



ADVANCED TEXTILES ASSOCIATION

NEW ZEALAND

STYLE GUIDE



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PRIMARY LOGO



SECONDARY LOGO



Stacked logo only be used when the primary logo does not fit the available space.





Do not place logo over a pattern or one of ATA's bug colors

COLOR BUG



GRAYSCALE BUG



WHITE BUG



PRIMARY

ATA Purple



C 80, M 100, Y 38, K 45
R 58, G 18, B 63
HEX #3A1244

Shades

- 
Purple Light
C 63, M 97, Y 8, K 1
R 125, G 48, B 136
Hex #703088
- 
Purple Medium
C 73, M 100, Y 27, K 22
R 89, G 33, B 98
Hex #59292
- 
Purple Dark
C 76, M 88, Y 50, K 65
R 40, G 18, B 44
Hex #28522C

SECONDARY

ATA Red



C 5, M 97, Y 99, K 0
R 225, G 42, B 39
HEX #E12A27

Shades

- 
Red Light
C 0, M 85, Y 100, K 0
R 239, G 66, B 35
Hex #EF4223
- 
Red Medium
C 18, M 100, Y 100, K 9
R 187, G 32, B 38
Hex #B62026
- 
Red Dark
C 26, M 100, Y 100, K 29
R 143, G 25, B 28
Hex #8F919C

ATA Green



C 54, M 0, Y 100, K 0
R 130, G 195, B 65
HEX #B2C341

Shades

- 
Green Light
C 36, M 0, Y 87, K 0
R 175, G 200, B 81
Hex #AFD251
- 
Green Dark
C 66, M 19, Y 100, K 3
R 120, G 156, B 65
Hex #669C41

ATA Blue



C 77, M 32, Y 12, K 0
R 87, G 144, B 189
HEX #2F90BD

Shades

- 
Blue Light
C 49, M 10, Y 6, K 0
R 125, G 191, B 222
Hex #70BFDE
- 
Blue Medium
C 86, M 49, Y 27, K 5
R 38, G 102, B 147
Hex #267093
- 
Blue Dark
C 95, M 62, Y 28, K 9
R 4, G 93, B 134
Hex #045D86

Lemon Light



C 1, M 0, Y 8, K 0
R 249, G 249, B 234
HEX #F9F9EA

Shades




- 
Lemon Medium
C 6, M 0, Y 34, K 0
R 241, G 243, B 186
Hex #FF73BA
- 
Lemon
C 13, M 0, Y 70, K 0
R 228, G 231, B 83
Hex #E4E771

Gold Light



C 0, M 30, Y 100, K 0
R 253, G 185, B 19
HEX #FDB913

Shades

- 
Gold Medium
C 0, M 55, Y 100, K 0
R 246, G 140, B 31
Hex #F68CF
- 
Gold Dark
C 22, M 71, Y 100, K 10
R 182, G 95, B 39
Hex #B85F27
- 
Geo Gold
C 0, M 64, Y 99, K 0
R 224, G 135, B 39
Hex #E08727

Magenta Bright



C 6, M 96, Y 13, K 0
R 224, G 39, B 129
HEX #E02781

Shades

- 
Magenta Dim
C 22, M 89, Y 19, K 0
R 186, G 56, B 131
Hex #C44283
- 
Magenta Dark
C 28, M 99, Y 53, K 13
R 166, G 33, B 81
Hex #A62751

Teal



C 89, M 42, Y 51, K 18
R 10, G 126, B 110
HEX #0A6A6E

Metropolis Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Metropolis Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Metropolis Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9



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1. **Learn from those at work, connective networking.** • Various resources cover various topics, in-depth spare materials, know-what, what's going on, what's available, etc., within a sector. Some are on-line, others are in print, others are in video. Contact those at work, connective networking will ensure a better understanding of what's going on, what's available.

BE INFORMED:

- Receive high-quality information regularly.
- Receive newsletters via email (which means you can read it on your phone too). See website for more info.
- Attend industry events, seminars, trade shows, etc. (some are on-line, some are in print, some are in video).
- Use social media, like Facebook, LinkedIn, etc. (some are on-line, some are in print, some are in video).
- Attend events, like the Textiles New Zealand Conference, etc.

GET INVOLVED:

- Learn from those at work, connective networking.
- Various resources cover various topics, in-depth spare materials, know-what, what's going on, what's available, etc., within a sector.

STAY CONNECTED:

- Learn from those at work, connective networking. Various resources cover various topics, in-depth spare materials, know-what, what's going on, what's available, etc., within a sector.
- Use social media, like Facebook, LinkedIn, etc. (some are on-line, some are in print, some are in video).
- Attend events, like the Textiles New Zealand Conference, etc.

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For More Information, Contact

Janelle Buxley
 Member Programs Manager
 +1 851 225 8848
janelle.buxley@textiles.org

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