



Atlas Folks Brand · Sept. 2024

JJJ

Atlas & Folks®

Main Global

The Atlas Folks®

Books - Main

AtlasFolks®

Main Logotype

**Atlas
Folks®**



Stacked

**Atlas
Folks®**

Stacked Logotype

A  F®

Shortened

Atlas  Folks®

Main Global

Atlas Folks®

Main Logotype

**Atlas
Folks® **

Stacked

A  F®

Shortened

**Atlas
Folks®**

Stacked Logotype

Typographic Versions

Atlas  Folks®

Main Global

Atlas Folks®

Main Logotype

**Atlas
Folks® **

Stacked

A  F®

Shortened

**Atlas
Folks®**

Stacked Logotype

Typographic Versions - Black

Atlas  Folks®

Main Global

Atlas Folks®

Main Logotype

Atlas
Folks® 

Stacked

A  F®

Shortened

Atlas
Folks®

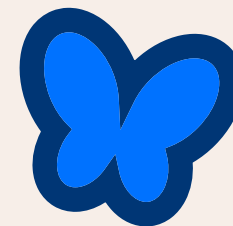
Stacked Logotype

Typographic Versions - White



Butterfly Symbol - Main

Main Colors + Butterfly Versions



Orange - Air

Green - Land

Blue - Water



Butterfly Symbol - Alt



Social Media Avatar



Social Media Avatar - Alternate versions

And last: Secondary Color Variations

Atlas  Folks®

Atlas  Folks®

Atlas  Folks®

Atlas  Folks®

Atlas  Folks®

Atlas  Folks®

The Atlas Folks®

The Atlas Folks®

The Atlas Folks®

The Atlas Folks®

The Atlas Folks®

The Atlas Folks®

AtlasFolks®

AtlasFolks®

AtlasFolks®

AtlasFolks®

AtlasFolks®

AtlasFolks®

Atlas
Folks®

Atlas
Folks®

Atlas
Folks®

Atlas
Folks®

Atlas
Folks®

Atlas
Folks®

**Atlas
Folks®**

**Atlas
Folks®**

**Atlas
Folks®**

**Atlas
Folks®**

**Atlas
Folks®**

**Atlas
Folks®**

A&F®

A&F®

A&F®

A&F®

A&F®

A&F®





JJJ