

Spacing

Keep clear space around the Signature except for the Chapter/Council/Club Name below the Signature as designed.

Size

When enlarging or reducing the Signature keep X and Y relative. In other words, if you reduce X by 10% then Y must also be reduced by 10%.

To maintain legibility, do not reproduce the signature smaller than .375".

Color Palette

Color is a valuable asset for a visual brand identity. Colors evoke emotion and communicate the essence of the brand. The Pioneers color palette is fresh and approachable. The Primary color is a deep blue giving a solid foundation to our bright blue accent colors. The Secondary colors give the signature a warm background color to rest on. They should be used for backgrounds and large areas of color.

Restrict usage to the Pioneers color palette:

 Dark Blue –	CMYK 100.78.5.18,	RGB 0.39.118
 Light Blue –	CMYK 68.3.0.0,	RGB 0.161.222
 Gray –	CMYK 22.15.1.32,	RGB 154.155.156
 Orange –	CMYK 0.68.100.0,	RGB 255.88.0
 Yellow –	CMYK 0.30.95.0,	RGB 255.182.18
 Light Gray –	CMYK 6.4.7.11,	RGB 206.207.203

Background Colors

The background color has a big impact on the legibility of the signature artwork. Careful consideration must be given when placing the signature over a background color or photography.

The positive version of the logo works best on white or a light gray. Other colors may contrast with the light blue color of the descriptor. The reverse color version should be used in this situation.

Restrict usage to the Pioneers background colors:

 Light Gray –	CMYK 6.4.7.11,	RGB 206.207.203
 Orange –	CMYK 0.68.100.0,	RGB 255.88.0
 Dark Blue –	CMYK 100.78.5.18,	RGB 0.39.118



Fonts

Typeface --- Fonts: Primary – Klavika, Secondary – Verdana

Both AT&T and the Pioneers, use the Verdana Font as their secondary/default font. Whenever possible, use the font near the AT&T Pioneers Signature as a support for both brands. This will create the consistency both guidelines are attempting to achieve.