

Using the Atlas logo

Atlas by esoteria. Atlas is the product; esoteria is the company that makes it. Always show them together as the lockup in the Logos folder: never "Atlas" alone as a logo.

Which file

- **Light backgrounds:** "Full colour, for light backgrounds".
- **Dark backgrounds:** "Full colour, for dark backgrounds".
- **One colour only** (embroidery, engraving, single-ink print): "One colour, black" or "One colour, white".
- **SVG** for print and the web, **PNG** where SVG is not accepted.

Space and size

- Keep clear space of at least half the mark's width on every side.
- Smallest size for the main lockup: 24 px tall on screen, 10 mm tall in print. Smaller than that, use the mark alone.

Please don't

- Recolour the sphere or the find.
- Place it on a busy photo or pattern.
- Stretch, squash, rotate or outline it.
- Rebuild the word "Atlas" in another typeface. It is drawn by hand.

Colours

NAME	HEX	USE
Ink	#121117	text, the logo on light
Chalk	#F3F2F4	light background
Void	#09090D	dark background
Cobalt	#2440FF	accent (Grow)

NAME	HEX	USE
Plum	#5B2A63	accent (working)
Oxblood	#5A1F22	accent (Save)

Typeface

Satoshi, by Indian Type Foundry. Free from fontshare.com/fonts/satoshi (download your own copy; we can't send the files).

Questions

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