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# color palette & typography

### **Color Palette**

The primary colors for the Dads & Grads campaign are the AT&T Blue & Blue Highlight.

In addition, one AT&T brand accent color can be used, however there may be an instance when a second accent color is needed.

# Primary colors





Highlight

#44c8f5



Accent colors



#fcb314









AT&T Green #4ca90c

# Base colors

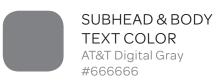


#067ab4

PRICE TEXT COLOR AT&T Orange #FF7200



LINKS COLOR AT&T Blue #067AB4





REVERSE COLOR White for Contract #FFFFFF

### Typography

The primary font for **desktop marquees** is AT&T Omnes Regular.

The primary font for **mobile marquees** is AT&T Omnes Medium.

The system font family for the body copy and legal is Arial. The standard BAU price, CTA and legal lockup will be used.

## Primary fonts

Omnes Regular
Omnes Medium

# System fonts

Arial Regular Arial Bold