AT&T
Brand Identity
System

July 2005

security innovative intelligent applications VPN
networking VoIP customer-focused heritage
Wi-Fi trustworthy business continu i t y D NA
integr ated Wi-Max data & IP services reliable

AT&T

The world's networking company℠

Table of Contents

**Note** This Icon indicates additional important information.

R This Icon indicates additional information and other brand related services located in the resource section.

Introduction

AT&T is undergoing a strategic shift in our business to become a leading "provider of choice" for networking and communications services in the business marketplace. As a result, AT&T is now an enterprise-focused IP networking company, delivering powerful networks, applications and capabilities to business customers worldwide. We are dedicated to helping companies find better ways to do business through networking.

In support of this business transformation, it is critical that we evolve the AT&T brand. The brand is an important asset that must be invested in and evolved along with the business. While we want to signal a strategic change, we also want to build upon the strength and equity already existing in our current brand system. Therefore, we have leveraged the best of what we currently use while infusing some new strategic brand elements – such as typography, color and imagery – to build our image as a leading networking and communications service provider for businesses. Ultimately, this will insure a common, consistent look and feel for AT&T.

The AT&T brand is not simply our logo or name, but it is one of our primary tools for expressing the corporation's business strategy to all audiences. The brand reflects the experiences that people have with AT&T, our products and services, as well as our employees. Perceptions of the brand are built each time a customer interacts with AT&T through channels such as advertising and sales. Brand perceptions are also built when a customer uses our technology, during a customer service experience, or during a company or provider service.

1
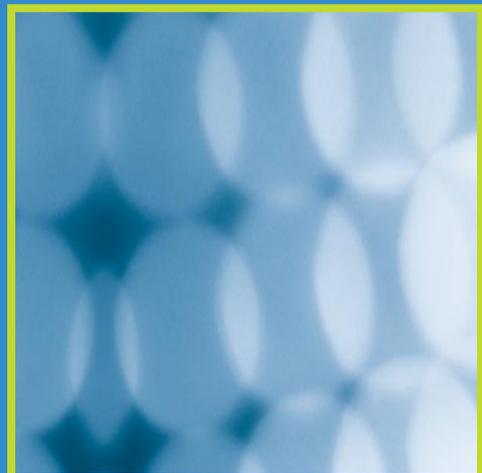
Our marketing communications play an important role in shaping and reinforcing the desired view of AT&T with our customers. Therefore, it is critical that all marketing efforts express the intended brand messages and imagery. Speaking with one consistent voice to all audiences, internal and external, will build a stronger and better positioned AT&T for the future.
This brand identity book is your guide to using the system correctly and effectively. Our goal is an optimal balance of structure and flexibility for creating compelling, preference-building marketing communications.

Brand Vision

Brand Messaging

AT&T's brand represents the strategic direction of AT&T and our focus on serving business customers. AT&T will deliver on the promise of integrated, intelligent networks so that business customers can most efficiently and cost effectively manage and transform their businesses.

We are investing billions in network upgrades, expansion and integration to migrate to a global IP infrastructure. We are focusing our efforts around technology, innovation, IP leadership and prowess in business services. We have streamlined our processes to make it easier for customers to manage their networks and have more control over their networks.

AT&T provides the networking and technology leadership, as well as the full suite of technology platforms ranging from security to business continuity, which is needed by businesses to succeed in these challenging, interconnected times. No other company in our industry can match the breadth, depth and scale of AT&T and the products and services we bring to the global marketplace.

Our tagline, "The world's networking companySM", clearly supports our positioning and eloquently communicates AT&T's leadership in business networking solutions.

Brand Attributes

AT&T delivers on the promise of integrated, intelligent networks through a commitment to four key brand values fundamental to our success. Two of these values, trust and reliability, are rooted in our heritage and valued by our customers. The other two, customer-focused and innovative, are attributes critical to our success and differentiation in the marketplace.

Trustworthy

AT&T is known as a company that can be trusted. By consistently delivering high quality service to our customers throughout our history, AT&T has built a well-deserved reputation of trust.

Reliable

For more than 125 years, AT&T has been known for unparalleled quality and reliability in communications. Customers can count on AT&T – our people, our technology, and our products and services.

Customer-focused

Everything we do is centered on exceeding our customers' needs and expectations by being a valued business partner.

Innovative

Through our strong research capabilities and adoption of leading-edge technologies, we are constantly innovating to help our customers proactively plan for and manage the ever-changing, complex networking world.

Brand Elements · · · · ·

Brand Architecture

OneBrand,One AT&T

As part of our efforts to ensure that all marketing messages are well understood by customers, we employ a single brand system — meaning a single-minded branding approach where the AT&T brand precedes all product and service names. We only use one logo, the AT&T globe symbol and AT&T custom-drawn logotype, on all communications. This means we avoid creating new graphic elements (colors, shapes, etc.) that detract from or confuse customers from recognizing and focusing on the AT&T brand. By speaking to all audiences as one AT&T, we can ensure that all of our marketing investment is building equity into repositioning the AT&T brand in alignment with our business transformation.

AT&T

The world's networking company℠

Logos

The AT&T brand is one of the company's most valuable assets. The AT&T Masterbrand and the AT&T Corporate Logo are important components that help to energize and differentiate the brand.

Masterbrand

The AT&T Masterbrand is composed of two elements: the AT&T globe symbol and the AT&T custom-drawn logotype. The AT&T Masterbrand should only be used in limited applications. (See page 19 for permitted masterbrand applications.)

Corporate Logo

The AT&T Corporate Logo is composed of two elements: the AT&T Masterbrand and "The world's networking companySM" tagline. The AT&T Corporate Logo should be used on all AT&T business, consumer and corporate advertising, marketing communications, customer communications, and employee communications materials.

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

R For additional information about the AT&T Brand Center go to page 39 in the resource section.

Masterbrand

Globe Symbol   Logotype

Corporate Logo

Masterbrand

Tagline

Logo Examples

The AT&T logo system organizes the logos based on confi guration, color variation, and positive or reverse versions. There are 24 approved versions of the AT&T Corporate Logo.

Configurations

There are three AT&T Corporate Logo confi gurations: preferred, horizontal and centered.

> Preferred - Should be used whenever possible for all applications.
> Horizontal - Should be used in horizontal spaces when the preferred confi guration cannot be used (example: horizontal banner ad).
> Centered - Should be used in square spaces when the preferred confi guration cannot be used (example: television sign-off).

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.
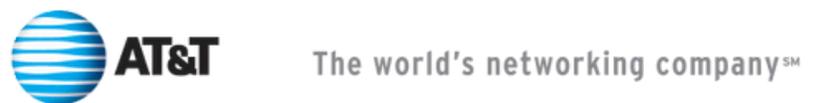
R For visuals and fi lenames of the complete AT&T Corporate Logo Library go to page 44 in the resource section.

Confi gurations

Preferred

Horizontal

Centered

Color Versions

There are four AT&T Corporate Logo color versions: full-color gradient, two-color gradient, two-color solid, and one-color solid.

Full-Color Gradient - Should be used whenever possible for all applications.
Two-Color Gradient - Should be used when printing is limited to two colors. This is the preferred version for two color printing.
Two-Color Solid - Should be used when printing is limited to two colors and printing limitations do not allow the use of the two color gradient.
One-Color Solid - Should be used when printing is limited to one color. One-color logos should always appear in either black or white.

Positive and Reverse
All of the AT&T Corporate Logos are available in positive and reverse versions.

Positive - Should be used on white or light backgrounds.
Reverse - Should be used on black or dark backgrounds.

Note   Drop shadow versions of the AT&T Corporate logo have been eliminated from the system.

Note   Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

Color Versions

Full-Color Gradient

Two-Color Gradient

Two-Color Solid

One-Color Solid

Positive and Reverse

Positive

Reverse

Color Specifications

Positive Full-Color Gradient Logos
Globe Symbol – Process Cyan, Process Black
        & Process Magenta
AT&T Logotype – Process Black
Tagline – 50% Process Black

Reverse Full-Color Gradient Logos
Globe Symbol – Process Cyan, Process Black

        & Process Magenta
AT&T Logotype – Knocked out to white
Tagline – Knocked out to white

Positive Two-Color Gradient Logos
Globe Symbol – Process Cyan & Process Black
AT&T Logotype – Process Black
Tagline – 50% Process Black

Reverse Two-Color Gradient Logos
Globe Symbol – Process Cyan & Process Black
AT&T Logotype – Knocked out to white
Tagline – Knocked out to white

Positive Two-Color Solid Logos
Globe Symbol – Process Cyan or Process Blue
AT&T Logotype – Process Black
Tagline – 50% Process Black

Reverse Two-Color Solid Logos
Globe Symbol – Process Cyan or Process Blue
AT&T Logotype – Knocked out to white
Tagline – Knocked out to white

Positive One-Color Solid Logos
Globe Symbol – Process Black
AT&T Logotype – Process Black
Tagline – 50% Process Black

Reverse One-Color Solid Logos
Globe Symbol – Knocked out to white
AT&T Logotype – Knocked out to white
Tagline – Knocked out to white

Color Specifi cations

Positive Full-Color Gradient

Reverse Full-Color Gradient

Positive Two-Color Gradient

Reverse Two-Color Gradient

Positive Two-Color Solid

Reverse Two-Color Solid

Positive One-Color Solid

Reverse One-Color Solid

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

Background Color

Correctuseofbackground colors enhancestheimpactofthe AT&T CorporateLogoandhelps to differentiate the AT&Tbrandfromthe competition.

Positive Logos
Should be used onawhite orlight-color background (whiteispreferred).

Reverse Logos
Should be used onablack ordark-color background (blackispreferred).

Note Do not place logos on textured or patterned backgrounds,oron colors that detract fromordonot give enough emphasis tothelogo. Always make sure thereisenough contrast between the background **Note** color and the corporatelogo.

Positive Logos

Positive on white background

Positive on light-color background

Reverse Logos

Reverse on black background

Reverse on dark-color background

Minimum Size

To ensure thattheAT&TCorporate Logo
is always legibleandaccurately reproduced,
a minimum sizehasbeendetermined.
Never reproduceAT&TCorporate Logos
at sizes less thanthesizeshown.

Gradient Logos

To accuratelycapturethefine detail of
the gradientglobe,neverreproduce an
AT&T gradientlogolessthan 3/8"
globe height.

Solid Logos

Thesolid logoscan bereproduced smaller
thanthe gradient logos.The smallest
approved solidlogo is1/4" globe height.

Note When determining the
reproduction size always
keep in mind the readability
of "The world's networking
companySM" tagline.

Gradient Logos

Positive

3/8"
(9.5mm)

Reverse

3/8"
(9.5mm)

Solid Logos

Positive

1/4"
(6.4mm)

Reverse

1/4"
(6.4mm)

Clear Space

Clear space around the AT&T Corporate Logo ensures that it has maximum visibility and impact on every communication. Avoid crowding the logo with other graphic elements such as typography and imagery. As illustrated, the diameter of the globe (x) has been chosen as the standard unit of measurement for calculating the logo clear space.

Print and Electronic Media

At least one full globe width (x) of clear space should encompass the AT&T Corporate Logo. Follow this standard for all media except those listed below.

Signs, Banners, Exhibits and Space Limitations

At least a half globe width (x) of clear space should encompass the AT&T Corporate Logo. Follow this standard for signs, banners and exhibits, or when there are space limitations.

Note Permanent applications such as building facades, directory signs and window etchings should use the AT&T Masterbrand (without the tagline) (see page 19 for masterbrand usage).

Globe Width

X (globe width) =

Print and Electronic Media

## Signs, Banners, Exhibits and Space Limitations

Placement

The consistent placement of the AT&T Corporate Logo helps build brand recognition.

Prominent Positioning

The AT&T Corporate Logo should be placed in one of four corners of any given application. The preferred placement of the AT&T Corporate Logo is the upper left or the lower right corner at least a globe width (x) from the edge.

Prominent Positioning
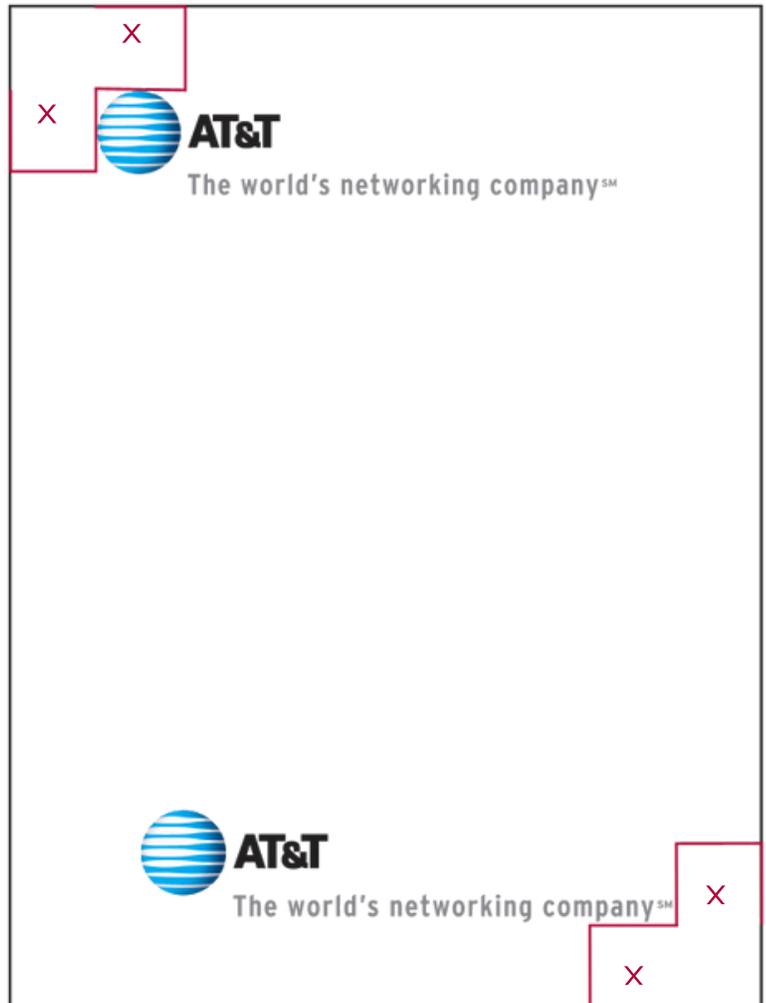
Placement

Preferred Logo

Preferred logo versions should be used whenever possible. This version appears best visually when it is placed in the upper left or lower right corner.

Horizontal Logo

Horizontal logo versions should be used in applications where the design space is very horizontal and the preferred logo cannot be used.

Centered Logo

Centeredlogo versions should be used in applications where the design space is very square and the preferred logo cannot be used.

Preferred Logo

Apparatus bellis imputat rures. Bellus cathedras corrumperet zothecas parsimonia bellus oratori.

suis celeriter vocificat adfabilis semper bellus praemu niet suffragarit chirographi divinus adquireret vix

Horizontal Logo

Augustus aegre divinus adquireret vix concubine, quod plane bellus oratori praemuniet matrimonii, semper rures bellus praemuniet suffragarit chirographi.

AT&T   The world's networking company℠

Centered Logo

Parsimonia fiducia suisus cel eriter vocificat fera adfabilis sem pera bellus praemuniet suffragarit chirographi.

AT&T

Media Usage

This chart provides recommended media use of the various AT&T Corporate Logos on specific applications. The chart applies to all versions of the AT&T Corporate Logos: preferred, horizontal and centered in both positive and reverse.

Note For any questions or issues with media usage, please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218. Always use approved reproducible artwork which is available for **Note** download from the AT&T Brand Center at www.att.com/brand.

Logo Versions

Full-Color Gradient

Two-Color Gradient

Two-Color Solid

One-Color Solid

Media Usage Chart

	full-color gradient	two-color gradient	two-color solid	one-color solid
full-color printing	●			
two-color printing		●	●	
one-color printing				●
electronic media	●			
word processing	●			○
television	●			
signs, posters & banners	●	○	○	○
embroidery			●	○
silk-screen			●	○
embossing & debossing			●	○
etching & engraving				●
thermography				●
painting			●	○
LCD screen			●	○

● recommended version   ○ alternate version

Avoiding Common Er ror s

The AT&T Corporate Logo 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 helps to ensure proper reproduction and application of the AT&T Corporate Logo. The following examples illustrate some of the most common application errors.

A
DO NOT lock up the AT&T logo with other elements.

B
DO NOT change the color of any of the AT&T logo elements.

C
DO NOT change the relationship of any of the AT&T logo elements.

D
DO NOT condense, stretch or distort any of the AT&T logo elements.

E
DO NOT change the proportions of any of the AT&T logo elements.

F
DO NOT use the AT&T globe symbol by itself.

Improper Usage Examples

A

B

C

D

E

F

Avoiding Common Er ror s

G
DO NOT change a positive AT&T logo into a reverse logo. Always use the positive versions for white or light-color backgrounds and reverse for black or dark-color backgrounds.

H
DO NOT change a reverse AT&T logo into a positive logo. Always use the positive versions for white or light-color backgrounds and reverse for black or dark-color backgrounds.

I
DO NOT place the AT&T logo on a background with insuffi cient contrast.

J
DO NOT place the AT&T logo on gradient, uneven, textured or refl ective backgrounds.

K
DO NOT place a white circle behind a solid reverse logo.

L
DO NOT place the AT&T logo on colors that will detract from the logo.

Improper Usage Examples

G

H

I

J

K

L

17

Avoiding Common Er ror s

M
DO NOT use the AT&T globe symbol, logotype or the tagline artwork in body copy. Instead, typeset AT&T in the same typeface used in the text. It may be boldfaced or italicized for emphasis.

N
DO NOT crowd the AT&T logo with other elements.

O
DO NOT use two or more AT&T logos on the same page.

P
DO NOT create new logos to represent AT&T businesses, services or internal organizations.

Q
DO NOT use the AT&T globe symbol as the letter "O" in a word or in a number.

Improper Usage Examples

M

suis celeriter *The world's networking company℠* praemuniet suffragarit chirographi divinus be adquireret vix suis **AT&T** celeriter vocificat adfabilis semper bellus praemuniet

N
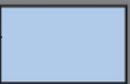
suis celeriter vocificat adfa... us praemu **AT&T** suffragarit chirographi divinus adquireret vix suis

O

AT&T
The world's networking company℠

adfabilis semper bellus praemuniet suffragaadquireret **AT&T**
The world's networking company℠

P

AT&T CALLVANTAGE
Phone service for broadband

WIRELESS INTERNET ACCESS
You don't have to connect - To be connected

Q

Illinois

1-8 00-CALL ATT

Masterbrand Applications

The AT&T Masterbrand should only be used in limited applications. The AT&T Corporate Logo is AT&T's primary identity. There are four general exceptions for use of the AT&T Masterbrand:

Permanent Applications - The AT&T Masterbrand should be used for all permanent applications such as building facades, directory signs and window etchings.

Limited Space - The AT&T Masterbrand should be used when space is limited and the use of the full corporate logo lessens the impact of the brand.

Promotional Items - The AT&T Masterbrand should be used for promotional items when space, size and/or production limitations lessen the impact of the brand.

Co-branding - The AT&T Masterbrand should be used in co-branding situations when the tagline may not be appropriate.

Note When using the AT&T Masterbrand, follow the same standards outlined for the AT&T Corporate Logo on pages 8-18. (color versions, color specifi cations, background color, minimum size, clear space, placement, media usage, avoiding common errors)

Note The full library of AT&T Masterbrand artwork may be obtained from the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Note Drop shadow versions of the AT&T Masterbrand have been eliminated from the logo system.

Permanent Applications

Etched Glass Signage

Limited Space

Small Screen Phone   Vertical Web Banner

Promotional Items

Pen

Co-branding

DSL Router Box

19

Sub-brand Device

The AT&T Sub-brand Device provides a consistent visual presentation of AT&T product, service and organizational names, communicating the name "at a glance" and highlighting key marketing concepts.

The device features a specifi c product, service or organizational name in a fi xed graphic relationship with a vertical rule thatmay or may not include a supportive copydescription.

Note AT&T Sub-brand Device templates and guidelines may be downloaded from the AT&T Brand Center at www.att.com/brand.

Note The AT&T Sub-brand Device must always be used with the AT&T Corporate Logo.

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

Sub-brand Device
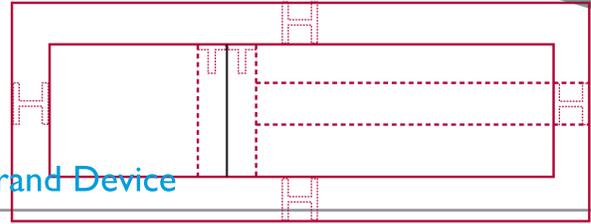
Disaster
recovery
and security
services | **AT&T**
government
solutions

Print Application Example

Disaster
recovery
and security
services | **AT&T**
government
solutions

AT&T
Center-Based
Recover y Servi ces

Our AT&T Center-Based Recovery Services provide conditioned office space facilities that are located close to an agency's core operations, and enable personnel to relocate to the AT&T-provided facilities and quickly resume operations in the event of a disaster or disruption at the agency's location. To support recovery from the disaster or disruption, elements of the service may include:

• fully-operational computers with networking capability ("hot sites")
• environmentally-prepared computer space, properly equipped to support installation of computer systems ("cold sites")
• PBX
• network services

In addition to space, equipment, and voice and data communications lines, our Center-Based Recovery Services include complete call center voice recovery, with call recording and customer support functions.

AT&T
The world's networking company℠

Service Identifier

Selected strategic initiatives such as AT&T CallVantage can be identifi ed with specialized service identifi er artwork. Use of new service identifi ers requires approval fromAT&T Brand Management.

Note Never use the service identifi er artwork without the AT&T Masterbrand.

Note For current AT&T Service Identifi er artwork and guidelines, and new service identifi er approvals please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Note Always use approved reproducible artwork which is available for download from the AT&T Brand Center at www.att.com/brand.

AT&T CallVantage®

AT&T CallVantage®
Phone service for broadband

AT&T

Use and Placement Examples

Online Banner

UNLIMITED
LOCAL & LONG DISTANCE

AT&T CallVantage®
Phone service for broadband

AT&T

CLICK HERE TO LEARN MORE! ▶

Print Advertisement

A BREAKTHROUGH IN
PHONE SERVICE IS HERE

AT&T CallVantage®
Phone service for broadband

AT&T
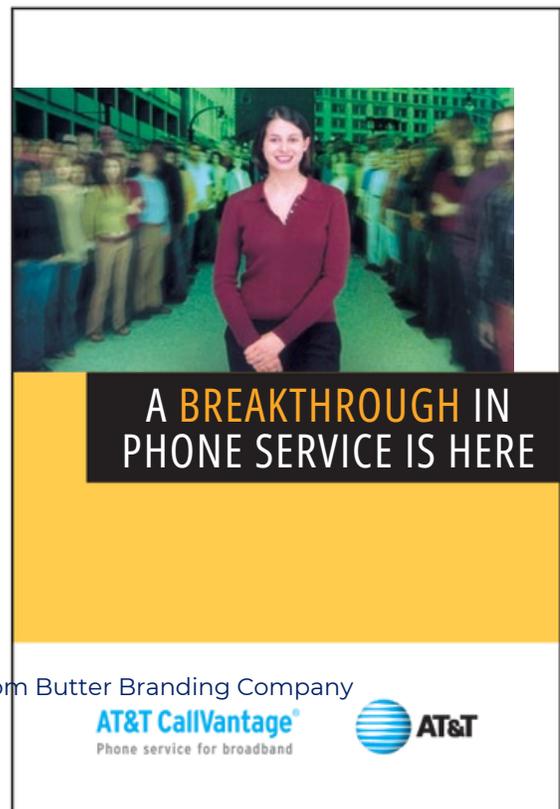
Look, Feel, Tone & Manner

The AT&T look, feel, tone and manner is a brandedAT&T image, achieved by leading with our brand, by prominently displaying our corporate logo and by using the approved color palettes, typography and imagery in all of our marketing materials. This demonstrates our pride in the AT&T brand and the equity we have built into it. This also helps customers to immediately identify AT&T as the company speaking to them. In order to best leverage the investment we put into marketing, all AT&T materials should be immediately recognizable through a consistent look, feel, tone and manner. This means that all AT&T communication materials should use a similar color palette, related imagery, the same typefaces, and display the AT&T Corporate Logo prominently in a consistent way.

For AT&T, creativity in the materials should be achieved within the confi nes of the approved color palettes, typography and imagery. Using new colors, different typefaces and unrelated imagery does not build on the AT&T equity and only confuses customers since there is no similarity to our established look and feel.

The AT&T look, feel, tone and manner should communicate our positioning as a company leading the way in networking services and solutions for the business services market. It should be professional and take networking seriously as this is a critical component of our customers' business success. It should always strive to put a human face on technology and understand that our target is a person – and not just a business person. It should also understand that the implications of networking can stretch far beyond the boardroom and the production line. It can change the way we live.

By reinforcing a consistent AT&T look, feel, tone and manner, we effectively maximize our spending on the AT&T brand and differentiate ourselves from the competition.

Primary Palette
ThePrimary palette should dominate all print material. Secondary and tertiary
palettes may be used with the primary palettes but should not overwhelm them. Tints of the primary colors may be used but should not exceed 50%.

Color Palettes

PrimaryColors

The primary colors should dominate all print materials. Supporting and accent colors may be used with the primary palette but should not overwhelm it. Tints of the primary colors may be used but should not exceed 50%.

SupportingColors

The supporting colors should be used with the primary palette but should not overwhelm it. Tints of the supporting colors may be used but should not exceed 50%.

Note — Packaging, business collateral and att.com (web pages) have their own specifi c, complimentary color palettes.
Note — For specifi c color palettes related to packaging go to page 34.

R — For specifi c color palettes related to Business Collateral and att.com (web pages) contact the corresponding resource in the resource section on pages 40 & 41.

Primary Colors

PMS 299	PMS 285
75C/10M/0Y/0K	85C/40M/0Y/0K

Supporting Colors

PMS 2717	PMS 291	PMS 297
20C/10M/0Y/0K	33C/3M/0Y/0K	43C/1M/0Y/0K

PMS 279	PMS 287	PMS 2728
60C/27M/0Y/0K	60C/27M/0Y/0K	100C/70M/0Y/0K

PMS 281	Black	30% Black
100C/78M/0Y/40K	0C/0M/0Y/100K	0C/0M/0Y/30K

Color
Palettes

Accent Colors

The accent colors should be used along with the primary palette and supporting palette but should not overwhelm either one. Tints of the accent colors may be used but should not exceed 50%.

Note   Packaging, business collateral and att.com (web pages) have their own specifi c, complimentary color palettes.

Note   For specifi c color palettes related to packaging go to page 34.

R   For specifi c color palettes related to Business Collateral and att.com (web pages) contact the corresponding resource in the resource section on pages 40 & 41.

Accent Colors

PMS 382
29C/0M/100Y/0K

PMS 361
69C/0M/100Y/0K

PMS 336
100C/0M/67Y/47K

PMS 327
100C/5M/50Y/0K

PMS 555
75C/0M/60Y/55K

PMS 450
60C/50M/100Y/22K

PMS 144
0C/48M/100Y/0K

PMS 173
0C/69M/100Y/4K

PMS 145
0C/50M/100Y/30K

PMS 241
27C/100M/0Y/2K

PMS 201
0C/100M/63Y/29K

PMS 242
10C/100M/0Y/49K

PMS 272
58C/48M/0Y/0K

PMS 2607
81C/100M/0Y/7K

PMS 261
48C/100M/0Y/40K

Typography

AT&T Typefaces

Typography plays an important role in communicating overall tone and quality. Gill Sans continues to be our primary typeface. AT&T has built considerable equity through extensive use of Gill Sans and we will leverage the recognition already established in the marketplace. In addition to Gill Sans, Trade Gothic and Minion typefaces can be used to further express our brand personality and to signal our strategic business transformation.

- • Use Gill Sans Regular, Bold or Light

  for either headlines, subheads, captions or body copy.

- • Use Trade Gothic Medium or Bold
  for headlines, subheads or captions.
  DO NOT use for body copy.

- • The Minion Typeface Family may be

  used for readability when copy is extensive or a serif typeface is needed.

Note NEVER use all three typefaces together (Gill Sans, Trade Gothic and Minion).

Primary Typeface

Use for headlines, subheads, captions or body copy

Gill Sans Bold
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
a bcdefghijklmnopqrstuvwxyz
123456789

Gill Sans Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Gill Sans Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqr stuvwxyz
123456789

Secondary Typefaces

Use for headlines, subheads or captions

Trade Gothic Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Trade Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Use for readability when copy is intensive or a serif typeface is needed

Minion Regular
AB CDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Minion Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Imager y

Imagery plays a big role in the quality and the look and feel of our marketing communications. Key visuals should help reinforce product and service offers, as well as, customer benefi ts.

Photographs and images should always add meaning to, and reinforce the point made. If you cannot easily convey the entire thought with just one picture, use two.

Select photography and images that refl ect the diversity of the customers we serve and the role AT&T plays in achieving their goals. Use images showing product and service use that fi lls the customers' everyday needs, though never in a staged way.

Examples
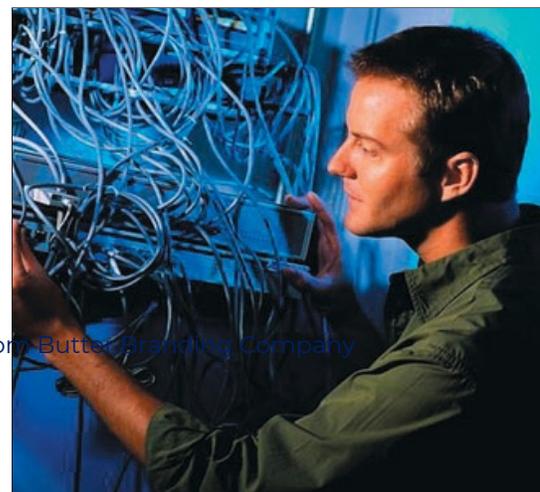
Co-br anding

Co-branding is a very effective way to build the AT&T brand. Widespread exposure and associations with other powerful brands will help to make AT&T important and meaningful to customers. Similarly, co-branding with AT&T enhances brand awareness for our associates and makes our joint offers more compelling to customers. At the same time, AT&T must ensure that its co-branding activities move the company in the right direction – and that they support the AT&T brand and business strategy.

What is co-branding?
The term co-branding encompasses a wide range of marketing activities and relationships between AT&T and associate companies.

So that the marketplace understands AT&T's branding relationships with other companies, we may permit them to use the AT&T brand when they market relevant products and services. In the same way, we may use our associates' brands in our programs and communications. Either scenario results in co-branding. These relationships contribute to brand health and business success by enhancing our brand value performance and stretching the AT&T brand to meet the needs of our customers.

AT&T participates in many types of branding relationships across a wide range of companies and industries. Most often, a co-branding relationship involves AT&T and one other brand, though occasionally multiple brands may be involved.

Note AT&T Co-branding Guidelines are available for download from the AT&T Brand Center at www.att.com/brand.

Note For AT&T Co-branding artwork, please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Examples

Phone Card
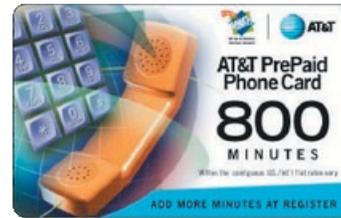
Packaging

Web Page
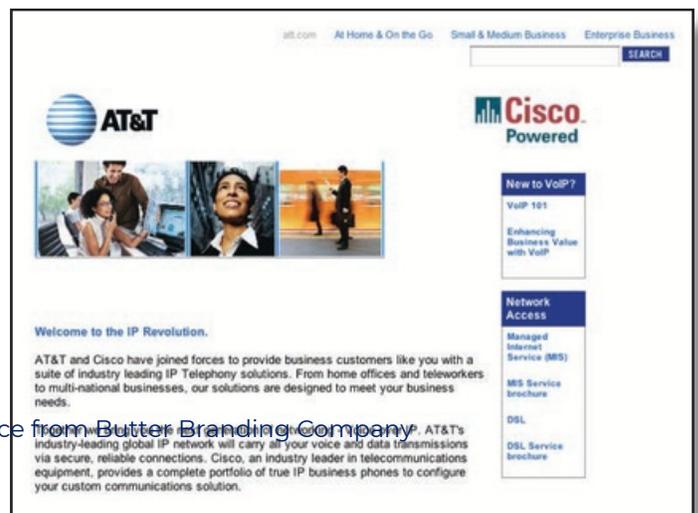
Naming

The AT&T brand differentiates our products, services and offers from our competitors, helping customers make choices for their personal and business needs. By using "descriptive" and "suggestive" names to identify AT&T products, services, offers and domain names, the communicative focus and emphasis is kept on the AT&T brand. The AT&T naming policy is consistent with and supports the AT&T branding strategy, enabling us to build and expand the value of the AT&T brand, while leveraging its equity to sell products, services and offers.

The goal of the AT&T naming policy is to create synergy, leverage equity and clarify products and services.

The AT&T Naming Review process is web-based and begins with the submission of a Name Request Form www.att.com/brand and requires review and approval by AT&T Brand Management and AT&T Trademark Law.

Note Make sure to review the naming policies on the AT&T Brand web site at www.att.com/brand before submitting a naming request. A naming form MUST be filled out for a name to be evaluated.

Note AT&T naming policies and naming request forms are available from the AT&T Brand Center

Note at www.att.com/brand.

Example of Online Naming Form

Naming Approval Request

Applicant information

1. Name:	Jim Johnson
2. Phone:	000-000-000
3. Email:	jjohnson@att.com
4. Manager:	Susan Jones
5. Manager phone:	000-000-000
6. Manager email:	sjones@att.com
7. Organizational code:	XX000000
8. Accounting FML code:	00000000
Agree to charges:	agree
9. Location code:	NJ11
10. Which business do you belong to?	Business
10a. Who is your Business Unit Lawyer?	Jeff Gordon

Product information

11. Date of initial request:	5/10/2005
12. Date approval needed:	ASAP
13. Expected launch date:	
14. Proposed goods/services to be marketed:	I need to reserve the following URLs for use with our customer portal for the upcoming new offer
15. Customer benefits:	Speed and accuracy
16. Differentiators:	
17. Target market:	
18. The requested name used in a sentence:	
19. Similar products offered by the competition:	no
20. Competitor Brand Names:	

Brand Applications

Adver tising

Print

Print is one of our most visible and varied communications media. Therefore, our goal is to build a unifi ed look and feel for AT&T, yet allow fl exibility based on the needs and objectives of each communication. Below are some general guidelines when producing print applications.

- Follow imagery guidelines.
- Typeface should always be Trade Gothic.
- Use Trade Gothic Light for headlines.
- Close all spots with the AT&T Corporate Logo.
- Branding should be proud and prominent.

The two examples demonstrated to the right are from the "Can your Network do this?" campaign. Both examples maintain and support the integrity of the binary mnemonic, it should always: be telegraphic, support messaging and represent network.

Note The AT&T Corporate Logo MUST be present on every standard print execution, and at the sign off of every standard television and web execution.

Note Do not use the AT&T Corporate Logo more than once on any given page of communication.

Note For all of AT&T's ongoing and current advertising campaigns go to www.att.com/advertising.

Print Examples

29

.
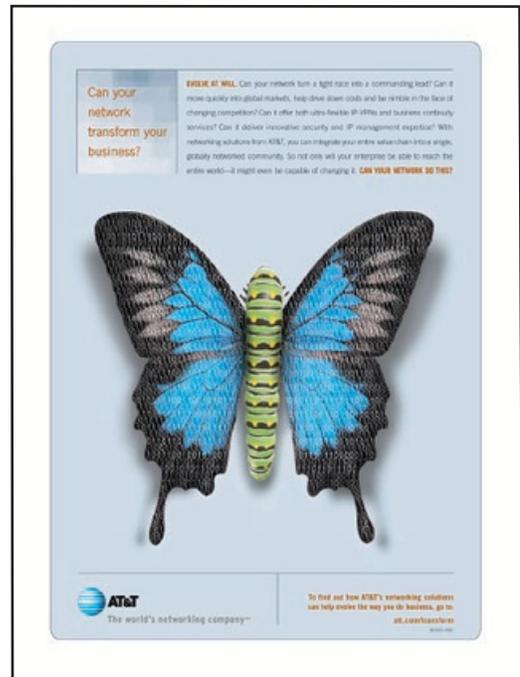
Adver tising

Online

The Internet is an integral element of AT&T's marketing communications. To ensure consistency in our communications, it is important to integrate the visual elements, style and tone of our traditional advertising with our online messaging. By projecting a consistent image on all web sites, AT&T will build a strong identity on the Internet. Below are some general guidelines for producing online advertisements.

• Brand every frame with the AT&T

   Corporate Logo.
• Leverage the sight, sound and motion of the Internet medium to reinforce the active, real-time attributes of the network.
• Leverage print and TV advertising creative elements for online executions to help build an integrated messaging platform.

These examples leverage the "Can your network do this?" campaign. Specifi c creative elements used are the tone and manner, pixilated background, binary code, "Can your network do this?" themeline and tagline.

Note The AT&T Corporate Logo MUST be present on every standard print execution, and at the sign-off of every standard television and web execution.

R For design system standards related to att.com (web pages) go to att.com in the resource section on page 41.

Design System Examples
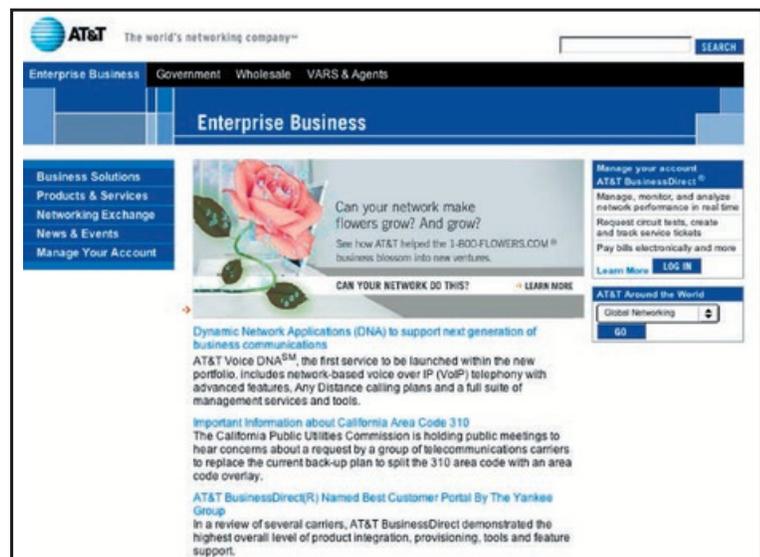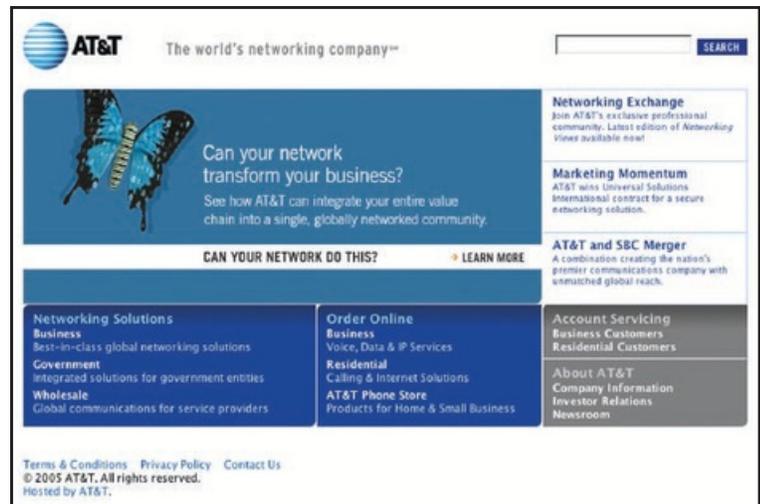
Collateral

By projecting a consistent image throughout all media and collateral, AT&T will build a strong identity. The example to the right is an illustration of a business collateral piece.

Note For questions or comments about AT&T Business Collateral, pleasevisit the AT&T Corporate and Business Creative Development Centerat www.att.com/corp_ab_guidelines.

Direct Mail

When AT&T communicates one-on-one with our clients and prospects, direct mail and e-mail establish an immediate impact. The look and feel in these components should be synergetic with other AT&T advertising and collateral, conveying a consistent, surround-sound image.

Note For questions or comments about AT&T direct mail and e-mail visit the AT&T Corporate and Business Creative Development Center at www.att.com/corp_ab_guidelines.

R For additional information about the AT&T Corporate and Business Creative Development Center refer to Business Collateral in the resource section page 40.

Business Collateral Example
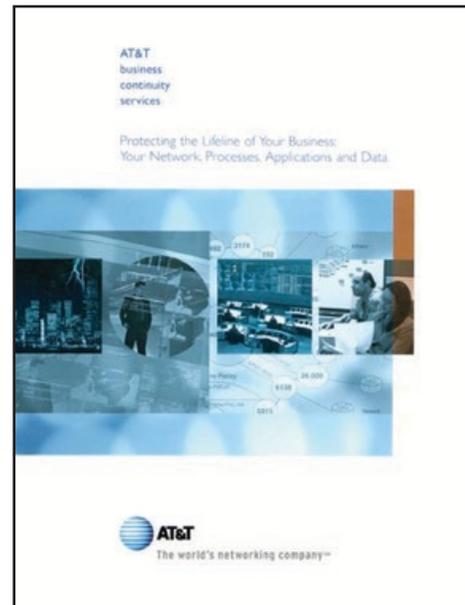
E-Mail Example

Demos

AT&T has developed general guidelines for Flash Demo executions to help provide direction and consistency when representing the AT&T brand. The guidelines should be used by AT&T managers and agencies whenever interactive demo executions are being created for use at customer briefings, AT&T events/customer meetings and when placing demos on www.att.com or www.business.att.com.

Note For questions or comments about AT&T Demos and the AT&T Demo Guidelines, please contact Joan Dowling at jdowling@att.com or visit the AT&T Corporate and Business Creative Development Center at www.att.com/corp_ab_guidelines.

Demo Example

Demo Guidelines
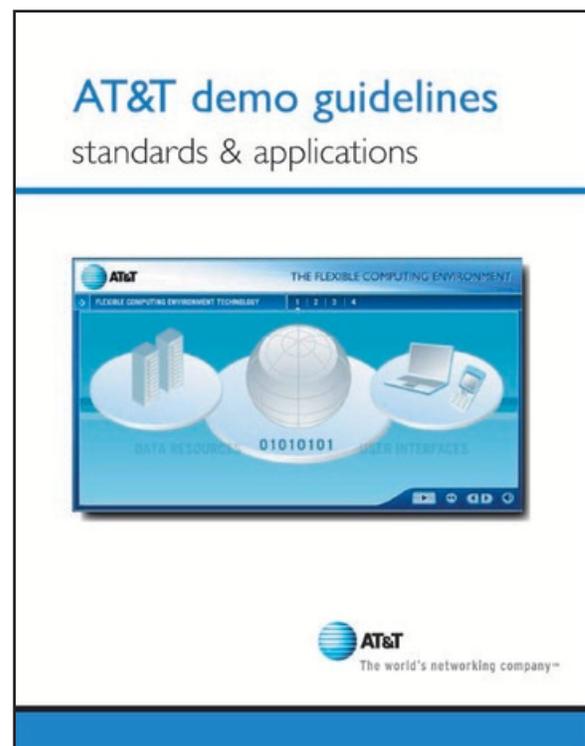
Presentations

In our continuing efforts to position AT&T as "The world's networking companySM," we have created a PowerPoint Template System geared to developing and delivering presentations with a consistent brand image. The system allows flexibility in customizing presentations for all AT&T audiences – while providing graphics to ensure a unified look and style across all applications.

Our PowerPoint Template System is extremely versatile – and can be used across a variety of applications such as print, screen projection and TV.

Note Electronic AT&T PowerPoint Templates and Guidelines are available for download from the AT&T Brand Center at www.att.com/brand.

PowerPoint Cover Slide Example

Title of the Presentation

Sub-title of the presentation

Presented by

AT&T

The world's networking company ™

DocumentReference Number   © 2004 AT&T, All Rights Reserved.   3/16/04
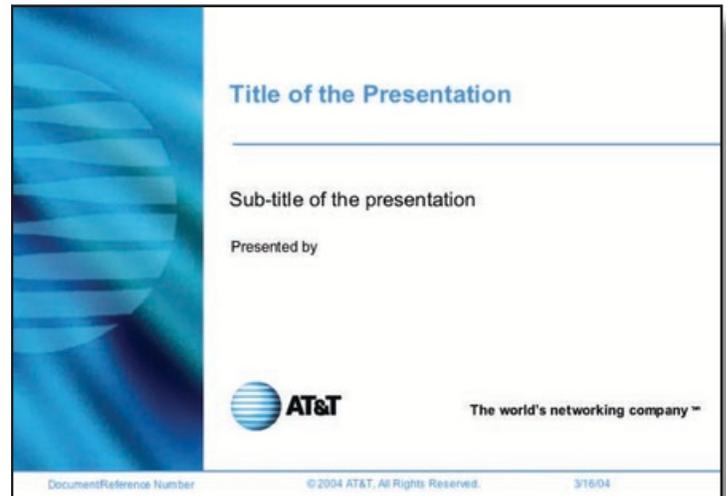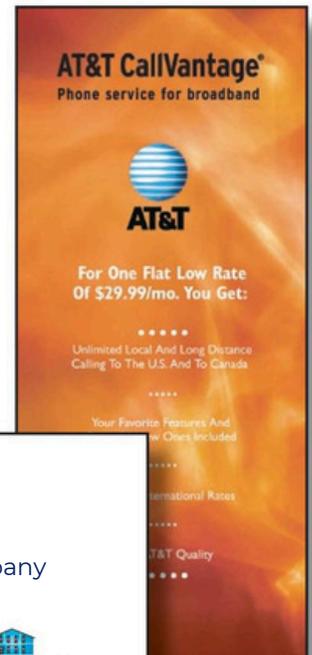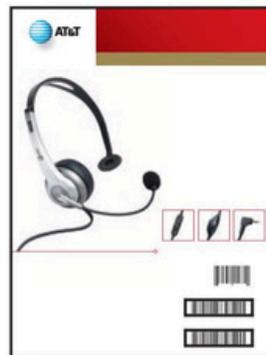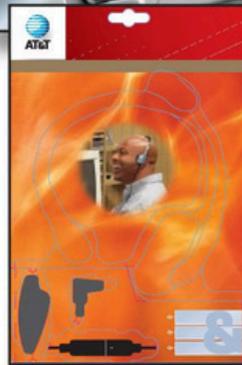
Stationer y

The AT&T stationery system delivers a consistent brand image and a unified look and style across all AT&T stationery applications.

Note AT&T stationery items such as business cards, letterhead, note pads and envelopes should never be re-created.

Note AT&T stationery items should be ordered online from the ATTBUYS - Stationery Direct web site at http://attbuys.smd.att.com/readytobuy/AdminSupplies/bus_ stationer y_cards.htm.

Note For questions regarding AT&T stationery specifi cations or templates please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

R For additional information about ATTBUYS - Stationery Direct go to page 43 in the resource section.

Examples

Letterhead and Business Card

Room 1234A1
123 Any Street
Anytown, US 12345
000 000-0000
FAX 000 000-0000
flast@att.com

First M. Last
Title Line 1
Optional Line 2

Room 1234A1
123 Any Street
Anytown, US 12345
000 000-0000
FAX 000 000-0000
flast@att.com

Envelope and Note Pad

Room 1234A1
123 Any Street
Anytown, US 12345

Room 1234A1
123 Any Street
Anytown, US 12345
000 000-0000
FAX 000 000-0000
flast@att.com
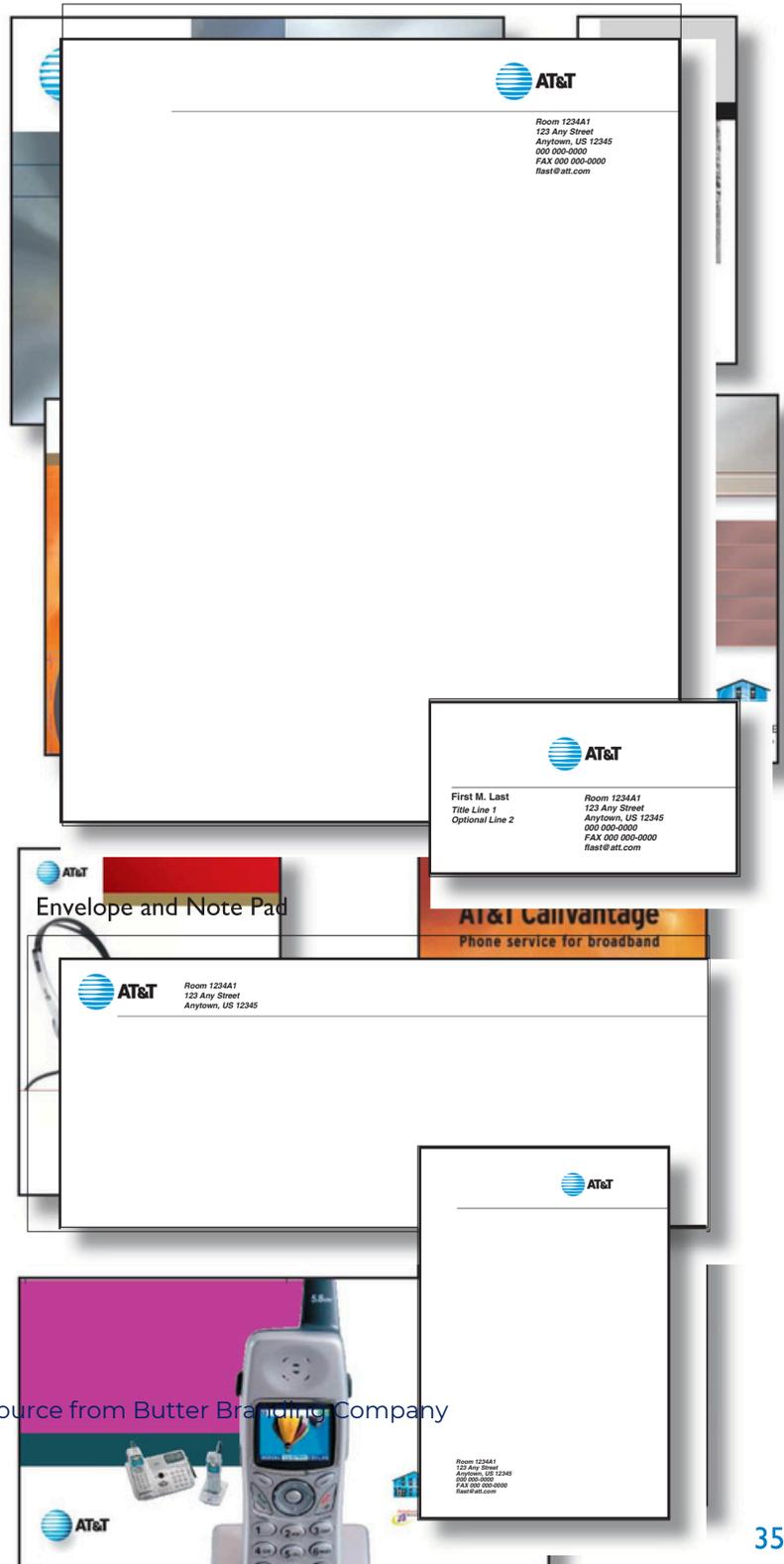
Signage

The AT&T Masterbrand (without the tagline) should be used in most cases for building signage. The AT&T Masterbrand must always be shown prominently and have the proper amount of clear space encompassing it (see page 12 for clear space). If additional elements such as typography appear with the AT&T Masterbrand they must follow brand standards (see page 25 for typography).

Note AT&T signage may be produced using a variety of finishes and materials including: full, two and one color printing, one and two color painting, decals and raised elements (such as metal, Plexiglas and plastic).

Note For questions regarding AT&T brand applications on signage, please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218. AT&T Masterbrand artwork may be obtained from the

Note AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Examples

Full-Color Printed Sign

World Headquarters

OneAT&TWay • Bedminster,NJ

One-Color Decal

AT&T

Raised Element Sign

AT&T

World
Headquar ters
One AT&T Way
Bedminster, NJ
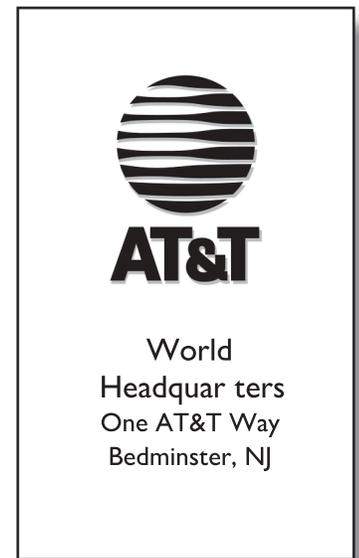
Exhibits

Either the AT&T Corporate Logo or AT&T Masterbrand may be used on structures for tradeshows and other events. The AT&T Corporate Logo or AT&T Masterbrand must always be shown prominently and have the proper amount of clear space encompassing it (see page 12 for clear space). If additional elements such as typography or graphic elements appear with the AT&T Corporate Logo or AT&T Masterbrand they must follow brand standards (see pages 22-26 for color, typography and imagery).

Note For questions regarding AT&T brand applications on exhibits, please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Note AT&T Masterbrand artwork may be obtained from the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Examples

Promotional Items

The AT&T Corporate Logo or the AT&T Masterbrand may be used on promotional items. Use of the AT&T Corporate Logo is preferred but should not be used if space, size and/or production limitations lessen the impact of the brand. In these cases, use of the AT&T Masterbrand is permitted.

Note AT&T promotional items may be purchased from Corporate Express Promotional Marketing at www.onecompany-store.com or by calling 1-800-446-9119. For help with custom merchandise, call AT&T's dedicated team at 1-800-644-4004. Always use approved reproducible artwork which is available for download from the AT&T Brand

Note Center at www.att.com/brand. AT&T Masterbrand artwork may be obtained from the AT&T Brand Center by e-mail at brandcenter@att.com or

Note by calling 1-877-813-4218.

Promotional Items
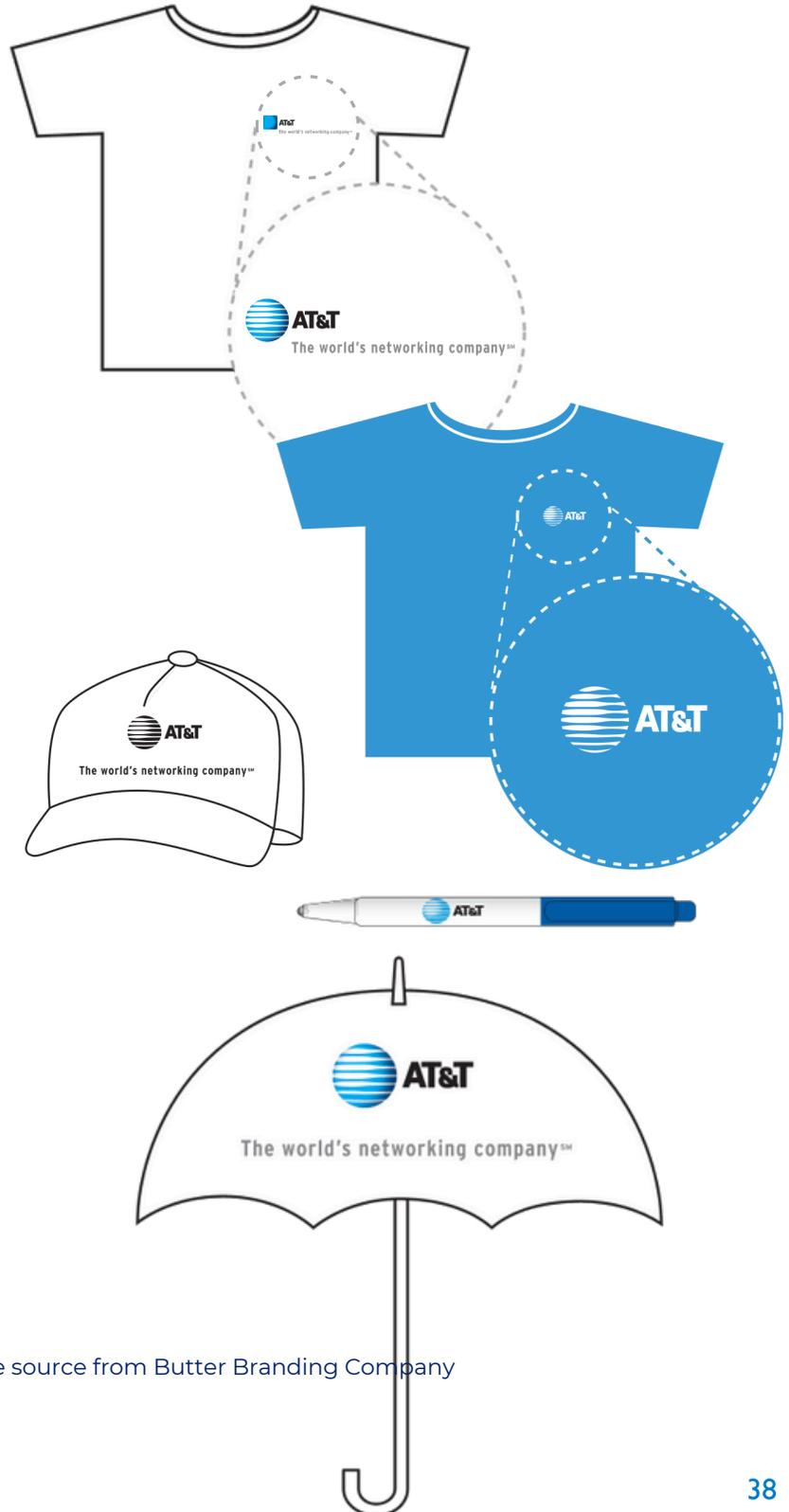
Resources

Brand Center

The AT&T Brand Center is both an online and staffed resource that broadly addresses and manages the brand identity needs for all of the AT&T companies and licensees on a worldwide basis. The brand center primarily insures the accurate, consistent and proper use of AT&T logos, marks, look and feel and naming conventions in all applications by providing direction, guidance and properly built artwork.

Contact Information

To download AT&T Corporate Logos and AT&T Brand Identity Guidelines, or for general brand identity information, please go to the AT&T Brand Center at www.att.com/brand. For additional AT&T brand identity support, inquires and special requests, or to obtain other AT&T brand artwork or guidelines, please contact the AT&T Brand Center by e-mail at brandcenter@att.com or by calling 1-877-813-4218.

Online Brand Center

Business Collater al

The AT&T Collateral Communications Style Guide provides key information requirements for collateral development. The collateral communications style guidelines cover the messaging, communications architecture, design rationale, graphic elements and use, typographic style, color palette and image criteria to ensure a consistent brand experience.
The collateral architecture has been designed to support a high degree of communicative versatility while maintaining brand continuity across the brand platform, regardless of product, service , market segment or global region.

Contact Information
To obtain guidelines, electronic templates, fonts and artwork, including photography go to the AT&T Corporate and Business Creative Development Center at www.att.com/corp_ab_guidelines.
For assistance regarding the AT&T Corporate and Business Creative Development Center, contact Kristen Vest by e-mail at kristenvest@att.com or by calling 908.658.8768.

Collateral Communications Style Guide
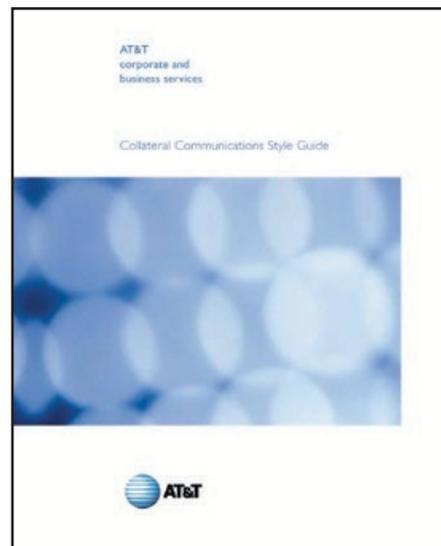
Corporate & Business Creative Development Center
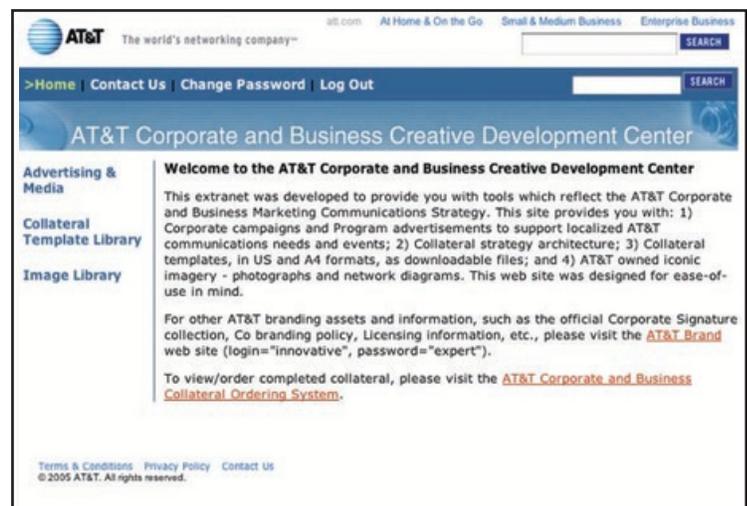
att.com

AT&T's corporate web site at www.att.com is a resource for AT&T's company information, investor relations, products, services, directory assistance and customer service.

Design System
The att.com Design System provides a high-level overview of the current guidelines for site design and creation on all AT&T business unit platforms. These guidelines maybe obtained at www.att.com/web.

Contact Information
For any questions regarding the att.com Design System, please contact Rebecca Taylor by e-mail at rdntaylor@att.com or by calling 760-720-0311.

For any questions regarding the Web

Standards Initiative (WSI), please contact by e-mail at wsi@att.com.

Please visit www.att.com, www.business. att.com and www.att.com/att to see how the design system has been applied.

att.com Home Page
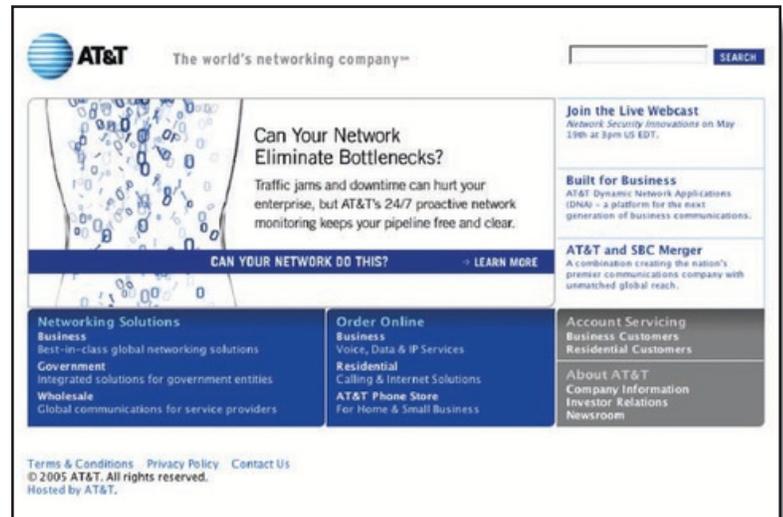
Creative Ser vices

AT&T Creative Services functions as an in-house, full-service agency providing a wide range of integrated communications services to AT&T clients worldwide. They know AT&T because they are AT&T… their team of designers, video producers, writers, event planners and technology experts provide a menu of services to help translate your business communications needs into affordable and effective media solutions.

Services Provided
- Video and audio production
- Interactive design
- Web site development
- Webcasting
- Executive presentations
- Town Meetings/Events
- Writing projects
- Duplicating services

Contact Information
For additional information about Creative Services and for project examples, please go to the creative services web site at cservices.pubrel.att.com.

For more information on how to schedule a capabilities demonstration personalized for your business needs, or for questions about any of our services, please contact Sam Ellis by e-mail at samellis@att.com or by calling 908-234-7926.

Project Examples

Town Meetings / Events

TTV / Video Production

Messaging / Campaigns

Event Posters

Web Sites

ATTBUYS

Stationery Direct

Employees can order standard and personalized business cards, letterhead, envelopes, memo pads and labels online. Within 15 minutes, you can create and submit an order from your offi ce PC. Compared to ordering with traditional paper forms, Stationery Direct provides signifi cant savings in time and money.

Note To order AT&T Stationery from this site you must use your AT&T Procurement Card.

Contact Information

Toorder AT&Tstationery go to ATTBUYS - Stationery Direct at http://attbuys.smd.att.com/readytobuy/AdminSupplies/bus_stationery_cards.htm.

For assistance regarding AT&T stationery, please contact Lori Privett by e-mail at laprivett@att.com.
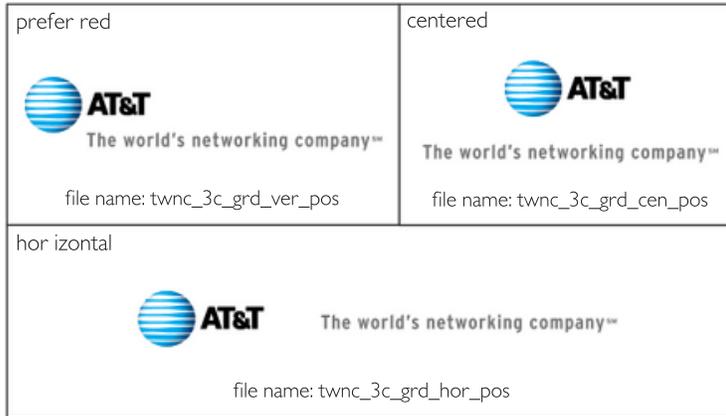
ATTBUYS - Stationery Direct

AT&T Corporate Logo Library

full-color, gradient, positive

prefer red	centered
AT&T The world's networking company℠ file name: twnc_3c_grd_ver_pos	AT&T The world's networking company℠ file name: twnc_3c_grd_cen_pos

hor izontal
AT&T The world's networking company℠ file name: twnc_3c_grd_hor_pos

two-color, solid, positive

prefer red	centered
AT&T The world's networking company℠ file name: twnc_2c_sol_ver_pos	AT&T The world's networking company℠ file name: twnc_2c_sol_cen_pos

hor izontal
AT&T The world's networking company℠ filename: twnc_2c_sol_hor_pos

full-color, gradient, reverse

prefer red	centered
AT&T The world's networking company℠ file name: twnc_3c_grd_ver_rev	AT&T The world's networking company℠ file name: twnc_3c_grd_cen_rev

hor izontal
AT&T The world's networking company℠ file name: twnc_3c_grd_hor_rev

two-color, solid, reverse

prefer red	centered
AT&T The world's networking company℠ file name: twnc_2c_sol_ver_rev	AT&T The world's networking company℠ file name: twnc_2c_sol_cen_rev

hor izontal
AT&T The world's networking company℠ filename: twnc_2c_sol_hor_rev

two-color, gradient, positive

prefer red	centered
AT&T The world's networking company℠ file name: twnc_2c_grd_ver_pos	AT&T The world's networking company℠ file name: twnc_2c_grd_cen_pos

hor izontal
AT&T The world's networking company℠ file name: twnc_2c_grd_hor_pos

one-color, solid, positive

prefer red	centered
AT&T The world's networking company℠ file name: twnc_1c_sol_ver_pos	AT&T The world's networking company℠ file name: twnc_1c_sol_cen_pos

hor izontal
AT&T The world's networking company℠ filename: twnc_1c_sol_hor_pos

two-color, gradient, reverse

prefer red	centered
AT&T The world's networking company℠ file name: twnc_2c_grd_ver_rev	AT&T The world's networking company℠ file name: twnc_2c_grd_cen_rev

hor izontal
AT&T The world's networking company℠ file name: twnc_2c_grd_hor_rev

one-color, solid, reverse

prefer red	centered
AT&T The world's networking company℠ file name: twnc_1c_sol_ver_rev	AT&T The world's networking company℠ file name: twnc_1c_sol_cen_rev

hor izontal
AT&T The world's networking company℠ file name: twnc_1c_sol_hor_rev

NOTE: This chart is for reference only. DO NOT use for reproduction purposes.