ALL TRAFFIC SOLUTIONS®

All Traffic Solutions®

BRAND KIT

2025

Navigation

If you have questions regarding anything in this guide, please reach out to Kate Molchany, Marketing Content Manager.

Company Profile

Company Description

All Traffic Solutions® (ATS) is a leading provider of traffic and public safety tools like variable message boards, radar speed signs, and multipurpose trailers. ATS products are made in the USA and are popular for their portability, durability, ease of use, and remote management capabilities. Since our founding in 2000, we have helped over 6,000 customers reduce speeding, collect traffic data, share information with the public, and improve overall safety in their communities.

View more company descriptions of varying lengths here.

Key Differentiators

What makes ATS unique? Our products stand out from the competition because they are:

- **Made in the USA**
- **Highly durable**
- **Cloud-connected** for remote management
- **Extremely portable** (InstAlert is the only variable message board on the market that folds in half)
- **Quick & easy to deploy**
- **Backed by US-based customer support and industry-leading warranty plans** (including Premier Care for TraffiCloud® subscribers)

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Logo

The ATS logo includes the official registration trademark (®) next to the shield graphic and next to the company name.

Logos with the trademark symbol ™ are outdated and must be replaced with the new logo.

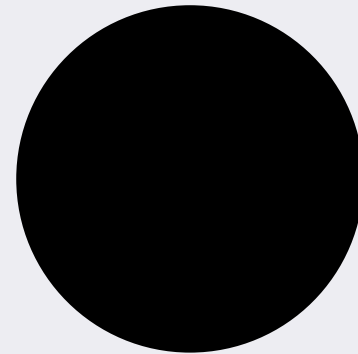*View and download all ATS logo variations here.*
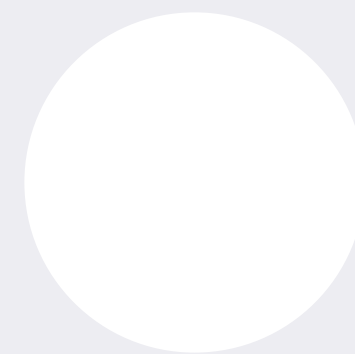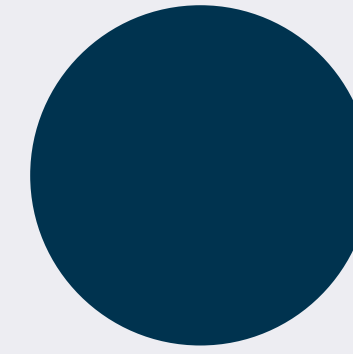
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Brand Colors

Primary Colors

Black
#000000
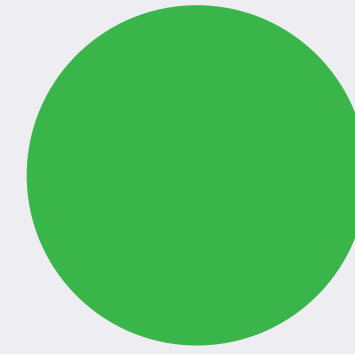R0, G0, B0
C80, M70, Y70, K100
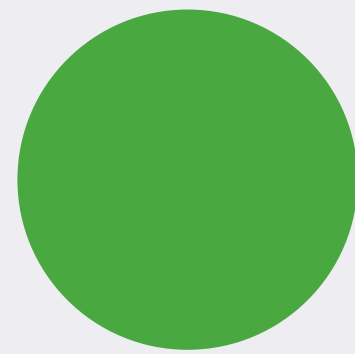
Accent Green
#49A83F
R73, G168, B63
C74, M9, Y100, K1
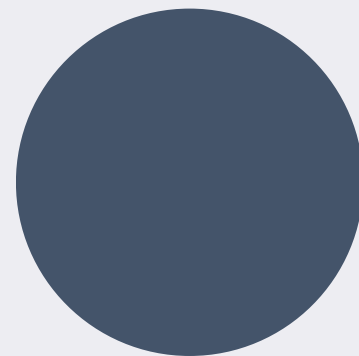
White
#FFFFFF
C0, M0, Y0, K0
C69 M00 Y59 K29
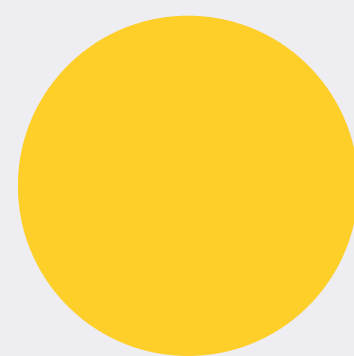
Prussian Blue
#00334F
R0, G51, B79
C100, M77, Y44, K39

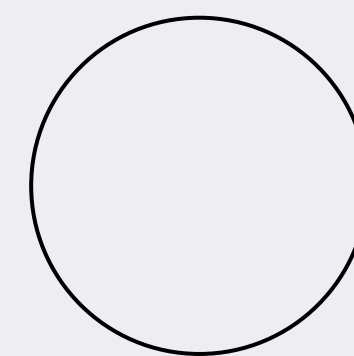**Logo Green**
#39B54A
R57, G181, B74
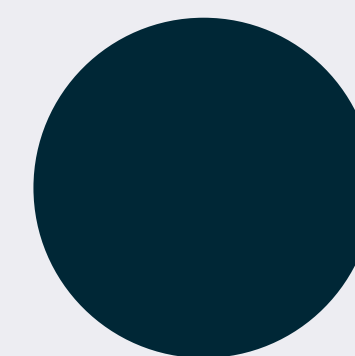C75 M0 Y100 K0

Secondary Colors

Cadet
#44546A
R68, G84, B106
C78, M63, Y41, K22

Accent Yellow
#FECE29
R254, G206, B41
C1, M18, Y92, K0

Anti-flash White
#EDEDF2
R237, G237, B242
C5, M5, Y2, K0

Oxford Blue
#002736
R0, G39, B54
C96, M72, Y53, K60

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Fonts

Use 'Oswald' font for titles and headings, and 'Open Sans' font for body text.

ALL TRAFFIC SOLUTIONS®

Oswald - Titles and Headings

Regular Capitalization or ALL CAPS for Titles/Headings
Do Not Bold

Open Sans - Body Text

Regular text should be the standard, but **bold** or *italics* can also be used to help certain information in body text stand out

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Resources

If you have questions regarding anything in this guide, please reach out to Kate Molchany, Marketing Content Manager.

Company Descriptions (access here)

Logo Files (access here)

Product Photos & Videos (access here)

ATS Marketing Collateral Farm (access here)