



Brand guidelines

Last updated - October 20, 2025

Strong brands are
created through a
blend of consistency,
creativity, and clarity.

These guidelines are designed to help employees, brand ambassadors, designers, communicators, and agency partners preserve and protect our brand expression.

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Foundations

**At ATN Global, we
provide tailored **logistics
solutions** for businesses.**

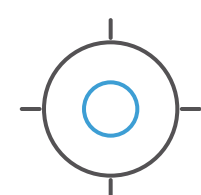
Our story

ATN was founded in 2020 with a straightforward goal: to bring clarity and efficiency to logistics. We built our expertise on solving real-world shipping challenges faced by businesses. Starting in the U.S., we've steadily grown, expanding our capabilities to meet the demands of a global market.

The foundation of our brand is built on forging strong relationships, fostering collaboration, and driving progress in our industry. As we continue to evolve, ATN remains dedicated to upholding the values that have shaped us - ambition, innovation, client focus, adaptability and integrity - ensuring that every decision we make, reflects the principles that define our brand.

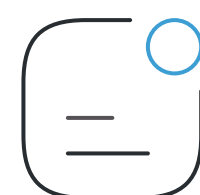


Our purpose



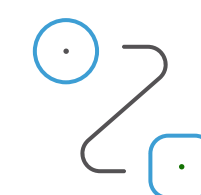
Mission

To generate competitive advantage and business benefits for our clients through world - class logistics and supply chain management expertise.



Vision

We want to be recognized as the most flexible and reliable all-round supplier of logistics services and transports in the countries where we are active.



Strategy

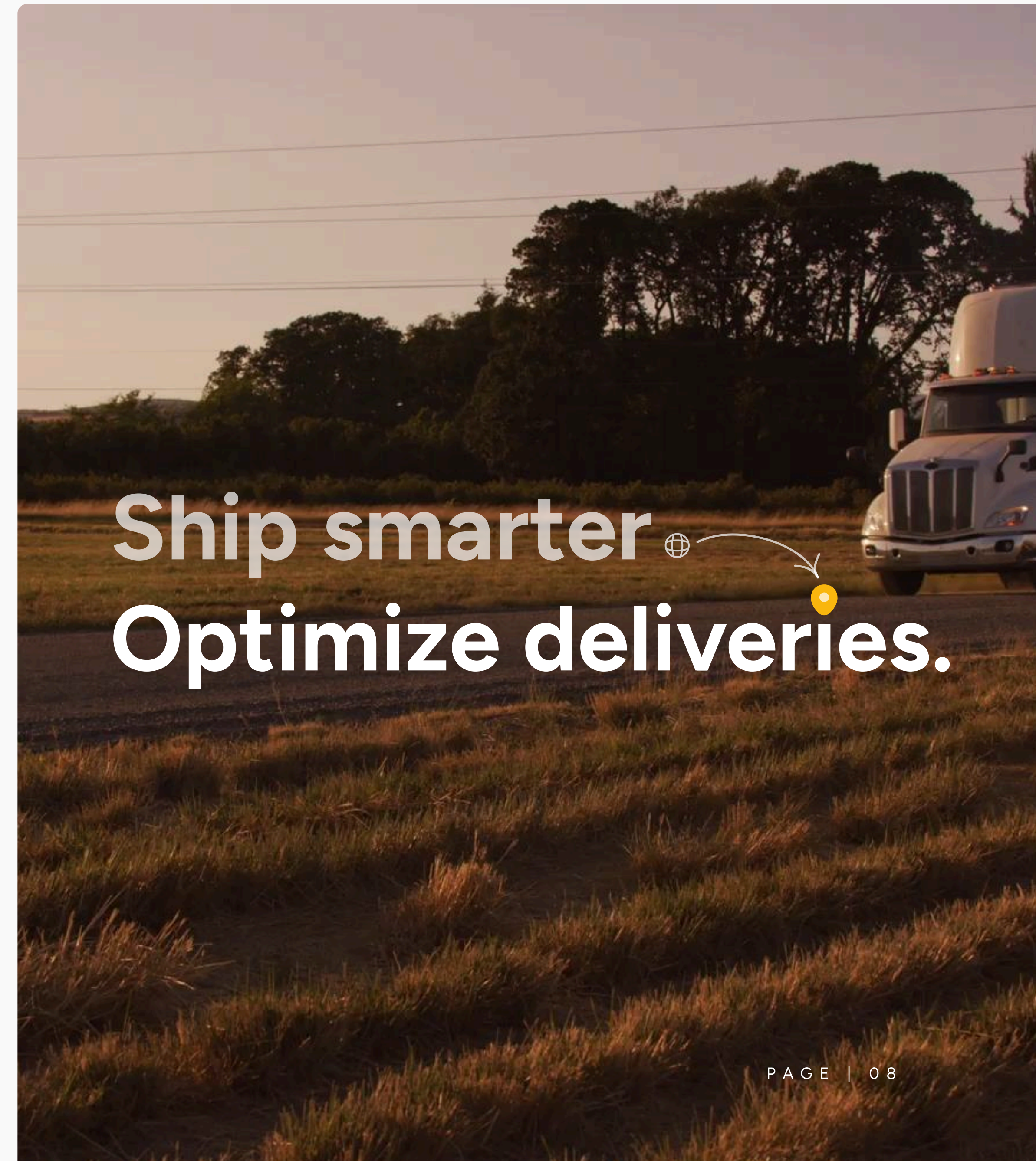
Our goal is to be the first choice for transport, logistics, and consulting services. We achieve this by fostering long-term relationships through close partnerships with our customers and collaborators.

Tagline

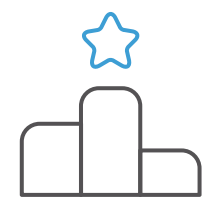
Our tagline “Ship smarter. Optimize deliveries.” reflects a clear value proposition, emphasizing efficiency and optimization - key themes for a shipping company.

It suggests that our company offers intelligent solutions for improving the shipping process, helping clients streamline their operations, reduce costs, and enhance delivery times. The focus is on smarter, optimized approaches to handling freight, which could include technology-driven improvements, better planning, and superior logistics management.

It speaks to customers who are looking for ways to improve their shipping strategies and make their supply chain more efficient. Its simplicity and directness make it memorable and easy to align with our brand identity.

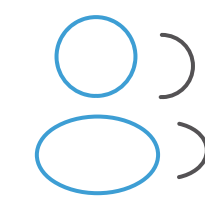


Our values



Visionary leadership and bold ambition

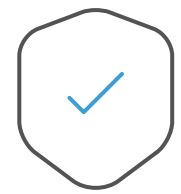
At ATN Global, visionary leadership means thinking ahead, aiming high and inspiring those around us. Our passion and commitment drive us to tackle challenges head-on and exceed expectations. We don't just meet goals, we set new standards by acting beyond what is expected.



Putting clients first

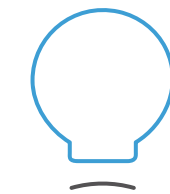
Success is measured by the lasting partnerships we build and the personalized solutions we deliver. At ATN, a focus on client satisfaction drives every decision, ensuring transparency and trust at every stage. By maintaining open communication and a commitment to excellence, we consistently deliver results that benefit all stakeholders.

Our values



Embracing adaptability and resilience

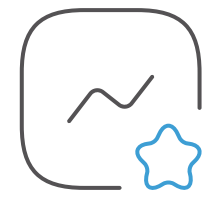
Flexibility and resilience are the cornerstones of how we operate at ATN. Whether it's responding to new client needs, industry shifts, or unforeseen obstacles, we adjust our approach while staying focused on delivering results. This adaptability allows us to innovate, maintain high performance, and continue moving forward, no matter what. Resilience means not only bouncing back but also growing stronger with every challenge.



Innovation and sustainability at the core

Innovation is at the core of our philosophy, with sustainability guiding every decision. We don't just focus on immediate gains; we create solutions that are built to last.

Our values



Empowerment through growth and knowledge sharing

Growth at ATN Global starts from within. We believe in empowering our team through shared knowledge and collective learning. By focusing on teamwork and mutual success, we build something greater for both our people and our clients.



Trust and integrity at every step

Trust is the foundation of everything we do at ATN. Acting with integrity, even when no one's watching, ensures our relationships are built on respect and honesty. Transparency is not just a policy—it's a promise we live by.

Voice and messaging

At ATN Global, our tone is professional yet human.

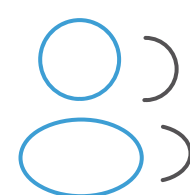
Our tone of voice is designed to evoke trust, communicate efficiency, and remain approachable.
It reflects the company's commitment to providing reliable and straightforward freight logistics solutions.

Tone attributes



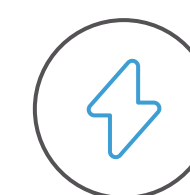
Professional and trustworthy

Language should always demonstrate expertise and reliability, assuring clients that their logistics needs are handled by professionals they can trust.



Human and approachable

Maintain a warm, personable tone. Using language that is simple and relaxed, comes across more human and approachable.



Efficient and simple

Keep messages straightforward, focusing on clarity and ease of understanding. Efficient communication reflects the company's operational efficiency.

Tone guidelines

Customer communication

Friendly and supportive, but always professional. Clients should feel that we are here to make their job easier.

Example

"We'll make sure your goods arrive safely and on time."

Marketing materials

Confident yet simple, focusing on what we do best: efficient and reliable logistics with around the clock support.

Example

"Delivering solutions you can rely on."
"Moving your business forward."

Internal communication

Encouraging collaboration, with a tone that emphasizes teamwork and efficiency without being overly formal.

Example

"Thanks for your hard work!"
"We've made great progress."

Dos and don'ts

Do

Keep messages direct, trustworthy, and reflective of the company's efficiency and professionalism. Highlight benefits and solutions.

This is simple and direct

"We take care of your freight, so you can focus on your business."

Don't

Avoid overly complicated explanations, generic corporate buzzwords, or messages that sound too technical or distant.

This is complex with too much jargon

"Our advanced, multidimensional logistical solutions streamline operations."

Website

The website should speak to the visitor, mainly shippers. The tone here should be direct, informative and solution-oriented with clear calls to action.

- **Direct and concise**

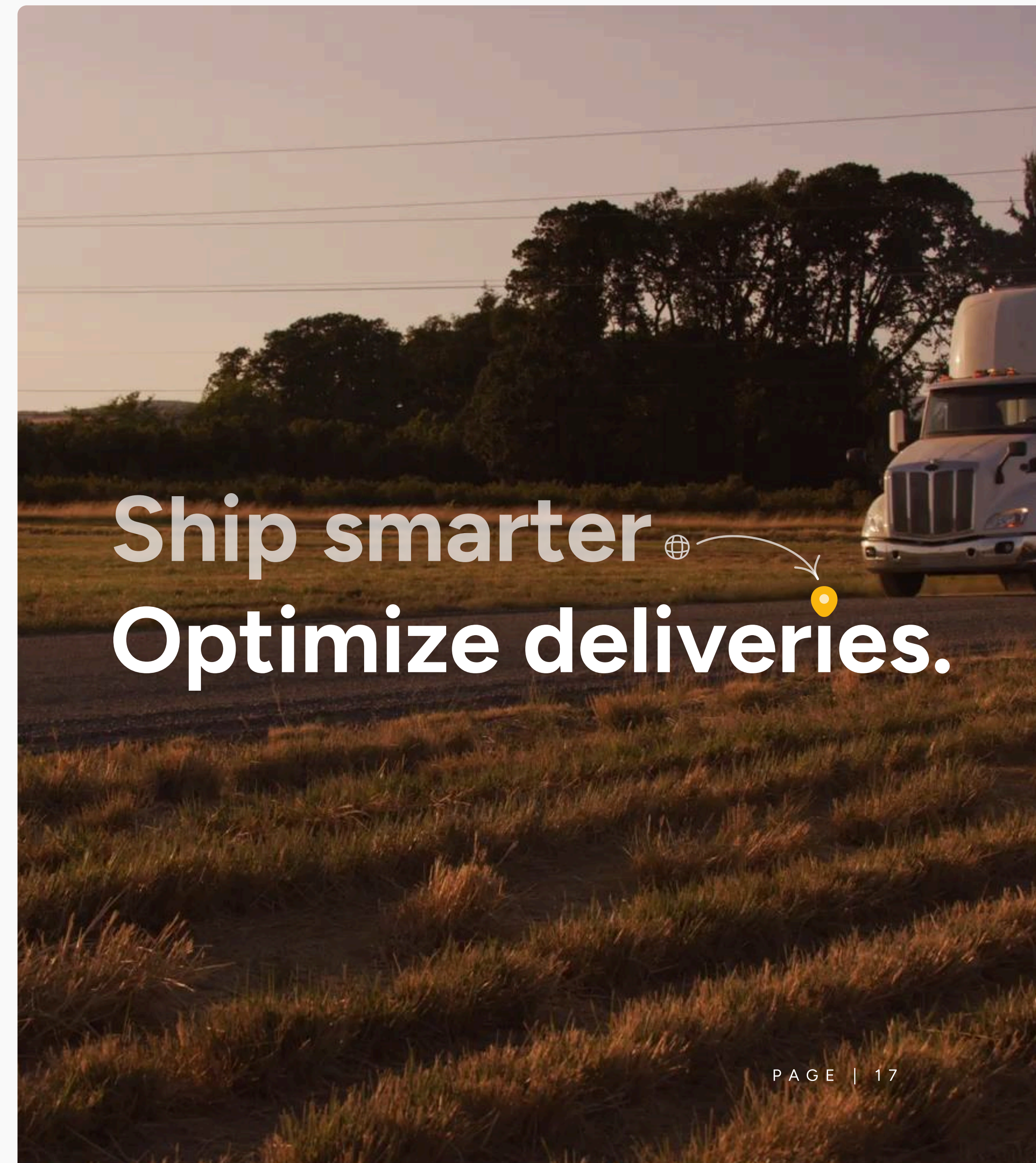
Information should be easy to find and straightforward, with minimal jargon. Headings should be short and convey a powerful message.

- **Informative and solution-oriented**

Highlight how we solve client problems, emphasizing the benefits customers will receive from using our services. Ensure users can understand our services quickly.

- **Clear calls to action**

Encourage users to take the next step, whether it's contacting us for more information or scheduling a consultation.



Shippers messaging pillars

These short messages communicate reliability, precision, and trustworthiness to shippers. They emphasize that ATN is a dependable long-term partner. This messaging reassures shippers that their freight is in safe, professional hands, offering them peace of mind and confidence in our services.

- **“Your shipping partner for the long haul.”**
- **“Reach every customer.”**
- **“In the right place. At the right time. In perfect condition.”**
- **“Transform shipping, one delivery at a time.”**
- **“Ensure your freight arrives on time and intact.”**



Carriers messaging pillars

These messages position ATN as a reliable partner in the carrier's business success. They convey that by working with us, carriers will achieve more than they would on their own. We aim to be seen as professional, efficient, and easy to work with, while genuinely caring about their success and experience.

- **"Nationwide freight opportunities, and beyond."**
- **"Drive your business forward."**
- **"We go further together."**
- **"Get steady loads, fast payments, and the support you need on every mile."**
- **"We support you around the clock."**



Marketing materials

Marketing materials and social media posts offer a chance to position us as industry leaders, so the tone should inspire confidence in potential clients and partners.

- **Authoritative but not boastful**

Showcase our strengths with facts and figures, but let the results speak for themselves.

- **Inspirational and forward-thinking**

Convey how our solutions can help businesses grow and reach new markets.

- **Confident but approachable**

Use language that reflects our expertise, but avoid sounding overly formal.

Email communication

Email communication serves as a key touchpoint with clients, so it should reflect professionalism and reliability.

- **Personalized and tailored**

Use the recipient's name and make sure the message addresses their specific context or query. Emails should feel personal and relevant.

- **Clear and polite**

Be concise, with a polite and professional tone that shows respect for the recipient's time.

- **Helpful and solution-oriented**

Offer solutions or next steps clearly, and ensure the client knows how to proceed or where to find more information.



We've got your quote request!

Our logistics specialists are on it.

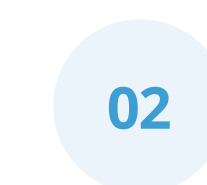


Hi <Customer name>,

Let's get your freight moving. Now that we received your quote request, here's what you can expect:



A member of our team will contact you to confirm your shipping requirements and needs.



You will get a personalized quote within the same day.

Why ship with us?



Reliability

We protect your company reputation by ensuring your shipments are delivered on time and in good condition.

Logo

Primary logo

ATN's primary logo represents our brand identity and consists of two elements:

1. Logo mark

2. Wordmark

Together, they form a cohesive and recognizable visual signature that embodies our core values and services.

While it doesn't explicitly spell out the company name, traces of all three letters are woven into the design, creating a harmonious and modern representation.

This unified logo system serves as a visual embodiment of our brand's mission to deliver excellence, efficiency, and expertise across all forms of transport.



Logo mark

The logo mark is inspired by the intricate details of a tire tread, symbolizing **movement**, **connectivity**, and the **dynamic nature** of our industry. This design pays homage to the foundation of our business: seamless transportation across diverse modes of transit.

Each color in the logo mark represents a specific area of our operations, highlighting our commitment to global coverage:

- 1. Dark blue:** Road transport, symbolizing reliability and grounded operations.
- 2. Light blue (Ocean):** Ocean freight, representing vast connectivity and expansive reach.
- 3. Pale blue (Air):** Air freight, symbolizing efficiency and agility in logistics.



Wordmark

The wordmark is designed using the Figtree font with slightly rounded edges, adding a touch of approachability to its modern and professional appearance.

The wordmark is designed to ensure clarity and legibility across all mediums. This careful choice ensures clarity, legibility, and a sense of trustworthiness, no matter the medium.

The inclusion of "global" in the wordmark highlights the company's worldwide presence and support for clients across the globe.



Minimum size

The minimum size ensures that the logo remains legible and recognizable across all applications, even at small scales. Using the logo below its minimum size can compromise clarity, making it hard to read or diminishing its impact.

The logo should not appear smaller than 56px in width for digital platforms, such as websites or mobile applications, and print materials.

By adhering to the minimum size guidelines, the logo retains its professional appearance and ensures consistency across all touchpoints.



96px

Clear space

Minimum clear space ensures optimum staging and visual impact of the ATN Global logo.

Clear space is equal to half the square representing air.

No other element (type, texture, pattern, etc.) should appear within the clear space.



Secondary logo

In cases where we need to place the logo on a dark background, we use the secondary logo where the dark blue part in the logo mark is replaced by the white color so that it is visible on the dark background.



Logo usage

Don't use the ATN Global logo in a way that doesn't align with this guideline.

Never recreate, readjust, recolor, rotate or otherwise alter the logo.



Don't scale disproportionately



Don't alter the kerning of the logo



Don't use third-party colors



Don't rotate

Social media

Use either of the two options for social media profile pictures and other applications where our company name appears alongside a profile picture.

Best practices to follow:

1. Do not crop
2. Scale appropriately
3. Leave adequate clear space
4. Only use in environments where our company name appears alongside a profile picture



Colors

Primary color

Blue (#3D9FD5) is ATN's primary color, conveying trust and reliability.

It's best suited for dark backgrounds, headings, and supporting elements, creating balance and enhancing readability while maintaining a professional look.

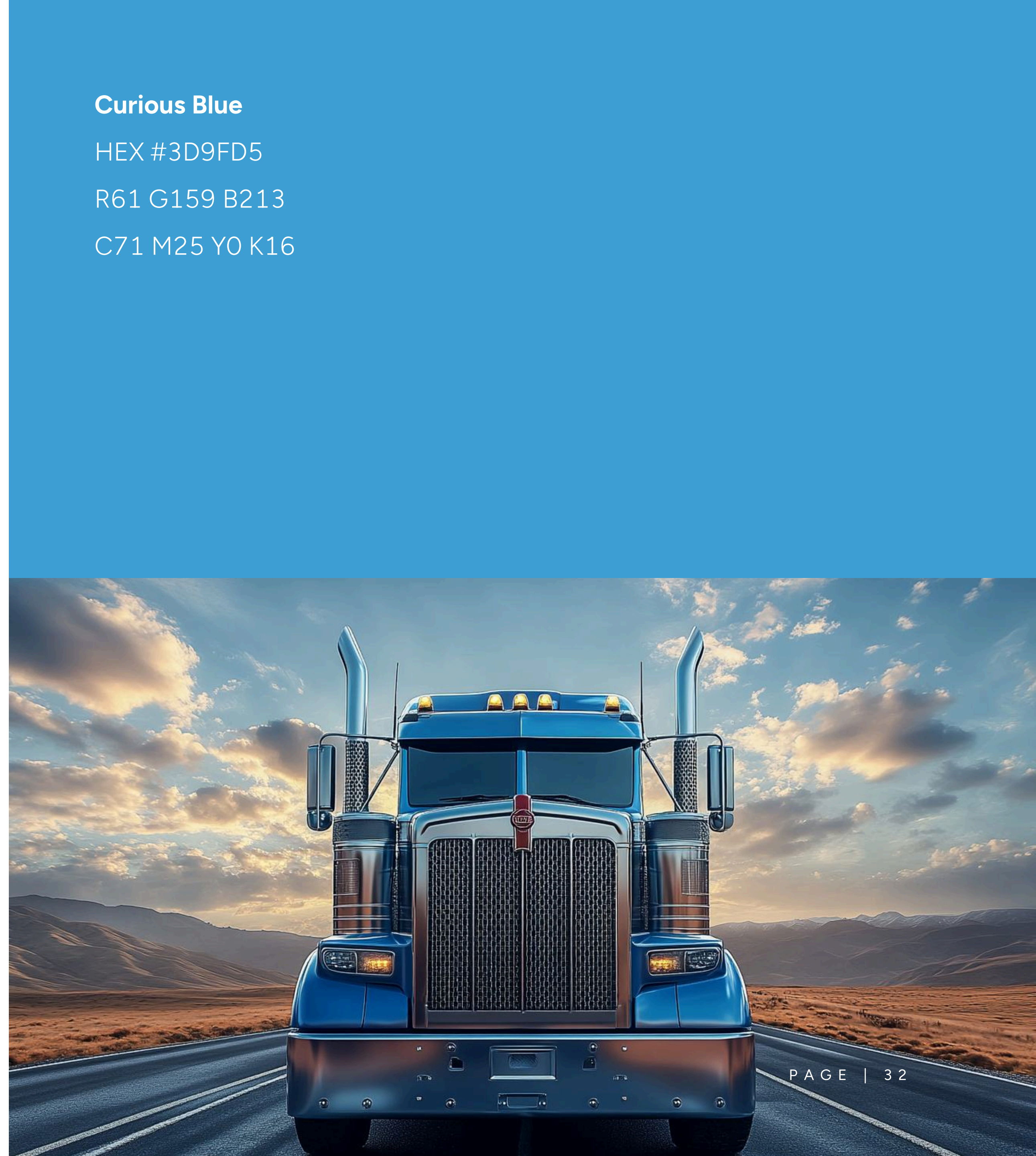
It should be used both in digital and print format.

Curious Blue

HEX #3D9FD5

R61 G159 B213

C71 M25 Y0 K16



Accent color

The vibrant yellow (#FAB70E) is our complementary color, symbolizing energy and innovation in logistics.

It should be used in call-to-action buttons, to draw attention, and ensure bold and consistent brand visibility.

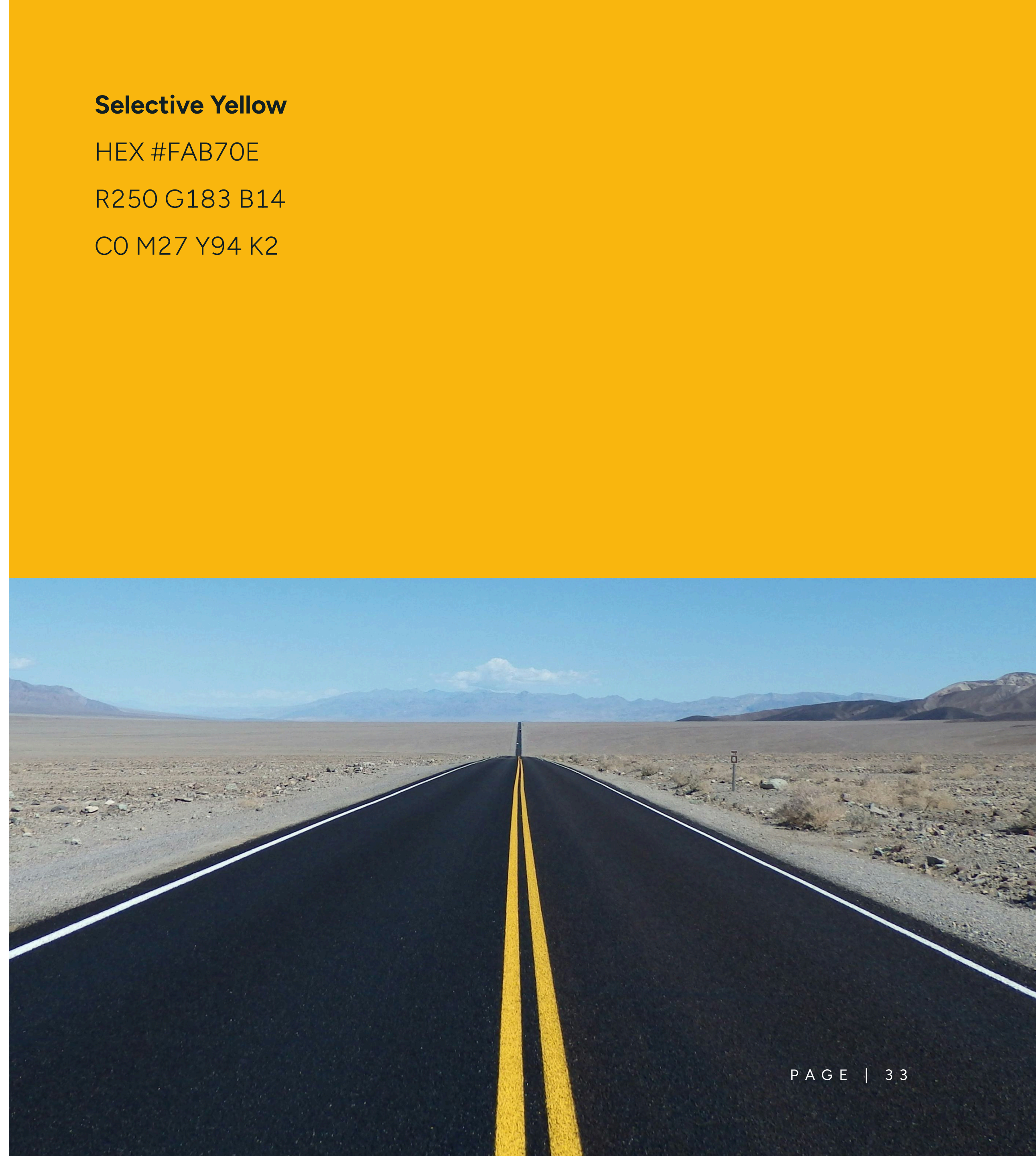
It should be used both in digital and print format.

Selective Yellow

HEX #FAB70E

R250 G183 B14

C0 M27 Y94 K2



Semantic colors

We use green (#137204) and red (#E73048) as semantic colors to accentuate certain smaller elements in design.

Semantic colors should be used to convey specific meanings, such as status, alerts, or actions. They provide clear cues for:

- **Success (green)**
- **Warning (yellow)**
- **Error (red)**

These colors should only be applied to elements that require users' attention, such as notifications, buttons, or status indicators, ensuring clarity and improving the user experience.

Use them sparingly and consistently, ensuring they align with their intended purpose to avoid confusion or visual overload.

Japanese Laurel

HEX #137204

R19 G114 B4

C83 M0 Y96 K55

Red Orange

HEX #F44336

R244 G67 B54

C0 M73 Y78 K4

Greyscale

Our greyscale palette plays a crucial supporting role in maintaining a clean and professional aesthetic across all branding materials.

- **Text and typography**
Dark grey (#545355) should be the default for body text to create visual hierarchy.
- **Backgrounds and dividers:**
Light grey (#E6E6E7) and very light grey (#F9F9F9) should be used for dividers and background respectively, to create a clean, modern look that complements our primary colors.

By incorporating greyscale effectively, we create a professional, minimalistic look that balances the boldness of our brand colors, enhancing readability and visual clarity across all touchpoints.

Abbey 900 HEX #3C3C3D
Abbey 800 HEX #464446
Abbey 700 HEX #545355
Abbey 600 HEX #5D5C5E
Abbey 500 HEX #6D6C6E
Abbey 400 HEX #888789
Abbey 300 HEX #B0AFB1
Abbey 200 HEX #D0D0D1
Abbey 100 HEX #E6E6E7
Abbey 50 HEX #F9F9F9

Shades and tints

To maintain brand consistency while offering flexibility in design, we use a range of shades and tints from the primary, secondary, semantic colors, and greyscale. These variations should be used thoughtfully to create depth, hierarchy, and contrast.

- **Tints** (lighter versions of the base colors) can be used for backgrounds, subtle accents, or less prominent design elements, keeping the layout clean and airy.
- **Shades** (darker versions of the base colors) are ideal for text, icons, or elements requiring emphasis without overwhelming the design.

Ensure the core brand identity remains strong by maintaining a balance between the base colors and their variations.

Primary-900 HEX #021326	Secondary-900 HEX #7A3E0D	Success-900 HEX #083002	Danger-900 HEX #82211A
Primary-800 HEX #06274B	Secondary-800 HEX #954B0B	Success-800 HEX #0A3F02	Danger-800 HEX #9D2017
Primary-700 HEX #246290	Secondary-700 HEX #B86305	Success-700 HEX #0D5103	Danger-700 HEX #BE2217
Primary-600 HEX #1D75AC	Secondary-600 HEX #DD8A02	Success-600 HEX #116804	Danger-600 HEX #E22D20
Primary-500 HEX #3D9FD5	Secondary-500 HEX #FAB70E	Success-500 HEX #137204	Danger-500 HEX #F44336
Primary-400 HEX #52ADDE	Secondary-400 HEX #FFD520	Success-400 HEX #428E36	Danger-400 HEX #FC776D
Primary-300 HEX #8EC9EB	Secondary-300 HEX #FFE549	Success-300 HEX #61A157	Danger-300 HEX #FFABA2
Primary-200 HEX #C3E1F4	Secondary-200 HEX #FFF188	Success-200 HEX #92BE8C	Danger-200 HEX #FFCCC8
Primary-100 HEX #E4FOFA	Secondary- 100 HEX #FFF9C6	Success-100 HEX #B6D3B1	Danger-100 HEX #FFE3E1
Primary-50 HEX #F2F9FD	Secondary-50 HEX #FEF9EB	Success-50 HEX #E8F2E6	Danger-50 HEX #FEF3F2

Gradients

Gradients can add depth and dimension to designs, but they should be applied with care to maintain a cohesive look.

Best practices to follow:

- 1. Monochromatic:** Gradients should only be created using tints and shades of a single color (e.g., navy blue to a lighter blue). Avoid mixing different colors within a gradient.
- 2. Backgrounds only:** Gradients should be reserved for backgrounds and should never be applied to text or icons. They serve to add subtle depth without distracting from key content.
- 3. Same shade rule:** Apply gradients on backgrounds that are the same base color as the gradient itself. For example, a blue gradient should sit on a blue background, blending seamlessly for a unified look. Add layer blur (50%) and opacity (20%) to all gradients.



#021326 to #3D9FD5



#E8F2E6 to #137204



#FEF9EB to #FAB70E



#F9F9F9 to #545355

Typography

Typeface

Our typefaces reflect our straightforward approach to logistics, and are used to deliver optimum legibility at all sizes.

- **Figtree typeface**

We use Figtree typeface across headlines and titles to capture attention. Its modern and clean lines make it ideal for emphasizing key messages and creating visual hierarchy.

- **Open Sans typeface**

Open Sans is used for all body text. Its legibility ensures clear communication, making it perfect for longer passages.

When designing, maintain consistency by using Figtree for headings and Open Sans for all body text. This pairing will enhance readability while reinforcing the brand's identity across all digital and print materials.

Figtree

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk

Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu

Vv Ww Xx Yy Zz

Color application

Careful use of text color is essential for maintaining a professional and cohesive look, while keeping the focus on the message.

1. Hierarchy

Color in typography should be a key point of interest.
This should be reflected in color, layout, size and scale.

2. Contrast

Secondary color should be used on dark blue backgrounds for contrast and clarity. On light backgrounds, use primary color.

3. Emphasis

Make sure to highlight only the most important keywords in a headline.

Ship smarter.
Optimize deliveries.

Ship smarter.
Optimize deliveries.

Sizing headlines

Our typeface for all primary headlines, labels and messages is Figtree. Its easy-to-read characters display well across different sizes, and offer a clean, professional look.

In headlines, Figtree should always be rendered in at least 24px font size, and should always be bold (700) in weight.

In captions, Figtree should always be rendered in at least 14 font size with 6pt kerning and in normal (400) weight.

H1
80px / 5 rem font size
300 / 700 font weight
120% leading line height

H2
64px / 4 rem font size
300 / 700 font weight
120% leading line height

H3
56px / 3.5 rem font size
300 / 700 font weight
120% leading line height

H4
40px / 2.5 rem font size
300 / 700 font weight
120% leading line height

H5
32px / 2 rem font size
300 / 700 font weight
120% leading line height

H6
24px / 1.5 rem font size
300 / 700 font weight
120% leading line height

Caption
14px / 1.5 rem font size
400 font weight
120% leading line height

Headline

Headline

Headline

Headline

Headline

Headline

Headline

Sizing body text

Our typeface for all body text is Open Sans. Its easy-to-read characters display well across different sizes, and offer a clean, professional look.

The line height for body text is set at 150%, providing ample spacing that enhances legibility across various formats.

For weight, use light weight (300) for a subtle, clean appearance and bold weight (700) for emphasis of important points.

Base large

20px / 1.25 rem font size
300 / 700 font weight
150% leading line height

Body copy light **Body copy bold**

Base

18px / 1.125 rem size
300 / 700 font weight
150% leading line height

Body copy light **Body copy bold**

Base small

16px / 1 rem size
300 / 700 font weight
150% leading line height

Body copy light **Body copy bold**

Base extra small

12px / 0.75 rem size
300 / 700 font weight
150% leading line height

Body copy light **Body copy bold**

Capitalization

To ensure a clear, approachable, and professional tone, we use sentence case across all brand communications. This means only the first letter of the first word in a sentence or phrase is capitalized, along with proper nouns and acronyms.

Why sentence case?

- 1. Approachable:** It is friendly and conversational, helping us connect with our audience on a more personal level.
- 2. Readable:** It improves readability, especially in digital formats, where excessive capitalization can be overwhelming.
- 3. Consistent:** Maintaining sentence case ensures a clean and modern look across all touchpoints, from websites to marketing materials.

Photography

Introduction

Photography plays a key role in bringing the ATN Global's brand to life. Our imagery is a critical part of communicating our brand values, portraying professionalism, optimism, and global reach.

We group our imagery into three distinct categories to ensure consistency across all touchpoints:

- Genuine moments
- Global perspectives
- Team portraits

All images used across our brand should align with the overall aesthetic and brand color palette to maintain visual consistency and cohesion.

Best practices to follow:

1. Align with brand colors

Ensure that the dominant tones in images (e.g. backgrounds, highlights, or key elements) harmonize with our color palette. Images featuring blue, orange, or green tones should be prioritized to blend seamlessly with our visual identity.

2. Subtle and neutral

When using images with broader color ranges, lean toward neutral or muted tones that don't overpower the primary colors. This ensures the focus stays on the content, rather than on overly vibrant or clashing elements.

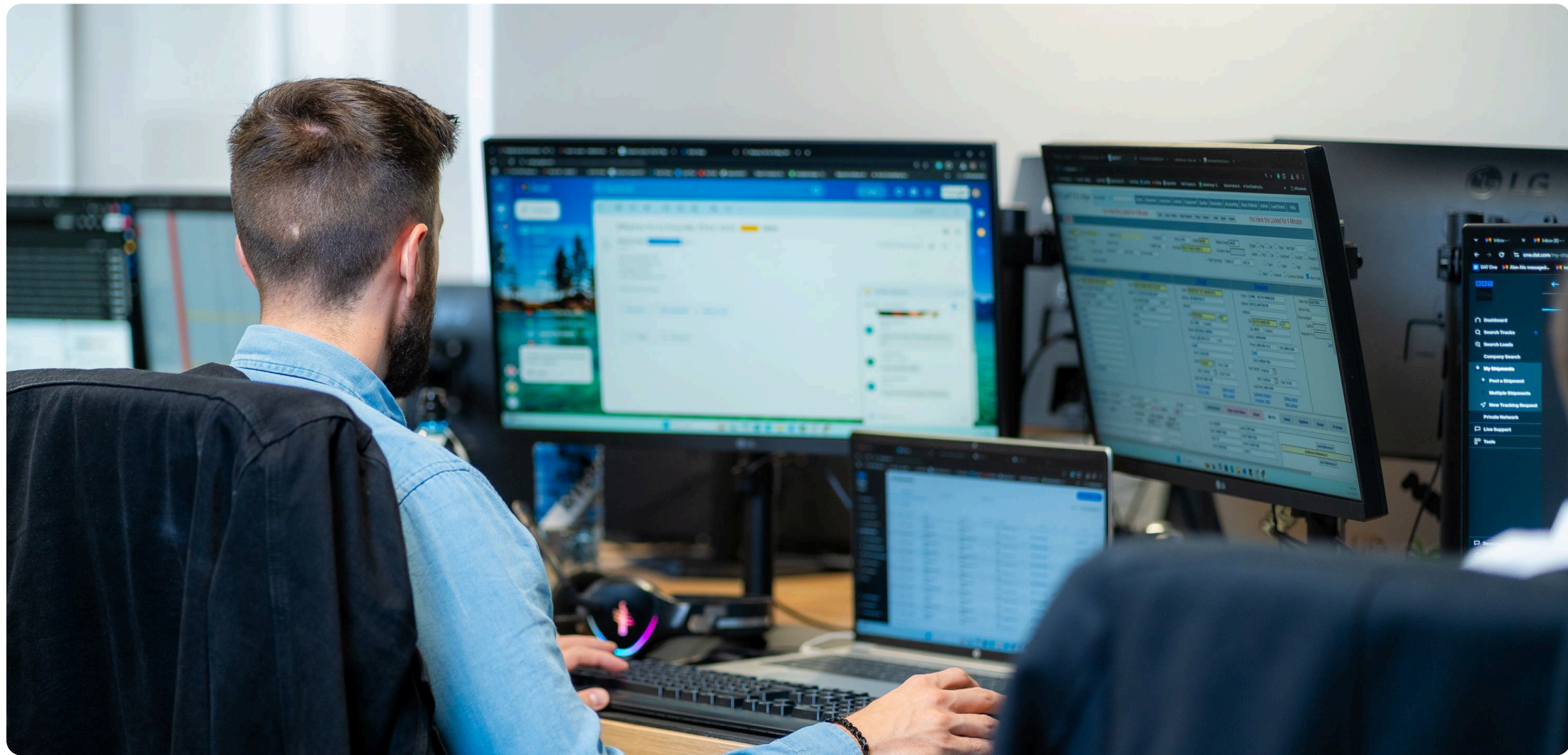
Genuine moments

Capturing real, unscripted moments of people in action, this category conveys optimism and professionalism without forced expressions. The focus remains on individuals, with subtle logistics elements in the background to add depth and context.

Key characteristics:

- Focused on natural, unposed moments
- Conveys a sense of optimism and energy, without the need to show constant laughter or over-the-top expressions
- Depicts action, effort, or quiet moments of concentration
- Conveys positivity and competence
- Incorporates logistics or team elements to tie back to our industry





Global perspective

Highlighting our global reach, these images show dynamic scenes of movement, emphasizing active transportation and operations. They reflect calm professionalism through carefully chosen lighting, from daytime to early sunset.

Key characteristics:

- Focused on movement and action, never static
- Daytime and sunset lighting to complement brand colors
- Global scenes and logistic activities
- Calm, professional energy with understated expressiveness





Team portraits

These professional, staged portraits showcase our team in a corporate setting. The focus is on authentic expressions, eye contact, and well-composed shots that convey warmth and expertise.

Key characteristics:

- Subjects make direct eye contact with the camera
- Authentic, natural facial expressions
- Depth of f2.8 or lower
- Bright, well-exposed lighting
- Corporate setting
- Professional photographer required for consistency and quality

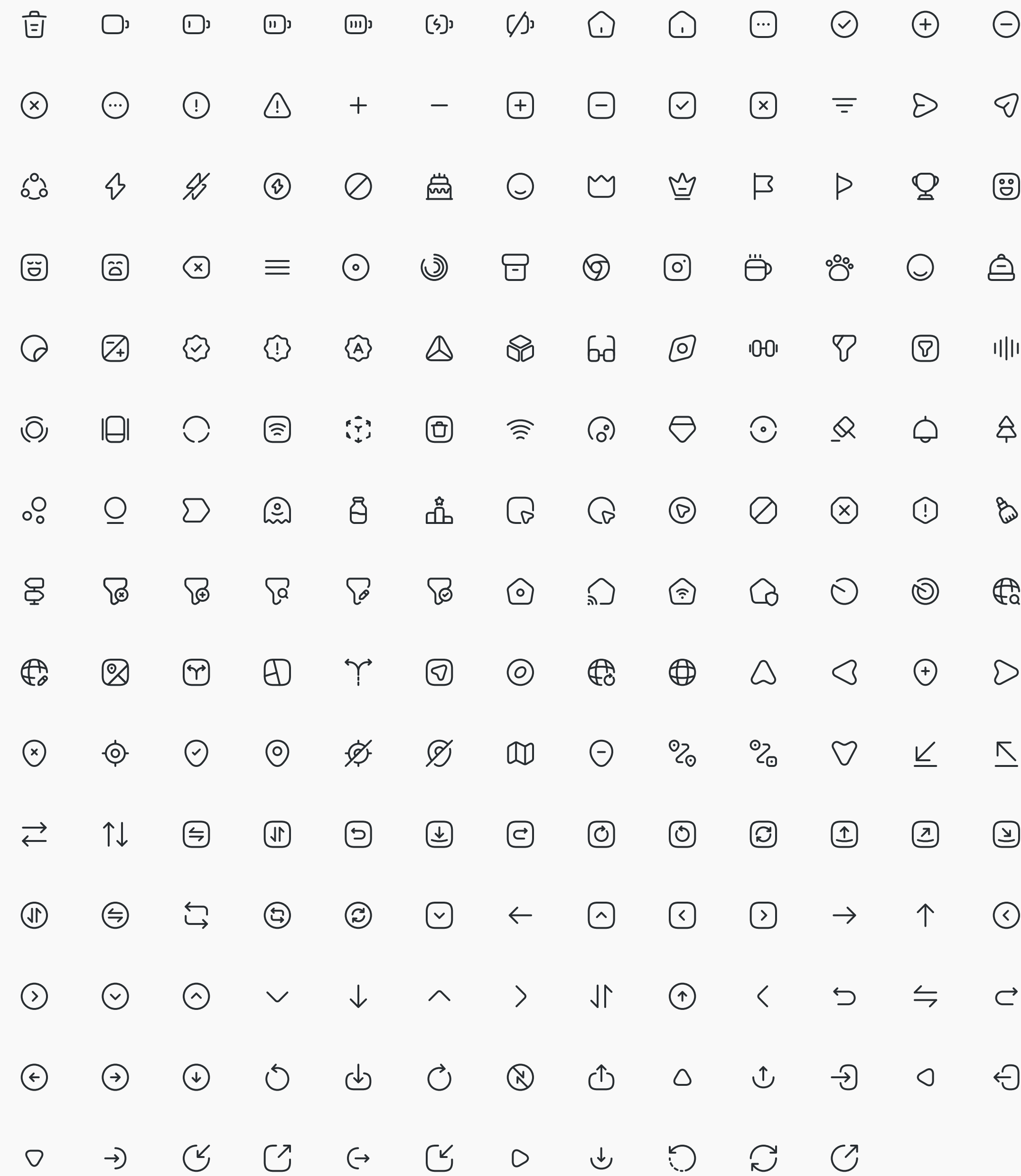


Graphic assets

Iconography

Iconography is an integral part of our visual identity, helping to communicate complex ideas quickly and effectively.

- **Minimal and simple**
Use clean, minimal lines to ensure clarity and readability at all sizes. Avoid overly complex details that could make the icons difficult to understand.
- **Consistent stroke weight**
Ensure that all icons maintain a uniform stroke weight (1.5px) to create a cohesive look. Icons should feel balanced and harmonious when placed together
- **Use sparingly**
Icons should be used thoughtfully to support content, not to overwhelm it.



Iconography

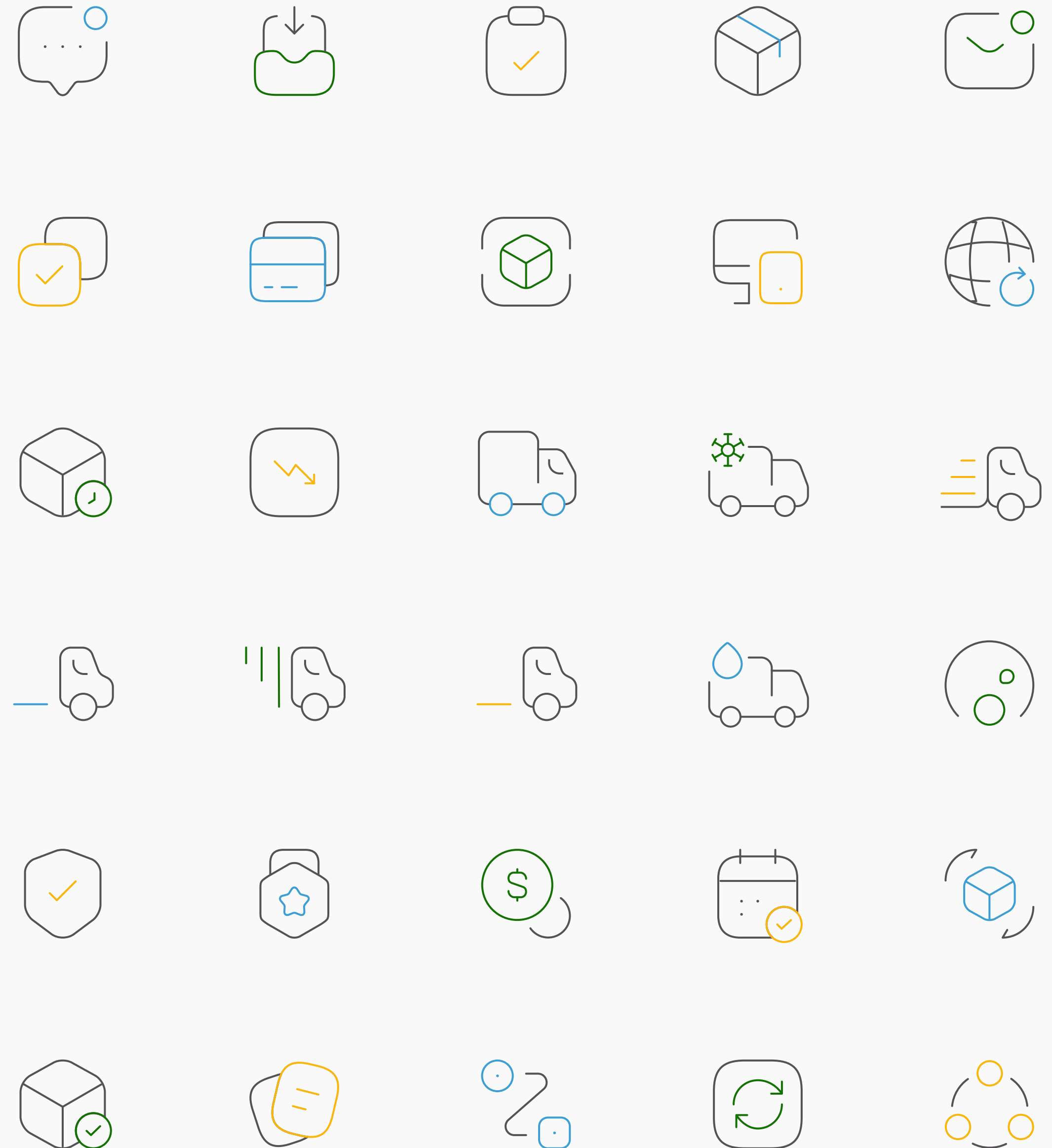
Our color choices for icons should align with the overall brand palette, ensuring icons feel integrated and complementary to other design elements.

- **Two-tone combinations**

Use a two-tone approach by combining primary, secondary or semantic colors with a neutral shade. This ensures that icons remain clear and accessible without becoming overly complex.

- **Create balance**

In two-tone combinations, use primary, secondary or semantic colors to highlight specific areas of an icon, and neutral shades to maintain overall harmony.

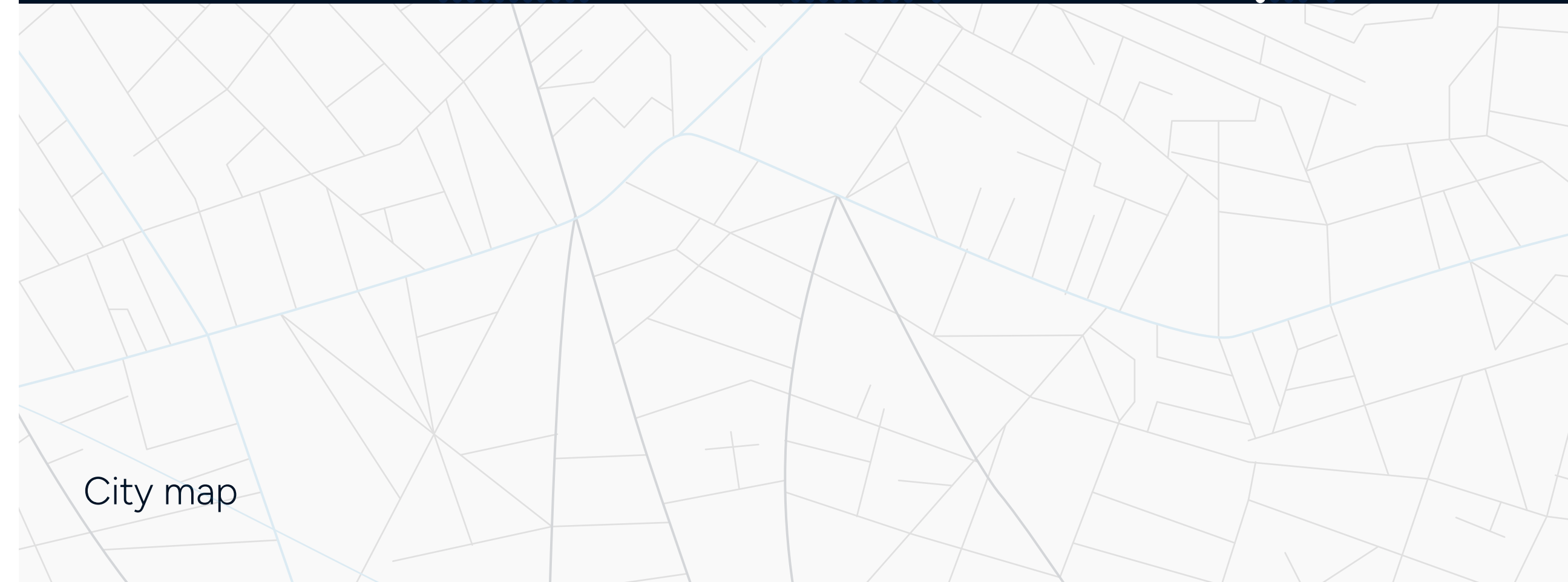


Graphic elements

Graphic elements are key to reinforcing our brand identity, creating visual interest while supporting the overall message of professionalism, global reach, and reliability.

The graphic styles we use are subtle yet impactful, enhancing the design without overwhelming the content:

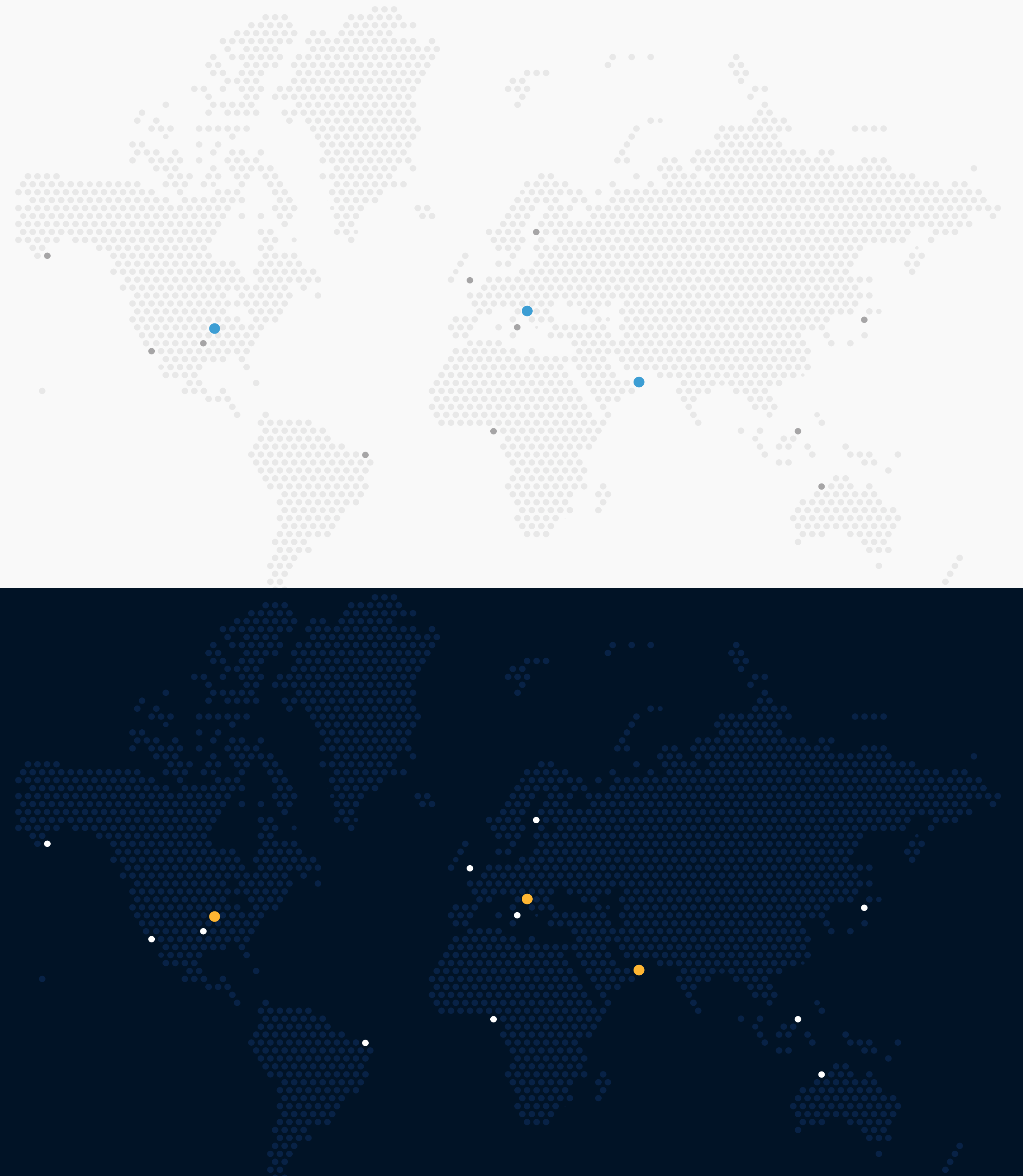
- World map
- City map
- Tire track pattern



World map

The dotted world map symbolizes our expansive global network, subtly reinforcing the idea of worldwide reach. The dots create a sense of movement and fluidity, complementing our brand's focus on logistics and dynamic solutions.

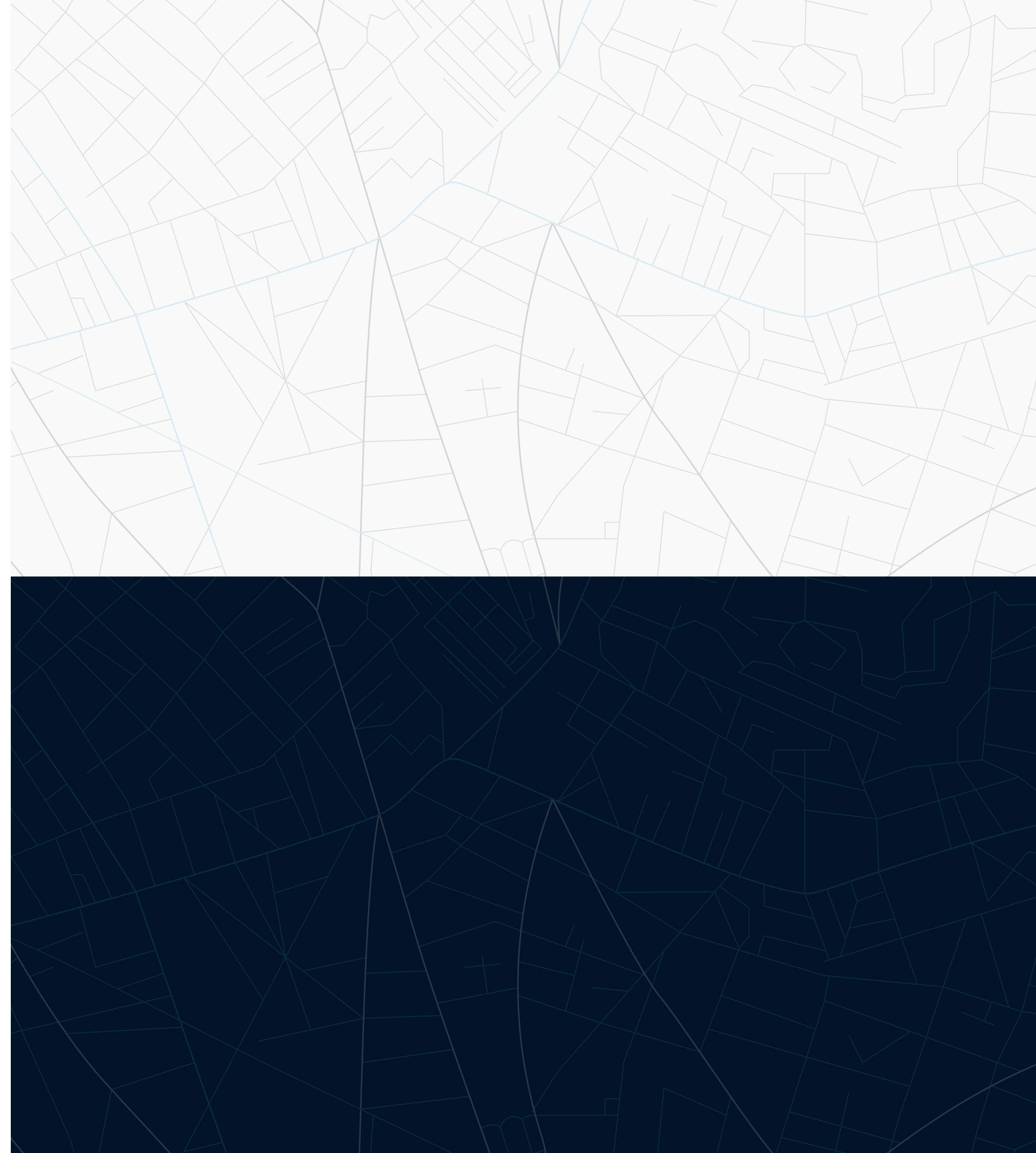
- On light backgrounds, use a map with grey color tints, with office location dots highlighted in primary color.
- On dark backgrounds, use a map primary color tints, with office location dots highlighted in secondary color.



City map

The vector city map conveys our operational presence in cities and urban environments, reinforcing our presence in local markets. This clean, simplified element helps illustrate city-based logistics, deliveries, and local networks.

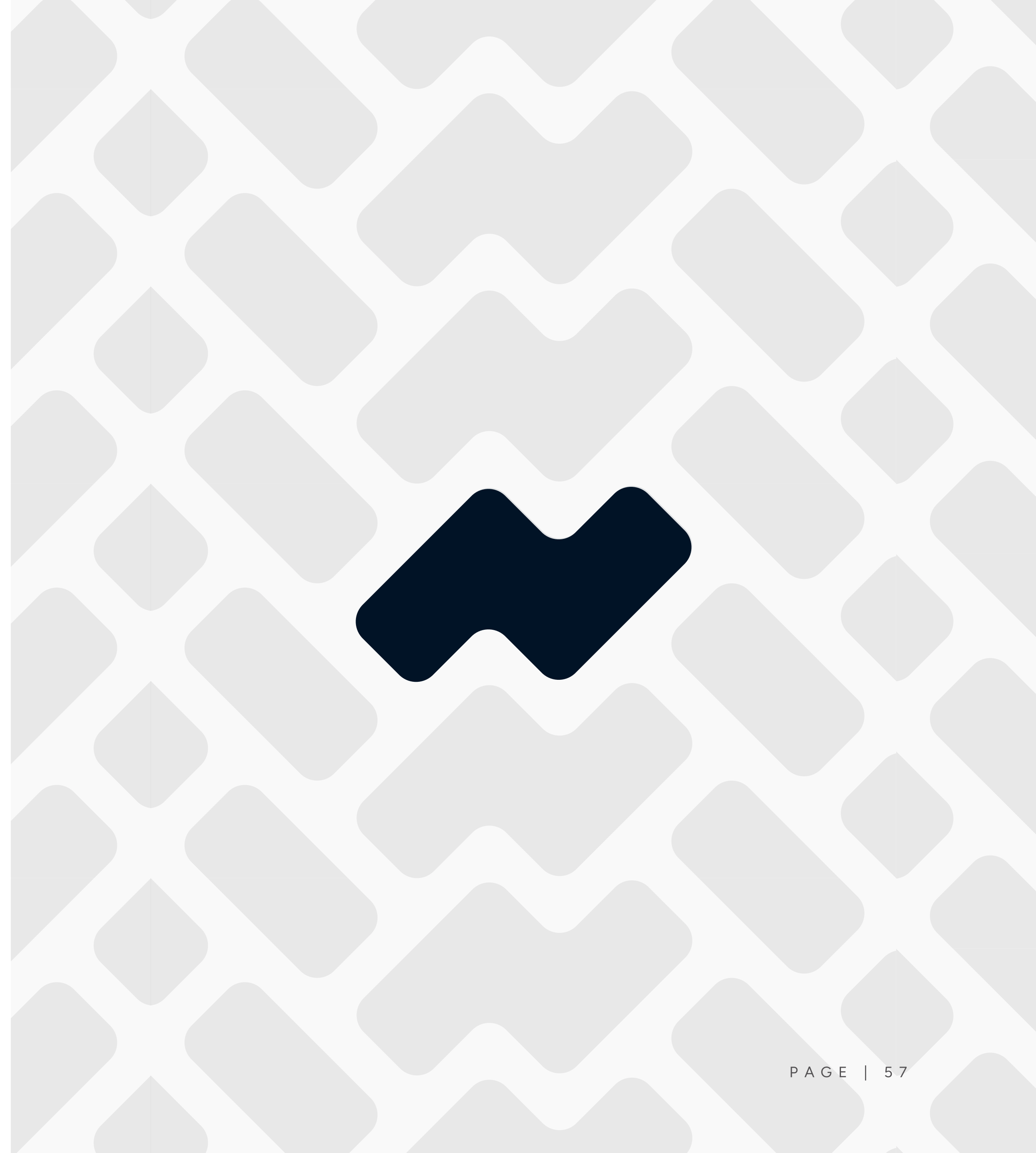
- On light backgrounds, use this map in tints of the grey and shades of primary color.
- On dark backgrounds, use this map in white and shades of primary color.
- If you're overlaying the city map with content, apply a radial white or dark blue gradient applied on top, to create distinct text visibility in the center.



Pattern

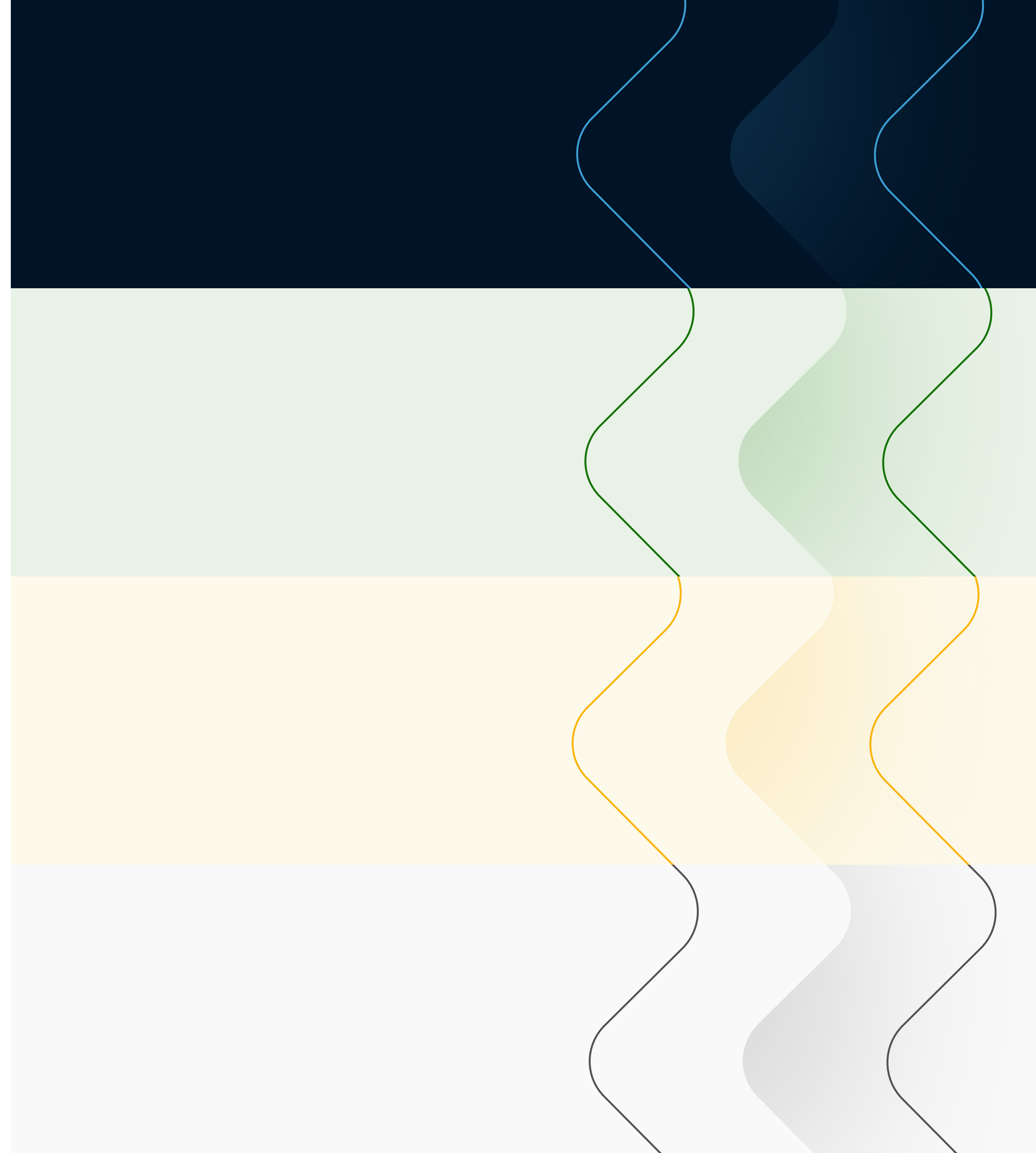
The tire tread pattern is a key graphic asset that symbolizes movement, durability, and the physical aspect of logistics. This pattern represents the journey goods take, from point of origin to final destination, emphasizing the company's commitment to delivering with speed and reliability.

Extracted and scaled up from an actual tire tread, this pattern has been transformed into a versatile design asset that highlights the company's role in transporting goods efficiently across various terrains.



Pattern

- **Subtle backgrounds:** The tire tread pattern can be used as a subtle background element in brochures, websites, or presentations, adding texture without overwhelming the design.
- **Layering and depth:** When layered with other graphic elements, it adds a sense of depth and movement to the composition. The pattern works well in muted tones or greyscale, staying in harmony with other design elements.





Thank you for being part of our story.

Let's shape the future of ATN LLC with intention and purpose.
Use this guide to create consistency, build trust, and make a lasting impact.
Find the design assets [here](#).