



Colors

The Atlas color palette focuses on simplicity and clean colors. While our brand guidelines technically allow unapproved gradients, we'd prefer if you stick to using colors and official gradients where you can.

Atlas Ice

HEX: #1A91FF
RGB: 26, 145, 255

Atlas Clouds

HEX: #F3FAFF
RGB: 243, 250, 255

Atlas Night

HEX: #171E30
RGB: 23, 30, 48

Ice Gradient

HEX from: #1A91FF
HEX to: #223A78
RGB from: 26, 145, 255
RGB to: 34, 58, 120

Clouds Gradient

HEX from: #F3FAFF
HEX to: #D1ECFF
RGB from: 243, 250, 255
RGB to: 209, 236, 255

Night Gradient

HEX from: #26314E
HEX to: #171E30
RGB from: 38, 49, 78
RGB to: 23, 30, 48

Typography

Atlas uses typefaces primarily available via Google Fonts for ease.

We ask you not to pair any visual Atlas branding with any font families other than the ones listed below.

Archivo

Used for: Headings

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! \$ % & / () ?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! \$ % & / () ?

Inter

Used for: Paragraphs

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! \$ % & / () ?

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ! \$ % & / () ?

Logo usage

Atlas provides a set of icons, logomarks, and wordmarks for download to the public. The icons, logomarks, and wordmarks we provide are the only ones approved for use. You are not allowed to mix our designs with other fonts, colors, or shapes.



