

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.

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.



DO NOT imply endorsement of any product with ATSC or ATSC 3.0 Logo



MEMBER

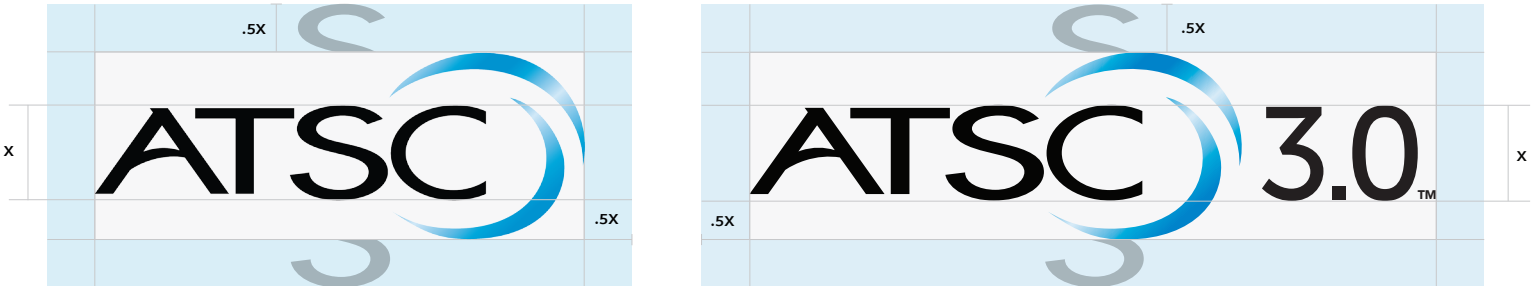
ATSC Member Lock-up



ATSC Member Lock-up Example

Brand Guidelines

Clear Space | Logo Use



Clear Space as defined by ".5X"
Ensure this area is kept clear of any other visual elements

DO NOT ALTER APPEARANCE OF LOGOS



DO NOT distort or skew



DO NOT add a drop shadow or other effects



DO NOT change color



DO NOT place on complicated background or photo

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 G: 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



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

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.