



Adtran

LOGO GUIDELINES

Adtran Company Policy

AD11300A

Approvals:

brand@adtran.com

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The Adtran logo

The Adtran logo is displayed in a large, bold, black sans-serif font. The letter 'A' is stylized with a solid black dot positioned inside its upper loop. The remaining letters 'd', 't', 'r', 'a', and 'n' are rendered in a clean, modern typeface.

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

Logo versions

There are three versions of the Adtran logo: one-color black, one-color reversed, one-color cyan, shown on the right. Each of these have specific uses, shown on the following page.

The black and reversed logos are the primary logos, and should be used in most instances.

The cyan logo should be used on a white or light neutral background only. Avoid using the cyan logo on photographs unless the logo sits on the white area of the image.



Black Logo - versatile placement



Cyan Logo - preferred placement on white or light neutral background



Reversed Logo - versatile placement

Preferred usage

One-color black

Adtran one color black is the preferred version and should be used most often on lighter brand colors, or on lighter photographic backgrounds.



One-color reversed

Adtran one color reversed is also the preferred version and should be used most often on darker brand colors, or on darker photographic backgrounds.



Adtran Cyan

The cyan logo should be used on a white or light neutral background only. Avoid using the cyan logo on photographs unless the logo sits on the white area of the image.



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 with 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.



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.



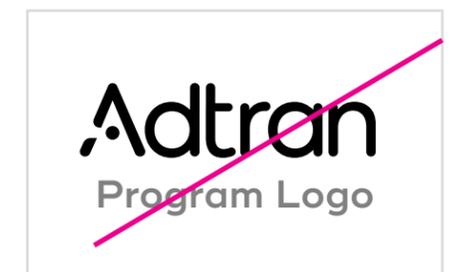
Don't place the logo on a busy image or pattern.



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.

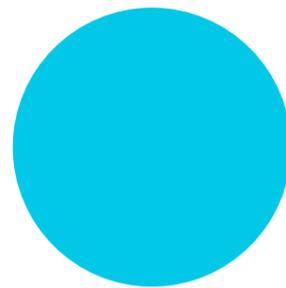
Color

Core palette

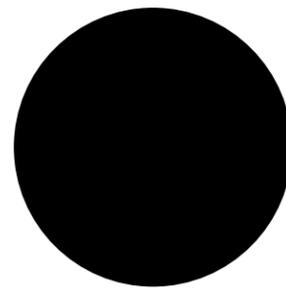
We have created a strong, modern and versatile core color palette for Adtran. Color must be used thoughtfully to ensure balance. Cyan should generally be used as an accent color, providing areas of pop rather than dominating the layout.

White space

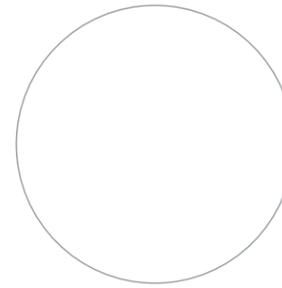
White space is important to consider when using color and graphic elements. It should be predominant in any layout, as it encourages the design to feel light, spacious, and uncluttered.



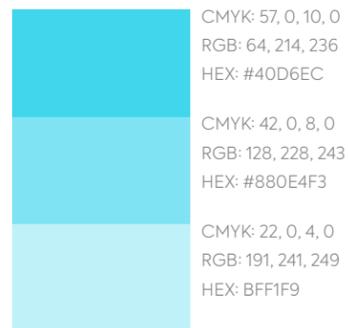
CYAN
CMYK: 75, 0, 15, 0
RGB: 0, 200, 230
HEX: #00C8E6
SPOT: PANTONE 311



BLACK
CMYK: 90, 90, 90, 90
RGB: 0, 0, 0
HEX: #000000
SPOT: PANTONE BLACK



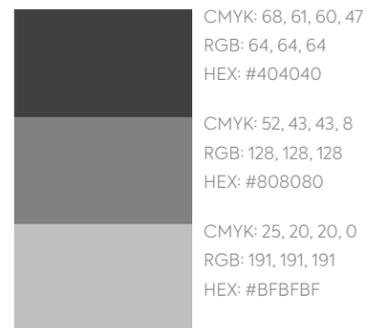
WHITE
CMYK: 0, 0, 0, 0
RGB: 255, 255, 255
HEX: #FFFFFF
SPOT: PANTONE WHITE



CMYK: 57, 0, 10, 0
RGB: 64, 214, 236
HEX: #40D6EC

CMYK: 42, 0, 8, 0
RGB: 128, 228, 243
HEX: #880E4F3

CMYK: 22, 0, 4, 0
RGB: 191, 241, 249
HEX: BFF1F9



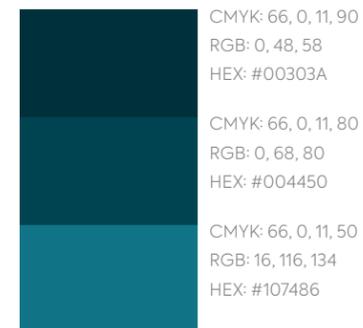
CMYK: 68, 61, 60, 47
RGB: 64, 64, 64
HEX: #404040

CMYK: 52, 43, 43, 8
RGB: 128, 128, 128
HEX: #808080

CMYK: 25, 20, 20, 0
RGB: 191, 191, 191
HEX: #BFBFBF

Brand color tints

These tints are samples of the brand colors at various percentages. The examples above (75%, 50%, and 25%) are representative samples but don't indicate the only tints that can be used.



CMYK: 66, 0, 11, 90
RGB: 0, 48, 58
HEX: #00303A

CMYK: 66, 0, 11, 80
RGB: 0, 68, 80
HEX: #004450

CMYK: 66, 0, 11, 50
RGB: 16, 116, 134
HEX: #107486

Brand color shades

These shades are samples of the Adtran Cyan mixed with black at various percentages. The examples above are representative samples but don't indicate the only shades that can be used.