  
RGB: 110, 39, 61



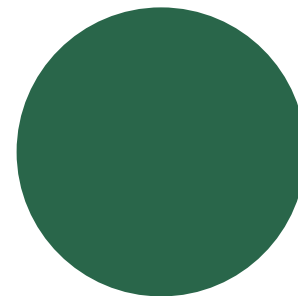
Grey tint  
RGB: 245, 245, 245



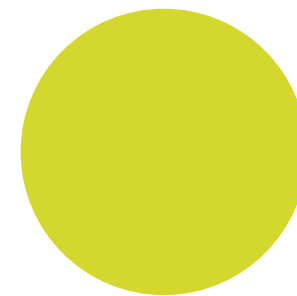
Grey 5  
RGB: 69, 64, 65



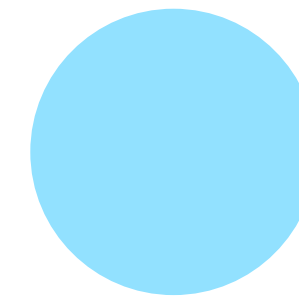
Deep green  
RGB: 41, 102, 74



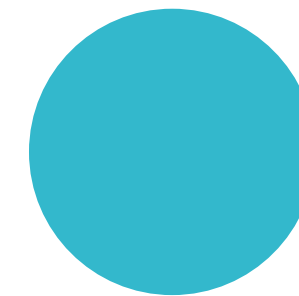
Fresh green  
RGB: 212, 215, 45



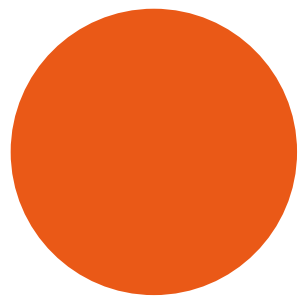
Light blue  
RGB: 146, 225, 255



Turquoise  
RGB: 51, 184, 204

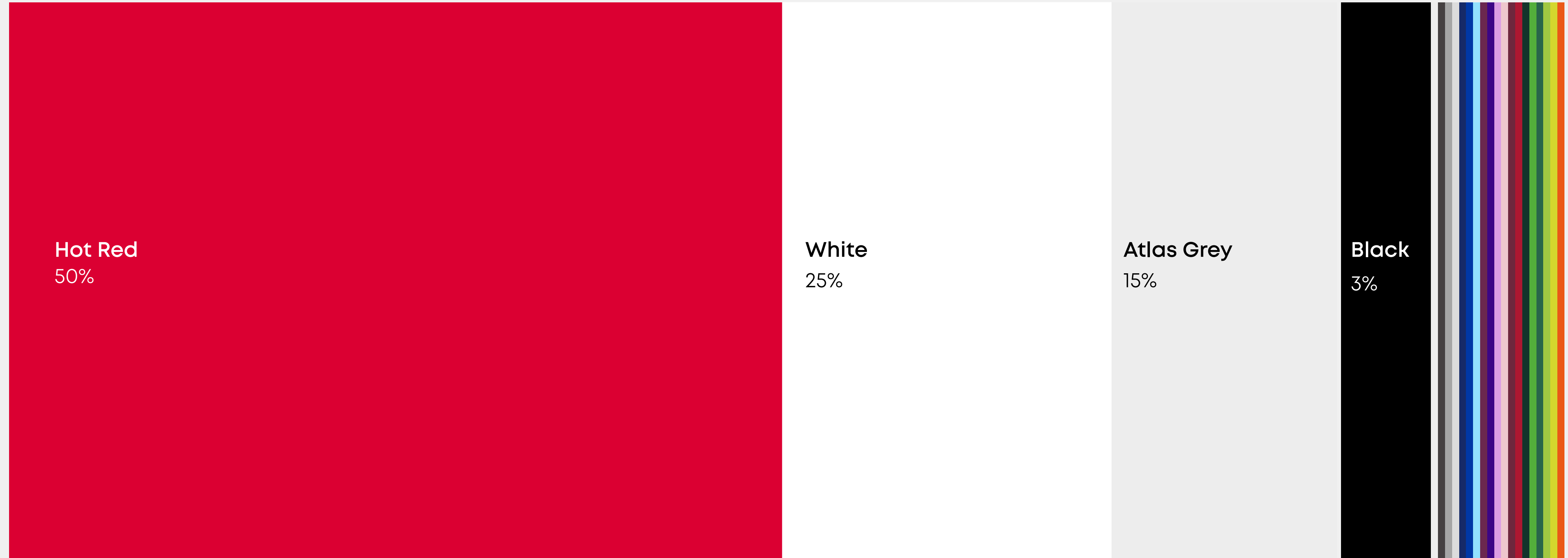


Orange  
RGB: 234, 89, 23





# Colour use



As a general rule we lead with AtlasEdge Red. That said, we have a strong supporting cast of secondary colours which can, on occasion, be used to complement our hero colour.

The colours above should be used sparingly e.g. in complex bar charts or tables.





# Graphics°

Core elements.

The location of our data centres is a key consideration

For AtlasEdge and our customers the site of our data centres is of fundamental importance.

For this reason we chose to use the degree symbol "°" as a key graphic element in our visual identity. The "°" character is borrowed from Grid references for cities, e.g. Amsterdam. An example is shown here.



Location

Grid reference: Key cities e.g. Amsterdam

52° 22' 12" N - 4° 53' 45" E



### The degree "O" marque

The degree "O" coupled with our strapline "built around you" speaks both to the location of our data centres and also the fact that we build bespoke, technological configurations around individual business /clients requirements within our Data Centres.

The degree "O" can be used as the cornerstone for a variety of design executions. It can be cropped and positioned "at the edge" of a page or slide. However, this is not a mandatory requirement.

It usually appears in the AtlasEdge Red but can also be used in white (out of AtlasEdge Red).

The "O" can be used with or without the "Halo", i.e. the finer outer line with a gradient fill.



### Current tag-line

Shaping the future of

Edge  
infrastructure°

built around you

### Halo

Our "Halo" has two functions.

1) To add 'movement', we use the Halo around our main "O" graphic - creating 'space' to allow for layering of other images or photographs. It helps create a 'softer edge' and allows us to connect any additional imagery with the main "O".

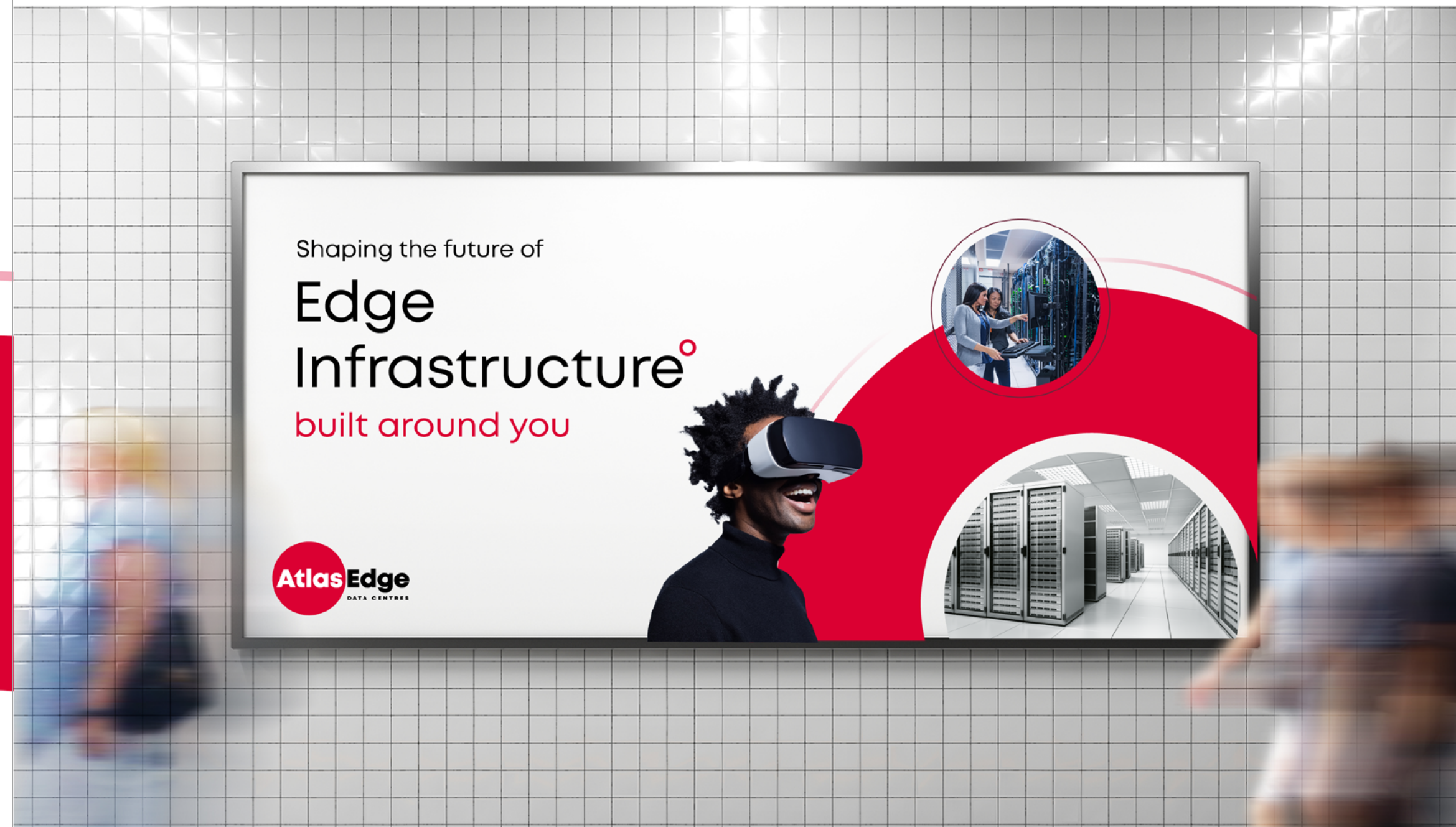
2) The Halo is a graphic with a lighter touch than the "O". It can be used independently, away from the main degree "O". See examples on page 1 and page 26 of this pdf. **NB.** The rotation angle of the Halo may be changed as required.





## The degree "O" Marque

Exists as a graphic eps and A.I file in the AtlasEdge Identity 2022 Assets folder.

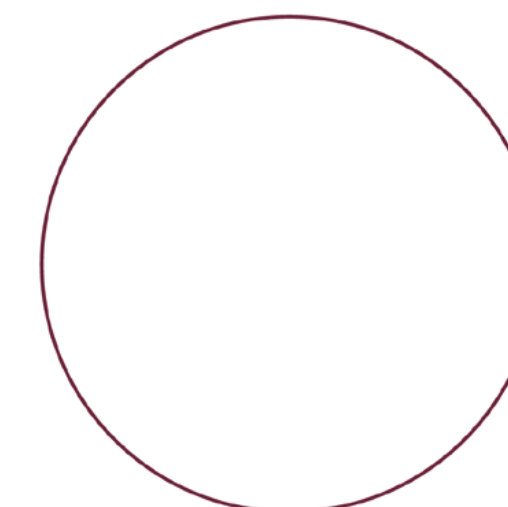
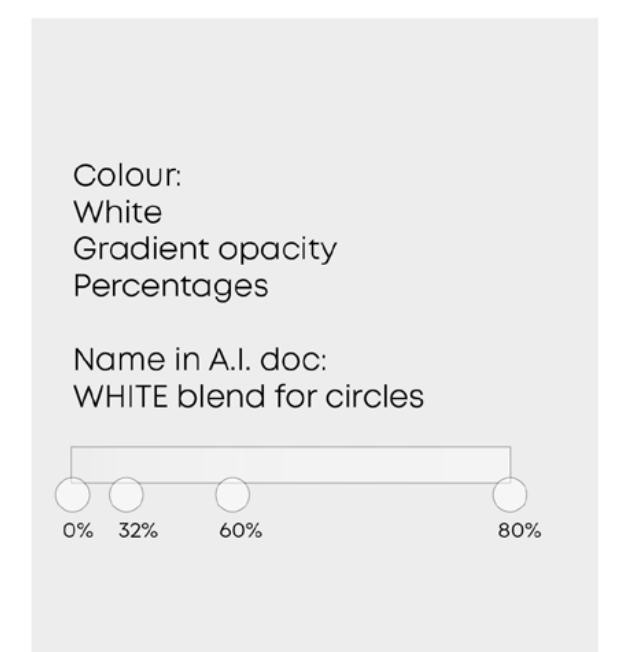
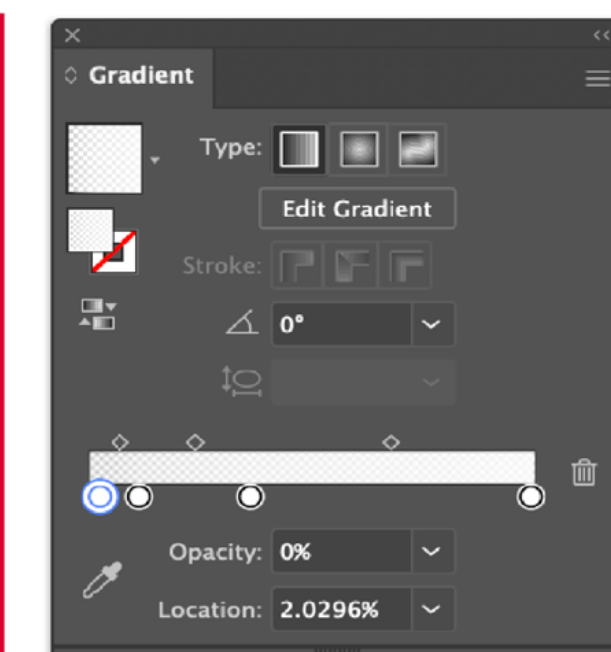
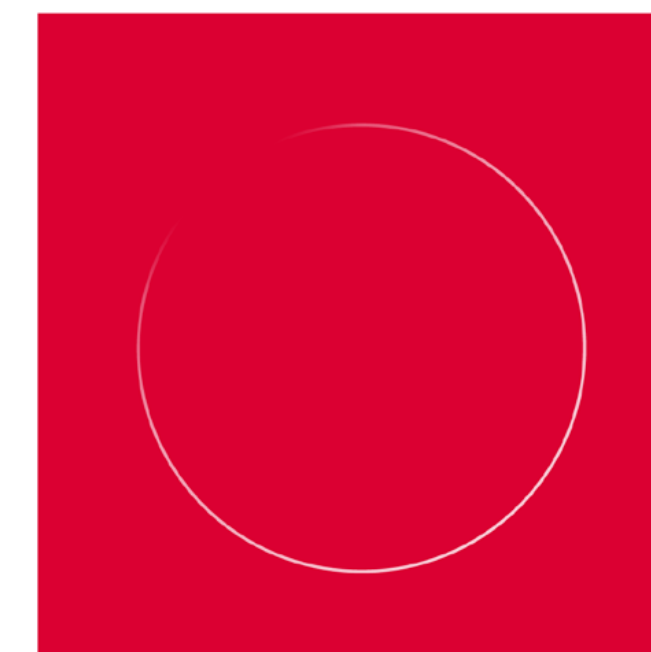
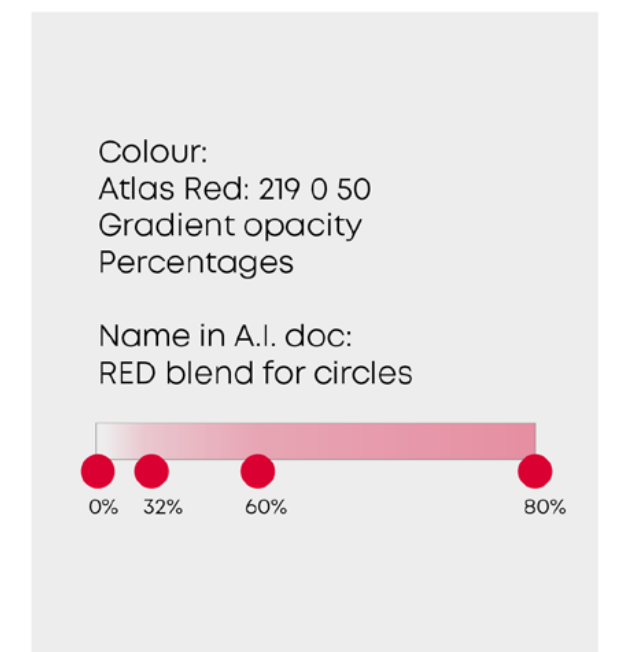
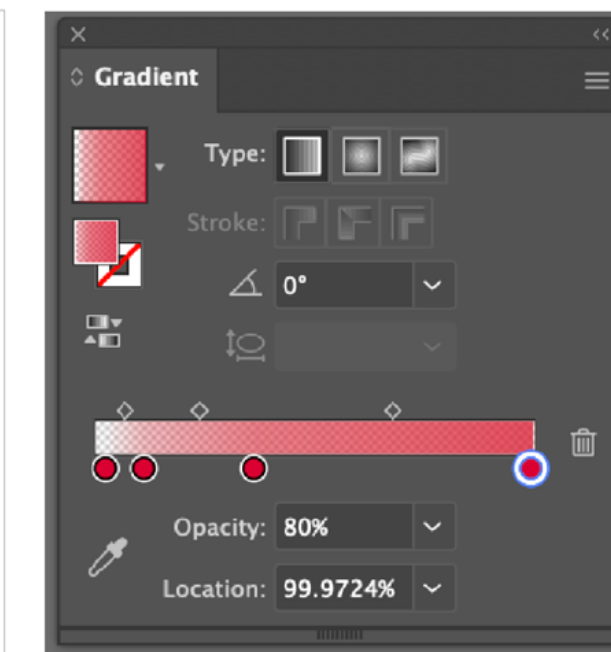
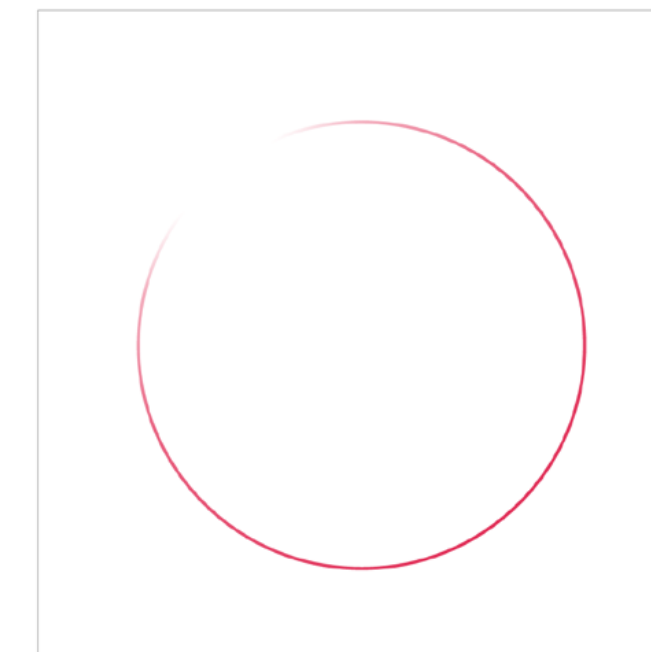


## Halo

Below is information on how to set up the Halo in Adobe Illustrator.

## Create the Halo

If the need to recreate the Halo arises - In Adobe Illustrator draw a circle 960x960px then Outline Stroke and then Offset path 3px. Then fill with the appropriate blend as shown below. These blends exist in AtlasEdge ASE colour file.



## Secondary circle

Helps connect additional images to the main "O". The line colour used is Plum, from AtlasEdge secondary colour palette. This colour allows the circle to read out of both the white and AtlasEdge Red colours.



# Typography°

Built around us.

Simple and clear: with  
a lightness of touch

We suggest that each typographic iteration aligns with the mantra; Simple and clear: with a lightness of touch. This phrase reflects the sophisticated efficiency of the technology services we offer.

**NB.** AtlasEdge is always written as one word. AtlasEdge, not Atlas Edge.

Shaping the future of  
**Sustainable  
efficiency°**

built around you

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**Logo°**

Our logo in use



### Our main font

We use Mont in various weights.  
We always use 'Sentence case'.

# Mont

### Our use of Mont font

There is no single way to use our font. However, we suggest that each typographic iteration aligns with the mantra; Simple and clear: with a lightness of touch. This elegant approach reflects the modern, seamless efficiency of our technology services.

### Secondary font

We use the font Arial when Mont is not available. For example in PowerPoint presentations.

### The Degree symbol "°" in typography

The use of the degree symbol "°" in our typography offers us a typographic signature. It's recurrent use next to important words and phrases in headings connects these phrases with our core graphic element and acts as a reminder that the location of our data centres is always of importance. Please don't over use the "°".

**NB.** On a Mac, to create the degree symbol "°" at the end of a word. Select: Shift + Option + 8, simultaneously.

**Important.** Don't scale up Degree symbol "°" to create the larger graphic. "°" is not actually a perfect circle. Please work from the AtlasEdge graphic A.I file.

### Body copy

Generally, we use Mont regular for body copy. Although for detailed work we can flex both up and down in weights.

### Kerning the Degree symbol "°"

Kerning between the last letter of a word and the "°" symbol varies depending on the characters used. The distance changes depending on the size of the type and the particular letter used before the "°". When using "°", please adjust the kerning to create a consistent relationship. Kerning examples below.

### Fonts 1: Preferred weights in action

In the example below we used a single weight. Mont Regular but used at different sizes, to create a clean typographic unit.

Shaping the future of

Edge  
infrastructure°  
built around you

Kerning:  
-100

### Fonts 2: Preferred weights in action

In the example below we used two weights. Mont Light and Mont Regular.

Logo°  
Our logo in use

Kerning:  
-160

### Fonts 3: Preferred weights in action

In the example below we used two weights. Mont Book and Mont Regular.

Revised and evolved

Visual  
identity  
guidelines°

October 2022

Kerning:  
-120

### Fonts 4: Preferred weights in action

In the example below we used two weights. Mont Light and Mont Regular.

Section xx:

Treat°  
Our graphic symbol

Kerning:  
-50