

Supporting the AT&T and Pioneers Brand

In an effort to support the Pioneers Brand, we intend to execute the correct and consistent use of the Pioneers Signature. The objective is to give the Signature the appropriate balance and prominence, ensuring the proper application of the new Pioneers Signature (logo) across the various groups that make up the Pioneers Family.

The correct and consistent use is detailed in the Pioneers Visual Identity Guidelines as well as following the AT&T Branding Guidelines.

Some of those guidelines include but are not limited too:

Name

- ✚ AT&T Pioneers – A Volunteer Network
- ✚ AT&T Pioneers

Signature

- ✚ Use the AT&T Pioneers Signature correctly everywhere it appears

Sizing

- ✚ Enlarge/reduce equally

Spacing

- ✚ Keep clear space around the Signature

Background Colors

- ✚ Restrict usage to the Pioneers background colors

Color Palette

- ✚ Restrict usage to the Pioneers color palette

Font

- ✚ Use the default Verdana font whenever possible

And remember that our mission is to make a difference!