



STYLE GUIDE

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INTRODUCTION

The following pages demonstrate our unique visual identity. Our house style has been designed to be flexible, simple, and compelling, while remaining consistent in execution.

PRIMARY LOGO

A



The ADA logo is the most concise expression of our brand and an extremely valuable asset. It is a unique piece of artwork that was created especially for our visual communications.

It is of the utmost importance that the logo is only applied as specified in these guidelines. As the centerpiece of our visual branding, any misuse of the logo, no matter how small, is detrimental to the integrity of our brand.

A 'Standard Logo'

B Color Variations

C Adequate clear space should be left around the wordmark so that its prominence is not compromised; clear space is measured by the width of the three lines in the logo

B



C



SECONDARY LOGO: MUSIC TAG

A



For clarity of the ADA brand in some external marketing applications, the ADA secondary logo that contains the “Music” tag may be used under the direction of ADA, when necessary. Please contact an ADA or Creative Services representative for approved uses of this logo and appropriate files.

The logo should only be applied as specified in these guidelines. Under no circumstances should the logos ever be altered, added to or re-created. Only use the approved digital art files

A 'Logo with Tag'

B Color Variations

C Adequate clear space should be left around the wordmark so that its prominence is not compromised; clear space is measured by the width of the three lines in the logo

B

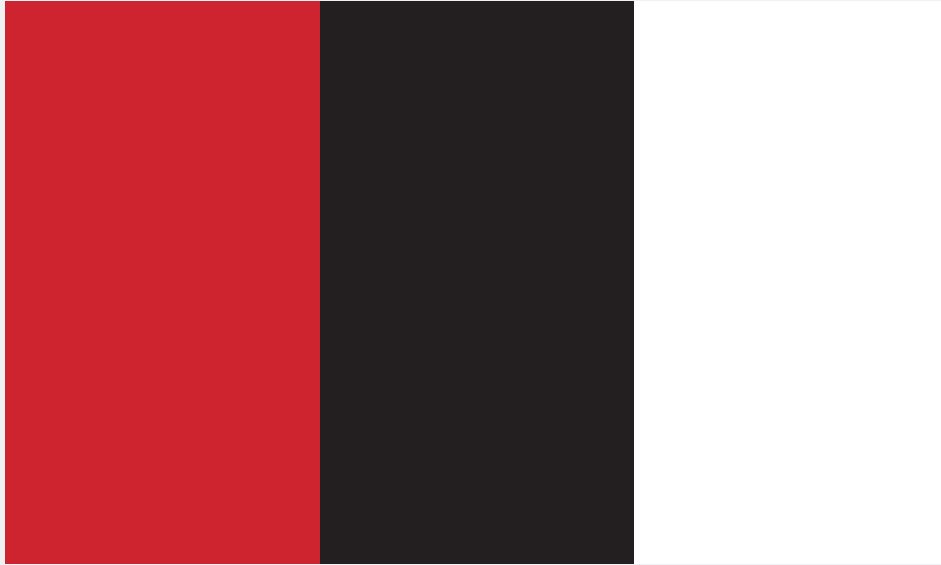


C



BRAND COLORS

PRIMARY COLORS



RED

PMS PANTONE 1797
HEX C6262D

C 15 **R** 203
M 98 **G** 38
Y 93 **B** 45
K 4

BLACK

PMS BLACK
HEX 000000

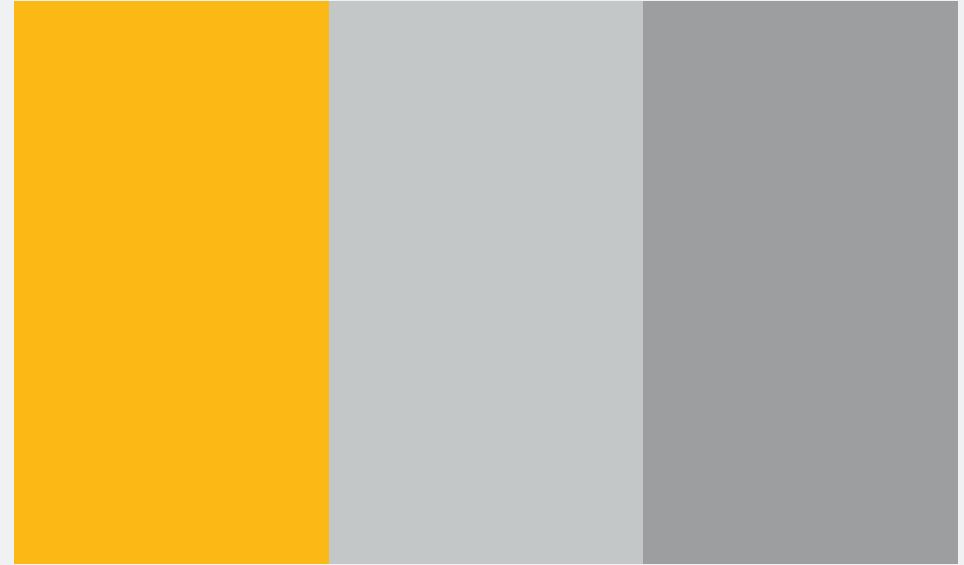
C 60 **R** 0
M 40 **G** 0
Y 20 **B** 0
K 100

WHITE

PMS WHITE
HEX FFFFFFFF

C 0 **R** 255
M 0 **G** 255
Y 0 **B** 255
K 0

SECONDARY COLORS



YELLOW

PMS PANTONE 143
HEX EEA320

C 5 **R** 238
M 40 **G** 163
Y 100 **B** 32
K 0

LIGHT GRAY

PMS PANTONE 428
HEX C3C6C7

C 23 **R** 195
M 16 **G** 198
Y 17 **B** 199
K 0

DARK GRAY

PMS PANTONE 422
HEX 9EA1A2

C 41 **R** 158
M 31 **G** 161
Y 32 **B** 162
K 0

ADA red, black and white are the core colors of our logos and comprise the core color palette. They along with the secondary palette are what makes our house style identifiable and unique.

Whenever possible, these colors should be used in print and digital materials to communicate the bold and unique qualities of our brand. The secondary colors should be used sparingly to accent and support our primary color palette.

TYPOGRAPHY

Our primary typeface is Trade Gothic. It is a sans serif typeface used throughout our communications, ranging from body copy to headlines.

Typography contributes greatly to a cohesive look and feel. Trade Gothic Bold Extended is used for headlines and subheadlines and Trade Gothic Extended is used for body copy.

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z 1 2 3 4 5 6 7 8 9 0

HEADLINE TRADE GOTHIC, BOLD EXTENDED, ALL CAPS

Subheadline TRADE GOTHIC, BOLD EXTENDED

Lorem ipsum dolor sit amet, consectetur adipiscing TRADE GOTHIC, EXTENDED
elit. Donec elit nisl, efficitur ac eleifend suscipit,
dignissim ut magna. Curabitur fermentum ut urna at
sollicitudin. Cras ac suscipit orci. Praesent in ligula
enim. Vestibulum ante ipsum primis in faucibus orci
luctus et ultrices.

TYPOGRAPHY: SYSTEM-SAFE ALTERNATES

For circumstances where Trade Gothic is unavailable as a font choice, Helvetica or Arial should be used as a back-up, secondary font.

They are both sans-serif fonts that are accessible by most systems. Bold should be used for headlines and subheadlines and Regular should be used for body copy.

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z 1 2 3 4 5 6 7 8 9 0

A B C D E F G H I J K L
M N O P Q R S T U V W X
Y Z 1 2 3 4 5 6 7 8 9 0

HEADLINE HELVETICA OR ARIAL, BOLD, ALL CAPS

Subheadline HELVETICA OR ARIAL, BOLD

..... HELVETICA OR ARIAL, REGULAR
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec
elit nisl, efficitur ac eleifend suscipit, dignissim ut magna.
Curabitur fermentum ut urna at sollicitudin. Cras ac suscipit orci.
Praesent in ligula enim. Vestibulum ante ipsum primis in faucibus
orci luctus et ultrices. Donec elit nisl, efficitur ac eleifend suscipit,
dignissim ut magna. Curabitur fermentum ut urna at sollicitudin.

CO-BRANDING



In some communications, the ADA logo will need to appear in combination with other brands.

In these applications, it is essential that the logos always be presented equally in visual prominence as shown to the left.



MISUSE

A



B



C



D



E



F



Any misuse of the ADA standard logo, no matter how small, is detrimental to the integrity of the brand.

The following examples demonstrate a few of the many ways the logo must never be adjusted. Under no circumstances should the logos ever be altered, added to or recreated. Only use the approved digital art files

- A Do NOT use unapproved colors of the logo
- B Do NOT add a gradation to the logo
- C Do NOT scale the logo disproportionately
- D Do NOT rotate the logo
- E Do NOT reposition the 'MUSIC' tag
- F Do NOT change the font of the 'MUSIC' tag

USE OF ADA IN COMMUNICATIONS

When referencing our company in written or other communications, please remember:

ADA not “A.D.A.” (ADA is a brand not an abbreviation)

ADA not “Alternative Distribution Alliance”

If using a logo please use the current version as referenced on the previous pages of this guide.

