

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

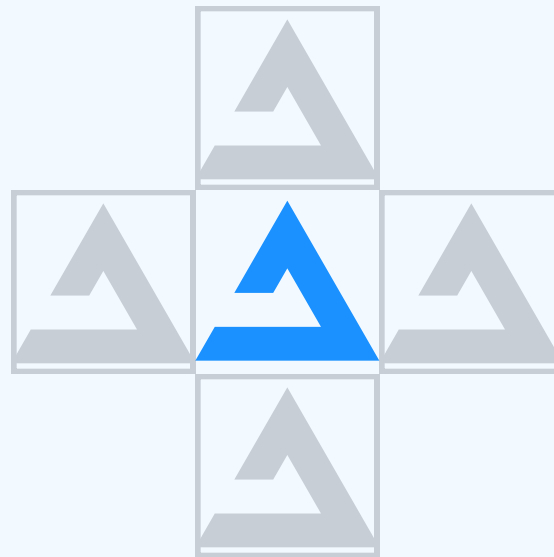
Icon at scale

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

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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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