

BRAND GUIDELINES

AUGUST 2023

We are  
*AtlasOS.*



# Message from the *creatives*

AtlasOS's sole goal is to be community-driven. What is important when it comes to being community-driven? To ensure that no one is left out, communications and tone must be as clear as glass.

The AtlasOS brand kit's goal is to create a clear and aesthetically pleasing playground filled with AtlasOS-assets that will allow not only the code, but also the creative work to live on. After all, the goal of open-source projects is for them to survive.

We've done our best to create multiple versions of our assets so that you, the contributor, have as many options as possible.

But, of course, we can't have people completely misusing our branding in ways we never intended. That is why these brand guidelines exist: to set limitations and provide proper instructions on how to use AtlasOS brand assets.

I, William, have been delighted to collaborate with the AtlasOS team in developing a proper and expandable look for the brand, and I hope that both I and the community can work together to create a wonderful visual identity for AtlasOS.

*William Hallin*

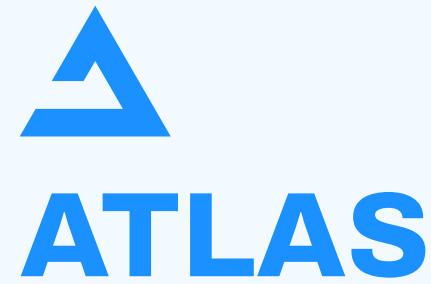
William Hallin  
*Creative Director*

VISUAL IDENTITY

# Logo Design

# Logomark

Use one or the other of the horizontal and vertical versions to display the Atlas icon and name on your fan creations.



# Wordmark

Combine the Atlas icon and name to create a versatile and simple wordmark to use on your creations.

**ATLAS**

# Icon

The most basic of all simple. When the logomark and wordmark don't work out, use the Atlas icon.



VISUAL IDENTITY

# Application & rules

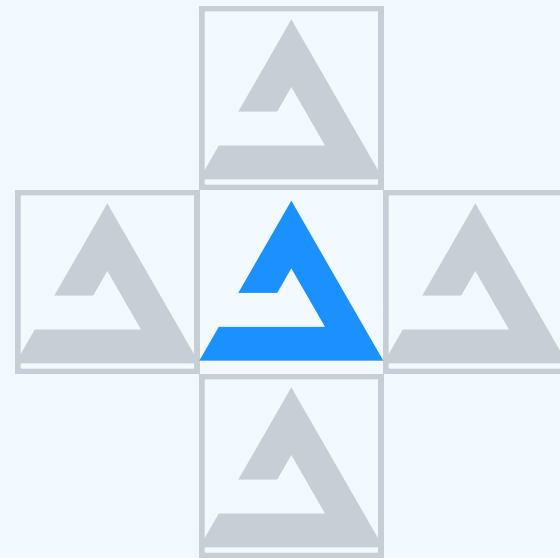
# Icon at scale

Because of its simple shape, scaling up or down the Atlas icon should be as simple as pie to maintain visibility and vision.



# Clearspace

We recommend always keeping the icon in a 1:1 bounding box and then giving it 1-2 icons of clearspace.



# Dont's

We respectfully request that you refrain from modifying any AtlasOS assets in an unapproved manner. But, hey, if it works for your design, go ahead and do it.

**Do not** stretch



**Do not** shadow



**Do not** outline



**Do not** use unapproved colors



**Do not** use a gradient



**Do not** realign logomark



**Do not** rotate



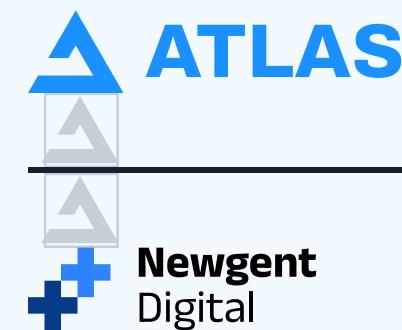
# Logo on image

When using any AtlasOS asset on top of a photographic image, please avoid placing it in a position that contrasts significantly with the background image.



# Partnerships

Please leave at least one Atlas-icon of clearspace between the AtlasOS brand visuals and the other brand when pairing the AtlasOS brand visuals with another brand.



VISUAL IDENTITY

# Typeface

# Headings

AtlasOS relies on Archivo for all of its headings and text-based content. It is freely available through services such as Google Fonts.

## Archivo

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

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

# Paragraphs

AtlasOS uses Inter for paragraphs and other similar text content. You can learn more about the font and download it for free using services like Google Fonts.

## Inter

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

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

VISUAL IDENTITY

# Colors

# Primary colors

Atlas is available in a primary color (Atlas Ice) and a light/dark tint-combo. When using any official colors, make sure your contrast ratios are correct.

**Atlas Ice**

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

**Atlas Clouds**

HEX: #F3FAFF  
RGB: 243, 250, 255

**Atlas Night**

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

# Gradients

The gradients below are the only ones officially approved by AtlasOS for use on any respective brand assets. Please use shades from the official colors and ensure the contrast ratios are correct if you create any other gradients.

## **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



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