

Adform Brand Identity Guidelines

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Mission Statement

Adform is the leading independent and open full stack advertising technology platform that encompasses data, creativity and trading into one seamless enterprise product suite, servicing media agencies, trading desks and advertisers.

Make Every Impression Count

Our story is building the software that enables you to tell yours

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.

**Please use only
approved digital files.**

The Adform logo is displayed in a dark grey, lowercase sans-serif font. The letter 'o' is replaced by a stylized circular graphic composed of two overlapping semi-circles. The left semi-circle is blue and the right semi-circle is yellow, creating a vibrant, dynamic visual element.

Monochrome Logotype

The monochrome logotype is used when the background is colorful or when the colors are too similar to our brand colors.

adform

Deep Blue



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

adform

Grey



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 Adform's main colors.

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



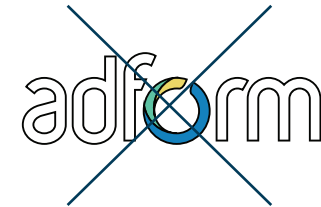
Logotype Don'ts

Our logotype should be consistent throughout all material.

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



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



Don't use monochrome symbol



Don't use other symbol instead Adform circle



Don't use old logotype

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.



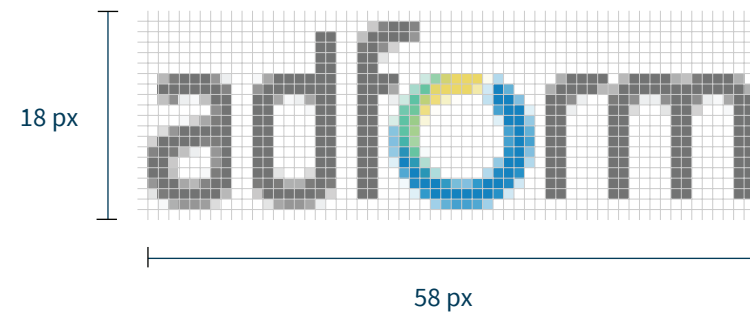
The minimum clear space around the logotype is equivalent to the size of the “O” symbol.



Clear area is 2X symbol size

Minimum Size

The minimum size at which the logotype may be used is 13x4mm for print applications and 58x18 pixels for digital applications.



Logotype with Tagline

The preferred use of the logotype with tagline is for big walls at events and roll-ups.

The logo for adform, featuring the word "adform" in a lowercase, sans-serif font. The letter "o" is stylized as a circle composed of two overlapping segments, one yellow and one blue.

Make Every Impression Count

Monochrome Logotype with Tagline

The white style of the logo should be used on color backgrounds.

adform

Make Every Impression Count

Colors


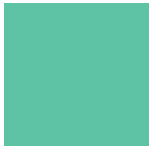


Our colors are an important part of our personality. We are confident, responsible, professional and flexible.

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.



Blue		RGB HEX CMYK PMS	10 130 190 #0A82BE 85 40 5 0 3005 C
Green		RGB HEX CMYK PMS	95 195 165 #5FC3A5 60 0 45 0 3395 C
Yellow		RGB HEX CMYK PMS	235 215 105 #EBD769 10 10 75 0 458 C
Grey		RGB HEX CMYK PMS	115 115 115 #737373 0 0 0 60 Cool Gray 11 C









Secondary Colors


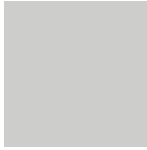
Secondary colors are derivatives of Adform’s main colors.

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

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

Please use only correct color codes.

Deep Blue		RGB HEX CMYK PMS	0 60 90 #003C5A 100 50 15 60 2965 C
Marine Blue		RGB HEX CMYK PMS	0 95 140 #005F8C 90 45 10 30 7469 C
Sky Blue		RGB HEX CMYK PMS	90 170 210 #5AAAD2 65 15 5 5 298 C
Ice Blue		RGB HEX CMYK PMS	170 210 230 #AAD2E6 40 10 10 0 291 C
Adform Yellow 70 %		RGB HEX CMYK PMS	235 215 105 #EBD769 10 10 75 0 602 C
Adform Yellow 50 %		RGB HEX CMYK PMS	235 215 105 #EBD769 10 10 75 0 607 C
Teal Green		RGB HEX CMYK PMS	55 165 175 #37A5AF 75 10 30 10 3135 C
Mint Green		RGB HEX CMYK PMS	140 207 183 8ccfb6 45 0 35 0 7478 C

Silver Grey		RGB HEX CMYK PMS	160 160 160 #A0A0A0 0 0 0 50 Cool Gray 7 C
Ash Grey		RGB HEX CMYK PMS	205 205 205 #CDCDCD 0 0 0 30 Cool Gray 3 C

Text color

Dark Grey		RGB HEX CMYK PMS	35 35 35 #232323 0 0 0 80 Black 7 C
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Negative color

Red		RGB HEX CMYK PMS	224 85 69 #e05545 13 80 80 2 7626 C
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Typography

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

All text should have 0 letter spacing.

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

Source Sans Pro

Source Sans Pro Semibold

Make every impression count

Source Sans Pro Regular

Make every impression count

Source Sans Pro Light

Make every impression count

Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vulputate orci at neque auctor, sit amet sodales ex consequat. Cras quis lorem maximus, porta diam eu, fringilla orci.

Vivamus euismod elementum felis, molestie feugiat libero malesuada non. Cras eget eros nisi.

Typography

Acumin Pro is our primary font for headlines.

Acumin Pro

Acumin Pro Wide Bold

Make every impression count

Acumin Pro Wide Regular

Make every impression count

Acumin Pro Wide Light

Make every impression count

Your text here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vulputate orci at neque auctor, sit amet sodales ex consequat. Cras quis lorem maximus, porta diam eu, fringilla orci.

Vivamus euismod elementum felis, molestie feugiat libero malesuada non. Cras eget eros nisi.

Typography

Arial is our primary font for Powerpoint presentations, emails and word docs, when there is no possibility to use Adform branded fonts (ie. Acumin Pro, Source Sans).

Arial

Arial Bold

Make every impression count

Arial Regular

Make every impression count

Your text here

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi vulputate orci at neque auctor, sit amet sodales ex consequat. Cras quis lorem maximus, porta diam eu, fringilla orci.

Vivamus euismod elementum felis, molestie feugiat libero malesuada non. Cras eget eros nisi.

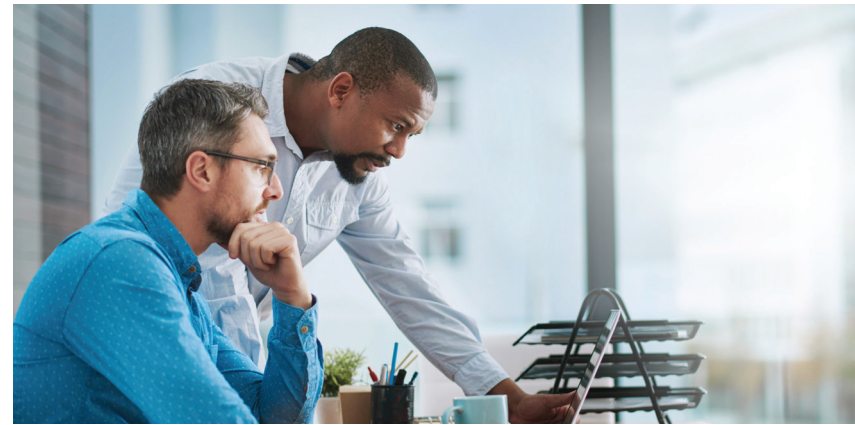
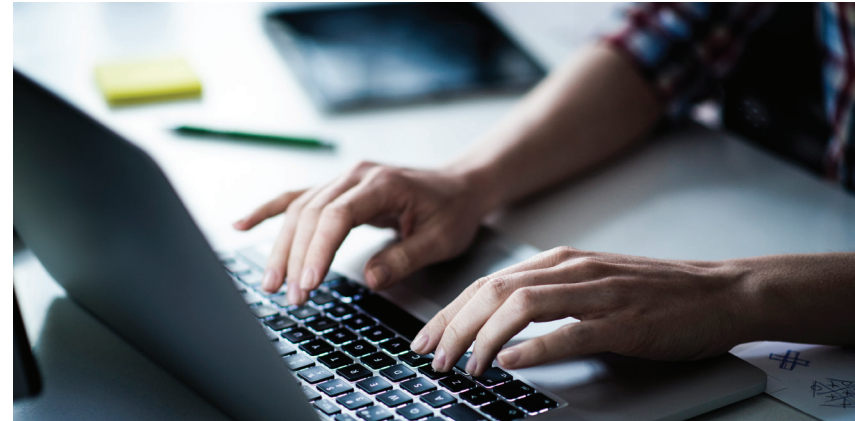
Imagery

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 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.





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