

ADTRAN[®]

LOGO STANDARDS

CORPORATE LOGO MARK

Clear Space



The ADTRAN logo serves as a graphical representation of the company's leadership, innovation and performance. It is critical that the ADTRAN logo is displayed in a consistent manner to present our company in a strong, professional way. It is used on all stationary items: letterhead, envelopes, business cards and more.

Clear Space

To ensure the ADTRAN logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should be equal to or greater than the 1/3 the height (indicated by "X" to the left).

Minimum Size

A logo that is too small has little or no impact. Minimum logo size is .75" in wide.

Registered Trademark

The registered trademark is to be used with the logo when used in North and South America, and is under two feet in width. If the logo width is greater than two feet, or the logo is used outside of North or South America, it is to be used without the registered trademark.

CORPORATE LOGO MARK

Color Variations



Teal logo - for use on white backgrounds or where there is sufficient contrast between the logo and the background for reproduction.



Black logo – for use when color reproduction is not an option.



Full-reverse logo – for use when full-color reproduction is not an option or viable solution on dark or black backgrounds.

The corporate identity consists of the logo set in ADTRAN teal, black and white. The logo should be reproduced in ADTRAN teal (PMS315) or black whenever possible.

To ensure that the logo is always legible and accurately reproduced, use the teal or black ADTRAN logo on a white background. When placing the ADTRAN logo on a dark background, use the white logo. This will provide a clean contrast compared to the teal or black logo. When the ADTRAN logo is placed on a photographic image, the image behind the logo must be light enough to provide contrast for the positive logo or dark enough to provide contrast for the reverse logo.

CORPORATE LOGO MARK

Usage

The ADTRAN logo is not to be distorted in any way.

The following examples represent incorrect usage of the ADTRAN logo.



Never add a line underneath ADTRAN.



DO NOT use the logo in headlines or sentences. Use the letters "ADTRAN" in the same font as the corresponding text.



DO NOT place the ADTRAN logo on a background that is too busy.



DO NOT apply a gradient or change the color of the ADTRAN logo with tagline



DO NOT skew, bevel, fold, dimensionalize, stretch, or otherwise alter the shape of the logo.



DO NOT place the positive colored logo on a medium to dark background that should display a reversed out logo.



DO NOT add a drop shadow or any effects to the the logo.



DO NOT use the logo with, or as part of, another logo or symbol or create a logo-like graphic that competes with the logo.



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