

Design Strategy

The combined logos (AT&T and Pioneers) are designed as a read-through
--- meaning . . .

As you read from left to right you see ---
AT&T Pioneers – A Volunteer Network

This works with the Chapter/Council/Club Signatures as well
--- meaning . . .

As you read from left to right you see ---

AT&T Pioneers – A Volunteer Network Golden Bear Chapter

AT&T Pioneers – A Volunteer Network Illinois Chapter Northwest Council



[Chapter]
[Council / Club
Name]



[Chapter Name]
[Council / Club Name]

Clear Crisp Concise



Confident. Committed. Connected.

the **AT&T Pioneers Volunteer Network**
making a difference in your community