Federal Reserve Bank of Atlanta
Readme for Logo Usage

Updated 8/7/2021
For additional questions please contact us at cassie.gooding@atl.frb.org

Included Files and How To Navigate These Folders:

The Atlanta Fed uses two styles of logo - the "Box Logo" for light backgrounds, and the "Column Logo," which is reversed in white, for dark backgrounds. Do not reverse or otherwise alter the colors of the logos included in this folder.

The file naming system includes [formal or informal name], [box or column], [1 line or 2 lines for the full name], and [co- or sub-unit (which denotes where the secondary entity is placed in the lockup], and [name of secondary entity]. While on the surface this may seem like a confusing system, it actually allows you to use a logo which can best suit the location you need it to be. Please see an example of this system in use below.

For example, if you need the long-form name (Federal Reserve Bank of Atlanta), and you have a dark background, you might navigate to any of the "FRBAlogo_Column" folders, because the Column Logo is used on dark backgrounds. Let's say you need to use the logo at the very bottom of a document, and there's a thin amount of room in which to place it, like a strip of blue which spans the width of the document. You might further navigate to one of the "FRBAlogo_Column_1Line" folders, because this logo places the full name "Federal Reserve Bank of Atlanta" on one line, instead of breaking it onto two lines. Now you must decide whether to place your entity's name beside the full name, making the lockup very long, but filling only one line, or underneath the full name, making the lockup take up two lines, but resulting in a shorter image. Let's say you decide the logo should be shorter rather than longer. You would navigate to the "FRBAlogo_Column_1Line_SubUnit" folder, because "SubUnit" means the secondary entity is placed underneath the Federal Reserve Bank of Atlanta. Inside that folder is a .png file, which renders the whole logo in white on a transparent background, perfect for your project.

Do not rename the files, as this system helps us update, find, or replace corrupted or misplaced files.

This folder includes jpgs and pngs. If you need a different file type, please contact

us at the above address.

Which filetype should I use?

If you need our logo to have a transparent background, use a png, otherwise use a jpg to keep file sizes smaller.

Guidelines

Include the padding around our logo, which is included in each file. Do not let other content overlap it, nor ours overlap others'.

Do not skew, warp, condense, change the colors, or otherwise alter our logo in any way other than by scaling proportionally to fit the space needed.

Do not add custom sub-branding. If you need sub-branded logos, please contact us at the above address.

Do not separate the column icon from the FRBA wordmark, or otherwise alter the lockup.