

Adtran

# Logo guidelines

Version, usage, color

October, 2023



## The Adtran logo



# Adtran

The Adtran logo is contemporary, future-ready, robust and approachable. It is the most immediate representation of our company, our people, and our brand. It is a valuable corporate asset that must be used consistently in the proper, approved forms.

The dot in the A of the Adtran logo represents a photon moving through an optical fibre.

# Logo versions

The Adtran logo has three versions: cyan, black, and reversed (white), shown on the right. Each of these have specific uses:

**Cyan is the primary logo version.**

It needs to be used in combination with a white, black, light or dark-neutral background.

For colorful/busy backgrounds or media the black or reversed logo version should be used.



# Preferred usage

## Cyan version

- white,
- black,
- light or dark-neutral background



## Black and reversed version

- Colorful /busy backgrounds



# Logo misuse

## Logo misuse

To maintain the integrity of the Adtran logo, and to promote the consistency of the brand, it is important to use only the official logo files as described in these guidelines. Here are examples of improper logo use that are damaging to the brand.



**Don't** use the old Adtran logo on any materials going forward.



**Don't** replace the Adtran A with type.



**Don't** use the logo in non-approved colors.



**Don't** outline the logo.



**Don't** stretch or alter the logo's proportions.



**Don't** recreate or alter the logo artwork in any way.



**Don't** use the CYAN logo with background colors.



**Don't** use the CYAN logo with backgrounds that don't provide enough contrast to distinguish the logo.



**Don't** place the logo on a busy image or pattern



**Don't** break up the logo into two separate words.



**Don't** use drop shadows, reflections, or glow effects with the logo.



**Don't** create program logos that use the master brand.

# Clear space

## Clear space

To maximise the brand's presence and visual standout, there is a defined minimum clear space area.

This clear zone around the brandmark defines the area into which no other graphic elements, such as text, imagery or other brandmarks can intrude.

Use the width of the Adtran “r” to determine the size of the clear space around the logo. This formula shown opposite applies to all sizes of brandmark reproduction.



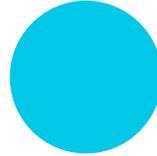
# Primary colors

## Core palette

We have created a strong, modern and versatile core color palette for Adtran. Color must be used thoughtfully to ensure balance. Cyan should generally be used as an accent color.

## White space

White space is important to consider when using color and graphic elements. It should be predominant in any layout, as it encourages the design to feel light, spacious, and uncluttered.



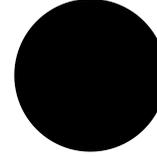
### CYAN

CMYK: 75, 0, 15, 0

RGB: 0, 200, 230

HEX: #00C8E6

SPOT: PANTONE 311



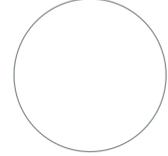
### BLACK

CMYK: 90, 90, 90, 90

RGB: 0, 0, 0

HEX: #000000

SPOT: PANTONE BLACK



### WHITE

CMYK: 0, 0, 0, 0

RGB: 255, 255, 255

HEX: #FFFFFF

SPOT: PANTONE WHITE

**Thank you**

