

Training Guidelines



INTRODUCTION

These brand guidelines serve as the definitive source for ensuring consistency across all ATSC brand expressions and customer touchpoints.

Within these pages, you'll find clear standards for the proper usage of our company's name, logo, color palette, typography, messaging, and more. Adhering to these guidelines is essential for maintaining a cohesive and impactful brand that resonates with our target audiences.

By aligning our communications under one unified brand voice and visual identity, we strengthen recognition, build trust and credibility, and ultimately drive the success of the ATSC organization.

Brand Voice and Messaging

Our Philosophy
Brand Guardrails

OUR PHILOSOPHY

To ensure a free and connected future, the broadcasting world needs strong leadership — and a constant force to light the way. At ATSC, we serve as an essential force in the broadcasting industry, guiding the seamless integration and focusing the trajectory of broadcast and telecom standards to drive the industry forward. Currently, our ATSC 3.0 Standard provides the best possible solution for expanding the potential of the broadcast spectrum beyond its traditional application to meet changing needs.

From conventional television to innovative digital data services, versatile ATSC platforms support a multitude of applications with one clear goal: to empower the broadcasting ecosystem like never before. With our diverse team of experts, we foster an environment of technological advancement, partnership, and excellence that is driving the industry into new horizons. Together, we are empowering a new era of broadcasting for today, for tomorrow, for the world.

01 **BRAND MISSION** To empower the broadcasting ecosystem through innovation and collaboration.

02 **BRAND VISION** To enable a more connected world that unlocks the full potential of broadcasting.

03 **AUDIENCE** Broadcasting, manufacturing, and telecom businesses, not consumers.

WHY

EMPOWERING THE FUTURE OF BROADCASTING

- Lead the charge in developing broadcasting and telecom standards that push the boundaries of digital technology.
- Offers an unparalleled standard that enables quality, interactivity, accessibility and security features in over-the-air broadcasting.
- Expands the capabilities and applications of what broadcasting data can achieve to overcome some known deficits of streaming, Wi-Fi and 5G.
- Fosters excellence in industry advancements and global communications by continually advancing the application of the ATSC 3.0 standard.
- Promotes the convergence of broadcast and broadband (internet).

HOW

COLLABORATIVE EXCELLENCE IN TECHNOLOGY

- Brings together various experts from around the world for comprehensive dialogue and decisionmaking, ensuring engineering excellence.
- Utilizes the expertise of the world's leading broadcast engineers to set unparalleled, international, IP-integrated standards.
- Ensures fairness and integrity in our standardsetting process through collaborative, consensus-based approaches.
- Continuously evolves standards to meet and anticipate the dynamic needs of the digital age.

WHO

EXPERT MEMBERS FROM ACROSS THE BROADCAST LANDSCAPE

- ATSC's diverse members act as pioneers to drive innovation and set new standards for digital broadcasting.
- Unites stakeholders from around the world, including broadcasters, manufacturers, and technology developers to collectively shape a more connected and advanced landscape.
- ATSC members foster an environment of shared learning to push the boundaries of what's possible in digital broadcasting.
- Members build a legacy marked by groundbreaking standards and technologies that redefine viewing experiences and industry operations.

WHAT

BEST-IN-CLASS GLOBAL STANDARDS

- Evolves the standard and potential of the most sophisticated over-the-air transmission technology.
- Develops use cases and showcases for the versatile use of standards across various sectors, from emergency messaging to IoT connectivity.
- Acts as an advocate to champion broadcast as the most energy-efficient methods for largescale data delivery.
- Collaboratively sets the global benchmark for broadcasting standards that prioritize excellence, security and user experience.

BRAND GUARDRAILS

These guidelines outline the core tenets of our brand’s voice and the appropriate tones to strike based on context. Always tailor the messaging to best fit the specific audience or medium. Adhering to these guardrails ensures our communications are authentic to our brand while effectively connecting with our customers’ needs and mindsets.

	WE ARE <u>NOT</u>	<u>WE ARE</u>	WE ARE <u>NOT</u>
TONE OF VOICE	Stiff Complicated Narrow-minded Pessimistic	Informative Positive Grounded Inspiring	Whimsical Wishy-washy Judgmental
PERSONALITY	Funny Glib Sarcastic	Visionary Authoritative Trustworthy Nerdy	Serious Arrogant Condescending
STYLE	Muted Boring Expected	Innovative Purposeful Exciting	Stuffy Exclusive Excessive

	ON BRAND EXAMPLES	OFF BRAND EXAMPLES
SOCIAL MEDIA	<p>“ ATSC is paving the way for a more connected future, from television and public safety to automotive and more. The future is here!</p>	<p>“ ATSC is only about television.</p>
NEWSLETTERS	<p>“ ATSC 3.0 is well on its way and organizations across the world are experiencing the benefits. We need your support to empower a more connected future.</p>	<p>“ At 75% adoption, ATSC 3.0 is still falling short of its full capabilities. We must complete the transition before competitors beat us to it.</p>
WEBSITE	<p>“ ATSC 3.0 is changing the way the world sees broadcasting for good. Learn how it expands opportunities across industries, applications and more.</p>	<p>“ ATSC 3.0 is our best shot at a seamless broadcasting standard.</p>



The Logo

Anatomy of the Logo

Primary Logos

Secondary Logos

Logo Clearance and
Minimum Size

Logo Violations

ANATOMY OF THE LOGO



**The Broadcast
Standards
Association**

Logotype

Broadcast Waves

Tagline/Descriptor

PRIMARY LOGO

The ATSC logo is the main identifier of our brand. We use it across all applications as our main branding element. The full color logo should be used whenever possible. Please only use over white or the approved light grey from the ATSC color palette.



PRIMARY LOGO — REVERSED

For use on dark background colors when the black logotype would not show properly.

Color backgrounds should be made up of approved colors from the ATSC color palette.



SECONDARY LOGO

This version of the logo, featuring the orange broadcast wave, should only be used in special cases such as events and product launches.



SECONDARY LOGO — REVERSED

For use on dark background colors when the black logotype would not show properly.

Color backgrounds should be made up of approved colors from the ATSC color palette.



PRIMARY ATSC STANDARDS LOGOS

This logo is only to be used in communications specifically informing the public about special versions of the broadcast standards.



PRIMARY ATSC STANDARDS LOGOS – REVERSED

For use on dark background colors when the black logotype would not show properly.

Color backgrounds should be made up of approved colors from the ATSC color palette.



SECONDARY ATSC STANDARDS LOGOS

This logo is only to be used in communications specifically informing the public about special versions of the broadcast standards.



PRIMARY ATSC STANDARDS LOGOS – REVERSED

For use on dark background colors when the black logotype would not show properly.

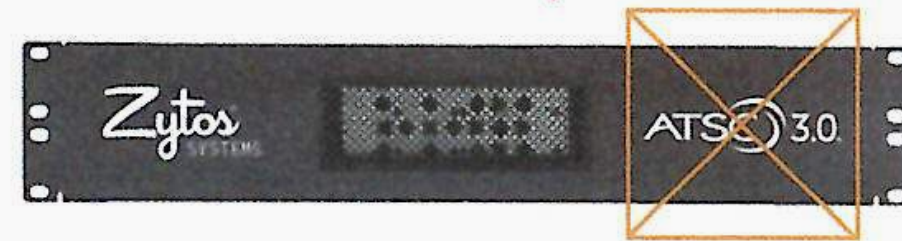
Color backgrounds should be made up of approved colors from the ATSC color palette.



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 compliant.

Members are welcome to use the ATSC and ATSC 3.0 logos 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.



ONE-COLOR LOGOS

All logos are available in black and white colorways as well. Use these sparingly, only when required by the design or when needed for legibility purposes.



TAGLINE/DESCRIPTOR

To continue to establish ATSC as a leader in the industry, the organization title should be accompanied by the line “The Broadcast Standard Association” whenever possible.



**TAGLINE/DESCRIPTOR
ONE-COLOR LOGOS**

All logos are available in black and white as well. Use these sparingly, only when required by the design or when needed for legibility purposes.



LOGO CLEARANCE

Clear space is the area surrounding the logo that must always be free of any text or graphic elements. The minimum clear space around the logo is equivalent to the width of the letter A.



LOGO MINIMUM SIZE

To ensure clear visibility, the ATSC logo should not be scaled below the dimensions shown to the right.



Minimum print height: .41"



Minimum web height: 30px

LOGO VIOLATIONS

- Do not apply visual effects, such as mirrored effects or drop shadows.
- Do not change the color of the logo.
- Do not use gradient, overlays or other color effects.
- Do not stretch, condense, rotate, distort or skew the logo.
- Do not place the logo over complicated backgrounds or photography.
- Do not rearrange the logo elements.
- Do not alter or change the typeface.





Design Guidelines

Color Palette

Typography

Photography

Broadcast Waves

PRIMARY COLOR PALETTE

The ATSC primary color palette was chosen to capture the essence of our brand. The primary colors of blue and black help to represent ATSC as a guiding force in the broadcast industry, while also illustrating the trusted solutions provided by ATSC's broadcast standards.

ATSC BLACK

C 0	R 0	HEX
M 0	G 0	#000000
Y 0	B 0	
K 100		

ATSC BLUE

C 82	R 0	HEX
M 41	G 133	#0085C9
Y 0	B 201	
K 0		

ATSC LIGHT BLUE

C 39	R 128	HEX
M 13	G 194	#80C2E3
Y 0	B 227	
K 11		

SECONDARY COLOR PALETTE

The secondary palette consists of orange, deep purple, and gray hues to complement the primary palette and add a touch of boldness when needed.

ATSC DEEP PURPLE

C 100	R 29	HEX
M 98	G 32	#1D2055
Y 36	B 85	
K 32		

ATSC DARK GREY

C 0	R 40	HEX
M 0	G 40	#282828
Y 0	B 40	
K 84		

ATSC ORANGE

C 0	R 247	HEX
M 49	G 148	#F7941D
Y 99	B 29	
K 0		

ATSC MEDIUM GREY

C 0	R 120	HEX
M 0	G 120	#787878
Y 0	B 120	
K 65		

ATSC LIGHT BLUE

C 7	R 232	HEX
M 2	G 243	#E8F3F9
Y 0	B 249	
K 2		

ATSC LIGHT GREY

C 00	R 248	HEX
M 00	G 248	#F8F8F8
Y 00	B 248	
K 2		

TYPOGRAPHY – PRIMARY

ATSC's primary typeface is Plus Jakarta Sans. This contemporary geometric type family features clean, confident letterforms that are clear to read across digital and print use cases.

The quick brown fox
jumps over the lazy dog

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%\$#@+ -=

TYPOGRAPHY – SECONDARY

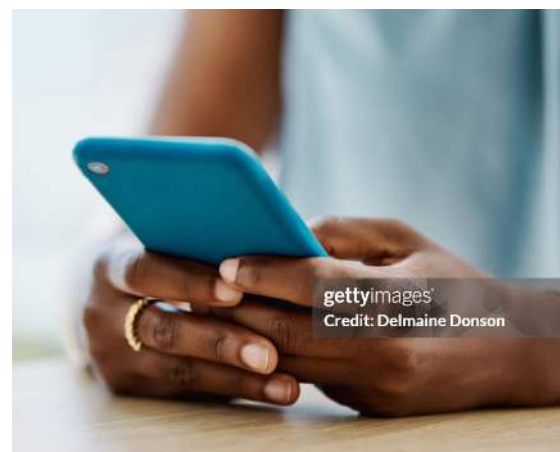
Aptos serves as a secondary typeface for ATSC. It should be used in cases when the primary typeface isn't available such as PowerPoint presentations and Word documents.

The quick brown fox
jumps over the lazy dog

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890&%\$#@+ -=

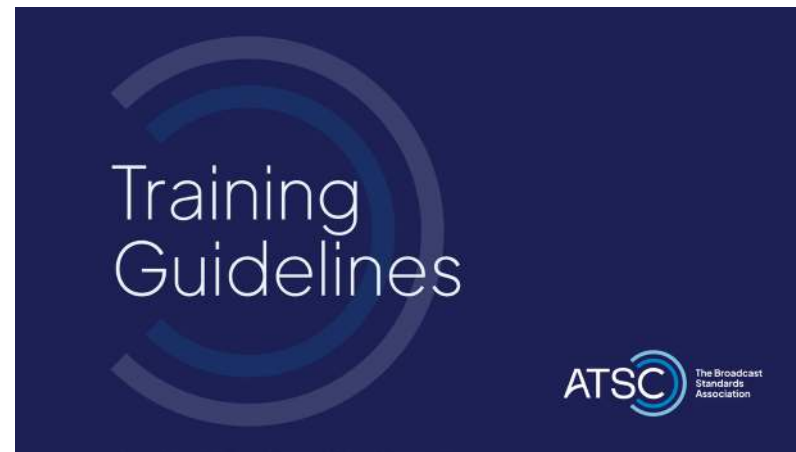
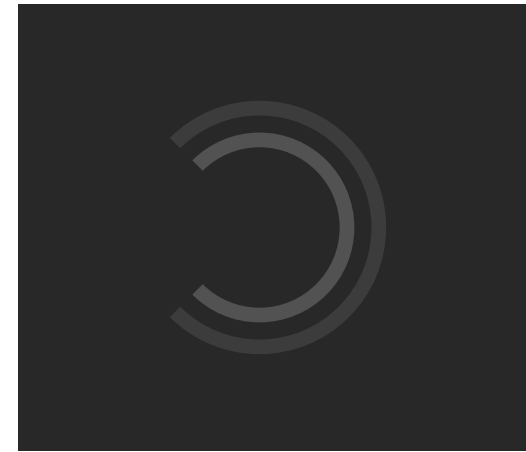
PHOTOGRAPHY

Use photography to convey how ATSC and the broadcast standards enhance daily life. Opt for candid scenes with depth of field, tight cropping, and high or low angle perspectives. Avoid generic stock photos that appear staged. ATSC has an archive of photography over its history. Contact us for use and access.



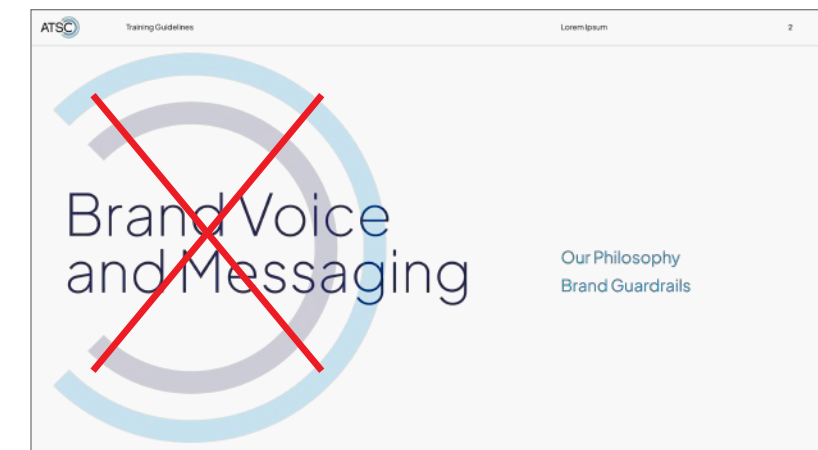
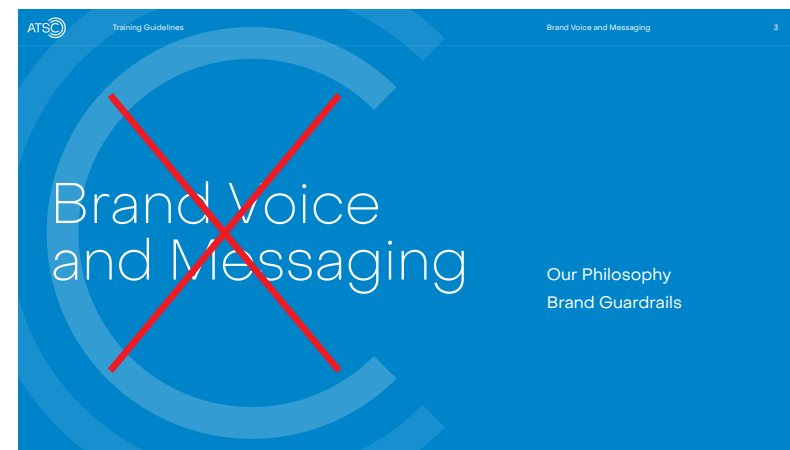
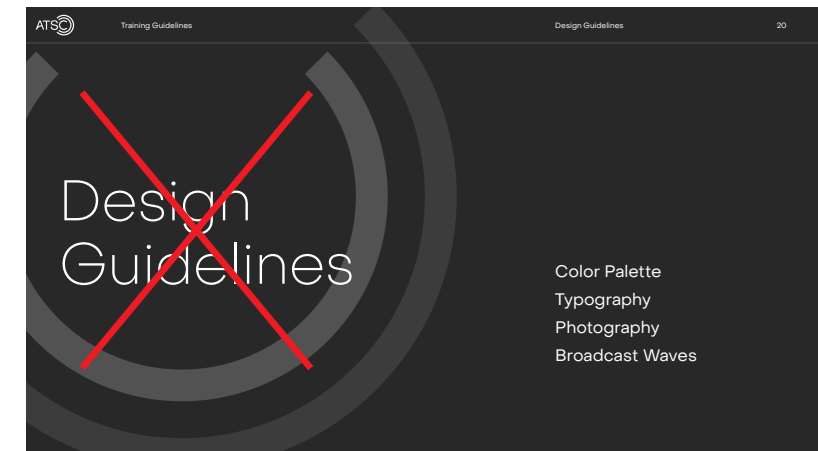
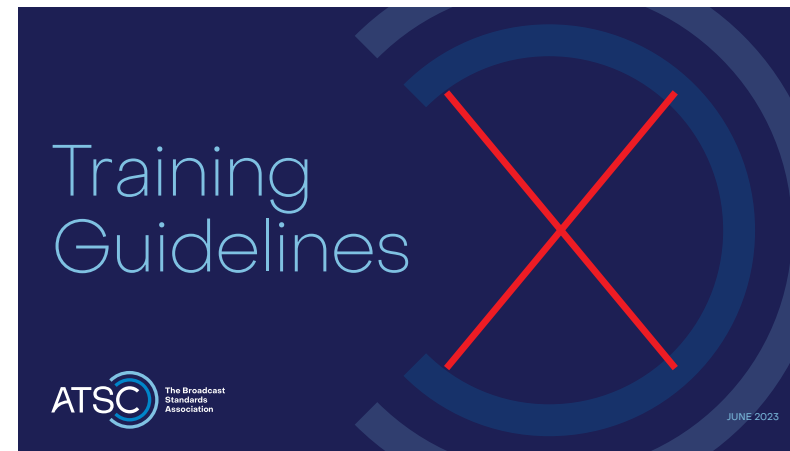
BROADCAST WAVES

The broadcast waves from the logo can be used as a design element in backgrounds on title pages, divider pages and other special use cases. The broadcast waves should be used sparingly and only in cases where it enhances the design/layout, not distracts from it. Always use at at 20% opacity.



BROADCAST WAVE VIOLATIONS

- Do not bleed off any part of the graphic.
- Do not use at any other angle or direction than used in the logo.
- Do not stretch, condense, rotate, distort or skew the graphic.
- Do not rearrange or change proportions of the graphic elements.
- Do not change the shape of the broadcast waves.
- Do not apply visual effects, such as mirrored effects or drop shadows.
- Do not use gradient, overlays or other color effects.



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.





NEED HELP?

For questions about the ATSC brand and marketing guidance that cannot be answered by this training guide, or to request digital assets, please contact your ATSC marketing representative.

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