

## ATSS Foundation Logo Use & Style Guide

The American Traffic Safety Services Foundation (ATSS Foundation) unveiled its modernized logo in 2023 to correspond with the new American Traffic Safety Services Association (ATSSA) logo. Guidelines for using the logo are included below.



*Primary horizontal logo*



*Stacked logo*



*Burgundy/white and orange horizontal logo*

*White and orange stacked logo*

The ATSS Foundation logo is two colors, burgundy and orange, but can be produced in a variety of combinations using burgundy, orange, white when needed. A horizontal logo with the full name was created, as well as a stacked version without the name. Care should be taken to not make the logo too small, as the text becomes difficult to read. A simplified logo is also available when the image needs to be very small or space is limited.

Foundation supporters may request to use the logo to promote the charitable organization. Ideally, the logo will be used on a white background for maximum impact and clarity.

### Event Logos

Three annual fundraising events are put on by the Foundation, each with its own logo corresponding with the new horizontal version. The color variations for the main logo can be applied to these event logos.



*Golf Classic Tournament*



*Sporting Clays Event*



*Fun Run*

## Color Palette



### **PMS 202 C**

C0 M100 Y61 K43

R152 G0 B46

HEX 98002E

### **PMS 1655 C**

C0 M73 Y98 K0

R242 G105 B36

HEX F26924

## Incorrect Use of Logo

When resizing the logo, make sure to maintain original proportions, do not alter them in any way. Generally, do not add a shadow or other effect such as bevel or emboss, unless it is needed for legibility or specific project creation. Avoid placing the logo on a busy, patterned background.