



The Logo

Anatomy of the Logo

Primary Logos

Secondary Logos

Logo Clearance and
Minimum Size

Logo Violations

ANATOMY OF THE LOGO



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

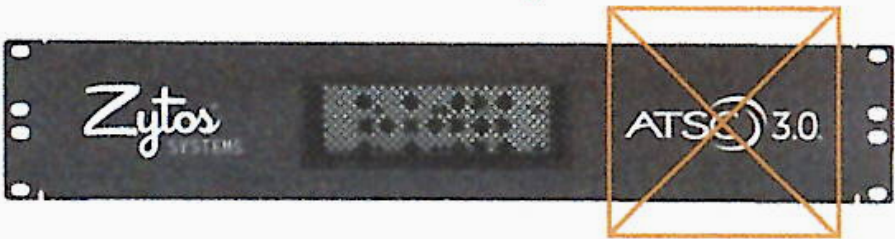
For use on dark background colors when the black logotype would not show properly.

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.



DO NOT imply endorsement of any product with ATSC or ATSC 3.0 logo.

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



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&%\$#@+ -=