

# ADP Logo Use Guides

Logo Guidelines 2016



A more human resource.™

## Logo Overview

### Introduction

The ADP logo unifies our brand, telling the world we are one ADP. With its solid letters, modern face and forward orientation, it suggests dependability, advanced methodology and progress. These guidelines provide the information for maintaining the integrity of our brand and the consistent impact of the ADP logo. They are the starting points in a complete and dynamic brand visual identification system. Because the ADP logo is the key visual element representing the company, these guidelines have been established to control its use in all applications.

The ADP logo may only be used exactly as approved by ADP on packaging, collateral materials, documentation and advertising, including Internet advertising, solely for the purpose of promoting ADP products. The ADP logo is a registered trademark and service mark of ADP of North America, Inc., which has approved these guidelines for its use.

The ® mark indicates that the ADP logo is registered with the U.S. Patent and Trademark Office and must always be used with the logo in the position shown herein. It must also be accompanied by the attribution clause, "ADP and the ADP logo are registered trademarks of ADP, LLC."



## Logo and Tag Line

The tag line, "A more human resource.", speaks to the core of what ADP stands for. We're a company that understands and appreciates that people are the most valuable asset of any organization. When people are treated like people within the workplace, remarkable things can happen.

Only approved logo files should be used when incorporating into any communications. The tag line may be left justified, right justified or centered under the logo, depending on what visual treatment best complements the layout. The words "A more human resource" can be used conversationally in writing (e.g., "As a more human resource, ADP understands that the most valuable asset of any company is its people."), but never as a "sign-off" (functioning as the last four words in body copy) to any marketing material.

The <sup>SM</sup> mark indicates that the ADP tag line is registered with the U.S. Patent and Trademark Office and must always be used with the logo in the positions shown herein. It must also be accompanied by the attribution clause, "ADP and the ADP logo are registered trademarks of ADP, LLC."



Left Justified



Right Justified



Centered

## Incorrect Usage of Tag Line

### Do not:

The identity and recall of a tag line depend largely on consistent presentation. Misuse of the tag line can cause consumers to fail to properly connect with the brand.

Follow these simple rules when using the ADP logo and tag line (always together) on branded communications.

1. Do not change the color of the tag line.
2. Do not move the tag line from the logo.
3. Do not use an unapproved typeface.
4. Do not use the old tag line.
5. Do not stretch the logo.
6. Do not use the tag line alone.

1.



2.



3.



4.



5.



6.



## Color Variations

### Flexibility

The logo color variations provide designers with a number of options to meet a range of layout requirements. Only approved logo files should be used when incorporating into any communications.

The ADP Red logo is always preferred. Seen against a white background, it makes a striking visual statement about our brand and helps to set the stage for the rest of our design system.

The black logo is intended for use when color reproduction is unavailable, such as fax cover sheets and internal printing.

The reverse logo is for use when a background does not allow for the color logo. For maximum legibility, the background should provide enough contrast with the logo.

The ADP tag line should appear in PANTONE® Cool Gray 11c whenever possible. However, it may reverse to white with the logo as needed.

The rich, bold red of PANTONE® 186 enhances the directness and distinctiveness of the world-famous ADP logo. The RGB breakdown is 237 Red, 28 Green and 46 Blue. The CMYK breakdown is: 0 Cyan, 100 Magenta, 91 Yellow, 0 Black.



ADP Red (preferred)



Black



Reverse



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ADP Red and tag line in Pantone® Cool Gray 11c



A more human resource.™

Black



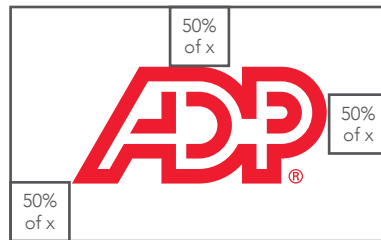
Reverse



# Clear Space

## Area of isolation

To enhance the legibility and impact of the ADP logo, be sure to keep it at a reasonable distance from other trademarks, text, graphic devices or images within the layout.



Minimum clear space = 50% of the height of x. Maintain minimum clear space on all sides of the logo.

## Size Recommendations

### Minimum size of ADP logos

To ensure the greatest possible legibility and impact, never reproduce the ADP logo's height smaller than 0.1875" (4.76 mm) for print or 25 pixels for the Web. For the ADP logo with tag line, minimum size is .3" (7.62 mm) for print and 40 pixels for Web.

Minimum size (print)

.1875"  
4.76 mm [  ]

Minimum size (Web)

25 px [  ]

.3"  
7.62 mm [  ]  
A more human resource.™

40 px [  ]  
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## Incorrect Usage of Logo

### Do not:

A strong identity depends on consistent presentation. Misuse of the logo may cause people in the marketplace to misinterpret or not easily recognize the ADP brand.

Follow these simple rules when using the ADP logo or logo with tag line on branded communications:

1. Do not rotate, stretch, slant, condense or alter the logo in any way.
2. Do not use screens or tints.
3. Do not use in outline form.
4. Do not alter the colors.
5. Do not add textures or gradients.
6. Do not enclose the logo within a holding shape.
7. Do not use on patterned backgrounds or as a background pattern.
8. Do not use unapproved backgrounds.
9. Do not use logos with low resolution.

1.



2.



3.



4.



5.



6.



7.



8.



9.





# Terms and Conditions

## Guidance for partners

The following terms and conditions apply when using the ADP logo; any use in violation of these terms and conditions is strictly prohibited. ADP reserves the right to change these guidelines at any time at its sole discretion. You must comply with the guidelines as amended from time to time. Amended Guidelines will be emailed to the current contact address on record. Please send updates to contact information or any questions regarding these guidelines to [brand@adp.com](mailto:brand@adp.com).

- The ADP logo may only be used exactly as approved by ADP on packaging, collateral materials, documentation and advertising, including Internet advertising, solely for the purpose of promoting ADP products.
- Your company name, logo or product's name must appear on any products or related materials where the ADP logo is used. The ADP logo must be smaller and less prominent than your product's name, trademark, logo or trade name.
- The ADP logo may not be used in any manner that expresses or might imply ADP's affiliation, sponsorship, endorsement or approval other than as consistent with this agreement.
- You may not use the ADP logo in a manner that might suggest co-branding or otherwise create potential confusion as to the source of the products or ownership of the ADP logo. You may not display the ADP logo in any manner that suggests that your goods or services are an ADP product, or in any manner that suggests that "ADP" is a part of your product's name.
- The ADP logo may not be included in any non-ADP trade name, business name, product or service name, logo, trade dress, design, slogan or other trademark. For example, you may not name your product "ADP SuperPay."
- The ADP logo may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers or other design elements.
- The ADP logo, or any element thereof, including, but not limited to, ADP's logo, logotypes, trade dress and other elements of ADP's marketing, packaging and websites, may not be imitated or used as a design feature in any of your materials.
- In all materials, the ADP logo must include the ® symbol, and the attribution clause: "ADP and the ADP logo are registered trademarks of ADP, LLC."
- ADP may provide you with artwork for the ADP logo. If provided, you must use this artwork, which you may not alter in any way. The ADP logo may be used in only two formats: positives — for red or black use only; negatives — for reverse use (white logo on dark background). The logo has been developed with different stroke weights for these two versions.
- The ADP logo must stand alone. A minimum amount of empty space must be left between a logo and any other object such as type, photography, borders, edges, etc.

Questions regarding the ADP Logo Guidelines,  
email us at [brand@adp.com](mailto:brand@adp.com).