



Access to Memory

F O U N D A T I O N

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www.inkind-design.com



A message from

BRAND INTEGRITY

So much careful thought and hard work has gone into creating this incredible brand identity that we want to make sure we provide you with everything you need to uphold and maintain it for years to come. Just follow the rules outlined in this guide and you can be confident that you're always making the right decision for your brand and for your business.

In marketing, in branding, and in business consistency is everything!

”

Access to memory is not optional —
it is a responsibility that we all share.

The Access to Memory Foundation exists to ensure that the
systems protecting our histories remain open, sustainable, and
shaped by the people who use and depend on them.

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Brand Guidelines

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Stewardship. Community. Standards.

Our Brand Essence

Stewarding the world's archival memory through open-source collaboration, community-lead governance, and global connection.

The Access to Memory Foundation exists to ensure that the world's knowledge, history, and cultural records remain accessible, protected, and sustainably maintained. It is the stabilizing force that transforms a passionate, but fragmented, open-source community into an organized, global ecosystem.

The Access to Memory Foundation is a community-owned steward of global memory infrastructure.

Our Shared Purpose

The purpose of The Access to Memory Foundation is simple and profound: to uphold the technology that protects our shared story.

In its stewardship of AtoM, The Access to Memory Foundation supports the entire archival ecosystem by connecting archivists, institutions, and developers in a way that ensures AtoM remains a stable, trusted platform for preserving access to memory on a global scale.

The Access to Memory Foundation gives AtoM its sustainability and governance. AtoM gives The Access To Memory Foundation its purpose and real-world impact. Together they form a unified brand ecosystem where the foundation is the steward and the software is the living expression of the foundation's mission and the practical tool used to support the community.

Our Brand Promise

We promise to protect, strengthen, and evolve the open-source infrastructure that preserves the world's memory — with transparency, community partnership, and an unwavering commitment to archival standards.

To archivists, we promise a platform that honors the depth, nuance, and integrity of archival practice.

To institutions, we promise long-term stability, responsible governance, and a clear path to adoption and support.

To developers and contributors, we promise an open, collaborative environment where every improvement serves the entire community.

To the public, we promise to uphold the tools that ensure our shared histories remain accessible, trustworthy, and protected for generations.

We promise to be the stewards of AtoM, so that access to memory on a global scale remains a universal right.



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Primary Logo

How to use it

The primary logo is the most consistent and recognizable expression of The Access to Memory Foundation. It should be used wherever possible as the main visual representation of the brand, ensuring clarity, cohesion, and trust across all applications.

In situations where scale or format would compromise its clarity, alternate logo versions may be used thoughtfully. Across every context — from small, everyday uses to large, public-facing applications — the logo should always be applied with care, intention, and respect for the role it plays in representing a global, community-driven mission.

What it means

The logo for The Access to Memory Foundation balances a sense of tradition with a considered, modern clarity. Its geometric forms reflect the structured nature of archival work — individual compartments of information that, when brought together, create meaning, context, and understanding.

These shapes unite to form a globe, symbolizing the Foundation's global vision and the interconnected nature of archival memory across institutions, cultures, and communities. At the center, a gold triangle emerges as a subtle upward arrow — a quiet reference to the digital dimension of archives and the role of AtoM as a platform that brings memory into accessible, evolving, and forward-moving spaces.



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Secondary Logos

Secondary logos are available to support the primary logo, but should be used intentionally and only when the context calls for it. The primary logo remains the most complete and recognizable expression of the brand, and should always be prioritized when possible.

Horizontal logo variations are designed for applications where a wider, more linear format is required, allowing the brand to remain clear and balanced across different layouts.

Abbreviated versions of the Foundation's logo should be used in contexts where the audience is already familiar with the full name and purpose of the organization, ensuring clarity is never compromised.

Icon-only versions are reserved for the smallest applications of the brand. Because they contain minimal information, they should be used in environments where additional context is present, allowing the brand to remain recognizable and understood.

Secondary Logo Key:

Alternative Foundation Logos

- A. Secondary Logo
- B. Abbreviated Primary Logo
- C. Abbreviated Secondary Logo

AtoM Software Logos

- D. AtoM Logo
- E. AtoM Icon Logo

A.



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B.



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C.



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D.



AtoM

E.



AtoM

Brand Color Story

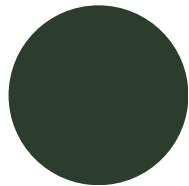
The color palette reflects both the responsibility and the richness of the work this brand represents. The deep, forest green evokes stability, longevity, and a connection to preservation — a quiet nod to the enduring nature of archives. Taupe and soft gray-blue bring balance and clarity, grounding the brand in neutrality, accessibility, and trust. Gold adds a sense of value and intention, highlighting the importance of the information being preserved and the care taken in stewarding it. Together, these colors create a palette that feels steady, thoughtful, and globally relevant — mirroring the role of the Foundation as a trusted steward of memory.

Off-White vs. White Background

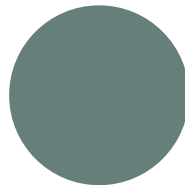
Each logo has been provided to you in both an off-white and a white background version. The off-white version is preferred, as it reflects the warmth and tonal balance of the brand. When the surrounding layout uses a pure white background, the white version may be used to ensure visual consistency and avoid contrast issues. In all cases, the choice should support clarity, cohesion, and a thoughtful application of the brand.

Brand Color Palette

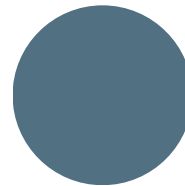
Color plays an important role in how the Access to Memory Foundation is experienced and recognized. Each color in the palette has been chosen with intention — working together to reflect the steadiness, clarity, and care that define the brand. Thoughtful, consistent use of color helps maintain a cohesive presence across all applications.



#2C3C2D



#677F7A



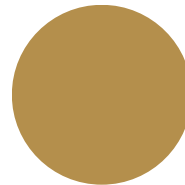
#517082



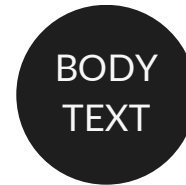
#E5E5E5



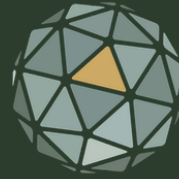
#F7F7F7



#B48F4C



#1E1E1E



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HEADER
Libre Baskerville

SUBHEADER
Lato Regular

BODY TEXT
Lato Regular

Typography

Typography is a powerful brand tool
when used consistently.

The set of typefaces are listed in hierarchical order and should be used exclusively across all print and web applications. If for any reason a substitution needs to be made, it is imperative that the available font be as true to the original as possible.

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The future of archives depends on
what we choose to build together.

Through open-source collaboration and thoughtful
governance, we are creating a foundation strong enough
to support generations of memory.

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Brand Artwork Guidelines

Setting the tone through supporting imagery

Brand-supporting artwork helps carry the identity of the Access to Memory Foundation beyond the logo alone. It gives the brand depth, texture, and a sense of place — creating visual continuity across materials and allowing the brand to feel grounded rather than isolated. When used thoughtfully, these elements support recognition, guide the eye, and reinforce the steadiness and cohesion that define the Foundation.

The geometric style of this artwork is intentional. It connects directly to the forms within the logo, creating a visual language that feels unified and purposeful. The use of structured shapes, softened with gradients and the brand's color palette, brings in a sense of modernity and digital relevance without feeling overly technical or trend-driven. It reflects both the structured nature of archival systems and the evolving, connected environment in which AtoM exists.

For this brand, abstract imagery is also the most appropriate and inclusive choice. Rather than relying on stock photography — which can feel limiting, overly specific, or disconnected from the global scope of the community — these visuals allow the brand to represent everyone without needing to depict anyone. This approach keeps the focus on the system, the infrastructure, and the shared purpose, while maintaining a tone that feels thoughtful, credible, and universally relevant.





Background Images

These softer images are designed to sit behind content, adding depth and atmosphere without competing for attention. They have a slightly faded appearance to support readability while reinforcing the brand's visual language. You can use these with varying transparency to make sure the content on top of them is legible.



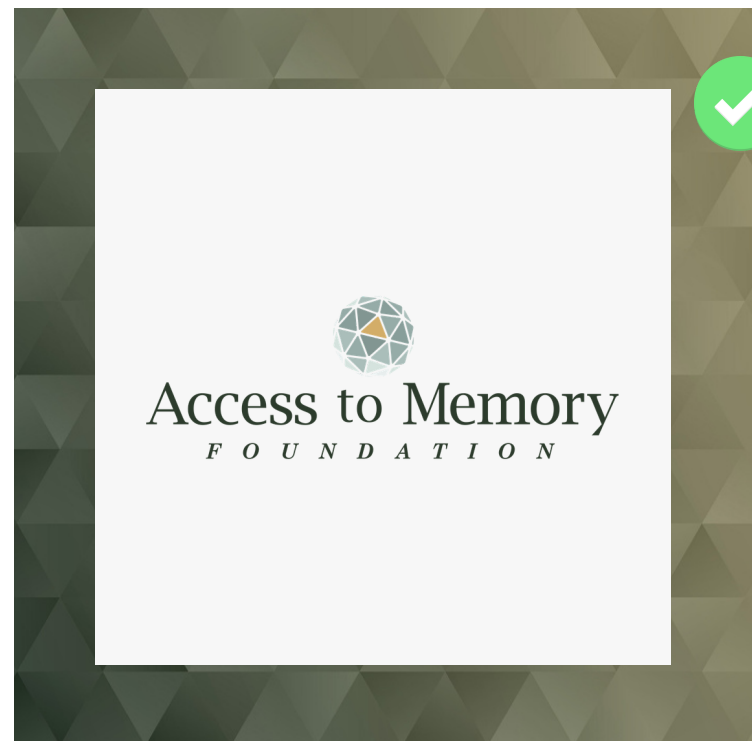
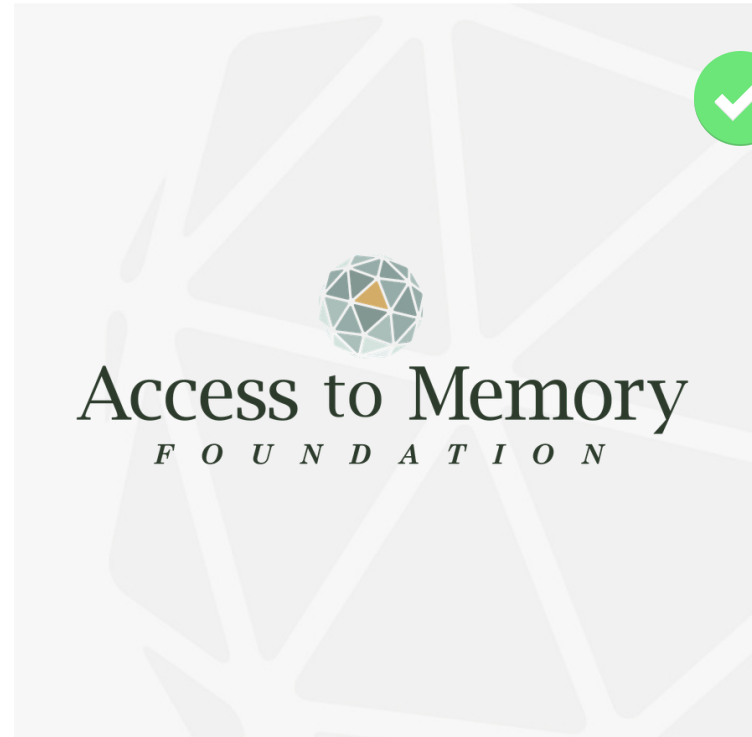
Feature Images

These images are designed to stand alongside content as intentional focal points. With stronger contrast, sharper edges, and more defined composition, they help balance text and guide the viewer's attention. Feature graphics carry more visual weight and are used to highlight key moments, sections, or ideas while still maintaining alignment with the overall geometric language of the brand.

DO

What TO do with your logo

Because the legibility of the logo is of paramount importance, always make sure you give it ample breathing space. Furthermore, be sure to use the appropriately sized version of the logo and type of logo for the given context.



DON'T

What NOT to do with your logo...

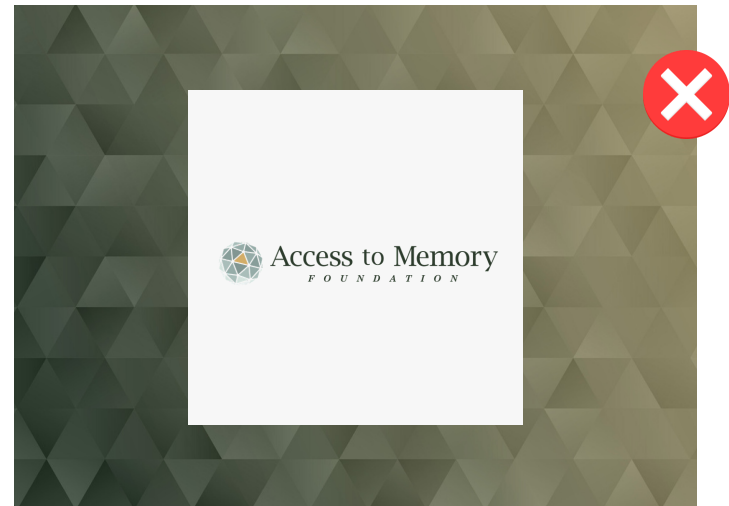
Because nothing can damage a visual brand more than inconsistency, make sure you always follow the rules. This may seem trivial, but it is unbelievably important, because broken rules just look unprofessional. Take a look at these examples and see for yourself:

- A. don't sacrifice legibility - ever
- B. don't use the wrong size logo
- C. don't squish or stretch the logo
- D. don't rotate the logo
- E. don't stray from approved colors or use the single color versions of the logo unless specifically referencing the appropriate alcohol type for that color

A.



B.



C.



D.



E.



Brand Tools

Creating brand consistency on a global scale

Brand tools make it easy for a distributed, global community to show up consistently and feel connected to something larger than themselves. Together, these tools create both personal and organizational visibility organization-wide.

Brand Tools Key:

A. The email signature badges give individuals a simple, visible way to express their role in and connection to the Foundation in everyday communication.

B. website badges allow member institutions and AtoM users to signal their participation and support publicly, adding credibility to their institution and to AtoM simultaneously.

C. Zoom backgrounds extend that presence into live, human interactions, reinforcing the brand in a natural way. Collectively, these tools don't just create consistency — they build recognition, credibility, and a shared sense of belonging across the entire ecosystem.

A.



B.



C.





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AccessToMemoryFoundation.org

130 Albert St. Suite 1912 Ottawa, ON K1



Access to Memory
FOUNDATION

Spring Newsletter, 2026

Introduction

by Anna Dysert, AtoM Foundation Chair

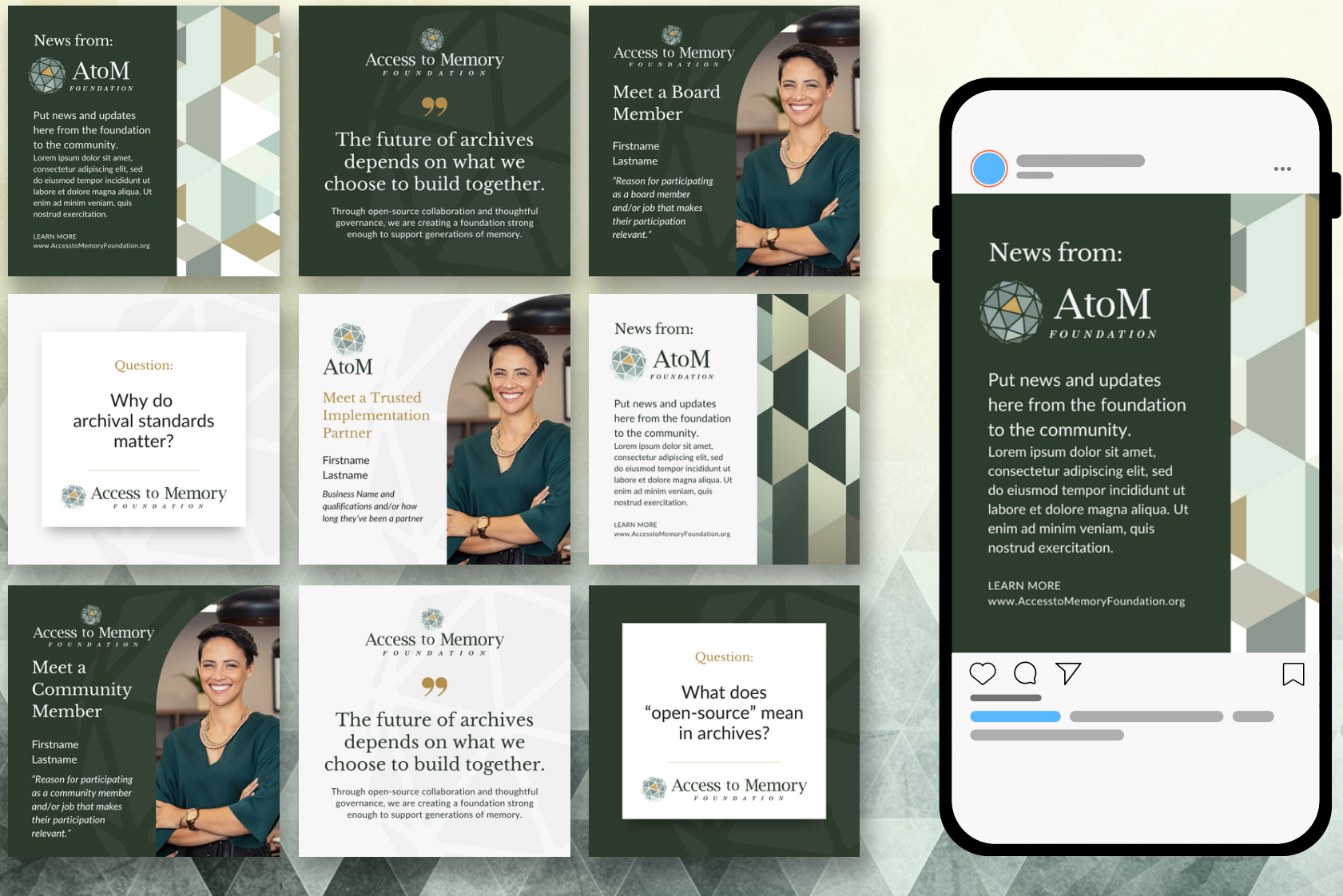
Welcome to the inaugural edition of the Access to Memory (AtoM) Foundation's newsletter, where periodically we will aim to share stories, spotlights, and successes from the AtoM user and development communities around the world. We hope this newsletter will be one piece of our broader aim to promote community involvement in the maintenance and ongoing development of AtoM.

AtoM is a vital, free and open-source software platform that plays a central role in the management and accessibility of archival information worldwide. In many places, it is a crucial piece of infrastructure for heritage institutions. The open-source nature of AtoM means that it can be customized and adapted to meet the needs of a range of institutions and harnessed to foster innovation within the archival community. As a Foundation, we are committed to finding ways to enhance the sustainability of AtoM and ensure that it continues to develop its functionality to meet the needs of archives and archivists. The goal is ultimately a software that remains flexible, sustainable, and aligned with the ways that our archival standards, practices, and technologies are evolving. We recognize that a connected and collaborative community is essential to drive the development and sustainability of open-source tools like AtoM.

Stationery

The foundation of marketing

These standards of traditional marketing (ie: letterhead and newsletter) have been designed to fully encompass what the Access to Memory Foundation visual brand is all about. They balance clarity and professionalism with a sense of depth and intention, ensuring that each piece feels both credible and distinctly aligned with the brand. This balance is essential: every application should feel considered, cohesive, and reflective of the Foundation's role as a steady, trusted steward of global access to memory.



Social Media

How to start on social media

These social templates have been designed to get you started in the wide world of internet marketing. Think of them as a jumping off point that you can use to inspire your future social marketing efforts.

Protecting access to archival memory, worldwide.

The Access to Memory Foundation provides the stewardship, governance, and sustainability behind AtoM, the world's leading open-source archival software — ensuring the world's archival memory remains open, reliable, and protected for generations to come.



Discover the open-source platform built for archival description, grounded in standards practice.

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AtoM is shaped by the people who use it. Join the community that is committed to building and sustaining it together. This work doesn't belong to one organization—it belongs to all of us. Join a community working together to support and strengthen access to memory.

[Get Involved](#)

Get Involved

This work is collective—and there's a place for you in it

Whether you're an institution exploring AtoM, a developer looking to contribute, or a supporter who believes in open access to knowledge—your involvement matters.

[Join the Community](#)[Get Started with AtoM](#)[Support the Foundation](#)

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130 Albert St. Suite 1912 Ottawa, ON K1P 5G4

We are not a corporation. We are a community.

Together, we safeguard access to memory.

What We Do

Structure behind the world's leading open-source archival software.

Foundation exists to support and sustain AtoM, the leading open-source archival form used by institutions, archivists, and communities around the world.

that allows AtoM to grow with clarity and stability—bringing together archivists, developers, and institutions to build something stronger, together.

We support AtoM with:

- Community-led governance
- Long-term sustainability and funding
- Support for global adoption and use

Partners

Partnership is not

Just shape identity, culture,

structure, that memory becomes
risk.

It doesn't happen.

By using the open-source platform, we
preserve humanity's shared
memory to everyone.



About AtoM

AtoM is the platform. We are its stewards.

AtoM (Access to Memory) is an open-source archival management system built on international standards and shaped by the global archival community.

AtoM is:

- Standards-driven
- Community-built
- Globally trusted

The Access to Memory Foundation ensures that AtoM remains open, sustainable, and aligned with the needs of the people who rely on it.

[Learn more about AtoM](#)



Existing in the Real World

The *real* fun starts when your
brand meets the *real* world

These examples demonstrate how the Access to Memory Foundation brand can be thoughtfully applied across a range of real-world contexts. They show how the logo, color palette, and supporting elements work together to create a cohesive, clear, and recognizable presence.



The Future of Your Brand

Knowing where your going, by remembering how far you've come

No visual brand is meant to outlive its relevance. Logos, colors, and imagery need to grow and evolve with the changing times. It is important to take a moment to remember, and honor your brand journey so far, so that when the time comes to take the next step forward, you'll be ready. And when that day comes, we'll be here, ready to help you navigate that transition too.

**Access to Memory (AtoM) Foundation /
Fondation Access to Memory (AtoM)**

Your Logo Before



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Your Logo Now - est. 2026

For questions or additional help,
visit www.inkind-design.com