ATLAS SYSTEM

7x

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Brand Style Guide

2026 • Brand Identity

14x

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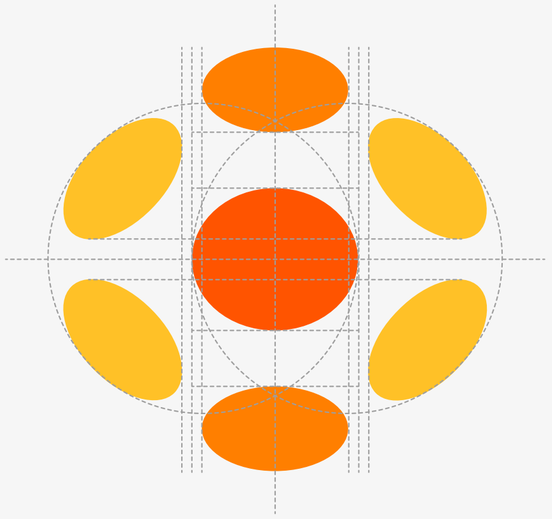
ATLAS
SYSTEM

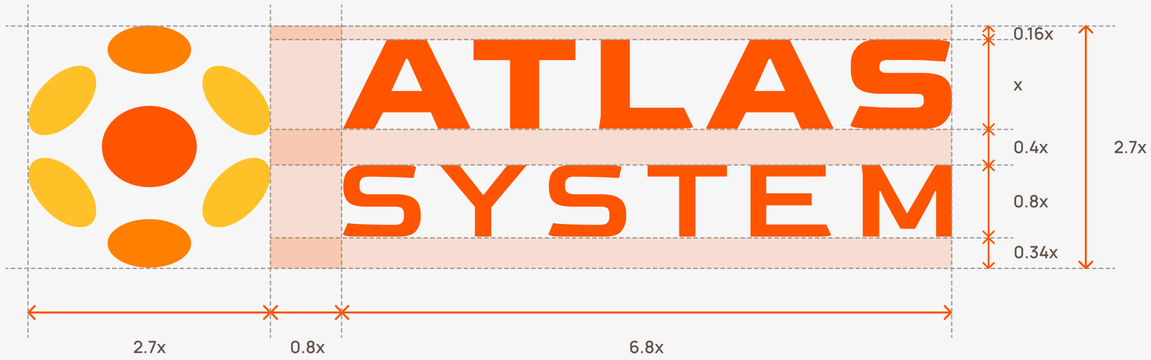
Logo Concept

The Atlas System logo symbolizes a digital ecosystem, where the central element represents the platform, and the surrounding shapes represent network participants and their interaction.

Icon



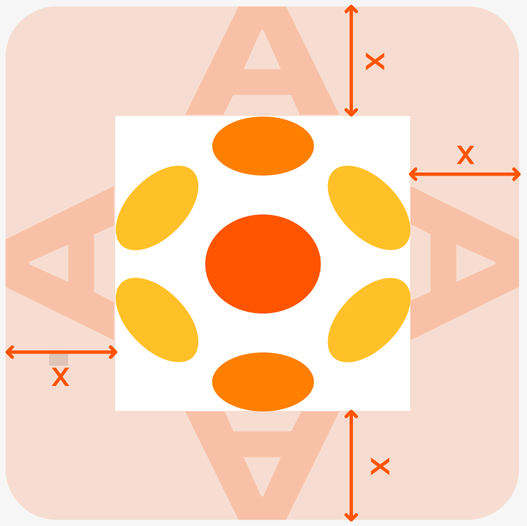
Logo



Logo Construction

The logo is built on a geometric grid and precise proportions. The elements form a balanced composition that ensures the integrity and recognizability of the mark.

Icon



Logo

Clear Space

It's important to maintain proper spacing around the logo to avoid clutter.

On a light colored background

On an accent background

On a light background

On a dark background

Logo Versions

The monochrome version of the logo is used in cases when the color variant is unavailable.

Do not change the arrangement of elements in the logo

Do not place on busy backgrounds

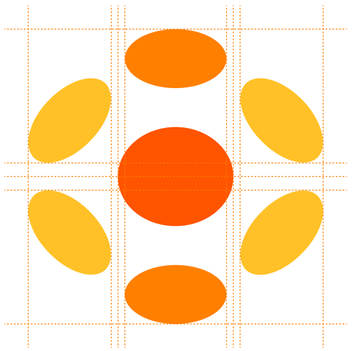
Do not recolor in other colors

Do not stretch or compress in width only or in length only

Prohibited Variations

To preserve the logo's recognizability, follow the specified rules.

Simplified version



FAVICON

Simplified Version

It is a standalone brand mark used in small digital formats, such as favicons and app icons.

Manrope

elegant grotesque

ExtraLight Light Regular Medium **SemiBold** **Bold** **ExtraBold**

Typography

The font used offers excellent readability and works well for both headings and body text.

Alphabet

A B C D E F G H I J K
L M N O P Q R S T U V
W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

Numbers and Symbols

0 1 2 3 4 5 6 7 8 9
! @ # $ % ^ & * ? /)

SAFETY ORANGE

HEX	#FF5500
RGB	255, 85, 0, 100%
CMYK	0%, 76%, 94%, 0%

CADMIUM ORANGE

HEX	#FFC227
RGB	255, 194, 39, 100%
CMYK	0%, 27%, 87%, 0%

CORE BROWN

HEX	#250C01
RGB	37, 12, 1, 100%
CMYK	62%, 78%, 71%, 87%

SIGNAL ORANGE

HEX	#FF7F00
RGB	255, 127, 0, 100%
CMYK	0%, 60%, 94%, 0%

SEASHELL

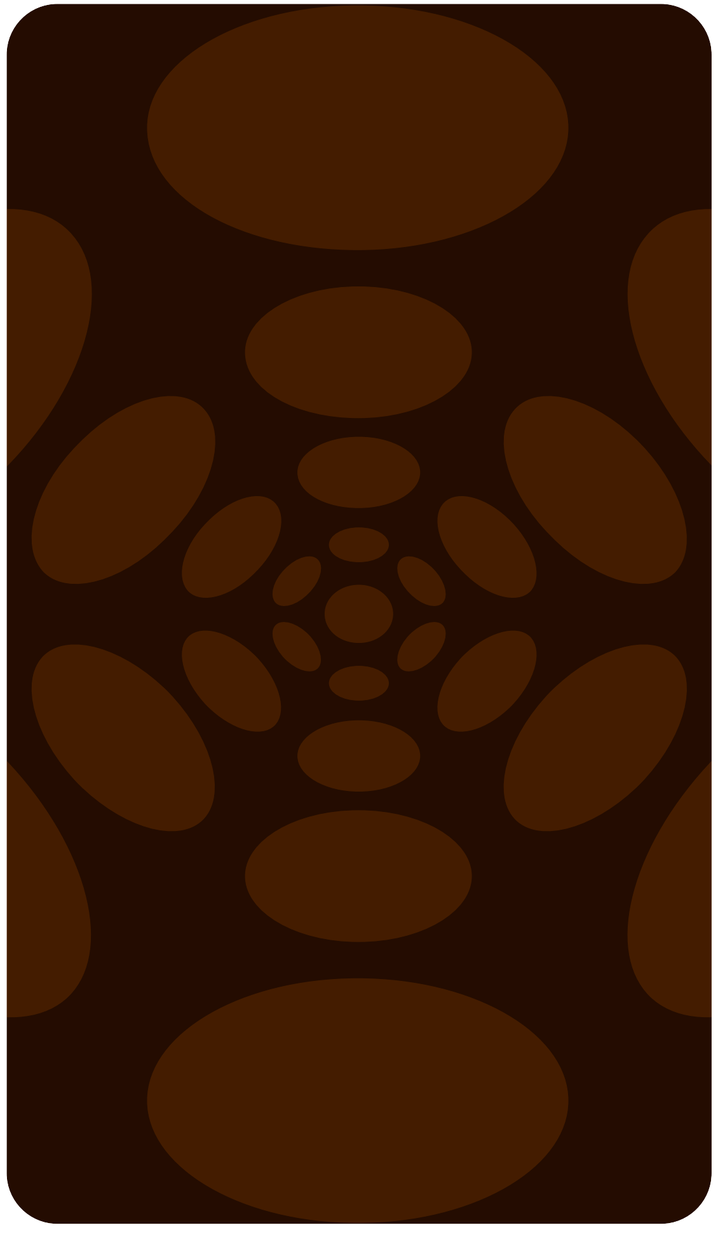
HEX	#FFF7F1
RGB	255, 247, 241, 100%
CMYK	0%, 4%, 6%, 0%

Color Palette

The Atlas System brand palette combines warm orange tones with a deep brown, creating a bold and recognizable brand image.

Accent orange background

Light neutral background

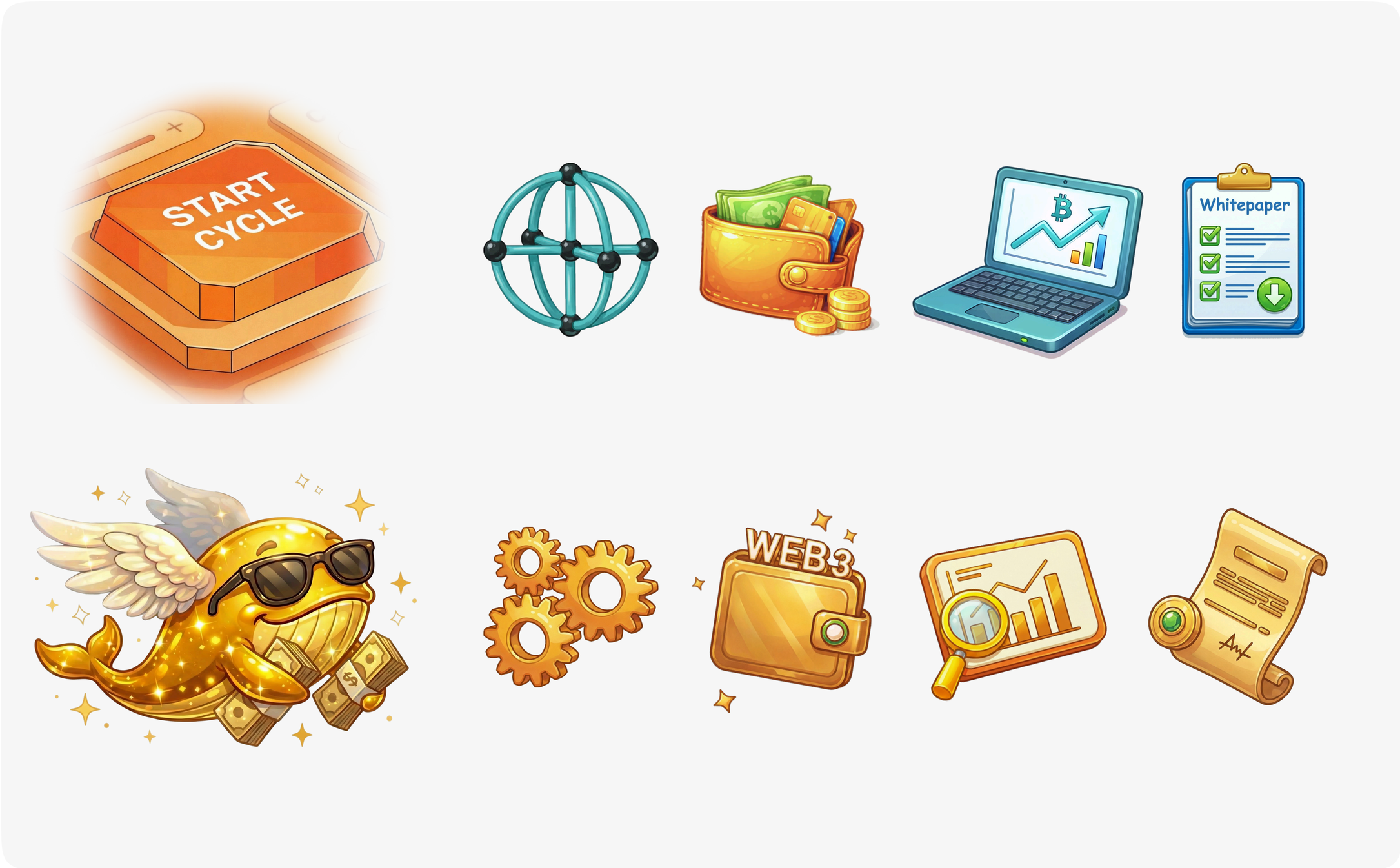


Dark background

Patterns

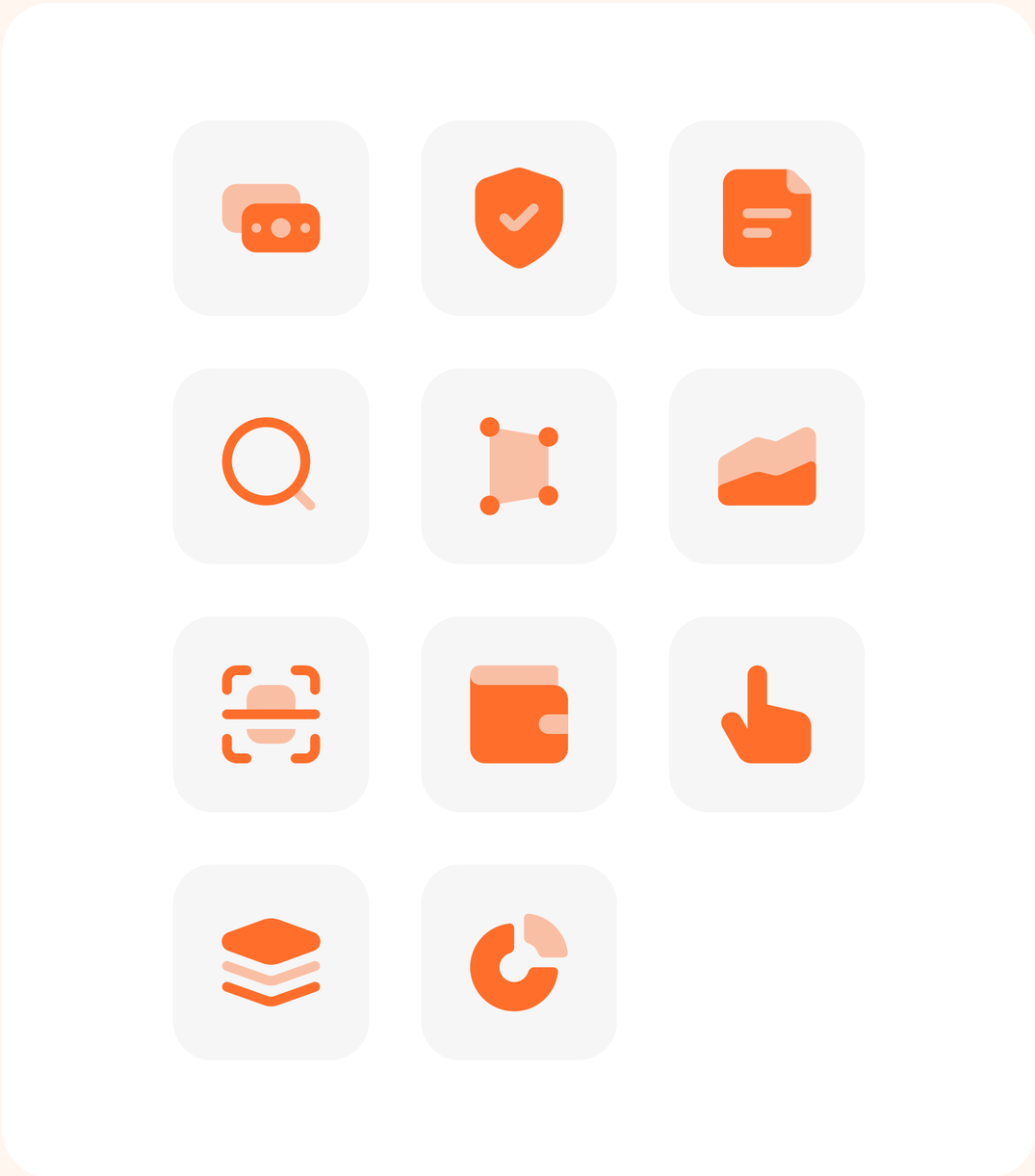
Patterns — that is, regularly repeating elements — help focus the target audience's attention on the brand's values and contribute to its recognizability and memorability.

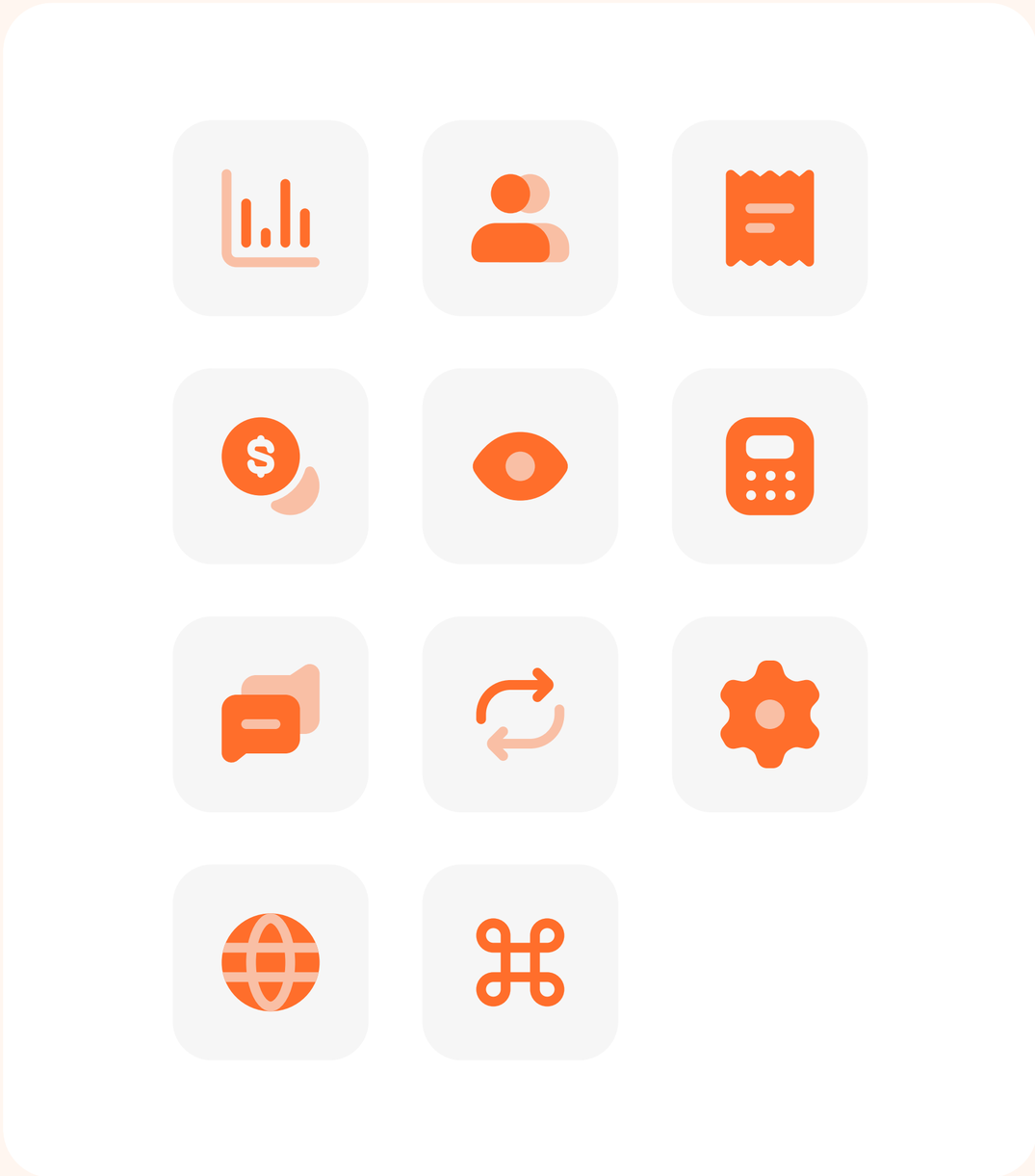
Graphics



Graphics

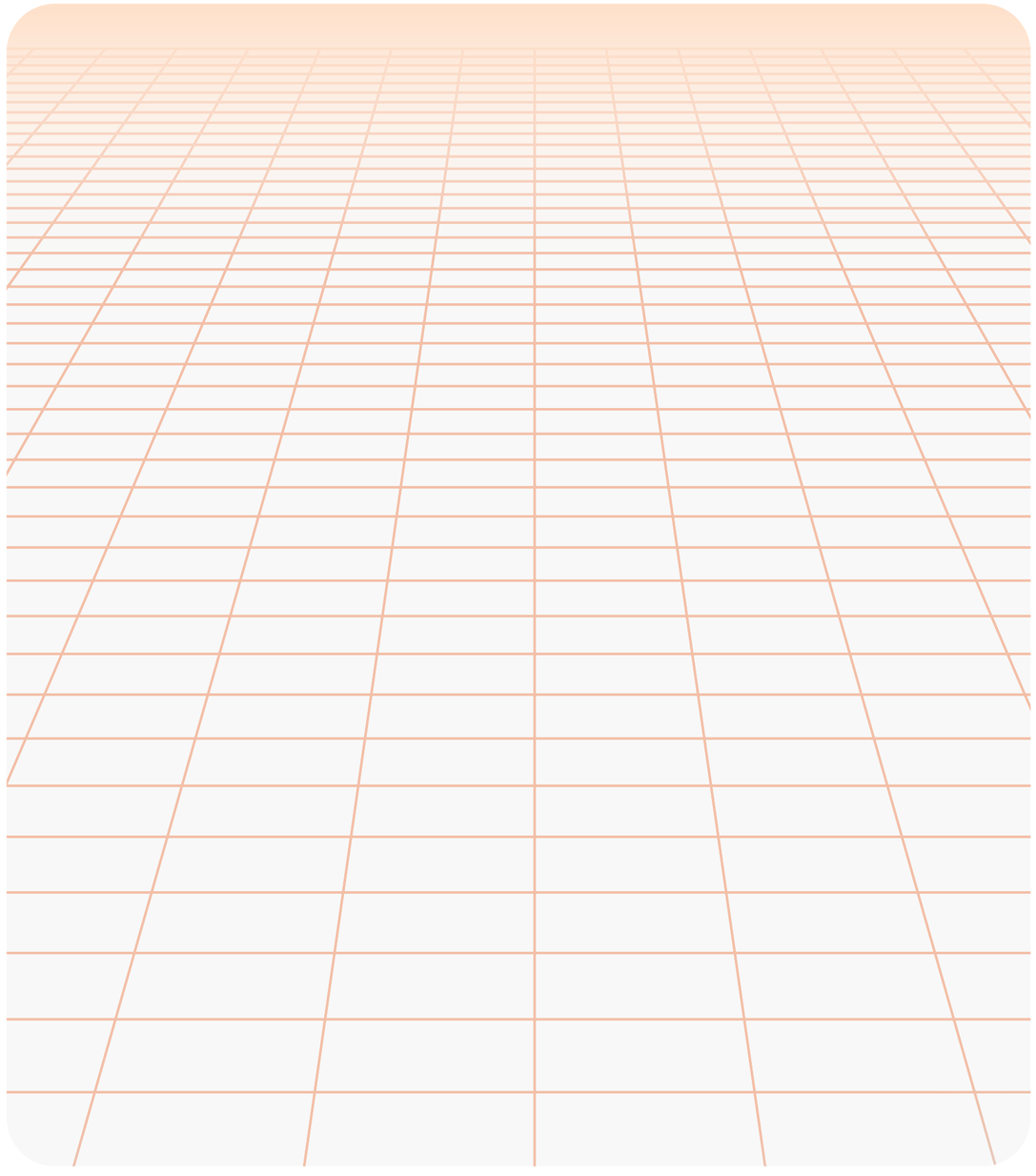
Graphics





Icons

The icons are designed in a unified minimalist style and use the brand's signature colors, helping to make the interface clearer and more user-friendly.



Perspective grid

Isometric grid

Background Graphics

The background graphics are based on perspective and isometric grids, creating a sense of structure and emphasizing the brand's technological character.

FFC5AA FFC5AA

Layer Blur: 100

Photo option 1

Photo option 2

Photography

The brand's photographic style is built on images of a joyful community, reflecting the idea of bringing users together. The images are enhanced with a brand-color gradient featuring a crescent-shaped blur effect, creating a warm atmosphere.

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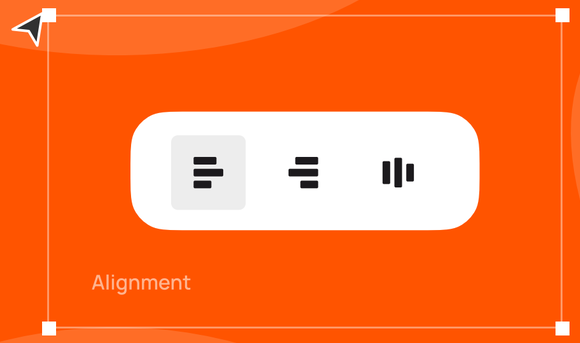

Style Carriers

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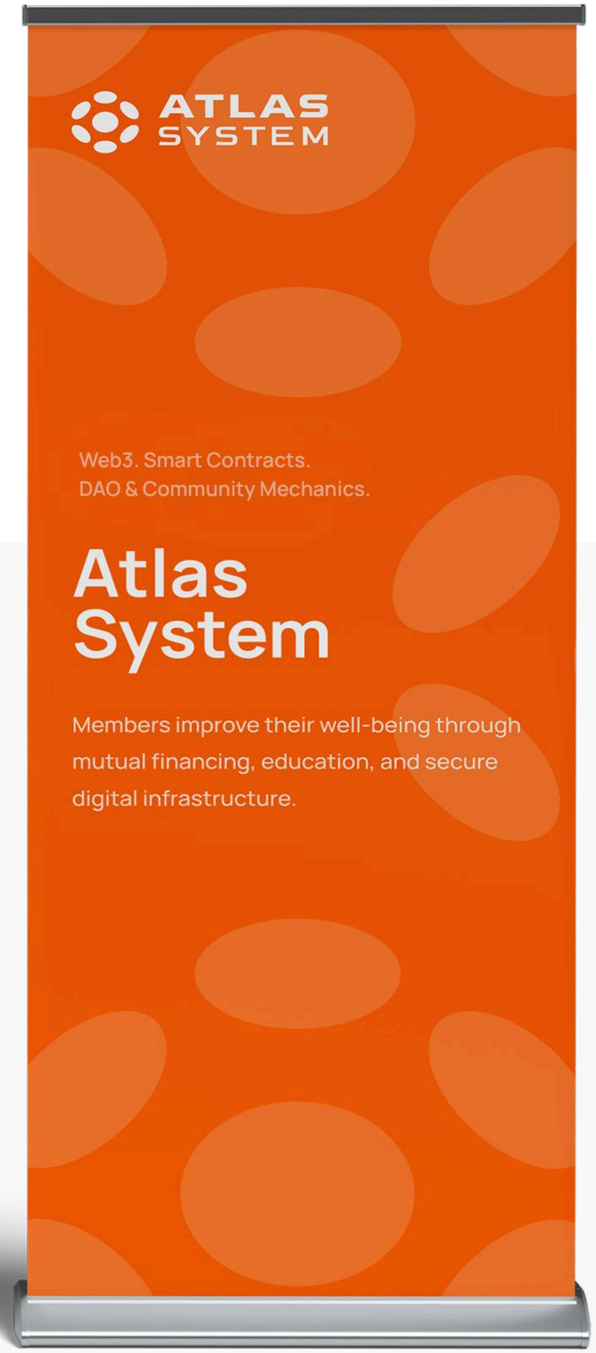
Flag

Desk Flag

Press Wall

Roll-Up Banner



Phone Case

Mug

Pen

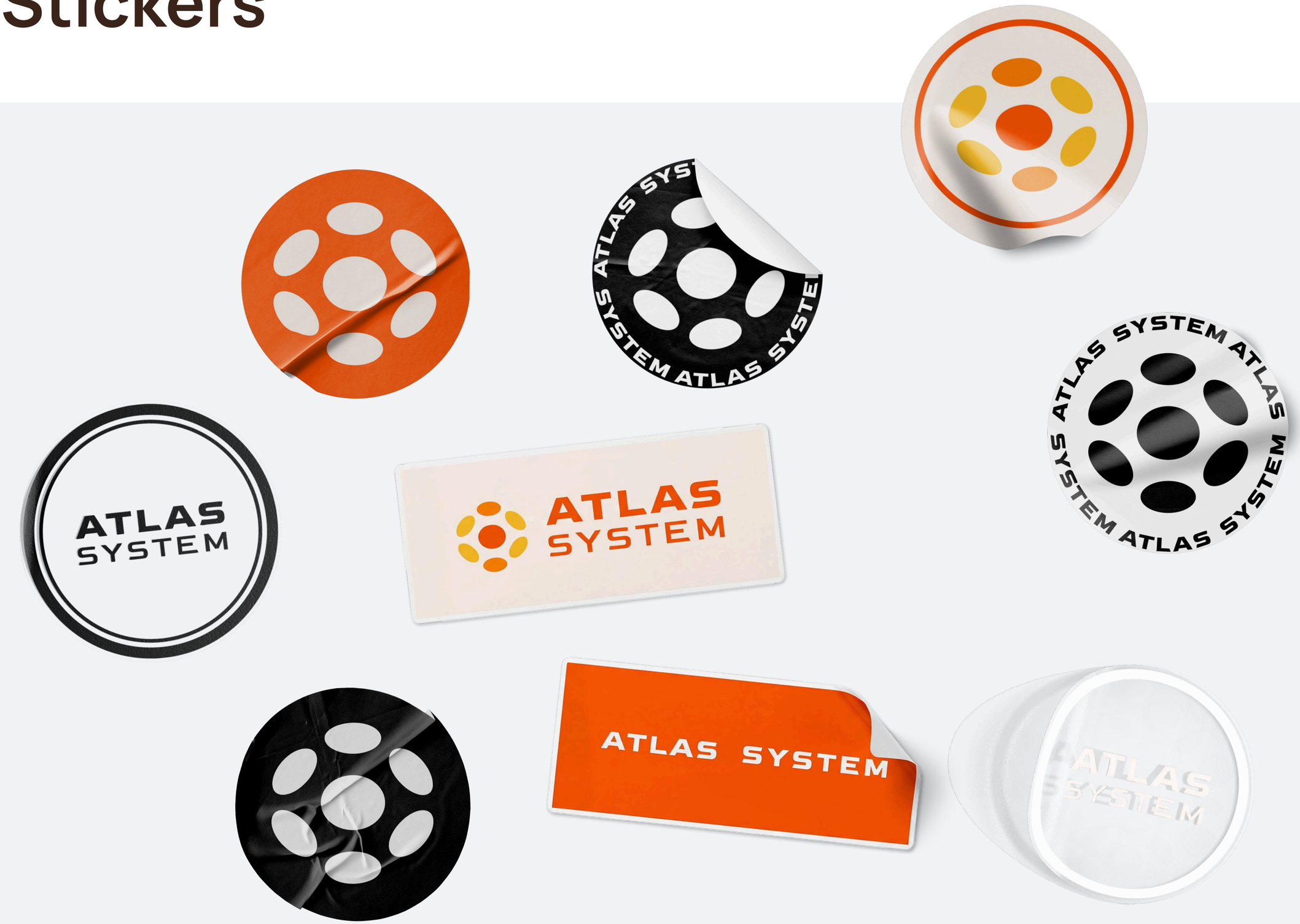
T-Shirt

Cap

Signage

Business Card

Stickers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Bags

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