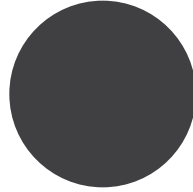


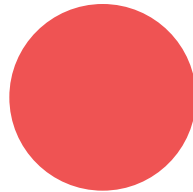
AMERICAN TALENT INITIATIVE

LOGO USAGE GUIDE

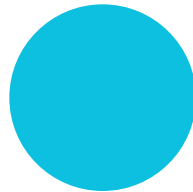
COLOR PALETTE



HEX #333333 | **R65 G64 B66** | **C0 M0 Y0 K90** | **PMS BLACK 7**



HEX #EE5353 | **R240 G84 B84** | **C0 M0 Y0 K90** | **PMS 1925**



HEX #00BFDF | **R0 G191 B223** | **C70 M0 Y10 K0** | **PMS 311**

LOGO - MAIN



LOGO - VARIATIONS

Single color



Color knockout

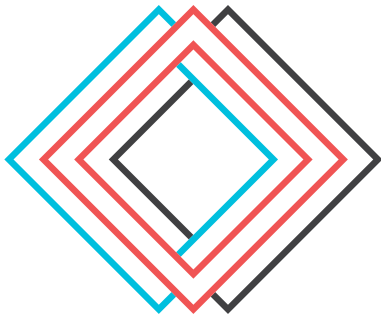


Single color knockout



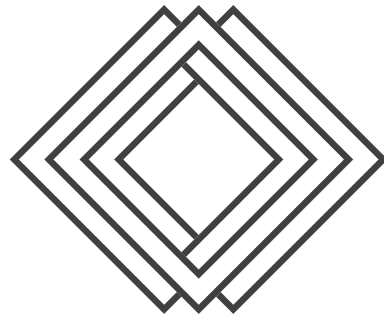
LOGO - VARIATIONS

Vertical



AMERICAN
TALENT
INITIATIVE

Vertical single color



AMERICAN
TALENT
INITIATIVE

Vertical knockout



AMERICAN
TALENT
INITIATIVE

Vertical single color knockout



AMERICAN
TALENT
INITIATIVE