



## Our color family

The AT&T color family is led by ATT Orange and followed by our range of dynamic equity colors.

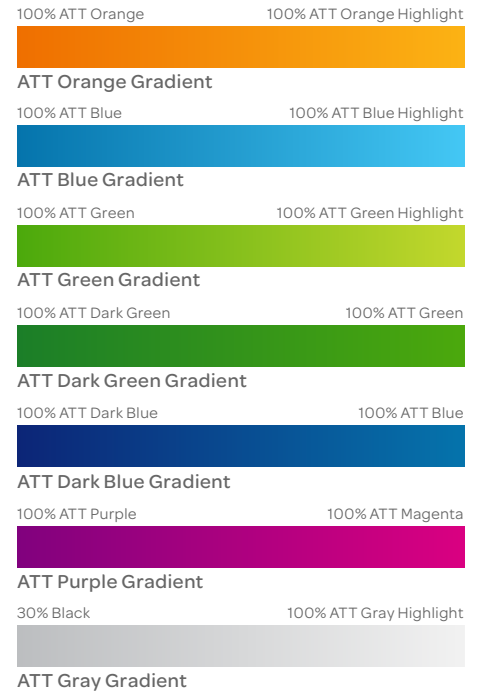
Remember that color must always be used purposefully within a layout to add momentum to the message. Never add color just to add color.













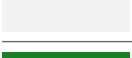



## Color palette

The color palette provides a bird's eye view of all the colors designers have to work with. Remember these are the only approved colors, and that any colors not seen here should not be used.

## Gradients



AT&T Color Name	Pantone® Coated	Pantone® Uncoated	Process: CMYK	RGB	HEX	Broadcast RGB
 ATT Orange	Pantone® 1505 C	Pantone® 1505 U	0/64/100/0	239/111/0	ef6f00	255/114/0
 ATT Blue	Pantone® 2925 C	Pantone® 2995 U	85/24/0/0	5/116/172	0574ac	11/127/185
 ATT Green Highlight	Pantone® 390 C	Pantone® 381 U	28/0/100/0	196/216/45	c4d82d	196/216/45
 ATT Green	Pantone® 368 C	Pantone® 375 U	55/0/100/0	76/169/12	4ca90c	111/188/32
 ATT Blue Highlight	Pantone® 2915 C	Pantone® 2915 U	60/0/0/0	68/200/245	44c8f5	124/198/255
 ATT Burgundy	Pantone® 215 C	Pantone® 220 U	2/100/35/29	179/10/60	b30a3c	181/12/62
 ATT Magenta	Pantone® Pro. Mag. C	Pantone® Pro. Mag. U	0/100/0/0	218/0/129	da0081	250/0/161
 ATT Orange Highlight	Pantone® 7408 C	Pantone® 115 U	0/31/100/0	252/179/20	fc314	252/179/20
 ATT Dark Blue	Pantone® 280 C	Pantone® 280 U	100/74/0/33	12/37/119	0c2577	13/47/138
 ATT Purple	Pantone® 254 C	Pantone® Purple U	45/100/0/0	129/1/126	81017e	133/5/130
 ATT Gray	Pantone® 423 C	Pantone® 424 U	0/0/0/60	102/102/102	666666	128/128/128
 ATT Dark Gray	Pantone® 425 C	Pantone® 426 U	0/0/0/85	51/51/51	333333	51/51/51
 ATT Gray Highlight	Pantone® 427 C	Cool Gray 1 U	0/0/0/6	242/242/242	f2f2f2	242/242/242
 ATT Dark Green	Pantone® 7740 C	Pantone® 7740 U	75/0/95/15	27/126/40	1b7e28	27/126/40

# Using color for digital applications



To make sure our digital communications are easy to read for the visually impaired, we need to use proper contrast. These color rules apply only to text, and not to logos and decorative elements. The digital palette should be used for copy (and knockouts) for websites, digital advertising, email, PowerPoint files and PDFs.

	Keep using	Use with caution	Stop using
<b>Using text on white backgrounds</b>  <i>Note: ATT Gray Highlight text may be used on an ATT Dark Gray, ATT Dark Blue, ATT Burgundy or ATT Purple background</i>	<b>ATT Blue</b> <b>ATT Magenta</b> <b>ATT Burgundy</b> <b>ATT Dark Blue</b> <b>ATT Purple</b> <b>ATT Gray</b> <b>ATT Dark Gray</b> <b>ATT Dark Green</b>	<b>ATT Orange</b>  <b>ATT Green</b>  <i>Allowed for 14pt + BOLD or 18pt +</i>	⊗ <b>ATT Green Highlight</b> ⊗ <b>ATT Blue Highlight</b> ⊗ <b>ATT Orange Highlight</b>
<b>Using white text on color backgrounds</b>  <i>Note: ATT Gray Highlight text may also be used on colored backgrounds in the "Keep using" column except for ATT Magenta (only allowed for 14pt + BOLD or 18pt +).</i>	<b>ATT Blue</b> <b>ATT Magenta</b> <b>ATT Burgundy</b> <b>ATT Dark Blue</b> <b>ATT Purple</b> <b>ATT Gray</b> <b>ATT Dark Gray</b> <b>ATT Dark Green</b>	<b>ATT Orange</b>  <b>ATT Green</b>  <i>Allowed for 14pt + BOLD or 18pt +</i>	⊗ <b>ATT Green Highlight</b> ⊗ <b>ATT Blue Highlight</b> ⊗ <b>ATT Orange Highlight</b>
<b>Using ATT Gray Highlight backgrounds</b>  <i>Note: Gray backgrounds should be (242/242/242) (f2f2f2) in order to meet contrast standards</i>	<b>ATT Blue</b> <b>ATT Burgundy</b> <b>ATT Dark Blue</b> <b>ATT Purple</b> <b>ATT Gray</b> <b>ATT Dark Gray</b> <b>ATT Dark Green</b>	<b>ATT Magenta</b>  <i>Allowed for 14pt + BOLD or 18pt +</i>	⊗ <b>ATT Orange</b> ⊗ <b>ATT Green</b>
<b>Using text with gradients on white backgrounds</b>	<b>ATT Dark Blue Gradient</b> <b>ATT Purple Gradient</b>	<b>ATT Dark Green Gradient</b>  <i>Allowed for 14pt + BOLD or 18pt +</i>	⊗ <b>ATT Orange Gradient</b> ⊗ <b>ATT Green Gradient</b> ⊗ <b>ATT Blue Gradient</b>
<b>Using white text on gradient backgrounds</b>  <i>Note: You must use an outer glow to create enough contrast</i>	<b>ATT Dark Blue Gradient</b> <b>ATT Purple Gradient</b>	<b>ATT Orange Gradient</b> <b>ATT Green Gradient</b> <b>ATT Blue Gradient</b> <b>ATT Dark Green Gradient</b>  <i>Allowed for 14pt + BOLD or 18pt +</i>	
<b>Using white text in Textured Circles</b>  <i>Note: No text allowed in digital applications</i>			⊗ <i>All colors</i>

If you would like more information about accessibility and visually impaired compliance, please contact the AT&T corporate accessibility office.

For more information >

[Color Guidelines](#)

[AT&T Brand Center  
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