

BRAND GUIDELINES



Atlas9 brand guidelines

The logo, colors, and type that make Atlas9 recognizable — on the site, in cold outreach, on invoices, and anywhere the brand appears. One system, applied consistently.

VERSION 1.0 · JULY 2026 · [atlas9.ai](#)

01 — THE IDEA

What Atlas9 stands for

Atlas carried the world. Atlas9 carries the web presence of local trades businesses that don't have — and shouldn't need — an IT department.

The brand voice is capable and plain-spoken, not slick. The look backs that up: a strong, grounded wordmark, warm cream and deep navy, and a single coral accent that adds energy without shouting. It should feel like a company that answers the phone and gets it handled.

02 — LOGO

The three logo forms

One family, three forms for three situations. The 9, the dot, the tagline dots, and the stripes are all one flat coral — **#FF5A36**, no gradient. Each form comes in a light version (navy letters, for cream/white) and a dark version (cream letters, for navy or photos).

1. Primary lockup — stripes + tagline

The full brand signature: stripes flank the wordmark and the tagline **WEBSITES · HOSTING · CARE** sits beneath. Use it where there's room and you want the full statement — proposals, document covers, the pitch deck, printed material.



Primary — light · cream & white backgrounds

atlas9-lockup-light.svg



Primary — dark · navy & photographic backgrounds

atlas9-lockup-dark.svg

2. Website mark — stripes, no tagline

The stripes and wordmark without the tagline. This is the **default on-screen logo** — the site header and footer, email signatures, anywhere the tagline

would just add clutter. Cleaner and more legible at a glance than the full lockup.



Website mark — light

atlas9-wings-light.svg



Website mark — dark

atlas9-wings-dark.svg

3. Wordmark — no stripes, no tagline

Just ATLAS·9. For the tightest spaces — a narrow mobile header, a stamp, a small app tile — and as the fallback when the stripes won't fit.



Wordmark — light

atlas9-wordmark-light.svg



Wordmark — dark

atlas9-wordmark-dark.svg

App icon / favicon

The 9 on its own — solid coral on the navy tile, the same 9 from the wordmark. Use for the favicon, social avatars, and anywhere the brand needs to fit in a square.



App icon

favicon.svg

Animated logo & AI spinner — on-screen only

For live, on-screen use, the wordmark pairs with the animated AI mark to its left — two counter-rotating arcs (coral + cobalt) around a pulsing core, signaling the "AI is alive" idea. Use it for loading states, a hero flourish, or a lively header. This is the one place motion belongs; the static logos above stay the default everywhere else. (Animated in this HTML guide; printed as a still frame in the PDF. Files: `atlas9-animated-light.html` , `atlas9-animated-dark.html` , and the standalone `atlas9-ai-spinner.html` .)



Animated — light · spinner + wordmark

`atlas9-animated-light.html`



Animated — dark · spinner + wordmark

`atlas9-animated-dark.html`

Clear space & minimum size

Keep clear space around the logo equal to the height of the "9" on all sides — don't crowd it with text or edges. Minimum size: **120px wide** for the primary lockup (below that the tagline stops being legible — switch to the wordmark), **90px wide** for the wordmark.

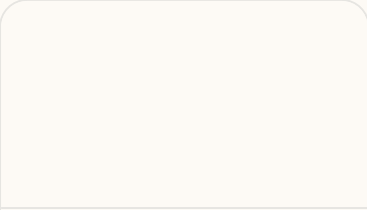


03 — COLOR

Palette

Pulled directly from the site. Cream and navy are the foundation — cream is the default background, navy is the primary ink and dark-mode surface. Coral is the signature accent; use it deliberately, not everywhere. Sunny pairs with coral in the logo gradient. Cobalt and mint are sparing support colors.

Core

		
Cream #FDFAF5 Default background	Navy Ink #1B2430 Primary text, dark surfaces	Muted #5B6472 Body text, secondary copy

Accent — the logo orange



Coral

#FF5A36

The one brand orange —
the 9, the dot, CTAs, links

Coral Deep

#E64526

Hover / pressed states

Cobalt

#2E4CFF

Sparing support accent

The 9, the dot, and the tagline dots are all one flat orange — #FF5A36, no gradient. The wings are the same orange fading to transparent. Keep the orange to the 9 and dot; don't fill whole letters with it.

04 — TYPOGRAPHY

Type system

Three typefaces, each with one job. All are free Google Fonts, so they render everywhere with no licensing cost.

DAYS ONE — LOGO ONLY

Used exclusively in the wordmark. Do not set body copy or headlines in Days One.

ATLAS·9

OUTFIT — HEADLINES & UI

Weights 500–800. Section titles, buttons, stats, labels. Tight letter-spacing on large sizes.

Websites that work while you work.

Aa Aa Aa LABEL

INTER — BODY

Weights 400–600. Paragraphs, descriptions, form fields. Line-height 1.65 for readability.

No juggling a designer, a developer, an SEO person, and a hosting company. Atlas9 is all of it, on one simple monthly plan.

05 — USAGE

Do & don't

✓ DO

- Use the primary lockup by default; switch to the wordmark only when space is tight.
- Keep the orange on the dot and 9 only — one flat color, no gradient.
- Put the light logo on cream/white, the dark logo on navy or photos.
- Give the logo clear space equal to the height of the 9.
- Use the supplied SVGs — the text is outlined, so it renders identically everywhere.

× DON'T

- Don't recolor the wordmark or fill whole letters with the gradient.
- Don't set the tagline or body text in Days One.
- Don't stretch, rotate, or add drop shadows/outlines to the logo.
- Don't place the light logo on a busy or light-colored photo without a scrim.
- Don't shrink the lockup below 120px wide — use the wordmark instead.

06 — FILES

Where the assets live

Production SVGs (outlined text, no font dependency) and favicons are in the site repo under `assets/brand/`, and mirrored in this project's `outputs/brand/` folder.

Primary lockup: atlas9-lockup-light.svg · atlas9-lockup-dark.svg

Website mark: atlas9-wings-light.svg · atlas9-wings-dark.svg

Wordmark: atlas9-wordmark-light.svg · atlas9-wordmark-dark.svg

Icon: favicon.svg · favicon-32.png · favicon-192.png · apple-touch-icon.png

Atlas9 Brand Guidelines v1.0 — July 2026. Colors and type sourced from the live atlas9.ai build. As the brand evolves, this document is the reference — update it here first.