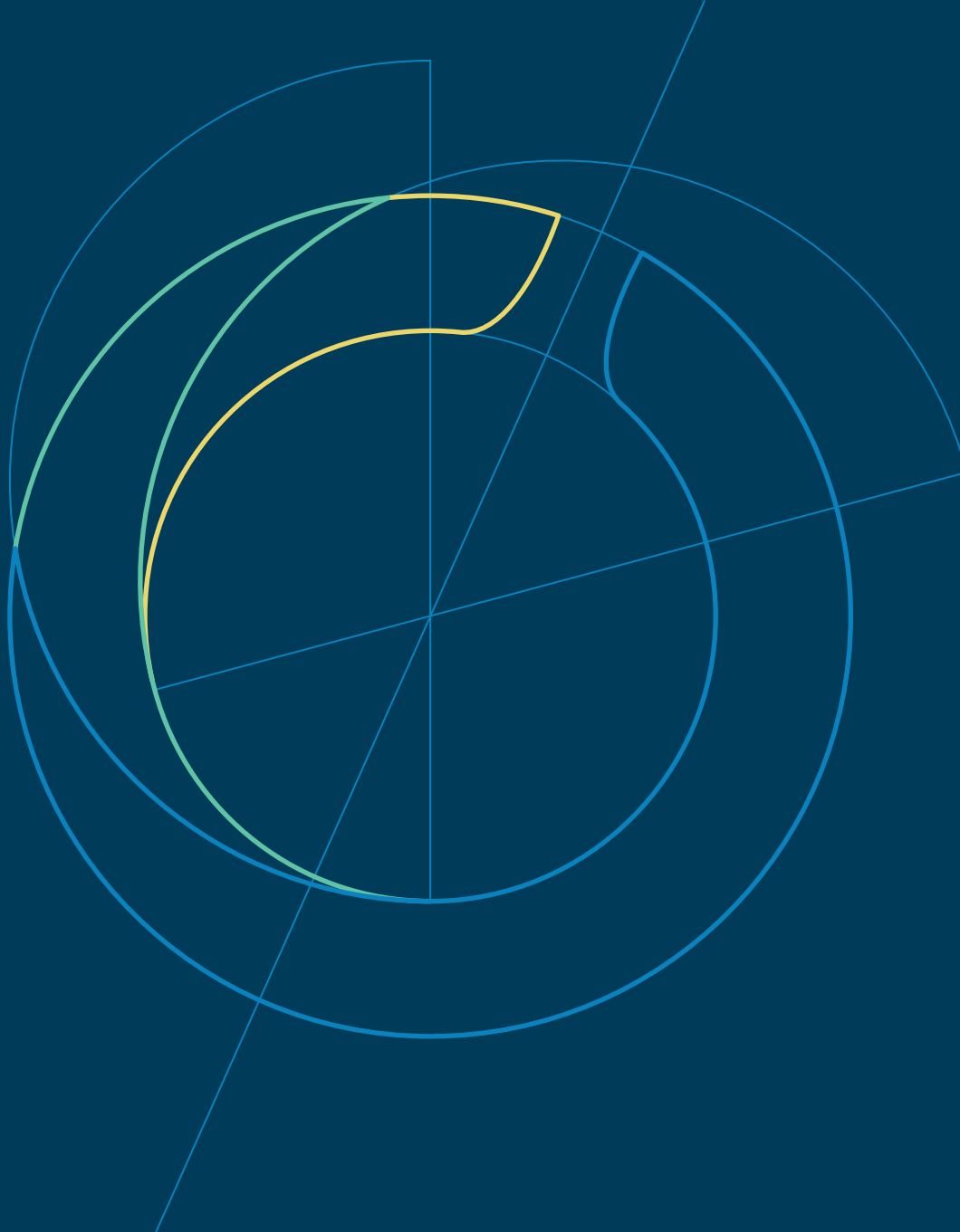


Adform Brand Identity Guidelines



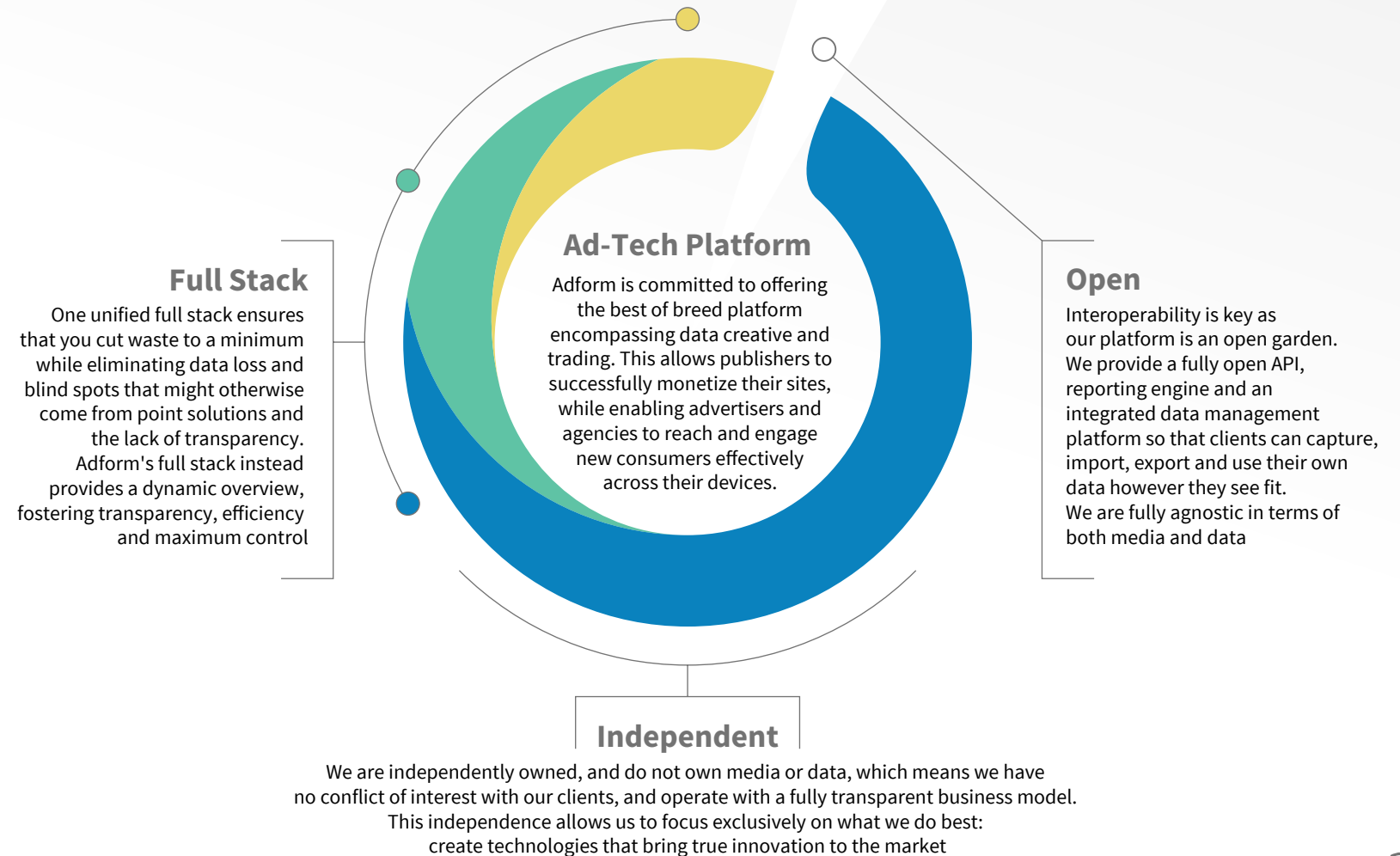
Adform's Brand identity is
a powerful statement on how
we present ourselves.

We created these guidelines
to help you to apply our
brand correctly and consistently
across all our visual and
verbal material.

content

who are we?	3
mission statement	4
logotype	5
color	9
logotype don'ts	13
iconography	14
imagery	15
typography	16
sub-logotypes	17
business card	18
contact	19

Adform is an
independent & open
full stack
ad-tech platform
serving the global
digital advertising
ecosystem



mission
statement

Making digital advertising **simple, relevant & rewarding**

Simple
for our
users

Relevant
for the
consumers

Rewarding for our
clients; advertisers,
agencies & publishers

logotype

Logotype is our most valuable brand asset. The font represents simplicity and experience.

The graphical element, replacing the letter “O” in the logotype, illustrates the dynamics and openness of the company.

Our primary logotype is the first way that we signify the presence of Adform. Our logotype should only appear in these colors.

**Please use only
approved digital files.**

[Download](#)

The Adform logotype features the word "adform" in a lowercase, rounded sans-serif font. The letter "o" is replaced by a stylized circular graphic composed of two overlapping semi-circles: a blue one on the left and a yellow one on the right, creating a sense of motion and openness.

symbol

The Adform symbol is replacing the letter “O” in the logotype.

Although it is a part of our logotype, the symbol can be used as a standalone element in situations, where a full logotype is not applicable due to space constraints or to avoid excessive repetition of the logotype.

Our symbol should only appear in these colors.

Please use only approved digital files.



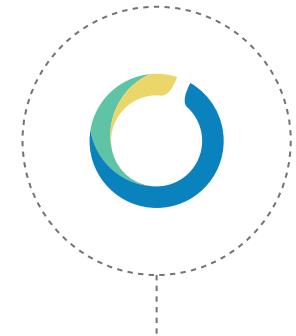
clear space

Clear space is important for the logotype to breathe. In order to preserve the integrity and visibility of our logo and prevent clutter, it is important that no other logotypes, type or other graphic elements overlap with its space. The minimum clear space around the logotype is equivalent to the size of the "O" symbol.

Clear space around the "O" symbol is equal to double the diameter of the symbol.



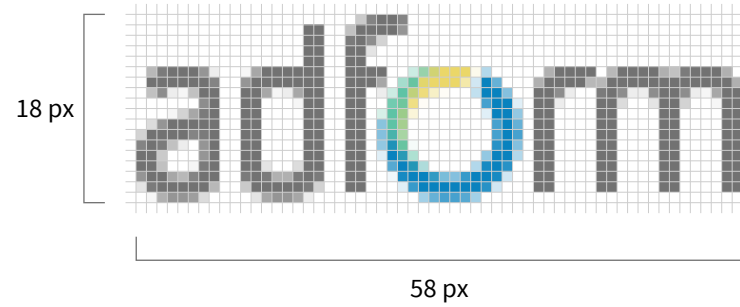
The minimum clear space around the logotype is equivalent to the size of the "O" symbol.



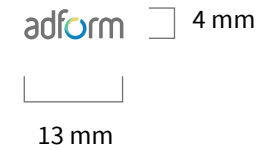
Clear area is 2X symbol size

minimum size

smallest pixel size



smallest print size



The minimum size at which the
logotype may be used is 13x14
mm for print applications and
58x18 pixels for digital
applications.

color

Our colors are an important part of our personality. We are confident, responsible, professional and flexible.

Use solid colors in print applications and for text.

Blue is our main color. It helps our users immediately identify us.

Please use only correct color codes.

Green

RGB	95 195 165
HEX	#5FC3A5
CMYK	60 0 45 0
PMS	3395 C



Yellow

RGB	235 215 105
HEX	#EBD769
CMYK	10 10 75 0
PMS	458 C



Blue

RGB	10 130 190
HEX	#0A82BE
CMYK	85 40 5 0
PMS	3005 C



Gray

RGB	115 115 115
HEX	#737373
CMYK	0 0 0 60
PMS	Cool Gray 11 C



secondary colors

Secondary colors are derivatives of Adform's main colors.

They may be used in addition to main colors, to create more visual diversity in identity elements.

Additional colors can not be used as a replacement for main colors - the main colors must always be present in all material.

Please use only correct color codes.

Ice Blue

RGB	170 210 230
HEX	#AAD2E6
CMYK	40 10 10 0
PMS	291 C

Sky Blue

RGB	90 170 210
HEX	#5AAAD2
CMYK	65 15 5 5
PMS	298 C

Marine Blue

RGB	0 95 140
HEX	#005F8C
CMYK	90 45 10 30
PMS	7469 C

Deep Blue

RGB	0 60 90
HEX	#003C5A
CMYK	100 50 15 60
PMS	2965 C

Ash Gray

RGB	205 205 205
HEX	#CDCDCD
CMYK	0 0 0 30
PMS	Cool Gray 3 C

Silver Gray

RGB	160 160 160
HEX	#A0A0A0
CMYK	0 0 0 50
PMS	Cool Gray 7 C

Lime Green

RGB	165 215 125
HEX	#A5D77D
CMYK	45 0 65 0
PMS	358 C

Teal Green

RGB	55 165 175
HEX	#37A5AF
CMYK	75 10 30 10
PMS	3135 C

Main colors

monochrome logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the primary logotype, the background is colorful or the colors are similar to our brand colors.



adform

Adform Blue

RGB	10 130 190
HEX	#0A82BE
CMYK	85 40 5 0
PMS	3005 C



adform

Adform Gray

RGB	115 115 115
HEX	#737373
CMYK	0 0 0 60
PMS	Cool Gray 11 C



white logotype

Solid white logotype may be used on a variety of colored backgrounds - solid color backgrounds as well as complex backgrounds, such as photos or pattern fills.

Recommended background colors are the main colors.

Please allow sufficient contrast between the logotype and the background - if that is not possible, use additional background elements or use full color logotype.



logotype don'ts



Only use the specified colors to represent our logotype



Avoid effects like outlines, glows, or any other techniques in order to stylize the logo



Don't use our primary logotype version against a green, blue, yellow or similar background



Don't skew, rotate or stretch the logotype



Leave enough clear space for the logotype to breathe

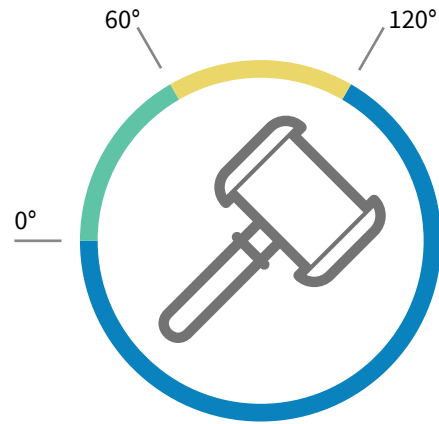


Don't place the logo on busy images

Our logotype should be consistent through all material.

For this reason please follow a few rules to avoid improper modifications or misuse.

iconography



Icon's outer circle follows
Adform's "O" symbol color scheme



Basic icons should be used to accompany certain features in design. The icons should have solid fills in a single color, should be slightly abstract, uncomplicated, simple, flat, and shouldn't have many details. They should be used in order to support the content and to create visual interest.



On dark backgrounds replace Adform Gray with white color for better contrast



Use Adform Blue for monochrome icons



Use White icons on colored backgrounds

imagery

Imagery is an important part of our brand assets. Our images should be realistic and high quality, natural, unique, and the people in the image should be engaged.

The images should not feel like stock imagery, they should show real people, natural emotions and reflect Adform brand's personality; open, informal, inclusive, fun, authentic, professional and creative.

As a global company, our imagery should reflect diversity. Images should reflect the different cultural, gender and racial make up of our staff and stakeholders.

Images can be full color or monochrome-tinted to Adform's main colors.



typography

Source Sans Regular is our primary content typeface. It should be used for long body copy. For applications where Source Sans is unavailable, Calibri font should be used (e.g. signatures).

Source Sans is our primary typeface for all text: headlines, subheadings, body text. It is a simple font that has good readability and multiple weights that can be used to emphasize information and text.

All-caps type has poor readability and should be avoided except for short statements and headlines.

Letter spacing is the space between letters. Headlines should have Optical setting with -20 letter spacing. All other text should have 0 letter spacing.

Source Sans Bold should be used for headlines and short statements. We also use it within body copy to emphasize certain points.

Source Sans Light

letter spacing setting at -20

The independent & open
full stack ad tech platform

**The independent & open
full stack ad tech platform**

The independent & open
full stack ad tech platform

sub-logotypes

For sub-logos, use
Source Sans Light.

The additional text should be
placed to the right of the Adform
logo and be the same height as
the letters of the main logo.

Additional words should be
written in lowercase.

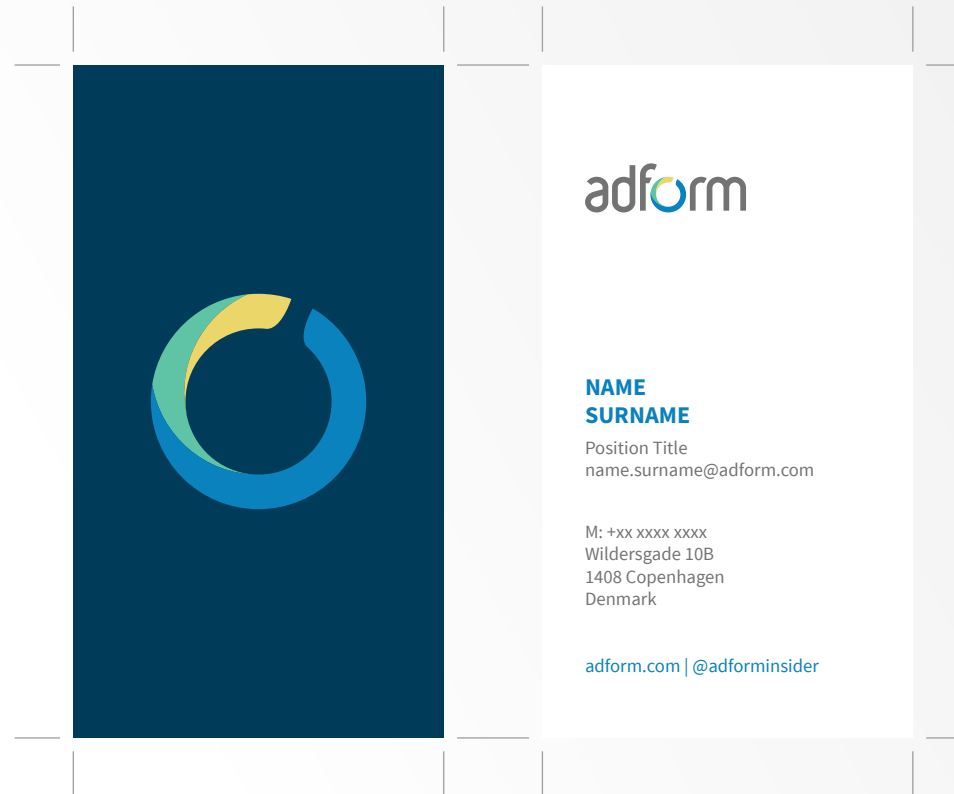
adforminsider

Spacing to the second word equals
the gap between M verticals

Source Sans Light font in Adform Gray
color with letter spacing set at -20

adformcertified

business card



Business cards are vertical in orientation and double-sided full color print. The dimensions are 50x90 mm. Paper specifications: Semicardboard 300.0 gsm.



contact

for more information about our brand identity, contact us at
marketing@adform.com