

ATLANTA UNITED

BRANDBOOK AND IDENTITY GUIDELINES

VERSION 3.0 - 01/2016



TABLE OF CONTENTS

Purpose	3
Brand Pillars.....	4

TYPOGRAPHY

Team Name Usage	6
Brand Fonts	7
Supporting Font	10
Use Cases	11

MARK & LOGOS

Color Palette	13
The Primary Logo.....	14
Elements of the Primary Logo.....	15
Primary Logo One Color Versions.....	16
Primary Logo Clear Space & Minimum Size.....	17
Tonal Colorations	18
Usage in Text.....	19
Primary Logo Incorrect Usage.....	20
The Primary with Wordmark	21
Primary with Wordmark One Color Versions	22
Primary with Wordmark Clear Space & Minimum Size	23
Primary with Wordmark Incorrect Usage	24
The Stacked Wordmark	25
Stacked Wordmark Clear Space & Minimum Size	26
Stacked Wordmark Incorrect Usage	27
The Horizontal Wordmark	28
Horizontal Wordmark Clear Space & Minimum Size	29
Horizontal Wordmark Incorrect Usage	30
MLS Crest	31

APPLICATION

Coloration Standards	33
Photography Usage	34
Sponsorship Usage	35

CONTACTS

Sarah Kate Noftsinger & Michael Benford.....	37
--	----

PURPOSE

The Atlanta United Brandbook & Identity Guidelines (the “Brand Guide”) is created to provide a consistent and professional brand image for Atlanta United and its associated programs. It is created to insure that Atlanta United branding is quickly identifiable and meaningful. Adherence to the Brand Guide is required for all Atlanta United members, partners, and sponsors.



BRAND PILLARS

Our brand is Atlanta United and there are three brand pillars that are united within our DNA: A Modern City, United and Hub. Together they define who we are, what we are and how the world perceives us.



A MODERN CITY

Atlanta is a future-thinking city, a modern, a world city. However, the past is not to be forgotten as it gives the people of Atlanta a sense of genuine pride. But as the city moves forward with its young generation a sense of newness fills our future.

Most visibly this in the new state of the art iconic stadium that is the club's home. Allowing Atlanta to lead the world into the next generation of stadium designs.

That is why this is a club that reflects the true Modern City. We have a progressive, passionate, inclusive fan base, not seen by any other sport. A fan base that has become "One Voice" before their team has played their first game. A city united around their new team.





UNITED

We are a city United, finding unity in diversity. Atlanta maintains a highly diverse population, but instead of creating a segregated community, Atlanta comes together as one. Citizens woven together and overlapping. It is this strong sense of community that treats all its citizens as one. We are Atlanta.



HUB

Hub is in our history, formed at the intersection of two railroads - and now an airline hub - Atlanta has always maintained a status as 'The Hub'. Centrally located, Atlanta has the ability to tie the south together. What's more, as an international city, it will bring Atlanta to the world. Atlanta is the great connector.



TYPOGRAPHY



TYPOGRAPHY

TEAM NAME USAGE

Our name embraces our philosophy. We are a football club but we are more than just the team. We are the fans, we are the community, we are Atlanta. Taken from the voices of the citizens. This is your city. This is your club.

We are Atlanta United.

TEAM FORMAL NAME

ATLANTA UNITED FOOTBALL CLUB

TEAM ABBREVIATIONS

ATLANTA UNITED ATL UTD

INLINE COPY

ATLANTA UNITED FOOTBALL CLUB

ATLANTA UNITED

ATL UTD

TYPOGRAPHY

BRAND FONT

FONT NAME: ATL United Headline

FONT USAGE: Key communications.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

!@#\$%^&*()?,.,:;'"“”‘’”’

TYPOGRAPHY

BRAND FONT

FONT NAME: ATL United Letter

FONT USAGE: Subheadings, service and functional messaging.

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

0123456789

!@#\$%^&*()?,.,:;'"“”‘’”’

TYPOGRAPHY

BRAND FONT

Alternate glyphs have been created for commonly used words and letter combinations. ATL and UTD must be type in braces to activate the glyph. This is so that the kerning is not altered in normal usage within words.

Do not use without the approval of Atlanta United.

ATLANTA

UNITED

FOOTBALL

{ATL}

{UTD}

TYPOGRAPHY

SUPPORTING FONT

FONT NAME: Din Medium

FONT USAGE: Body copy.

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

0123456789

!@#\$%^&*()?,.:;'"“”’

USE CASES

HEADLINE

ATL UNITED HEADLINE

SUBHEADER

ATL UNITED LETTER

BODY COPY

DIN MEDIUM

ATLANTA UNITED FOOTBALL CLUB

Season Opener Tickets

Lorem ipsum dolor sit amet, vero graecis adversarium ne mei, ferri eruditi persequeris at eos. Mei facer nullam iisque id. Eos te modo fugit ceteros, inani tempor putant te sed, pri cu detracto sadipscing. Te eruditi voluptatum dissentias mea. Laoreet menandri rationibus eu vim. Iusto laboramus ad est.

Sed at invenire prodesset. Graeci verterem gubergren ius ex, in per dicant pertinacia. Invenire splendide vix ad. Ad mei dicta veritus. Doming dicunt mentitum ad est.

Eos te modo fugit ceteros, inani tempor putant te sed, pri cu detracto sadipscing. Te eruditi voluptatum dissentias mea. Laoreet menandri rationibus eu vim.

MARKS & LOGOS

This Brand Guide is provided to insure consistent and professional use of the Atlanta United logo throughout the country, in all programs, at all competitions, and in all marketing and promotion related to Atlanta United. Use of any Atlanta United brand or logo must meet the requirements of this Brand Guide.

This section deals with basic identity elements: the word mark, logos, colors, and typefaces that are the foundation of visual identity of the Atlanta United brand. The Atlanta United name, word mark and logos are trademarks and property of Major League Soccer. These elements may only be used by authorized units Atlanta United, or through approval for external use. When in doubt about which mark to use for different types of mediums, please contact Atlanta United/MLS.






MARKS & LOGOS

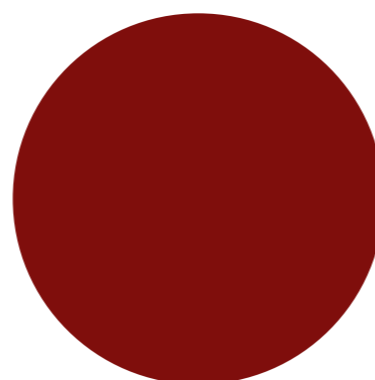
COLOR PALETTE

The Atlanta United color pallet consists of victory red, gold and black. Refer to the color values to the right to ensure their correct reproduction. These colors have been chosen to represent the very essence of what the brand and team stands for.

When full-color printing is not available, the badge should be reproduced in only one color.

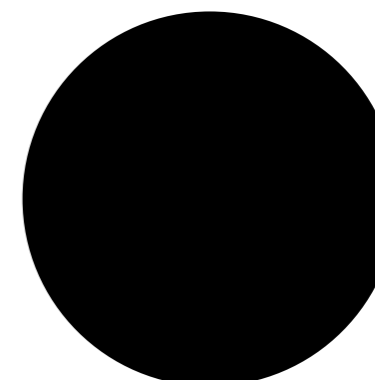
-  Victory red represents pride and passion
-  Black is a symbol of strength and power
-  Gold epitomizes our commitment to excellence

PRIDE AND PASSION



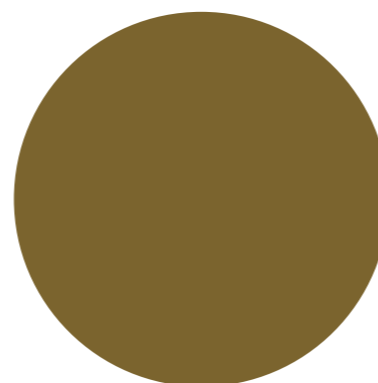
PMS: 201
CMYK: 0, 100, 87, 56
RGB: 128, 0, 11
HEX: #80000B

STRENGTH AND POWER

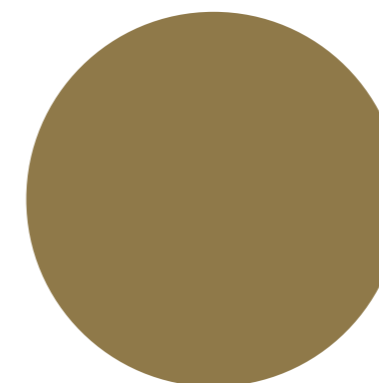


PMS:
CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
HEX: #000000

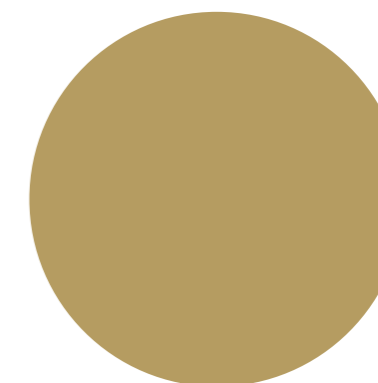
COMMITMENT TO EXCELLENCE



PMS: 7769
CMYK: 47, 50, 88, 29
RGB: 114, 97, 51
HEX: #726133



PMS: Metallic Gold 871C
CMYK: 44, 45, 75, 17
RGB: 134, 117, 77
HEX: #86754d



PMS: 7503
CMYK: 33, 35, 68, 4
RGB: 171, 151, 103
HEX: #ab9767

WHEN METALLIC IS NOT AVAILABLE USE PMS 7503 C

MARKS & LOGOS

PRIMARY LOGO

The Atlanta United Primary Logo is the new icon for the city of Atlanta.

It is a combination of modern and traditional elements that come together to form a symbol of football for the new south. It is both modern and timeless and is a badge of honor.

That is why the primary logo should always be the first choice for use within any given media. All uses of this version must be approved by the Atlanta United.

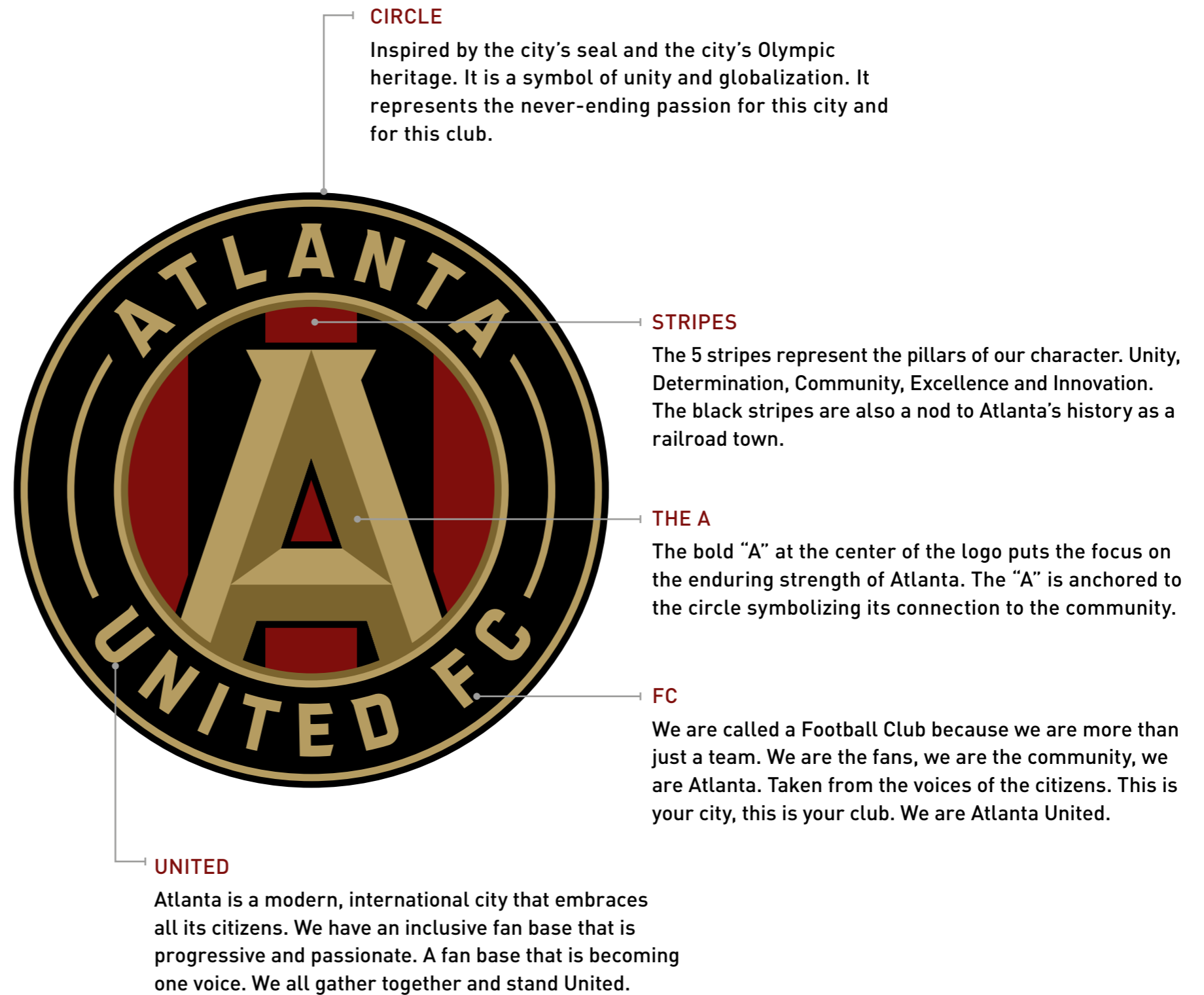


 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

THE PRIMARY LOGO

ELEMENTS OF THE LOGO



THE PRIMARY LOGO

ONE COLOR VERSIONS

In instances where it is not possible to use the primary full color logo two one color logos have been created.

All uses of this version must be approved by the Atlanta United. Additionally the one color logos should always be used when the Atlanta United logo is placed on a background color that is outside of the Atlanta United brand color palette.

ONE COLOR BLACK LOGO



ONE COLOR WHITE LOGO



*If badge is set on a non-brand colored background, the one color version is preferred.

 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

THE PRIMARY LOGO

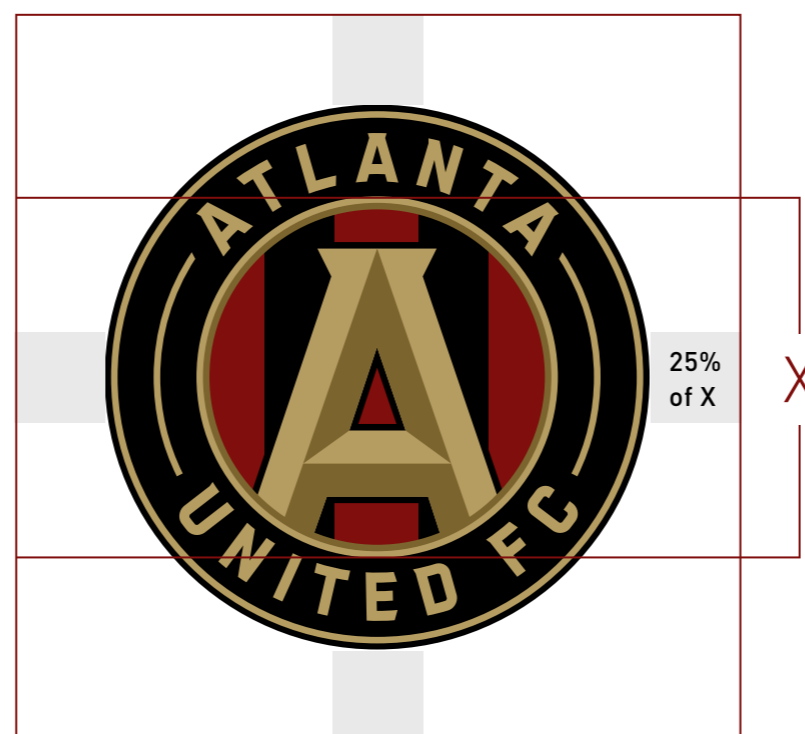
CLEAR SPACE & MINIMUM SIZE

It is important to respect the minimum size and clear space surrounding the logo. This has been designed to protect the integrity of the logo and should be adhered to at all times.

CLEAR SPACE

The amount of clear space around the logo should be adhered to at all times to isolate it from competing graphic elements and ensure its visibility and impact.

The clear space minimum is equal to at least 25% of the width of the heart of the primary badge as represented by X in the example.



MINIMUM SIZE

The minimum size for the The Atlanta United primary badge should be adhered to at all times so that the badge itself does not become illegible. The minimum size has been chosen due to the complexity of the design elements within the badge. It should not be reproduced such that the optical size of the badge becomes less than 1 inch.



THE PRIMARY LOGO

TONAL COLORATIONS



 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

THE PRIMARY LOGO

USAGE IN TEXT

It is important not to use the Atlanta United logo to replace 'Atlanta United' in text. The logo is a symbol and should not act in replacement for words.

-  FANS MAKE  MATCH DAYS A UNIQUE EXPERIENCE.
-  FANS MAKE  **ATLANTA UNITED** MATCH DAYS A UNIQUE EXPERIENCE.
-  FANS MAKE **ATLANTA UNITED FC** MATCH DAYS A UNIQUE EXPERIENCE.
-  FANS MAKE **ATLANTA UNITED FC** MATCH DAYS A UNIQUE EXPERIENCE.
-  FANS MAKE ATLANTA UNITED MATCH DAYS A UNIQUE EXPERIENCE.
-  FANS MAKE ATLANTA UNITED FOOTBALL CLUB MATCH DAYS A UNIQUE EXPERIENCE.
-  FANS MAKE ATL UTD MATCH DAYS A UNIQUE EXPERIENCE.

THE PRIMARY LOGO

INCORRECT USAGE

Care should always be taken when using the logo to ensure consistency is maintained. By manipulating the logo its integrity and effectiveness is lost. Examples of common misuses are shown on the right.

These rules also apply for the single color Atlanta United badge.

DO NOT:

- Skew, stretch or distort logo
- Change colors within logo
- Place logo in a box
- Make a pattern from logo
- Rotate the logo
- Remove portions of the logo
- Add additional elements to the logo
- Crop the logo



THE PRIMARY WITH WORDMARK

PRIMARY WITH WORDMARK



ATLANTA UNITED



ATLANTA UNITED



ATLANTA UNITED

 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

THE PRIMARY WITH WORDMARK

ONE COLOR VERSIONS

In instances where it is not possible to use the full color logo two one color logos have been created. Additionally the one color logos should always be used when the Atlanta United logo is placed on a background color that is outside of the Atlanta United brand color palette.



ATLANTA UNITED



ATLANTA UNITED



ATLANTA UNITED

 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

*If badge is set on a non-brand colored background, the one color version is preferred.

THE PRIMARY WITH WORDMARK

CLEAR SPACE & MINIMUM SIZE

It is important to respect the minimum size and clear space surrounding the logo. This has been designed to protect the integrity of the logo and should be adhered to at all times.

CLEAR SPACE

The amount of clear space around the wordmark should be adhered to at all times to isolate it from competing graphic elements and ensure its visibility and impact. The clear space minimum is equal the X height of 'Atlanta' shown in the example.



MINIMUM SIZE

The minimum size for the The Atlanta United wordmark should be adhered to at all times so that the badge it self does not become illegible. The minimum size has been chosen due to the complexity of the design elements within the badge. It should not be reproduced such that the optical size of the badge becomes less than 1 inch.

Minimum size: 1"



Minimum size: 4.75"

THE PRIMARY WITH WORDMARK

INCORRECT USAGE

Care should always be taken when using the logo to ensure consistency is maintained. By manipulating the logo its integrity and effectiveness is lost. Examples of common misuses are shown on the right.

These rules also apply for the one color Atlanta United primary logo with wordmark.

DO NOT:

- Skew, stretch or distort logo
- Change colors within logo
- Rotate the logo
- Remove portions of the logo
- Add additional elements to the logo
- Crop the logo



MARKS & LOGOS

STACKED WORDMARK

Due to copyright regulations the stacked "Atlanta United" word mark may only be used when the Atlanta United primary logo is present. If the primary logo is not present the "Atlanta United FC" word mark must be used.

EXAMPLE: If you design a scarf that has on one side includes the primary logo the other side can use the "Atlanta United" stacked wordmark. If neither side of the scarf has the primary logo the "Atlanta United FC" stacked wordmark must be used.

FOR USE WHEN
PRIMARY MARK IS PRESENT

**ATLANTA
UNITED**

**ATLANTA
UNITED**

**ATLANTA
UNITED**

**ATLANTA
UNITED**

**ATLANTA
UNITED**

FOR USE WHEN
PRIMARY MARK IS NOT PRESENT

**ATLANTA
UNITED FC**

**ATLANTA
UNITED FC**

**ATLANTA
UNITED FC**

**ATLANTA
UNITED FC**

**ATLANTA
UNITED FC**

 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

*If badge is set on a non-brand colored background, the one color version is preferred.

THE STACKED WORDMARK

CLEAR SPACE & MINIMUM SIZE

It is important to respect the minimum size and clear space surrounding the wordmark. This has been designed to protect the integrity of the wordmark and should be adhered to at all times.

CLEAR SPACE

The amount of clear space around the wordmark should be adhered to at all times to isolate it from competing graphic elements and ensure its visibility and impact. The clear space minimum is equal the X height of 'Atlanta' shown in the example.



MINIMUM SIZE

The minimum size for the The Atlanta United wordmark should be adhered to at all times so that the badge it self does not become illegible. The minimum size has been chosen due to the complexity of the design elements within the badge. It should not be reproduced such that the optical size of the badge becomes less than 1 inch.

**ATLANTA
UNITED**

Minimum size: 1"

**ATLANTA
UNITED FC**

Minimum size: 1"

THE STACKED WORDMARK

INCORRECT USAGE

Care should always be taken when using the logo to ensure consistency is maintained. By manipulating the logo its integrity and effectiveness is lost. Examples of common misuses are shown on the right.

DO NOT:

- Alter the size and relationship of the words
- Reposition the words
- Stretch the wordmark disproportionately
- Alter the alignment of the words
- Rotate the logo
- Remove portions of the logo
- Add additional elements to the logo
- Crop the logo



MARKS & LOGOS

HORIZONTAL WORDMARK

Due to copyright regulations the stacked "Atlanta United" word mark may only be used when the Atlanta United primary logo is present. If the primary logo is not present the "Atlanta United FC" word mark must be used.

EXAMPLE: If you design a scarf that has on one side includes the primary logo the other side can use the "Atlanta United" stacked wordmark. If neither side of the scarf has the primary logo the "Atlanta United FC" stacked wordmark must be used.

FOR USE WHEN
PRIMARY MARK IS PRESENT

ATLANTA UNITED

ATLANTA UNITED

ATLANTA UNITED

ATLANTA UNITED

ATLANTA UNITED

FOR USE WHEN
PRIMARY MARK IS NOT PRESENT

ATLANTA UNITED FC

ATLANTA UNITED FC

ATLANTA UNITED FC

ATLANTA UNITED FC

ATLANTA UNITED FC

*If badge is set on a non-brand colored background, the one color version is preferred.

 **DOWNLOAD**

Click here to download the full Atlanta United kit of parts.

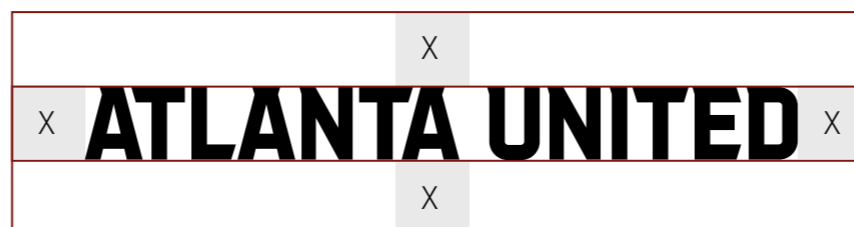
THE HORIZONTAL WORDMARK

CLEAR SPACE & MINIMUM SIZE

It is important to respect the minimum size and clear space surrounding the logo. This has been designed to protect the integrity of the logo and should be adhered to at all times.

CLEAR SPACE

The amount of clear space around the wordmark should be adhered to at all times to isolate it from competing graphic elements and ensure its visibility and impact. The clear space minimum is equal the X height of 'Atlanta' shown in the example.



MINIMUM SIZE

The minimum size for the The Atlanta United wordmark should be adhered to at all times so that the badge it self does not become illegible. The minimum size has been chosen due to the complexity of the design elements within the badge. It should not be reproduced such that the optical size of the badge becomes less than 1 inch.

ATLANTA UNITED

Minimum size: 2"

ATLANTA UNITED FC

Minimum size: 2.25"

THE HORIZONTAL WORDMARK

INCORRECT USAGE

Care should always be taken when using the logo to ensure consistency is maintained. By manipulating the logo its integrity and effectiveness is lost. Examples of common misuses are shown on the right.

DO NOT:

- Alter the size and relationship of the words
- Reposition the words
- Stretch the wordmark disproportionately
- Alter the alignment of the words
- Rotate the logo
- Remove portions of the logo
- Add additional elements to the logo
- Crop the logo



MARKS & LOGOS

MLS CREST UNITED VERSION

Crest usage information TBD once we receive formal guidelines from the League.



 **DOWNLOAD**

[Click here to download the full Atlanta United kit of parts.](#)

APPLICATION



APPLICATION

COLORATION STANDARDS

The full color logo should only appear on backgrounds that are part of the brand's palette. If badge is set on any other field, the one color version is preferred.



*If badge is set on a non-brand colored background, the one color version is preferred.

APPLICATION

PHOTOGRAPHY USAGE

When there is need to use a photographic background it is important that the imagery provides the badge with sufficient contrast to ensure its visibility.

The badge should always stand proud and be defined, it should not be positioned in an area of an image where it loses definition or clarity and becomes ineffective.



Logo on a highly detailed photograph.



Consider the size of the logo against size of the subject matter in photography. It is important for the composition to have a variation in sizing.



Logo placement on a photo should also maintain the clarity of the image.



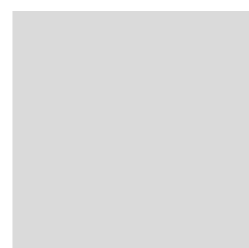
Do not place logo in a manner that diminishes the photography.

APPLICATION

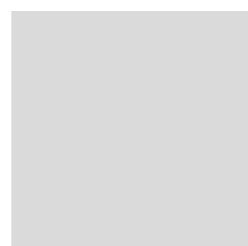
PARTNERSHIP LOCKUPS

When a partnership logo needs to be placed on collateral it should appear side by side as shown and never larger in size than the Atlanta United logo.

HORIZONTAL LOCKUPS



VERTICAL LOCKUPS



CONTACTS



CONTACTS

For any questions or concerns in regards to the Atlanta United brandmarks and logos, please feel free to contact us.

SARAH KATE NOFTSINGER

DIRECTOR OF MARKETING
SNOFTSINGER@ATLUTD.COM
404.367.6777

MICHAEL BENFORD

MANAGER OF CREATIVE SERVICES
MBENFORD@FALCONS.NFL.COM
770.965.2748