

## using the signature color variations in media

The chart below provides recommended use of the various AT&T signatures (horizontal or vertical) on specific applications. For more information, please contact AT&T Brand Center Customer Care.

|                                           |  three-color, gradient with shadow |  three-color, gradient |  two-color, gradient |  two-color, solid |  one-color, solid |
|-------------------------------------------|---------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------|
| four-color process printing               | ●                                                                                                                   | ●                                                                                                       |                                                                                                        |                                                                                                      |                                                                                                      |
| two-color printing                        |                                                                                                                     |                                                                                                         | ●                                                                                                      | ●                                                                                                    |                                                                                                      |
| one-color printing                        |                                                                                                                     |                                                                                                         |                                                                                                        |                                                                                                      | ●                                                                                                    |
| electronic media (e.g., web, PowerPoint®) | ●                                                                                                                   | ●                                                                                                       |                                                                                                        |                                                                                                      |                                                                                                      |
| word processing (e.g., Word®)             | ●                                                                                                                   | ●                                                                                                       |                                                                                                        |                                                                                                      | ●                                                                                                    |
| television advertising                    | ●                                                                                                                   | ●                                                                                                       |                                                                                                        |                                                                                                      |                                                                                                      |
| billboards, signs, posters & banners      | ●                                                                                                                   | ●                                                                                                       | ●                                                                                                      | ●                                                                                                    | ●                                                                                                    |
| embroidery                                |                                                                                                                     |                                                                                                         |                                                                                                        | ●                                                                                                    | ●                                                                                                    |
| silk-screen                               |                                                                                                                     |                                                                                                         |                                                                                                        | ●                                                                                                    | ●                                                                                                    |
| embossing/debossing/etching/engraving     |                                                                                                                     |                                                                                                         |                                                                                                        | ●                                                                                                    | ●                                                                                                    |
| thermography                              |                                                                                                                     |                                                                                                         |                                                                                                        | ●                                                                                                    | ●                                                                                                    |
| painting                                  |                                                                                                                     |                                                                                                         |                                                                                                        | ●                                                                                                    | ●                                                                                                    |
| monochrome lcd screen                     |                                                                                                                     |                                                                                                         |                                                                                                        |                                                                                                      | ●                                                                                                    |

● recommended version  
● alternate version(s)