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The ADP logo unifies our brand and tells the world who we are. With its solid letters, modern face, and forward orientation, it suggests dependability, advanced methodology, and progress.

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Overview: Logo

The ADP logo is a registered trademark and service mark of ADP, 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, Inc."

ADP Red

Preferred

ADP Red
PMS 7620C
C0 M93 Y70 K24
R208 G39 B29
#D0271D

Reversed

Restricted use on dark backgrounds

Black

Restricted use in case of limited print production

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Overview: Tagline

Always designing for people means we never stop reimagining a better world at work where everyone can focus on doing what they do best.It also means we're designing for tomorrow to create platforms that transform how great work gets done — unlocking a world of opportunity. It must also be accompanied by the attribution clause, "ADP, the ADP logo, and Always Designing for People are trademarks of ADP, Inc."

The ADP tagline should appear in ADP Navy whenever possible.

ADP Red

Preferred

ADP Red
PMS 7620C
C0 M93 Y70 K24
R208 G39 B29
#D0271D

ADP Navy
PMS 2766C
C100 M96 Y37 K39
R18 G28 B78
#121C4E

Reversed

Restricted use on dark backgrounds

Black

Restricted use in case of limited print production

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Logo on background color: ADP Red and black logo

For maximum legibility, the background should provide enough contrast with the logo. The options shown on this page are the only approved background colors for the ADP Red logo and black logo.

Use of the black logo is limited to print applications with production limitations that only allow black type.

White

ADP Blush

ADP Tan

White

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Logo on background color: Reverse logo

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 options shown on this page are the only approved reverse logo and background color pairings**: reverse logo on ADP Red, ADP Rose, ADP Purple, and on ADP Navy.

The reverse logo on black should be only used in print applications with production limitations.

The reverse logo version on ADP Navy should only be used in digital applications. Do not use it for print applications.

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Logo on background color: ADP Red and black logo with tagline

For maximum legibility, the background should provide enough contrast with the logo. The options shown on this page are the only approved background colors for the ADP Red logo with tagline and black logo with tagline.

The Black logo should be only used in print applications with production limitations.

White

ADP Blush

ADP Tan

White

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Logo on background color: Reverse logo with tagline

The reverse logo on black should be only used in print applications with production limitations.

For maximum legibility, the background should provide enough contrast with the logo. **The options shown on this page are the only approved reverse logo with tagline and background color pairings**; reverse logo on ADP Red, ADP Rose, ADP Purple, and on ADP Navy.

The reverse logo version on black is limited to be used in print application with production limitation, which allows only to be in black.

The reverse logo version on ADP Navy is limited for use in digital applications only. Do not use it for print applications.

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ADP Red

Always Designing for People®

ADP Navy

Always Designing for People®

ADP Rose

Always Designing for People®

ADP Purple

Always Designing for People®

Black

Always Designing for People®

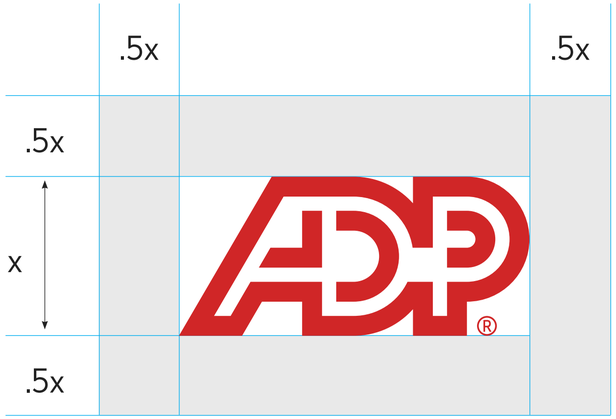
Clear space

For immediate brand recognition and impact, ADP logo should not be crowded by other visual elements.

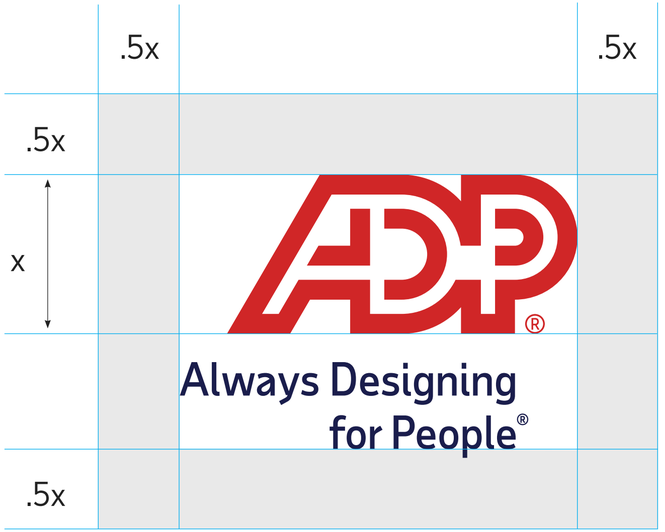
x = Height of the ADP logo

The minimum clear space for the ADP logo is .5x around the logo.

Do not place graphics or typography in the clear space area.



x = Height of the ADP logo
Clear space is .5x around the logo



x = Height of the ADP logo
Clear space is .5x around the logo

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Minimum size

To ensure the legibility and impact, never reproduce the ADP logo's height smaller than .262 inches (6.665mm) for print or 24 pixels for digital.

For the ADP logo with tagline, minimum size is .5 inches (12.7mm) for print and 64 pixels for digital.

The logos featured on this page are not to scale

For print

.262"
6.665mm

.5"
12.7mm

For digital

24 pixels

64 pixels

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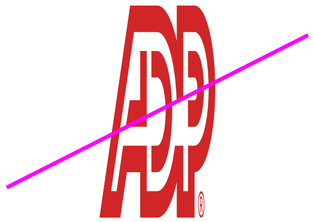
Don’ts

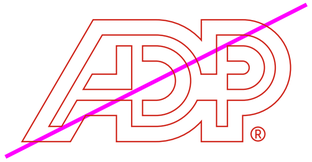
A strong identity depends on consistent presentation. Misuse of the logo may cause people in the marketplace to misinterpret or not easily recognize the ADP brand.

When using the ADP logo or logo with tagline, avoid the misuse cases that are illustrated on this page.

Do not rotate the logo



Do not stretch the logo



Do not create outlined version

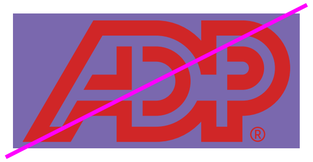
Do not change the color of the logo

Do not eliminate ® mark

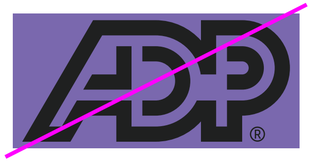
Do not place elements within the clear space

Do not fill the inside of the logo with color

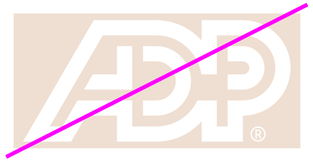
Do not place the logo on an image background



Do not place ADP Red logo on an unapproved background color



Do not use black logo when ADP Red or reverse options are available



Do not use reverse logo on a light background

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Don’ts (Continued)

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.

When using the ADP logo or logo with tagline, avoid the misuse cases that are illustrated on this page.

Do not change the tagline color

Do not scale the tagline alone

Do not alter the lockup

Tagline should always be in white on reverse logo

Do not use ADP Warm Red as background color for the reverse logo

Do not use ADP Blue as background color for the reverse logo

Do not use ADP Brown as background color for the reverse logo

Do not use ADP Sand as background color for the reverse logo

Do not use ADP Blush as background color for the reverse logo

Do not use ADP Tan as background color for the reverse logo

Do not use ADP Cool Grey as background color for the reverse logo

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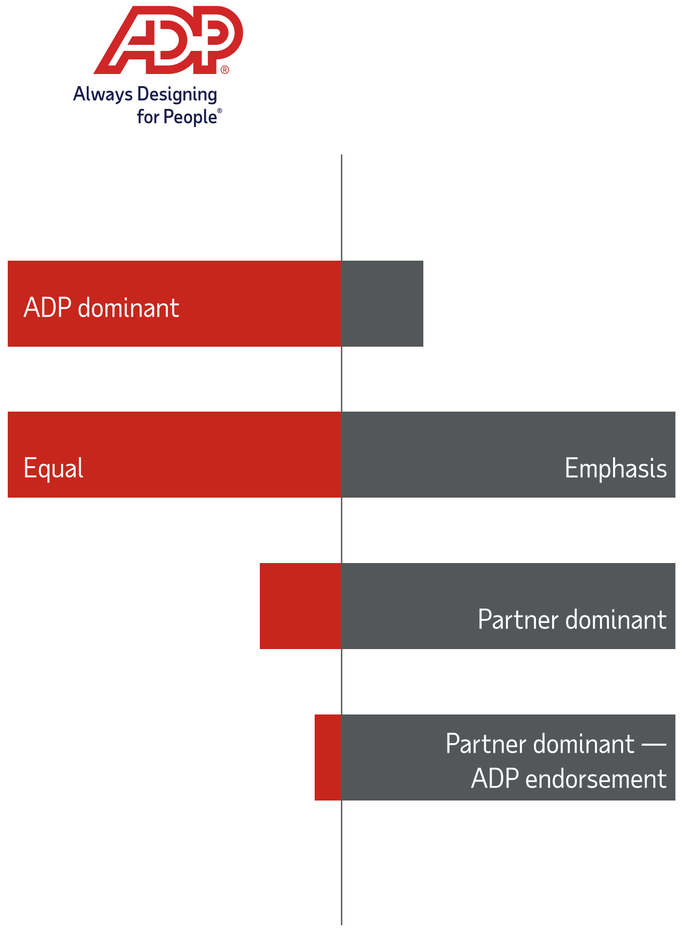
Co-brand: Spectrum

In a co-branding relationship, the ADP logo appears together with a partner, either as equals or with one of the two logos dominant. Although each co-branding relationship is unique, governed by the specifics of the contract and the business roles of the brands, there are general categories for visual co-branding as shown in this spectrum. At one end of the spectrum are relationships where ADP is the more visible logo; at the other end are relationships where the partner logo is more dominant.

Refer to this spectrum and the visual representations of each category on the following pages as a starting point for determining the co-branding relationship that's right for you. They will help you understand the choices available for visually relating the ADP brand to our partners.

There are a number of factors that will help you determine the correct visual relationship:

- Who has control over the marketing resources?
- Who will the customers look to when they have a billing or service question?
- Which brand is more familiar to the audience?
- Is there a risk of harming the ADP brand's reputation?



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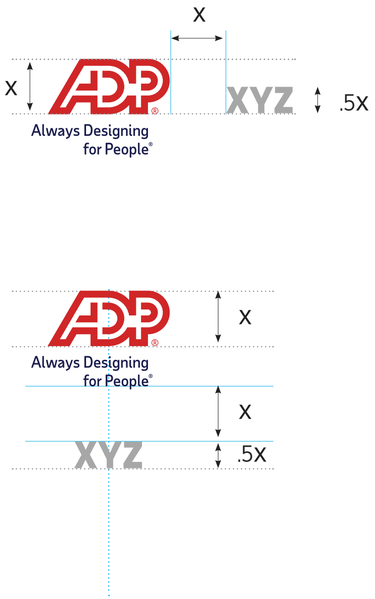
Co-brand: ADP dominant

Definition: ADP and a partner agree to market a bundled product/service, although ADP plays the more dominant role in promoting the relationship.

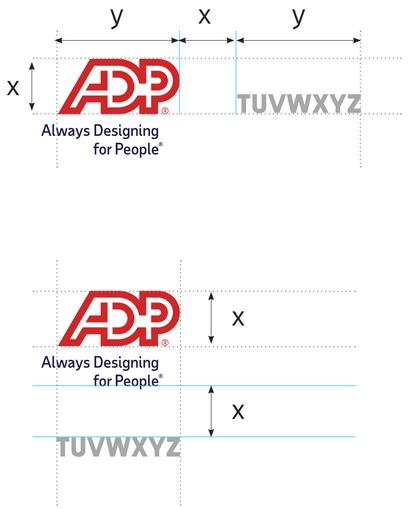
Specific attributes to consider:

- ADP provides the customer support/care and billing
- ADP owns the majority of marketing resources
- ADP has greater brand awareness with the audience
- ADP assumes more risk to its brand

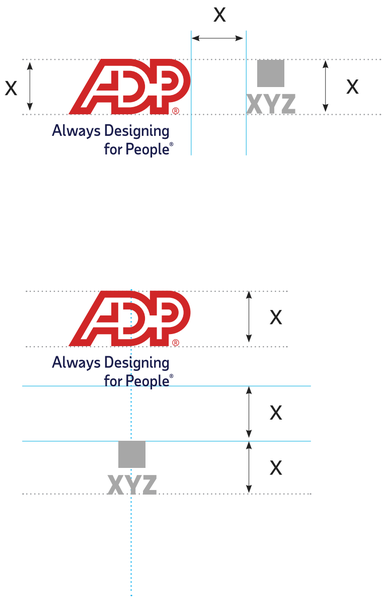
When partner company's logo is in similar proportion to ADP logo



When partner company's logo is much wider than ADP logo



When partner company's logo includes a symbol



x = Height of the ADP logo y = Width of the ADP logo

Please note: The mathematical specifications shown here are suggestive only. Because partner logos vary in size and shape, you may need to visually compensate for this disparity. To do so, enlarge or reduce the partner logo to be visually equal in size and weight to the ADP logo. This will allow the logos to appear as separate pieces of artwork—not one combined identity.

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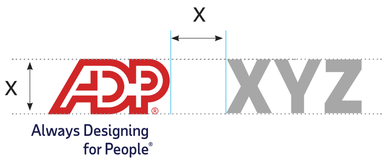
Co-brand: Equal emphasis

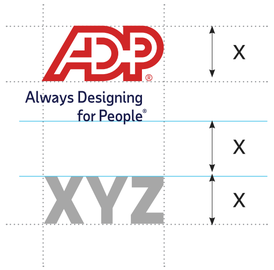
Definition: ADP and the partner's brand are considered equally valuable to the effort and thus share equal visual emphasis.

Specific attributes to consider:

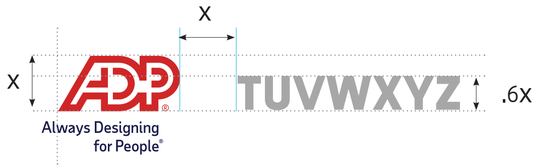
- Each brand supports its own customers regarding customer support/care and billing
- Both brands share the marketing resources
- Both brands have equal brand awareness
- Both brands assume equal risk to their brand

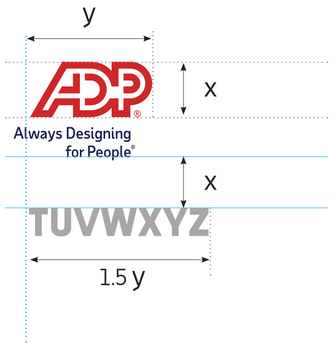
When partner company's logo is in similar proportion to ADP logo



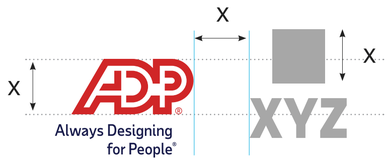


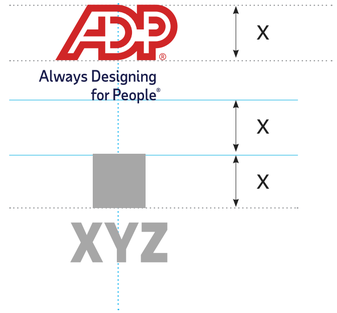
When partner company's logo is much wider than ADP logo





When partner company's logo includes a symbol





x = Height of the ADP logo y = Width of the ADP logo

Please note: The mathematical specifications shown here are suggestive only. Because partner logos vary in size and shape, you may need to visually compensate for this disparity. To do so, enlarge or reduce the partner logo to be visually equal in size and weight to the ADP logo. This will allow the logos to appear as separate pieces of artwork—not one combined identity.

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Co-brand: Examples

Always Designing for People®

BRANDNAME TAGLINE HERE

Always Designing for People®

Surround Insurance

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Event branding

Identifiers created for internal and/or external events are to use our proprietary font (can be bolded or italicized to create differentiation). For consistency, only the official “name” of the event is to be used without any additional graphics. Please send to Brand@adp.com for final approval.

Only ADP Meeting of the Minds will feature an ADP logo within the event identifier.

Please refer to the ADP color section for type color pairings.

Internal event branding

One-line

THE EVENT NAME 2020

2020 THE EVENT NAME

Multi-line

THE EVENT NAME 2020

2020 THE EVENT NAME

Condensed Two-line

NAME 2020

2020 NAME

Font pairing:
Event name: Taub Sans Medium
Year: Taub Sans Regular
Font size: event name and year share same size
Leading= font size
Tracking: 0

Example:

SLM 2019

External event branding

One-line

*THE EVENT **NAME*** 2020

2020 *THE EVENT **NAME***

Multi-line

*THE EVENT **NAME*** 2020

2020 *THE EVENT **NAME***

Condensed Two-line

NAME 2020

2020 ***NAME***

Font pairing:
Event name: Taub Sans Medium Italic,
Event name highlight: Taub Sans Bold Italic
Year: Taub Sans Regular
Font size: event name and year share same size
Leading= font size
Tracking: 0

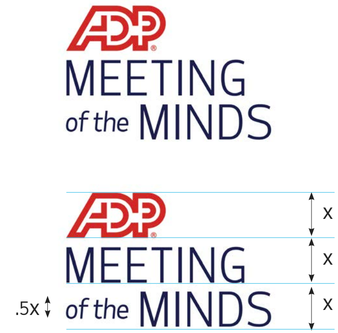
INNOVATION DAY 2020

INNOVATION DAY 2020

2019 *INDUSTRY ANALYST DAY*

Event branding clear space

ADP logo with Meeting of the Minds



x = Height of the font size

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ADP logo with tagline: Lockup sizing

Purpose

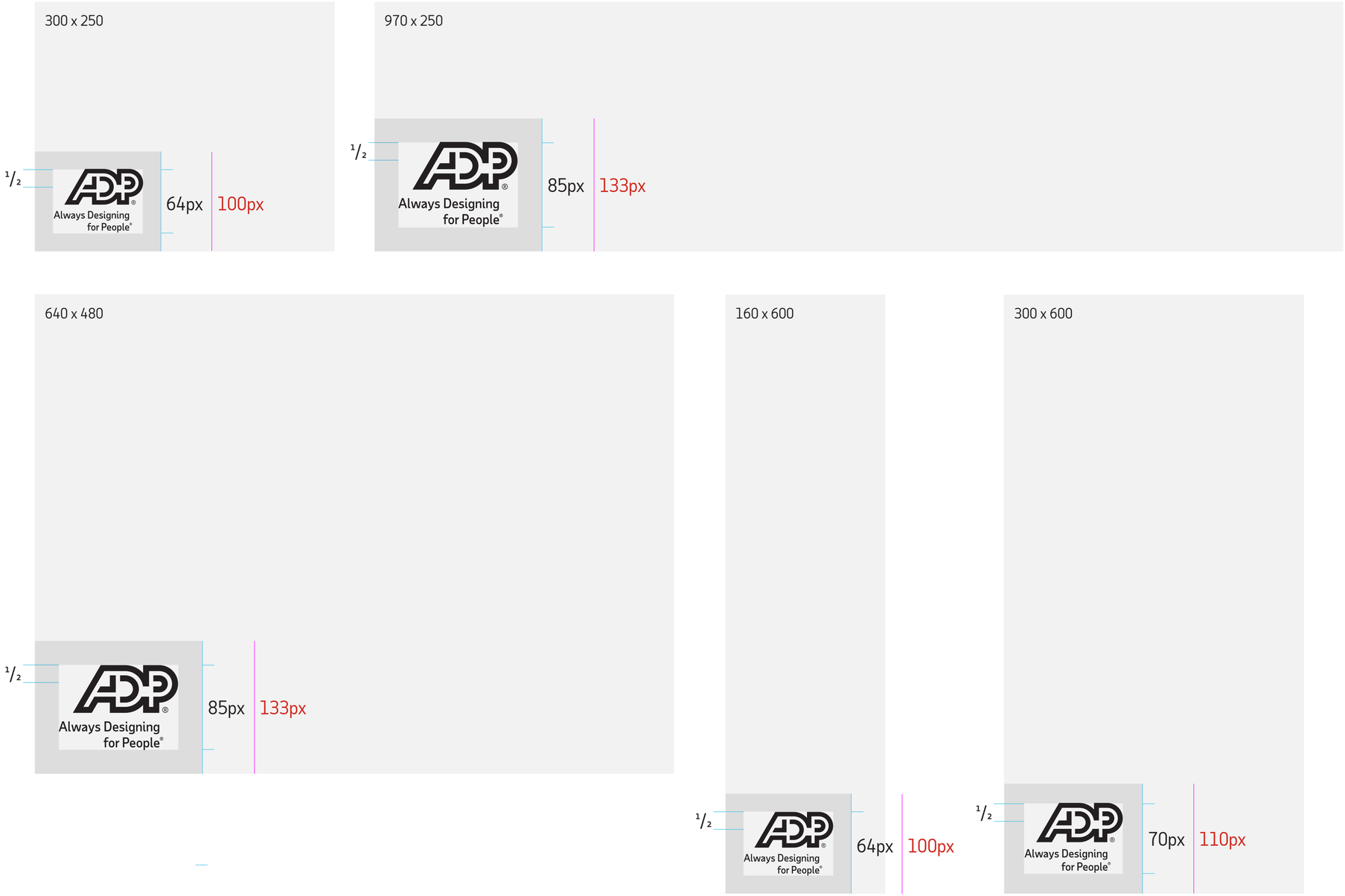
For digital usage only.

Clear Space

The clear space around the ADP logo lockup is equal to half (1/2) the height of the capital letters in ADP.

Placement

The ADP logo with tagline should preferably be placed on the bottom right corner of the banner. If the design composition interferes with this placement, then the logo can be placed on the bottom left corner of the banner.



Banners displayed at actual size.

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ADP logo sizing

Purpose

For digital usage only.

Clear Space

The clear space around the ADP logo lockup is equal to half (1/2) the height of the capital letters in ADP.

Placement

The ADP logo should be vertically centered on the right side of the banner as shown above.

The 300x250 banner should follow the placement recommendation of the ADP logo with tagline.

Banners displayed at actual size.

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ADP logo: Full color & reversed color

Purpose

For digital usage only.

ADP Logo, Full Color

For maximum legibility, the background should provide enough contrast with the logo. The options shown here are the only approved background colors for the reversed ADP logo.

ADP Logo, Reversed

For maximum legibility, the background should provide enough contrast with the logo. The options shown here are the only approved background colors for the reversed ADP logo.

Important Rule:

ADP Red cannot exceed 30% in an overall layout.

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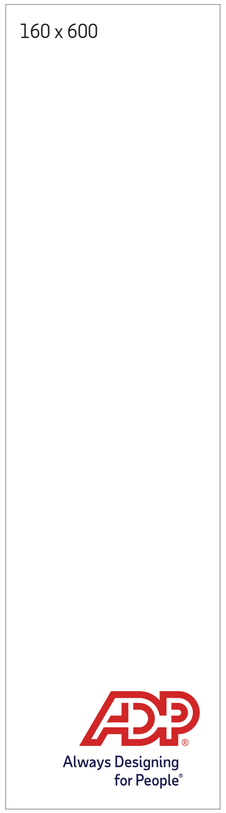
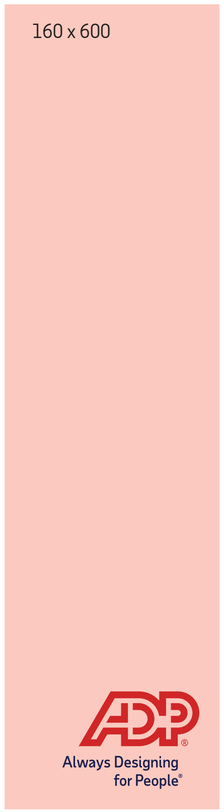
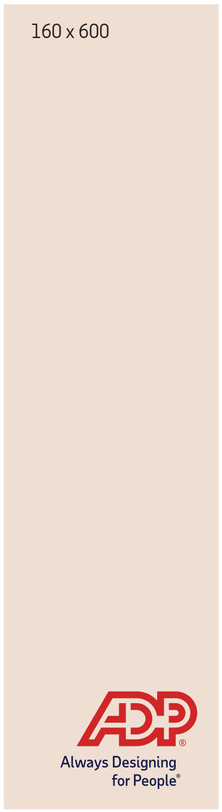
ADP Logo, Full Color



White
R255 G255 B255
#FFFFFF



ADP Blush
R250 G200 B191
#FAC8BF

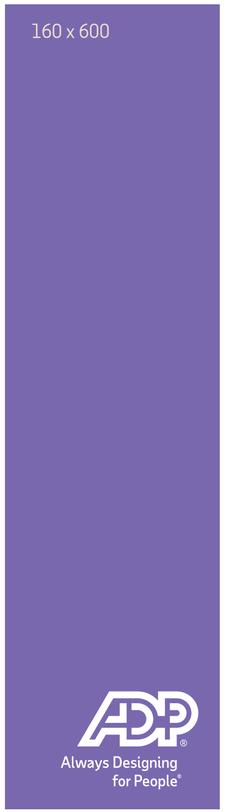


ADP Tan
R239 G223 B209
#EFDFD1

ADP Logo

ADP Red
R208 G39 B29
#D0271D

ADP Rose
R242 G99 B93
#F2635D



ADP Purple
R121 G103 B174
#7967AE

ADP Navy
R18 G28 B78
#121C4E

Banners displayed at actual size.

Important information

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- You may not use the ADP logo or other ADP trademarks in a manner that might suggest co-branding or otherwise create potential confusion as to the source of the products or ownership of ADP’s trademarks. You may not display ADP trademarks in any manner that suggests that your goods or services are an ADP product, or in any manner that suggests that ADP or any other ADP trademark is a part of the name of your goods or services.
- ADP trademarks may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.
- You may not copy or imitate any element of ADP’s trademarks, logos, or other ADP visual brand properties, including trade dress, designs, marketing materials, packaging, and websites, as a design feature in any of your products or materials.
- Unless otherwise specified, the ADP logo must include the ® symbol and the attribution clause: “ADP and the ADP logo are registered trademarks of ADP, Inc.”
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