



**Shingles and Underlayments
Partner Brand Style Guide
2025**

ATLAS

Mission, Vision, and Values

We are ATLAS

Our Mission

To deliver leading products and solutions that enrich the lives of those we touch by nurturing a culture of agility, teamwork, and accessibility that attracts the most talented people in our industries.

Our Vision

To empower our people to create solutions and products with purpose.

Our Values

A

ACCESSIBILITY

As a customer-oriented provider, everything we do revolves around our customers. We are responsive, easy to contact and easy to work with. When our customers need us, we strive to be there for them.

T

TALENT

We are committed to attracting, developing, and retaining exceptional people in a safe, diverse, and forward-looking work environment that rewards performance and empowers all employees. We leverage the expertise of our team to advance our customers' goals.

L

LEADERSHIP

We strive to be a leader in all aspects of our business, including management, manufacturing quality, product support, and financial performance. Leadership is at the core of creating opportunities for our business and for our customers.

A

AGILITY

Our dynamic team of industry professionals offers highly responsive service and support throughout the life-cycle of our products. Our ability to anticipate and adapt to a changing marketplace helps keep our organization strong while helping our customers succeed.

S

SOLUTIONS

We do not merely provide products. Our people continually go beyond the expected to provide a total solutions package for every project. This innovative thinking is what makes us different: if what we manufacture doesn't work for our clients, we'll figure out what does while helping our customers succeed.

Products with Purpose. People with Passion.

Atlas Corporate Logo

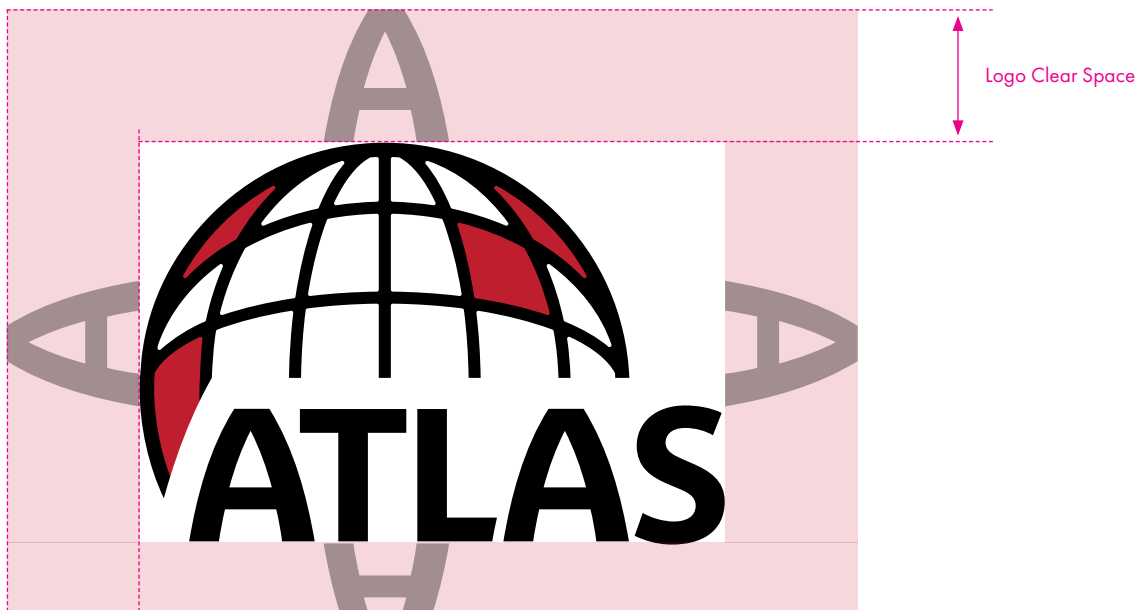
The logo is made up of two elements that make up the whole of the logo: the globe and Atlas in large type.

The logo must always be used as one piece with no single element removed or used independently of the whole logo. The logo shown is in full color, but can also be used in black or reverse white, depending on usage.



Logo "Clear Space"

When using the Atlas logo there must always be a clear space around the logo separating it from the other elements around it. The minimum amount of clear space required around the logo should be equivalent to the size of the "A" on the left, top and right sides and half that space on the bottom as illustrated below. Variations of this clear space are to be approved by the Director of Marketing, prior to use.



Note: Logo should be no bigger than 2" from left side of globe to the end of the 'S' - on a hat or a shirt (chest or sleeve garment application).

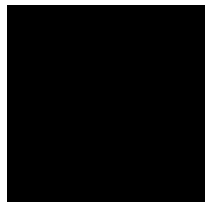
Logo & Brand Colors

Primary



RED

Pantone: 200 C - 200 U
C 0, M 100, Y 79, K 20
R 196, G 18, B 48
Hexachrome # C41230



BLACK

Pantone: Black C - Black U
C 0, M 0, Y 0, K 100
R 0, G 0, B 0
Hexachrome # 231f20



Fonts

The full version of this font is used in headlines, brand logo marks, and product names.

CgFuturaMaxi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789

Fonts

The full version of this font is used in all body text and supporting copy.

Futura

ABCDEFGHIJKLMNOP
abcdefghijklmnop 123456789

ABCDEFGHIJKLMNOP
abcdefghijklmnop
123456789

This script font is used only on homeowner-facing branding for residential roofing products and messaging.

Tahu!

ABCDEFGHIJKLMNO P
abcdefghijklmnop
123456789

Used in presentations. Headings are in bold, caps and body copy is Aptos in upper & lower case.

Aptos

ABCDEFGHIJKLMNOP
123456789

ABCDEFGHIJKLMNOP
abcdefghijklmnop
123456789

Atlas Protects Logo

These logos are shown below in full color, but can also be used in black or reverse white, depending on usage.

Homeowner



Contractor/Pro



Atlas Designer Shingles Featuring Scotchgard™ Protector Logo

The logo and Scotchgard™ Protector symbol are shown below in full color, but can also be used in black or reverse white depending on usage. The ratio of the Scotchgard logo can increase or decrease slightly, but the Atlas brand and logo mark must be at least 2x larger than the Scotchgard™ Protector Logo.



Qualifying Statements for 3M and Scotchgard™ Protector

Any time the Scotchgard™ Logo or Brand Name is used, the following statements MUST appear on the document.



- If only using the Scotchgard™ brand name, i.e., Atlas shingles featuring Scotchgard™ Protector, you would use the attribution statement: **Scotchgard™ is a trademark of 3M.**
- If you use the oval logo with "Scotchgard™ Protector 3M" in it, the attribution statement would then say: **Scotchgard™ and the Scotchgard™ Protector logo, including the plaid design and 3M logo, are all trademarks of 3M.**

Note: NEVER use the plaid design or 3M logo apart from the Scotchgard™ logo, i.e. **you wouldn't use the red 3M logo in a sentence, like:**

~~"Atlas loves it's little **3M** vendor"~~

Asphalt Life Logo & Branding

The logo shown below is for all Asphalt Life marketing and is shown in color (Atlas red), but can also be used in solid black or reversed in white, depending on usage.



Tag Line

LIVE, ROOF, PLAY

Stylized Tag Line

LIVE, ROOF, PLAY

Plant Logo Lock-ups

Below are plant-specific logo lock-ups for each of the Atlas Shingle Manufacturing Plants. These lock-ups can be used in 2-color (as shown), as a single solid color or in white on a dark background.

Ardmore, OK



Daingerfield, TX



Franklin, OH



Hampton, GA



Meridian, MS



Clinton, IA



Atlas C.A.R.E. Logo

Below are 3 variations of the Atlas CARE logo shown in corporate preferred 2-color format. To use this logo or lock-up in any other color format, please consult with your regional representative for approval.

Atlas CARE Logo Lock-up



CARE Logo



CARE Logo with Tagline





To request any native files of any of the logos or lock-ups shown in this document, or for questions about branding requirements, please contact Lauren Carlson, senior marketing manager at:

lcarlson@atlasroofing.com