



## Logos

### Primary Logo

The primary wordmark is a stacked mark set in a two-tone custom version of Mark Heavy created for Atlanta Contemporary. The logo is set in Atlanta Contemporary's Purple as the main color, and a 70% tint of the purple for its secondary color. The white version of the logo is 100% white, and white with 30% opacity for the secondary elements. Each logo has 3 variations with slight modifications to each letter in the logo. Each of these 3 versions can be used interchangeably, and can be found in the downloadable EPS files.

**ATLANTA  
CONTEMPORARY**

AC-stacked-light.png



# ATLANTA CONTEMPORARY

AC-stacked-dark.png

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## Horizontal Lockup

For longer horizontal applications use the one-line wordmark.

# ATLANTA CONTEMPORARY

AC-horizontal-light.png



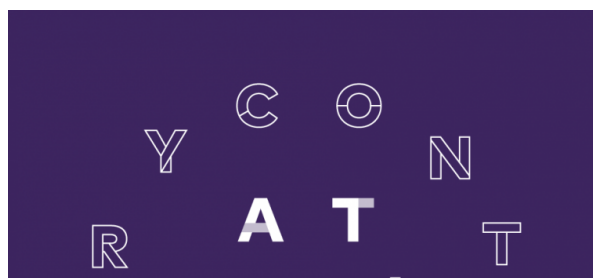
# ATLANTA CONTEMPORARY

AC-horizontal-dark.png

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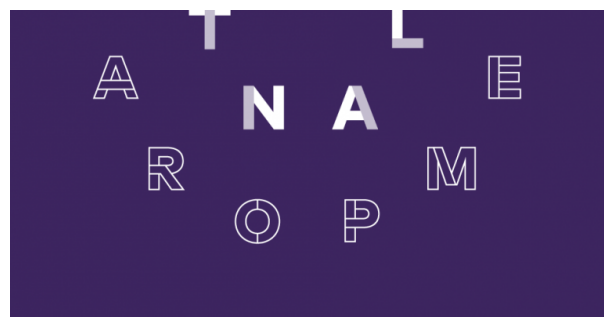
## Circular Logo

For limited occasions, such as totebags and t-shirts, the circular lockup may be used. Care should be taken to **not** use this logo for applications under 2 inches in height.





AC-circular-light.png



AC-circular-dark.png

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## Secondary Logo

The secondary wordmark uses a custom outlined version of Mark Heavy. It can be used for larger scale institutional signage, in conjunction with the custom typeface Mark Contemporary Outline, or when a two-tone variation isn't achievable, like with cut vinyl.

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CONTEMPORARY

AC-stacked-outline-light.png

ATLANTA  
CONTEMPORARY

AC-stacked-outline-dark.png

ATLANTA CONTEMPORARY

AC-horizontal-outline-light.png

ATLANTA CONTEMPORARY

AC-horizontal-outline-dark.png

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## Icon /Favicon





#### AC-icon.png

This icon should replace the full logo for small applications less than 1.5 inches or 180px wide.



#### AC.gif

When possible, use the animated version of the icon

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## Consistency

To maintain consistency, the wordmark must be used exactly as it appears in the files provided.

The wordmark may be scaled proportionately to fit a given design, but it must not be altered in any other way.

Creating any other variations dilutes the identity and confuses audiences.

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- ① Do not stretch or skew the wordmark in anyway.
- ② Do not rotate the wordmark.
- ③ Do not add embellishments like drop-shadows to the wordmark.
- ④ Do not sit the logo on a clashing background color.
- ⑤ Do not set the wordmark in other colors other than the ones outlined.
- ⑥ Do not recreate the wordmark using a different typeface.
- ⑦ Do not use different line breaks.
- ⑧ Do not center align the wordmark.
- ⑨ Do not right align the wordmark.

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## Size & Positioning

The minimum size for Atlanta Contemporary's primary wordmark is 1.5 inches wide or 0.285 inches tall in print applications and 180px wide or 36px tall in web applications.

The minimum size for Atlanta Contemporary's secondary wordmark is 2.5 inches wide or 0.475 inches tall in print applications and 283px wide or 55px tall in web applications.



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Always maintain a clear space around the wordmark greater than or equal to the height of the letter "A."

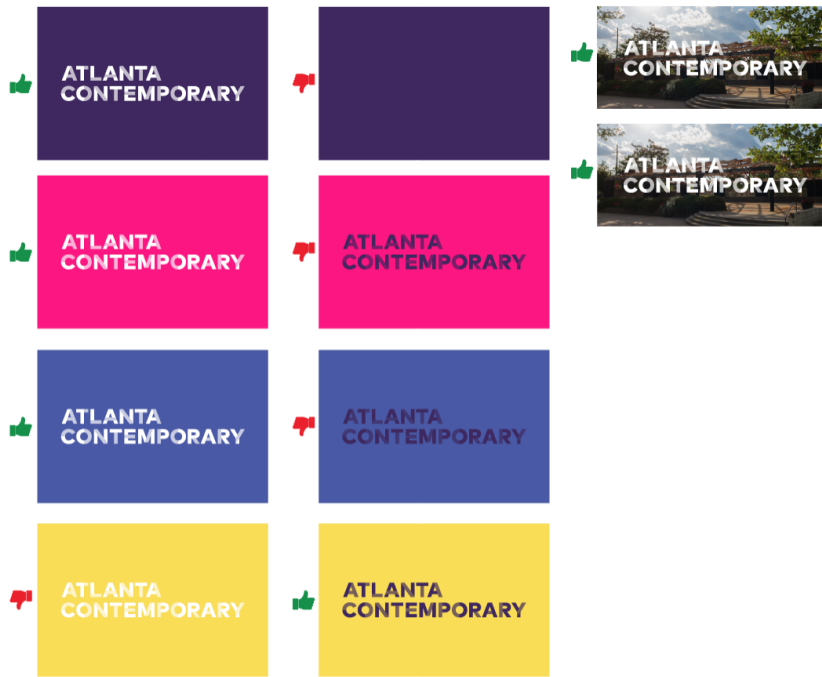
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## Backgrounds

The wordmark can be placed on a colored background or over an image.

Please use **only** a white or purple version of the wordmark on a colored background. Use white, purple or black versions of the wordmark on image backgrounds.

When placing the wordmark over an image, be mindful of legibility. Please refer to the [Text on Images](#) section under Photography for further guidance.



White wordmark on  
colored backgrounds

Purple wordmark on  
colored backgrounds