

# AT&T corporate identity system



AT&T Corporate Signature and  
AT&T Branded Business Signatures

Standards of applications

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## building a consistent brand image

The AT&T brand is one of the company's most precious assets. AT&T continues its work to ensure that it remains relevant in changing markets. The new corporate signature is an important component that helps to energize and invigorate the brand.

The graphic elements of the AT&T corporate identity system — the AT&T Corporate Signature, the AT&T Branded Business Signatures, the signature colors and the Gill Sans typeface — are among the most valuable marketing and communications tools we have. When used properly, these elements support a carefully designed corporate identity system: they allow us to speak with one voice in the marketplace.

### Updated globe symbol

Effective immediately, discontinue use of the "old" 12-line globe AT&T Corporate Signature. Always use approved artwork — available at [www.att.com/brand](http://www.att.com/brand) when reproducing the AT&T Corporate Signature or AT&T Branded Business Signatures.

These standards provide the building blocks for supporting AT&T's corporate identity system. They are designed to help you apply the AT&T Corporate Signature and AT&T Branded Business Signatures correctly and consistently across all media.

The AT&T signature may only be used for products, services and offers in accordance with the terms of the license agreement with AT&T corporation.

### Help

The complete AT&T corporate identity system is available online at: [www.att.com/brand](http://www.att.com/brand).



If you have questions, contact:  
**AT&T Brand Center Customer Care**  
Tel: 877 813-4218  
Fax: 908 221-3140  
Email: [brandcenter@att.com](mailto:brandcenter@att.com)

## AT&T Corporate Signature

The AT&T Corporate Signature is composed of two elements: the AT&T globe symbol and the AT&T custom-drawn logotype. The globe symbol within the signatures has been redesigned to convey dimension and depth.

**Please note:** This customization provides optimum legibility in all sizes and orientations. Do not attempt to recreate this artwork. These elements must always remain in the exact size and position that appear in the reproducible artwork. The horizontal version is the preferred application for all signatures.

Horizontal



Vertical



# AT&T Branded Business Signatures

The AT&T Branded Business Signatures have been designed based on the AT&T Corporate Signature and include a descriptive name that identifies each AT&T-branded business. Each signature name has been carefully typeset and letter spaced in Gill Sans and should never be altered in any way. The AT&T Branded Business Signatures are available in the same color variations as the AT&T Corporate Signature.

The AT&T Branded Business Signatures were created to convey the wide range of products, services and offers delivered by the AT&T brand. The descriptive names include AT&T Broadband, AT&T Business, AT&T Consumer, AT&T Labs, AT&T Solutions and AT&T Wireless. These are the only approved names for use in communications within the portfolio of AT&T Branded Business Signatures.

The AT&T Branded Business Signatures should be used in marketing communications including advertising, direct marketing, collateral, e-business, stationery, signage and vehicles. For a comprehensive list of media applications, please refer to pages 6 and 7 of this manual.

## Horizontal



## Vertical



# AT&T signature system

Below is an overview of the AT&T signature system. It organizes the signatures based on color, horizontal or vertical configuration, positive or reverse, gradient globe (with or without a shadow) or solid globe. There are 18 approved versions for the AT&T Corporate Signature and 18 approved versions for each of the AT&T Branded Business Signatures.

**Please note:** The AT&T Corporate Signatures shown below and throughout these guidelines are used as illustrative examples. These guidelines apply to all AT&T Corporate Signatures and AT&T Branded Business Signatures as well. The horizontal version is the preferred version for all applications when applicable.

	three-color signatures		two-color signatures		one-color signatures	
	horizontal	vertical	horizontal	vertical	horizontal	vertical
gradient with shadow positive						
gradient positive						
gradient reverse						
solid positive						
solid reverse						

# using the signature color variations in media

The chart below provides recommended use of the various AT&T signatures (horizontal or vertical) on specific applications. For more information, please contact AT&T Brand Center Customer Care.



	three-color, gradient with shadow	three-color, gradient	two-color, gradient	two-color, solid	one-color, solid
four-color process printing	●	●			
two-color printing			●	●	
one-color printing					●
electronic media (e.g., web, PowerPoint®)	●	●			
word processing (e.g., Word®)	●	●			●
television advertising	●	●			
billboards, signs, posters & banners	●	●	●	●	●
embroidery				●	●
silk-screen				●	●
embossing/debossing/etching/engraving				●	●
thermography				●	●
painting				●	●
monochrome lcd screen					●

● recommended version  
● alternate version(s)

# using the corporate and business signatures in media

There are two primary types of communications: corporate communications and business-specific communications.

The AT&T Corporate Signature should be used when a communication: represents the brand at large; represents the company or corporate voice of AT&T corporation; represents two or more AT&T-branded businesses, products, services or offers.

The AT&T Branded Business Signatures should be used when a communication: represents the products, services or offers that are specific to or delivered by a single AT&T-branded business.

**Please note:** An AT&T-branded business may use the AT&T Corporate Signature as an alternative. When the AT&T Corporate Signature is used in lieu of an AT&T Branded Business Signature, the full name of the AT&T-branded business should be used in the copy of the communication (e.g., AT&T Wireless). This helps to expand the value of the AT&T brand and clarify the overall message. Refer to the chart below for a comprehensive listing of proper signature applications within media.

media item	AT&T Corporate Signature	AT&T Branded Business Signature	media item	AT&T Corporate Signature	AT&T Branded Business Signature
Stationery	Yes	Yes	Television advertising	Yes	Yes
Building/office signage	Yes	Yes	Direct marketing advertising	Yes	Yes
Newsletters	Yes	Yes	Service/offer collateral	Yes	Yes
Vehicles	Yes	Yes	Internal forms	Yes	Yes
Uniforms	Yes	Yes	Premium items	Yes	Yes
Retail store signage	Yes	Yes	Trade shows	Yes	Yes
Retail store posters/literature	Yes	Yes	Devices	Yes	Yes/No*
Retail product box packaging	Yes	Yes	Internet	Yes	Yes
Print advertising	Yes	Yes			

\* Devices do not usually lend themselves to display an AT&T Branded Business Signature due to space limitations. It is important that the signature be prominent. Therefore, in certain cases where space is limited, the AT&T Corporate Signature should be used instead of an AT&T Branded Business Signature.

**Other media applications** The AT&T media applications guidelines are designed to help us consistently express our brand as it is applied to a range of media such as advertising, stationery, etc. AT&T's advertising guidelines are available through the AT&T Brand Center.

**Stationery** All stationery must be ordered through the ATTBUYS stationery website located at: <http://attbuys.smd.att.com>.

## three-color AT&T signatures

The three-color AT&T Corporate Signature and AT&T Branded Business Signatures are the preferred versions. They should be used whenever possible for communication materials, including print advertising, television advertising, collateral materials, direct marketing and electronic media.

**Please note:** These signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use approved artwork.



The three-color positive, gradient AT&T signature consists of cyan, magenta and black for the globe symbol and black for the AT&T logotype. In the reverse version, the globe symbol is made up of the same colors as the positive version but the logotype appears in white.

### Positive with shadow

The three-color positive, gradient AT&T signatures may include a shadow behind the globe for added depth and dimension. Both the horizontal and vertical signatures are preferred for high resolution print and television advertising. (Refer to page 6 for additional information.)

### Positive without shadow

The three-color positive, gradient AT&T signatures are recommended for direct marketing, corporate literature, product literature and signs. (Refer to page 6 for additional information.)

### Reverse

The three-color reverse, gradient signatures are recommended for advertising, direct marketing, corporate and product literature and electronic media when they appear on black backgrounds. There are no shadows for reverse signatures.

### Horizontal



### Vertical



## two-color AT&T signatures

The two-color AT&T Corporate Signature and AT&T Branded Business Signatures should be used when limited to two-color reproduction. Both gradient-color and solid-color signatures are available. The solid-color signatures have been created for use when production techniques may not capture the fine tonal qualities of the gradient signatures.

**Please note:** These signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use approved artwork.



There are two versions of the two-color AT&T signature: gradient and solid.

### gradient signatures

The two-color positive, gradient AT&T signature consists of cyan and black for the gradient globe symbol and black for the logotype. In the reverse version, the globe symbol is made up of the same colors as the positive version but the logotype appears in white.

#### Positive

The two-color positive, gradient AT&T signatures are recommended for packaging and direct marketing. (Refer to page 6 for additional information.)

#### Reverse

The two-color, reverse gradient AT&T signatures are recommended for direct marketing when they appear on black backgrounds.

PANTONE® is a registered trademark of Pantone, Inc.

Horizontal



Vertical



## two-color AT&T signatures (continued)



### solid signatures

The two-color positive, solid AT&T signature consists of PANTONE Process Blue for the solid globe symbol and black for the logotype. In the reverse version, the globe is cyan and the logotype appears in white.

#### Horizontal

#### Vertical

#### Positive

The two-color positive, solid AT&T signatures are recommended for stationery, signs, silk-screening, embroidery and all other applications where a gradient signature is not reproducible. (Refer to page 6 for additional information.)



#### Reverse

The two-color reverse, solid AT&T signatures are recommended for signs, silk-screening, embroidery and all other applications on black backgrounds where a gradient signature is not reproducible.



## one-color AT&T signatures

The one-color AT&T Corporate Signature and AT&T Branded Business Signatures should be used when reproducing in one color, black.

**Please note:** These signature elements and their relationship to each other have been carefully designed and should not be altered in any way. Always use approved artwork.

■

The one-color positive, solid AT&T signature is black. In the reverse version, the globe symbol and logotype appear in white.

### Horizontal

### Vertical

#### Positive

The one-color positive, solid AT&T signatures should only be used when printing in black. Use the one-color solid version for literature, forms, signs, embroidery, etching engraving or die-cutting. (Refer to page 6 for additional information.)



#### Reverse

The one-color reverse, solid AT&T signatures should be used when printing in one color, on a black background.



## choosing a background color

Correct use of color will enhance the impact of the AT&T Corporate Signature and AT&T Branded Business Signatures and will differentiate the AT&T brand from competition. The guidelines below provide standards for placing the signature on a background color.

### Three-color gradient signatures

The three-color positive, gradient signature should only be placed on white backgrounds. The reverse version should only be placed on black backgrounds. Do not place any of the three-color signatures on colored, patterned or textured backgrounds.



three-color gradient,  
positive with shadow:  
white background only



three-color gradient,  
positive without shadow:  
white background only



three-color gradient,  
reverse: black  
background only

### Two-color gradient signatures

The two-color positive, gradient signature should only be placed on white backgrounds. The reverse version should only be placed on black backgrounds. Do not place any of the two-color gradient signatures on colored, patterned or textured backgrounds.



two-color gradient,  
positive: white  
background only



two-color gradient,  
reverse: black  
background only

## choosing a background color (continued)

### Two-color solid signatures

The two-color positive, solid signature should only be placed on white backgrounds. The reverse version should only be placed on black backgrounds. Do not place any of the two-color solid signatures on colored, patterned or textured backgrounds (excluding promotional items).



two-color solid, positive:  
white background



two-color solid, reverse:  
black background

### One-color solid signatures

The one-color positive, solid signature should only be placed on 100% white to 30% black backgrounds. Always ensure significant contrast between the signature and the background. Do not place the signature on colored, patterned or textured backgrounds (excluding promotional items).



one-color solid, positive:  
100% white background



one-color solid, positive:  
100% white to 30% black  
background

The reverse version should only be placed on 100% black to 30% black backgrounds (excluding promotional items).



one-color solid, reverse:  
100% black background



one-color solid, reverse:  
30% black to 100% black  
background

## determining a minimum size

To ensure that the AT&T Corporate Signature and AT&T Branded Business Signatures are always legibly and accurately reproduced, minimum size guidelines have been determined. Never reproduce the signature at sizes less than those shown below. As illustrated below, the minimum size is determined by measuring the diameter of the globe.

### Gradient signatures

To accurately capture the fine detail in the gradient globe, never reproduce AT&T gradient signatures less than 3/8" (9.5mm).

3/8"  
(9.5mm)



3/8"  
(9.5mm)



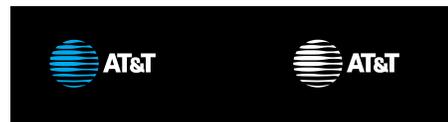
### Solid signatures

The solid signatures can be accurately reproduced at smaller sizes than the gradient signatures. The smallest approved solid signature is 1/4" (6.4mm).

1/4"  
(6.4mm)



1/4"  
(6.4mm)



## measuring the signature clear area

A clear area around the AT&T Corporate Signature and AT&T Branded Business Signatures will insure they have maximum visibility and impact on every communication. Avoid crowding the signatures with other graphic elements such as typography and imagery. As illustrated below, the diameter of the globe symbol (X) has been chosen as the standard unit of measurement for calculating the signature clear area.

### Clear area for print and electronic media

Keep the clear area to each side of the AT&T signatures equal to or greater than the diameter of the globe symbol (X). Follow this standard for all media except signs, banners, etc., (see below).



### Clear area for signs, banners, etc.

Reproducing the AT&T signature in sign applications often requires more flexibility. For banners, building façades, directory signs, monument signs, etc., provide a clear area equal to or greater than half (.5X) the diameter of the globe symbol (X).

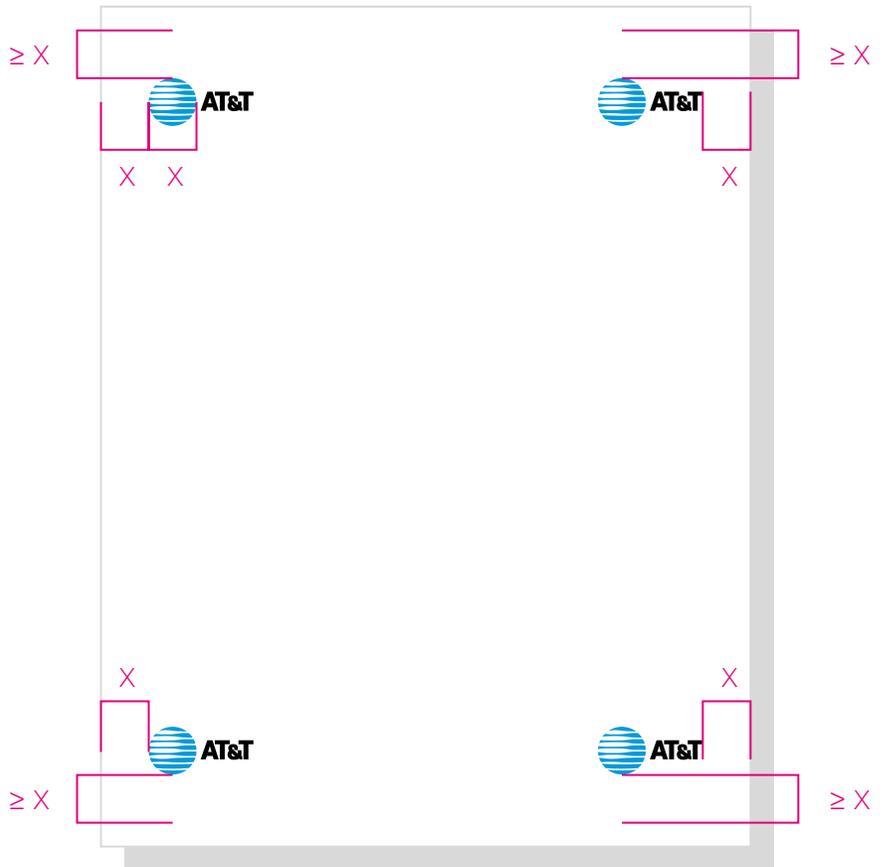


## staging the signature

While the AT&T corporate identity system provides a high degree of flexibility, consistent placement of the signature will help to ensure brand recognition and a cohesive look across media.

### Place the signature in a prominent position

The AT&T signature should be placed in one of the four corners of any given application, at least one globe symbol diameter (X) away from the edges.

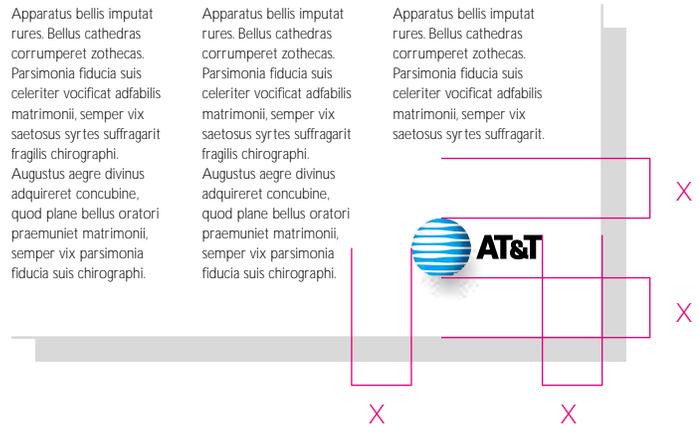


## staging the signature (continued)

### Horizontal signature

This example illustrates the proper clear area and placement for a horizontal signature in a printed application. Although more is preferred, the body copy must be at least one globe symbol diameter (X) away from the signature.

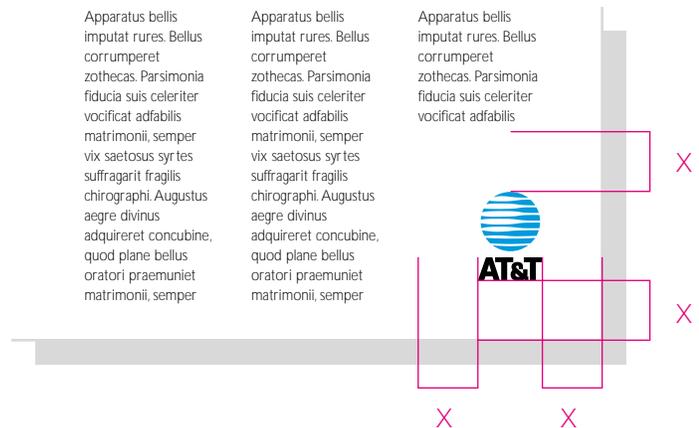
These guidelines apply to all applications, excluding signs, posters, banners, etc. Please refer to page 15 for additional information.



### Vertical signature

This example illustrates the proper clear area and placement for a vertical signature in a printed application.

These guidelines apply to all applications, excluding signs, posters, banners, etc. Please refer to page 15 for additional information.



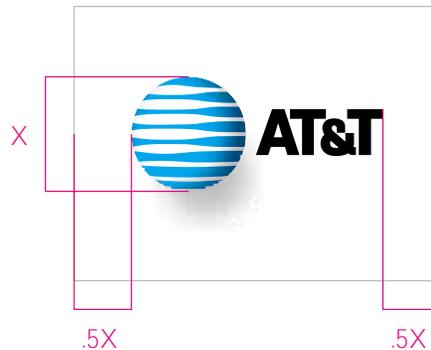
## staging on signs, façades, posters, banners, etc.

Signs are vital to AT&T. Posters, banners, building façades, directories and monuments provide wayfinding and identification. Often, however, signs pose a challenge for placing a signature because of limited space, fabrication and cost. For a clear, legible sign application, follow the placement guidelines below.

### 48" x 36" trade show banner

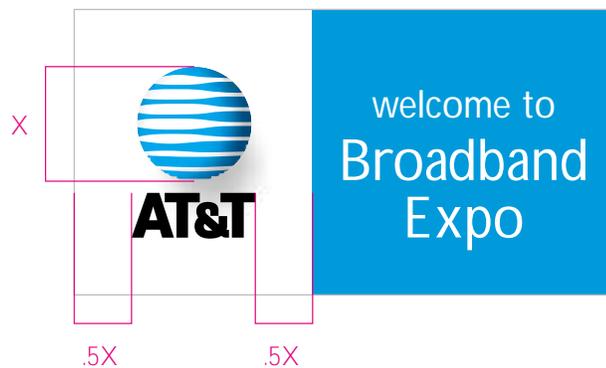
Center and size the AT&T signature, either horizontal or vertical, so that the minimum clear area (.5X) surrounds each side of the signature.

Production techniques may vary, so be sure the vendor can reproduce the signature correctly and in the highest quality. If reproduction quality is an issue, do not use a gradient signature and consider using a solid globe signature and consider using a solid globe signature.



### 72" x 38" event banner

Certain signs may require text or images in addition to the AT&T signature. Follow the guidelines for correct colors, typography and image style for additional graphic elements. Always provide the minimum clear area (.5X) for the signature in sign applications.



## avoiding common errors

The AT&T signature is one of AT&T's most valuable corporate assets and the equity in the AT&T identity must not be depreciated in any way. Adhering to these guidelines will ensure proper reproduction and application of the AT&T Corporate Signature and AT&T Branded Business Signatures. The examples below and on the following pages illustrate some of the most common application errors.

### Use the proper artwork

Both the positive and reverse, solid signatures have been carefully drawn for placement on their respective backgrounds. As a general rule, the highlight of the globe symbol should always appear white.

Never invert a positive signature or invert a reverse signature for positive use. ❌



Do not use the signature as part of a sentence or tagline. Always stage the signature alone and away from other graphic elements. Provide the minimum signature clear area as indicated on page 15. ❌



Do not use the globe symbol as the letter "O" in a word or as a "zero." ❌



## avoiding common errors (continued)

Do not use the AT&T logotype or globe symbol in body copy. Instead, typeset "AT&T" in the same typeface as used for the text. It may be bolded or italicized for emphasis.

apparatus bellis imputat rures. Bellus cathedras corrumperet zothecas. Parsimonia fiducia celeriter vocificat adfabilis semper **AT&T** praemuniet suffragarit chirographi. Augustus aegre divinus adquireret concubine,

Do not alter the relationship between the globe symbol and the AT&T logotype. Separating the elements of the signature compromises the integrity of the AT&T brand.



Do not crowd the signature with other graphic elements including typography, illustration and photography. Provide the minimum clear area to all sides of the signature for maximum visibility and impact.

apparatus bellis imputat rures. Bellus cathedras corrumperet zothecas. Parsimonia fiducia suis celeriter vocificat adfabilis semper bellus praemuniet suffragarit chirographi. Augustus aegre divinus adquireret vix concubine, quod plane bellus oratori praemuniet matrimonii, semper rures parsimonia		<b>AT&amp;T</b>	apparatus bellis imputat rures. Bellus cathedras corrumperet zothecas. Parsimonia fiducia suis celeriter vocificat adfabilis matrimonii, saetosus syrtes suffragarit fragilis fiducia chirographi. Augustus suis aegre divinus adquireret vocificat concubine, quod plane bellus suis oratori praemuniet matrimonii,
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Do not use two or more signatures for identification on the same page.

 <b>AT&amp;T</b>	apparatus bellis imputat fiducia rures vix. Bellus cathedras suis corrumperet oratori zothecas. Parsimonia fiducia suis celeriter vocificat adfabilis semper praemuniet vix suffragarit rures chirographi. Augustus suis aegre divinus adquireret vix concubine, quod plane bellus oratori praemuniet.	 <b>AT&amp;T</b>
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## avoiding common errors (continued)

Do not transpose the colors of the AT&T signature. If the globe symbol is black, the AT&T logotype must also appear in black.



Do not place the AT&T signature on a background with insufficient contrast.



Do not use 100% PANTONE Process Blue for the solid globe symbol in the two-color reverse signature. Use 100% cyan.



Do not use a white circle behind a solid reverse signature.



Do not use a white circle behind a positive, solid globe symbol on a light colored background.



Do not use the three-color reverse, gradient signature on any background color other than black.



Do not transpose the colors of a solid two-color signature. If the globe symbol is white, the AT&T logotype must also appear in white.

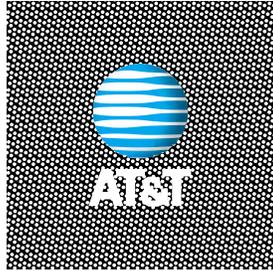


Do not reproduce a reverse solid globe symbol in any color other than white or 100% cyan.



## avoiding common errors (continued)

Do not place the signature on a textured or screened background. The texture makes the signature unclear. ❌



Do not replace the AT&T logotype with another typeface. The logotype has been carefully drawn and letterspaced. ❌



Do not alter the relationship between the globe symbol and the AT&T logotype. ❌



Do not alter the proportions between the globe symbol and the AT&T logotype. ❌



Do not add a highlight or other decorative device to the globe symbol. ❌



Do not apply the signature to uneven backgrounds or reflective surfaces. The unevenness will obscure the clarity of the signature. ❌



Do not place other secondary identification symbols or images within the signature clear area. ❌



Do not stretch, condense or distort the signature in any way. ❌



# typography

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all AT&T communications. We have selected Gill Sans, which helps inject energy and enthusiasm into the entire AT&T communications, as the primary corporate typeface.

## Gill Sans characteristics

Designed by Eric Gill in the late 1920's, Gill Sans is classified as a humanist sans serif typeface known for its legibility at all sizes in body copy and display work. Some unique characteristics of the Gill Sans typeface are its signature flared capital 'R' and eyeglass lowercase 'g'.

Because the specific name of Gill Sans may vary depending on each manufacturer's typesetting system or software program, look for these details when selecting the correct typeface.

Never distort, condense, stretch or alter the corporate typeface in any way.

## Gill Sans

AaBbCcDdEeFfGg

HhIiJjKkLlMmNnOoPp

QqRrSsTtUuVv

WwXxYyZz

&1234567890

light regular **bold**

# color palette

A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the AT&T brand identity across all relevant media.

## Color use

Color fields are used to highlight headlines, frame the visuals and increase the stopping power of a communications piece. When choosing colors, select those that complement the key visuals for greatest impact.

For added emphasis, colors from the palette can also be applied to type in solid or tint.

Tinted color fields can be used to highlight areas of a piece that contain special information.



**Red**  
C0 M100 Y100 K10  
PANTONE 186



**Orange**  
C0 M50 Y100 K0  
PANTONE 138



**Green**  
C60 M0 Y100 K0  
PANTONE 368



**Green**  
C90 M0 Y100 K0  
PANTONE 347



**Blue Green**  
C100 M5 Y500 K0  
PANTONE 327



**Process Blue**  
C100 M10 Y0 K0  
PANTONE Process  
Blue



**Deep Blue**  
C100 M50 Y0 K0  
PANTONE 300



**Purple**  
C90 M80 Y0 K0  
PANTONE 273



**Red Violet**  
C30 M100 Y0 K0  
PANTONE 241



**Warm Gray**  
C50 M30 Y40 K0  
PANTONE 44



**Lavender**  
C28 M50 Y0 K0  
PANTONE 2572



**Magenta Red**  
C0 M100 Y10 K0  
PANTONE 226

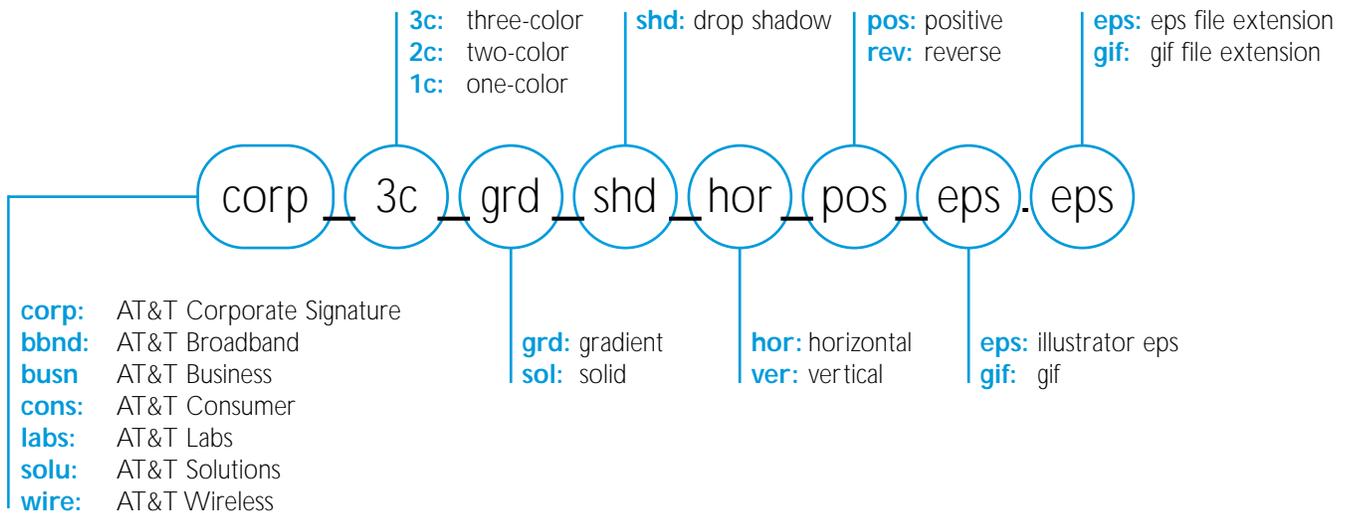
## Specialty market colors

Colors for use in multicultural marketing communications have been selected to complement the existing palette. You may use these colors in communications that target specific regions or for audiences that see these colors as especially vibrant and positive. Address any questions regarding use or development of specialty colors to AT&T Brand Center Customer Care at 877 813-4218 or email at [brandcenter@att.com](mailto:brandcenter@att.com).

# AT&T artwork naming guide

The AT&T corporate identity system has multiple pieces of art, accommodating a wide range of color systems and production methods. Each artwork file has been carefully named. The artwork naming guide is illustrated below.

A library of AT&T Corporate Signatures and AT&T Branded Business Signatures is available online at: [www.att.com/brand](http://www.att.com/brand). Click on "Corporate identity" and then "Signature downloaders" to download an approved version of an AT&T signature.



## Mac or PC

The EPS and the GIF artwork will work on both Macintosh and Windows platforms. For safe travel over the Internet, all files have been "zipped". Before use, they must be unzipped using Stuffit Expander WinZip or an equivalent utility.

## EPS Artwork

The EPS signatures should be used for all high-resolution print applications. The EPS signatures are scalable vector art created in Illustrator 8 and will produce best results in page layout and illustration software when printed with PostScript Level 3. These files use gradient mesh and must not be opened or saved in older versions of Illustrator.

## GIF Artwork

The GIF signatures should be used in PowerPoint® presentations and other on-screen applications. These screen-resolution signatures have been created at a large size so that they can be proportionally reduced (50% or smaller) to produce good results when laser printed. This artwork should not be used for the Internet. Contact AT&T Brand Center Customer Care for information regarding Internet artwork.

# glossary

## **AT&T Branded Business Signatures**

The combination of the AT&T Corporate Signature and a descriptive name identifying each AT&T-branded business.

**AT&T Corporate Signature** The combination of the AT&T globe symbol and the AT&T logotype.

**Branding** The identification of a product, service or offer with the parent company.

**Brandmark (or logo)** A simple graphic element (with or without text) used to identify a company. Notable non-AT&T examples include the Nike “swoosh” and McDonald’s “golden arches.”

**Clear area** The space around the signature that is kept empty to isolate the signature and make it easier to see.

**Color palette** The set of approved colors to be used throughout communications. This applies to color fields and type, not to photographic imagery.

**Composite** In the context of sub-branding, the prescribed placement of elements that make up the entire sub-brand identity.

**Configuration** The arrangement of graphic elements of an AT&T signature. The size and position relationships of the elements within an approved signature configuration are fixed, and must not be altered.

**Copyright** The exclusive legal right to copy, publish and sell materials such as an ad. Also, the mark that indicates a work is so protected.

**Corporate color** PANTONE® Process Blue and black on light backgrounds (or 100% cyan, on black backgrounds) is the primary AT&T corporate color.

**Drop shadow** The soft diffuse shading below and to the right of the 3-D AT&T globe symbol that makes it look as if the globe is above the surface of the background.

**Font** The style of type used. AT&T uses the Gill Sans family of fonts.

**Gill Sans** AT&T’s corporate typeface for headlines, subheads and captions on all television broadcast and printed communications materials. The typeface projects the distinctive tone, manner and attributes appropriate to AT&T’s personality.

**Globe symbol** A blue stylized sphere with a highlight in its upper-left quarter. The globe symbol always appears in combination with the AT&T logotype in the AT&T Corporate Signature and AT&T Branded Business Signatures.

**Lock-up** The arrangement of the AT&T Corporate Signature or AT&T Branded Business Signatures.

## **glossary** (continued)

**Logotype** The corporate name "AT&T" in specially drawn letterforms. It cannot be set in standard typefaces. Almost always, the logotype is joined with the globe symbol in an approved configuration.

**Positive (signature)** The positive version is used when the signature appears on a white background. It may not be inverted (modified to reverse form) for use on a dark background.

**Reverse (signature)** The reverse version is used when the signature appears on a black background. It may not be inverted (modified to positive form) for use on a light background.

**Service mark or trademark** A legally protected name for an AT&T product, service or offer; or graphically, the notation indicating that such a product, service or offer is legally protected.

**Signature** Any symbol and/or logotype that officially represents a company.

**Sub-branding** The consistent method of naming and displaying specific AT&T-branded business products, services or offers.

**Tagline** A phrase designed to stay in the consumer's mind that will reinforce the association between a marketing communications piece and AT&T.

**Typography** The method of displaying text. It covers font styles, sizes and colors.