
Brand Guide

ATG Europe &

Join The Brightest Minds

Part one

ATG Europe	5
Colors	6
Typography	9
Logo	10
Imagery	12
Interaction	13

Part two

Join The Brightest Minds	17
Colors	18
Typography	20
Logo	21
Imagery	22
Interaction	23

PART ONE



ATG
europe

A photograph of the exterior of a space station, showing a long row of solar panel arrays and a white module. The background is the dark blue of space.

**Our innovation accelerates the
innovation of others**

ATG Europe

The basics

Tone of voice Formal

Jargon Yes

Where freedom in work delivers results.

At ATG Europe we believe that in order to achieve the best results, you need a measure of freedom in your work. When we let our talented multi-disciplinary engineers develop their own ideas, great things come to life. This is the way the technologies we develop are born and industrialised.

At ATG Europe, we take great pride in living by our company values.

The values in ATG Europe are important principles guiding our everyday business attitude in our external and internal interactions. They are shared by our personnel members and serve as broad guidelines in all situations.

We build on our values:

- Ethics & Integrity
- Responsible and Responsive
- Excellence
- Boldness
- Environmental sustainability
- Diversity and inclusivity

Colors

Implementation

The color scheme of ATG Europe is clean and sophisticated: blue, orange and grey.

The color balance is very important. Use enough white backgrounds and white space to achieve enough contrast between different elements. Orange is used for the most important buttons, links and call to actions.



DARK BLUE
#223469
CMYK 100 91 30 18
RGB 35 52 105



LIGHT BLUE
#2f55a5
CMYK 91 75 0 0
RGB 47 85 165

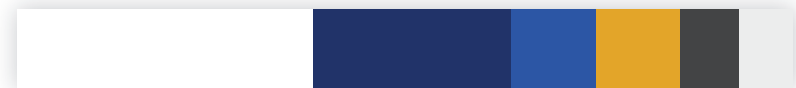


ORANGE
#e3a52a
CMYK 11 37 97 0
RGB 227 165 42



DARK GREY
#444545
CMYK 67 60 59 44
RGB 68 69 69

Color balance



A NEW WAY OF WORKING



**ATG Europe believes
innovation is key to
maintaining a competitive
advantage in a fast-evolving
market.**

Typography

Implementation

The two typefaces are:
Ubuntu and Work Sans.

The main color of the typography is dark blue (headers and highlighted paragraphs) and dark grey (every other paragraph).

The font-sizes in pixels displayed on this page or the equivalent in 'em', 'points' or 'rem' are recommended for web-use and online media.

Title

Ubuntu Medium 70px

Subtitle

Work Sans Light 40px

H1

Ubuntu Medium 35px

H2

Ubuntu Medium 32px

H3

Ubuntu Medium 23px

Highlighted paragraph

Ubuntu Regular 19px

Paragraph

Work Sans Light 19px

Logo

Implementation

ATG Europe has two logo variations: one for light backgrounds and one for dark backgrounds.

The logo contains two elements: the name and the iconic globe.



Logo standard



Logo white

A satellite in orbit above Earth's cloud-covered surface. The satellite is on the right side of the frame, with its gold-colored thermal blankets and various instruments visible. The Earth's surface is covered in a dense layer of white clouds, with some darker patches of land or water visible. The background is the deep blue of space.

Values

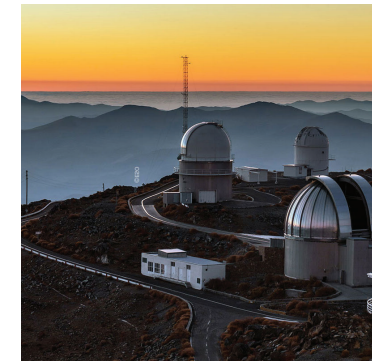
At ATG Europe, we take great pride in living by our company values.

Imagery

Implementation

The focus of the imagery is innovation in the Space, Defense and Big Science industries.

Impressive engineering, groundbreaking technologies and inspiring creations are the best fit for the vision of the company. Images to convey innovation are often complemented by futuristic-looking patterns, engineers and professionals or product images.



Interaction

Implementation

To further emphasize the innovative character of ATG Europe, interactive elements are often utilized in online media.

Other than the buttons shown here additional effects such as parallax scrolling and/or timeline animations are recommended.

On the website creative hover effects and elements to reveal new sections are used to keep the user engaged.

Normal state



On hover state



VIDEOS & ANIMATIONS

ATG Europe produces high fidelity animations which may be used as background elements and/or full product presentations.

50  ATG
1969 - 2019

accelerating innovation

The only limits you have are the limits you believe in that's why we don't set any limits for ourselves in order to accelerate innovation.

PART TWO



join the
**BRIGHTEST
MINDS**

Our vision

We want to build and experience that future together with you. So we've created Join The Brightest Minds: a community of expert engineers that offers premium access to new jobs in Space, Aerospace, Defense, Energy and High Tech precision science.

Our international recruitment team represents the diversity of ATG as it consists of 5 different nationalities. We share a common passion for people and technology and are driven by human interaction. Backed-up by ATG Europe's internal engineering department, we have a strong understanding of the technical requirements on the candidate side. Most of us have moved abroad ourselves and so we deeply understand the consequences and affects that this brings with it. Therefore we are able to connect with a broad variety of people in many different circumstances.

Important differences

- Colors
- Typography
- Logo
- Imagery
- Interaction

Colors



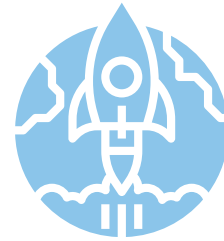
DARK GREY
#353535
CMYK 69 63 62 57
RGB 53 53 53



DARK BLUE
#223469
CMYK 100 91 30 18
RGB 35 52 105



LIGHT BLUE
#005997
CMYK 97 70 13 2
RGB 0 89 151



BABY BLUE
#8bc5ea
CMYK 42 9 0 0
RGB 139 197 234



LIGHT GREY
#eef1f5
CMYK 69 63 62 57
RGB 53 53 53



ORANGE
#e3a52a
CMYK 11 37 97 0
RGB 227 165 42

Implementation

The color scheme for Join The Brightest Minds differs slightly from ATG Europe. The color scheme is warmer to convey a more human feel. White is still the main color to maintain the cleanliness of the design.

Color balance



**“Meeting New People, Discovering
What Drives Them And Helping
Them Fulfill Their Potential.
These Three Things Are The
Reason I Love My Job. I Always Try
To Make It Personal.”**

Typography

Title

Ubuntu Medium 53px

Subtitle

Work Sans Light 27px

H1

Ubuntu Medium 50px

H2

Ubuntu Medium 27px

H3

Ubuntu Medium 23px

Paragraph

Work Sans Light 19px

Quote

Playfair Display Regular 28px

Implementation

The typography used for Join The Brightest Minds is almost exactly the same as for the ATG Europe branding itself.

The most important changes are the color and the font sizes.

One additional typeface has been added for Join The Brightest Minds: Playfair Display Regular. This font can be used for quotes. It gives an authentic feeling and matches with the more personal character of the website.



Logo



Implementation

The logo is based of the logo of ATG Europe. The globe is part of this logo as well.

Please notice the color differences in 'join the' and 'Brightest Minds'. These color differences can be used when writing out the brand name as well.

Imagery



Meet your job coach

We share a common passion for people and technology and are driven by human interaction.



Implementation

In addition to the ATG Europe imagery Join the Brightest Minds has a strong focus on people, careers and action. In short:

- Professionals
- Accessible
- Cooperative

Interaction

Normal state

■ Button →



On hover state

■ Button →



box-shadow: 0px 2px
18px 0px rgba(0,0,0,0.3);

background-color:
#ca8f1a;

Implementation

Interaction on the Join the Brightest Minds website is in general more subtle than on ATG Europe.

Apart from a wide variety of buttons as displayed here. The same interactive elements found on the ATG Europe website are sparingly used. Remember however that the focus is on people and careers and the clarity of information is always the main focus for Join the Brightest Minds.



**A clear and shared vision
provides commitment
towards innovative services
and solutions.**



Accelerating Innovation.

ATG Europe BV

atg-europe.com

jointhebrightestminds.com

Created by **Studio Projectie.**