

TOOLKIT

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.

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 colors



AT&T Blue
#067ab4



AT&T Blue Highlight
#44c8f5

Accent colors



AT&T Orange
#ef6f00



AT&T Orange Highlight
#fcb314



AT&T Dark Blue
#0c2577



AT&T Green Highlight
#c4d82d



AT&T Green
#4ca90c

Base colors



PRICE TEXT COLOR
AT&T Orange
#FF7200



LINKS COLOR
AT&T Blue
#067AB4



SUBHEAD & BODY TEXT COLOR
AT&T Digital Gray
#666666



REVERSE COLOR
White for Contract
#FFFFFF

Primary fonts

Omnes Regular

Omnes Medium

System fonts

Arial Regular

Arial Bold