

ARCNET TRADE ASSOCIATION

Logo Standards For ATA & ATA Connected Logos

It is extremely important that logos be used carefully, especially when trying to create an identity. To be effective, logos must be consistent.

ATA or ATA CONNECTED, which to use? The ATA logo will be used by ATA members, while the ATA CONNECTED logo will be used by manufacturers who incorporate ARCNET within their products or who resell ARCNET communication and networking equipment.

Specifications

Logo Colors

The following three logo versions are available:

1. 4 color for print; pms 2728 or R= G= B= values; an RGB logo is available for the web and for electronic uses
2. Grayscale for print, photo copies, or simple documents
3. Black and white for simple documents

Paper

White stock paper is recommended, yet the background of electronic documents are permitted as well. If the logo will be placed on a colored background, the circle needs to be white.

Formats and Dimensions

The logo must be in a horizontal format and it must remain in proportion – no “squishing.” The logo cannot be reduced any smaller than .5” wide. The logos will be available in the following formats: EPS - vectors format; .tif - bitmap; and, Adobe Illustrator - vectors format.

Using the Logo

The logo cannot be redrawn, repropotioned or modified in any way. The logo must be reproduced from authorized original artwork. It can be downloaded from the ATA web site at <http://www.arcnet.com>.

Applying the Symbol

The logo can stand alone in a design element, and it can appear as part of a whole new design, but it must remain as a logo in that design.

Incorporating the Logo

No additional screens of colors or text that will obscure the logo are acceptable.

Publishing

The logo must appear separate from all other logos and it should appear where all credits are listed.