ATSSA Logo Use & Style Guide

The American Traffic Safety Services Association (ATSSA) unveiled its modernized logo in 2023. Guidelines for using the logo are included below.

Main ATSSA logo

Simplified ATSSA logo

The official ATSSA logo is four-color (navy, teal, orange cone with white stripes), with the "Safer Roads Save Lives" tagline. A simplified logo is also available when the image needs to be very small. ATSSA members may request to use the logo promoting their current, valid membership via a request form submitted to the Marcom Department. Ideally, the logo will be used on a white background for maximum impact and clarity.

The logo will have a minimum of 1x-width blank space around it. To maintain legibility, the minimum width of the main logo is 1.25 inch or 90 pixels. The minimum width of the simplified logo is 0.75 inch or 50 pixels.

1.25in or 90px

0.75 in or 50 px

Color Variations for Logo Usage

ATSSA's preferred color usage is the four-color logo (pictured below, top left), then the three-color blue + orange + white (cone stripes) or two-color white + orange option, then the one-color black or white if absolutely necessary.

Main logo version. 4-color.
Blue + Teal + Orange + White.

2-color reversed version. White + Orange.

3-color version. Blue + Orange + White.

2-color version. Blue + Orange.

The black version of the logo should be used in grayscale prints over light backgrounds.

The white version should be used over dark backgrounds where the orange will not be visible and in 1 color prints.

These color variations apply to the simplified logo as well.

Color Palette

PMS 295 C
C100 M69 Y8 K54
R25 G48 B90
HEX 19305A

PMS 2399 C
C90 M0 Y43 K0
R0 G175 B168
HEX 00AFA8

PMS 1655 C
C0 M73 Y98 K0
R242 G105 B36
HEX F26924

Incorrect Use of Logo

When resizing the logo, make sure to maintain original proportions, do not alter them in any way. Generally, do not add a shadow or other effect such as bevel or emboss, unless it is needed for legibility or specific project creation. Avoid placing the logo on a busy, patterned background.