**Brand Guidelines**

**ATSC Primary Logo**

**Color Logo**
Use this logo as often as possible, unless on dark or clashing colors. Be sure to leave ample amount of space around logo.

**ATSC Secondary Logos**

**Solid Black**
Use only when 1 color is the only option. Make sure it is on a light color background. Be sure to leave ample amount of space around logo.

**ATSC Secondary Logo | White**
Use only on very dark colors, where the color logo would not show properly. Be sure to leave ample amount of space around logo.

**ATSC 3.0 Primary Logo**

**Color Logo**
Use this logo as often as possible, unless on dark or clashing colors. Be sure to leave ample amount of space around logo.

**ATSC 3.0 Secondary Logos**

**Solid Black**
Use only when 1 color is the only option. Make sure it is on a light color background. Be sure to leave ample amount of space around logo.

**ATSC Secondary Logo | White**
Use only on very dark colors, where the color logo would not show properly. Be sure to leave ample amount of space around logo.

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**ATTENTION MEMBERS**

Use of the ATSC logo and ATSC 3.0 logo must not imply ATSC endorsement of any product, software or service nor that ATSC has evaluated whether a given product or service is ATSC 3.0 compliant.

Members are welcome to use the ATSC and ATSC 3.0 logo to indicate affiliation with ATSC or the ATSC 3.0 system.

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For questions about logo usage or to request digital copies of the ATSC or ATSC 3.0 logo, please contact ATSC at atsc@atsc.org.
Brand Guidelines

Clear Space | Logo Use

DO NOT ALTER APPEARANCE OF LOGOS

Brand Fonts:

Martel Sans Bold
Header Typeface

Use this as the header font, larger sized than the body font.

Martel Sans Regular
Body Typeface

Use this as the main font when typing large amounts of text.

*If Martel Sans is not available, use Calibri Bold for Headers and Helvetica Regular for body copy.

Primary Colors

ATSC Black
#000000
R: 35 G: 31 B: 32
C: 0 M: 0 Y: 0 K: 100

ATSC Blue
#0093d0
R: 0 C: 133 B: 202
C: 82 M: 41 Y: 0 K: 0

Secondary Colors

ATSC Deep Purple
#1D2055
R: 29 G: 32 B: 85
C: 100 M: 98 Y: 36 K: 32

ATSC Orange
#f7941d
R: 247 G: 148 B: 29
C: 0 M: 49 Y: 99 K: 0

Next-generation Television

ATSC recommends using “next-generation television” in the first reference of a written paragraph, which can be shortened to “next-gen TV” with additional mentions.

The “NEXTGEN TV” logo is licensed by the Consumer Technology Association. Contact CTA for more information about the licensing program.