

# Logo

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



# 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



Always Designing  
for People®

## Reversed

Restricted use on dark backgrounds



Always Designing  
for People®

## Black

Restricted use in case of limited print production



Always Designing  
for People®

# 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



## 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.

ADP Red



ADP Navy



ADP Rose



ADP Purple



Black



# 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



## 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.

ADP Red



ADP Navy



ADP Rose



ADP Purple



Black





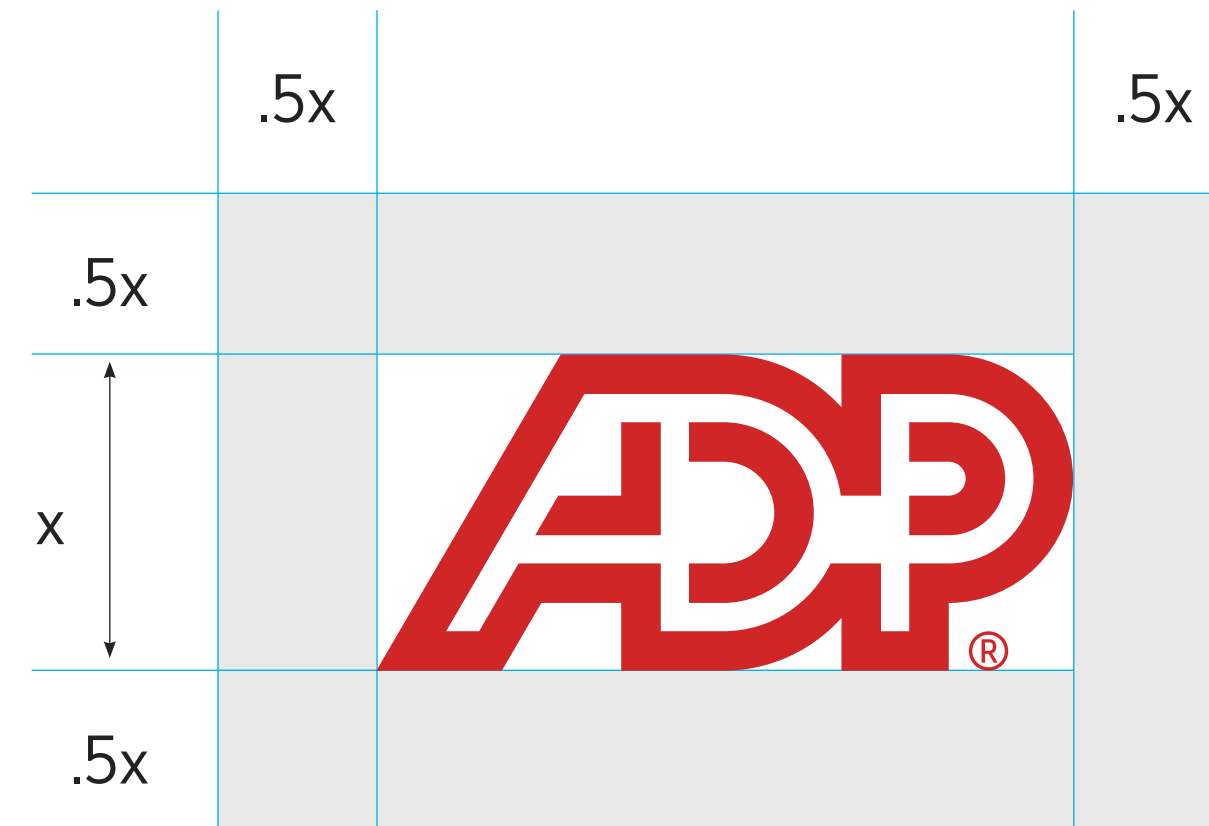
# Clear space

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

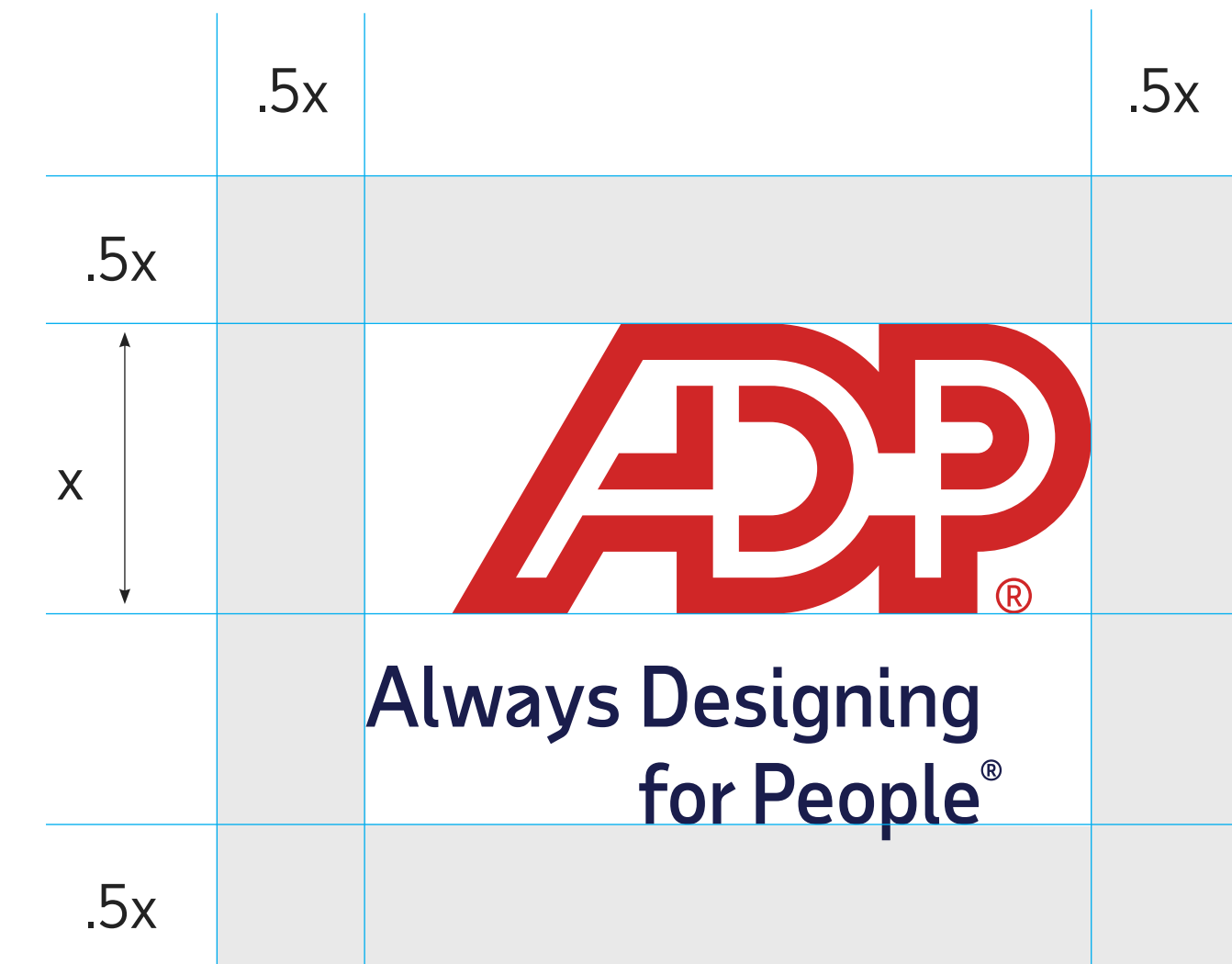
$x$  = Height of the ADP logo

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



# 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

The ADP logo with the tagline "Always Designing for People" is shown between two horizontal lines. The height of the logo is indicated as .262 inches and 6.665mm.

.5"  
12.7mm

The ADP logo with the tagline "Always Designing for People" is shown between two horizontal lines. The height of the logo is indicated as .5 inches and 12.7mm.

For digital

24 pixels

The ADP logo is shown between two horizontal lines. The height of the logo is indicated as 24 pixels.

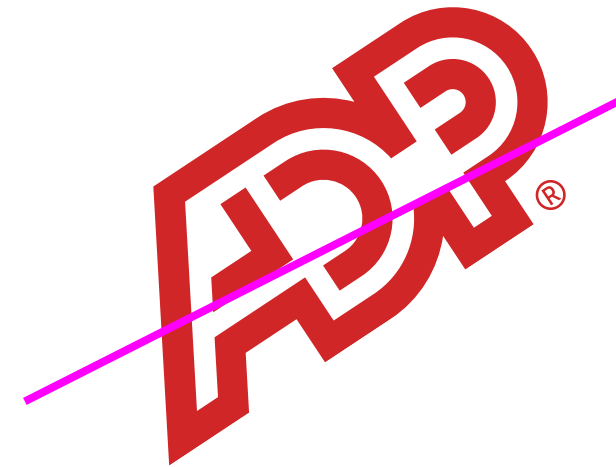
64 pixels

The ADP logo with the tagline "Always Designing for People" is shown between two horizontal lines. The height of the logo is indicated as 64 pixels.

## 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.

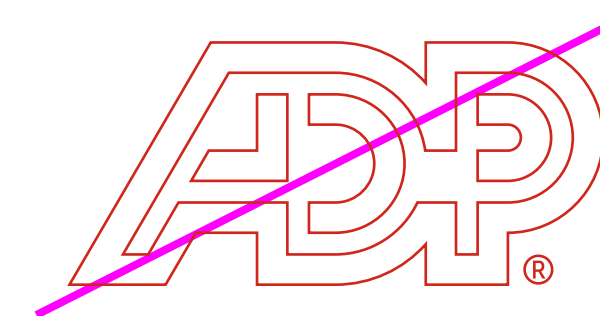
When using the ADP logo or logo with tagline, avoid the misuse cases that are illustrated on this page.



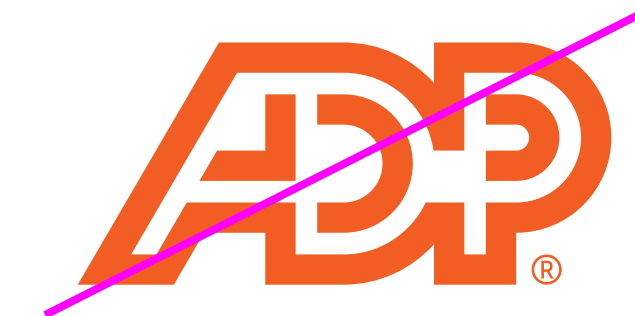
Do not rotate the logo



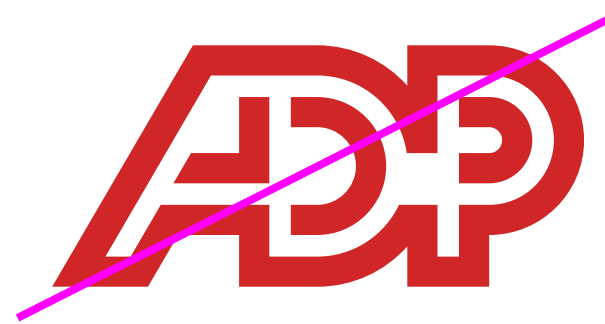
Do not stretch the logo



Do not create outlined version



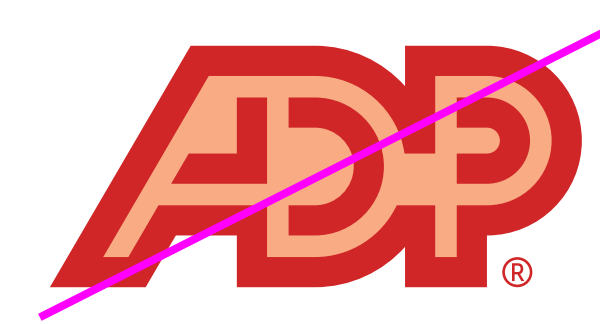
Do not change the color of the logo



Do not eliminate ® mark



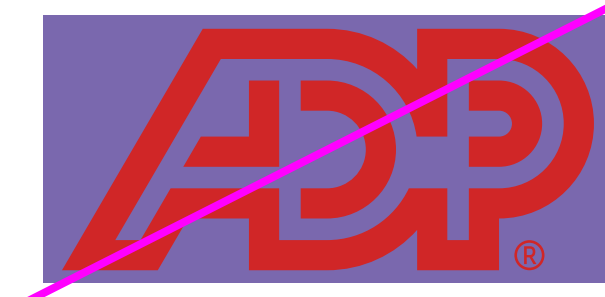
Do not place elements within the clear space



Do not fill the inside of the logo with color



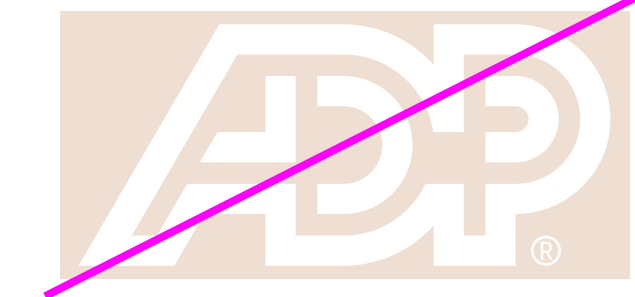
Do not place the logo on an image background



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

# 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



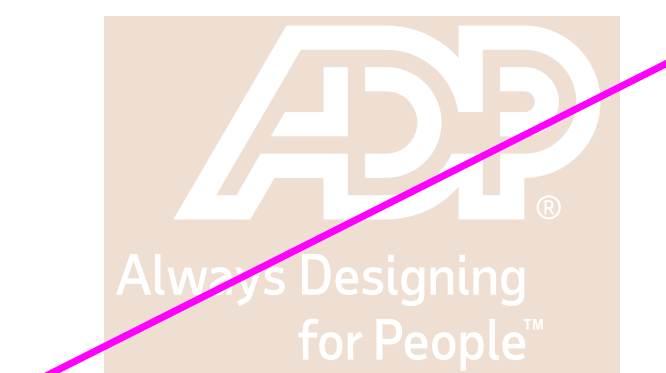
Do not use ADP Brown as background color for the reverse logo



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

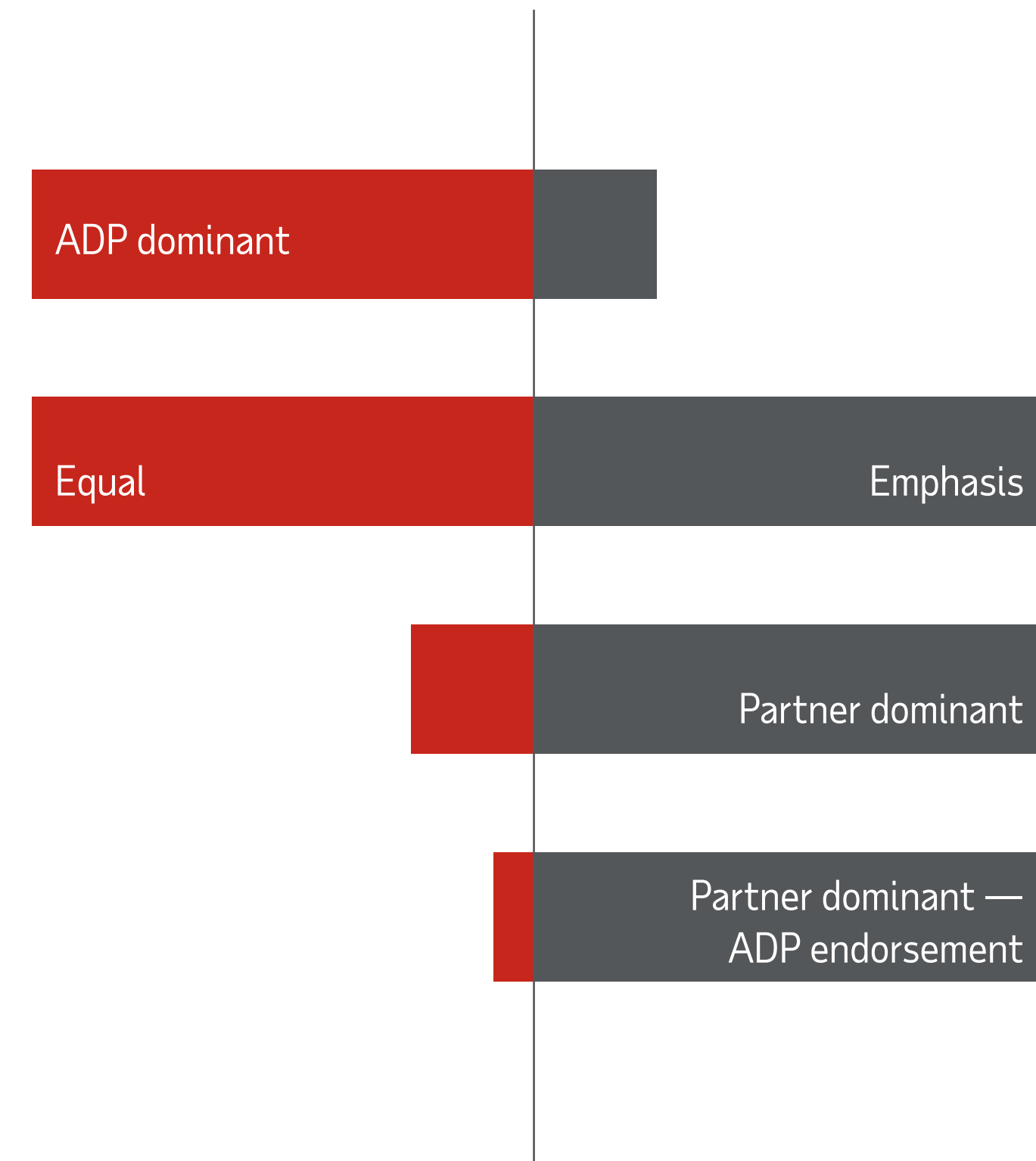
# Co-brand: Spectrum

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?



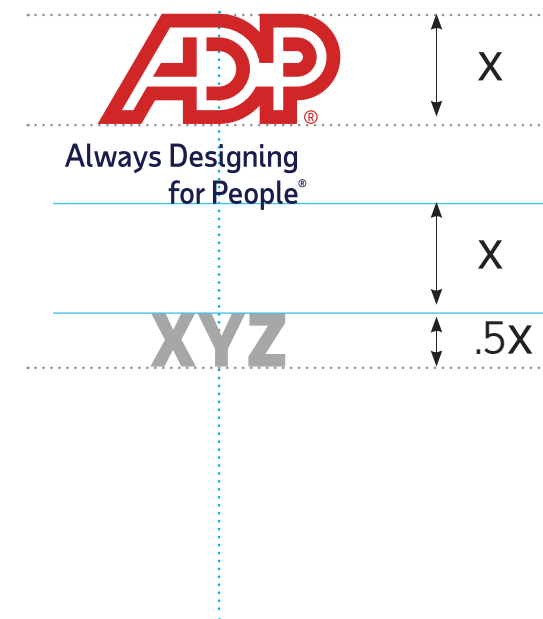
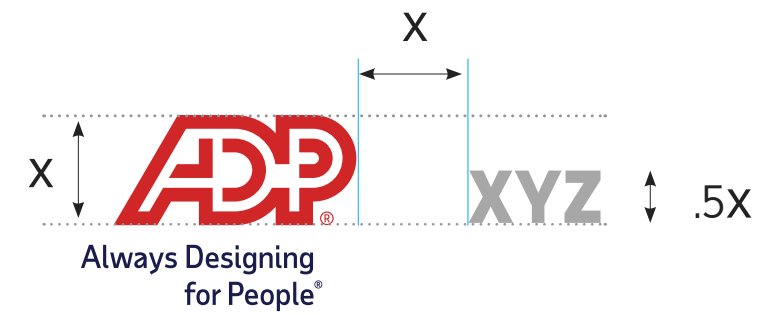
# Co-brand: ADP dominant

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

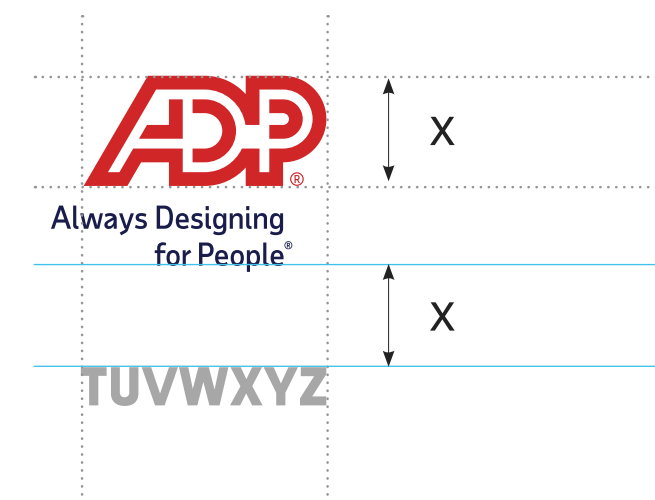
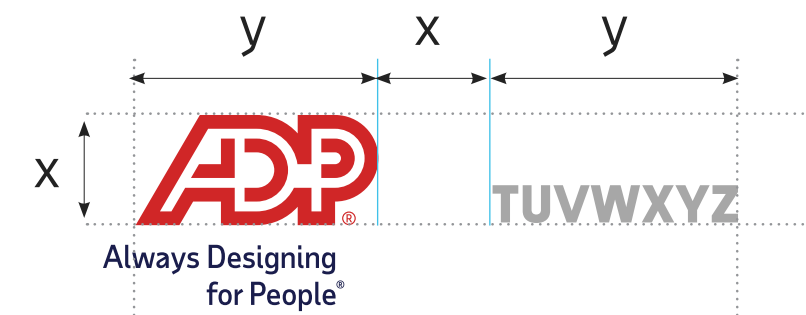
Specific attributes to consider:

- 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

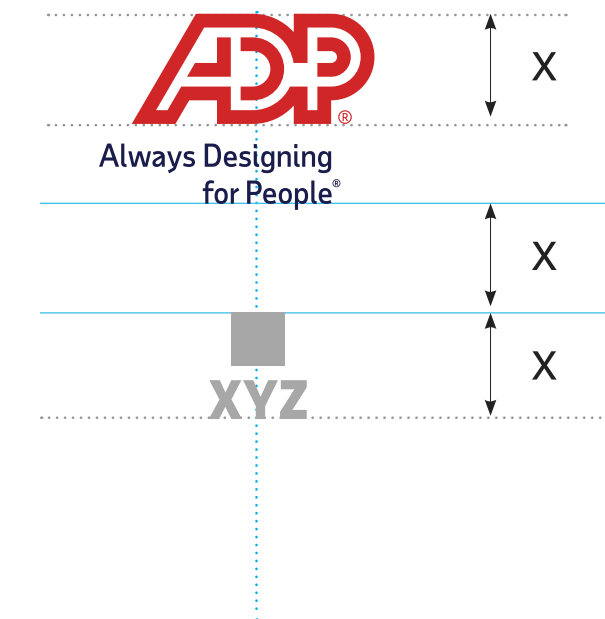
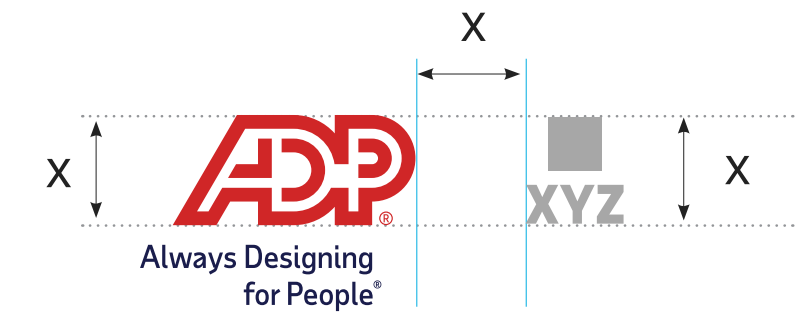
When partner company's logo is in similar proportion to ADP logo



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.

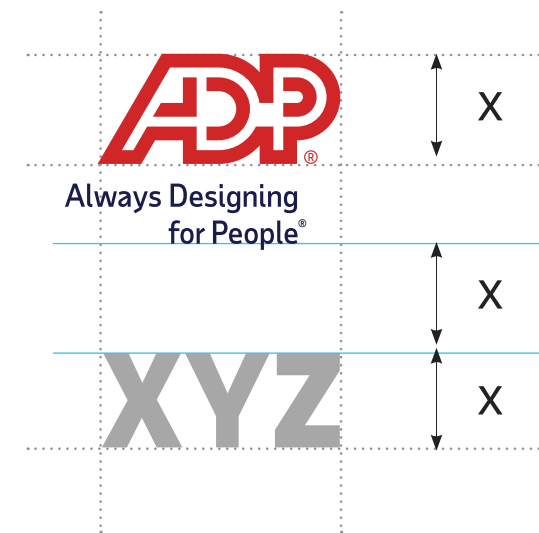
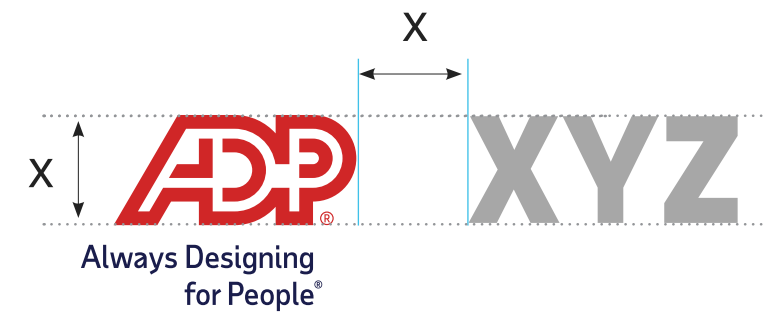
# Co-brand: Equal emphasis

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

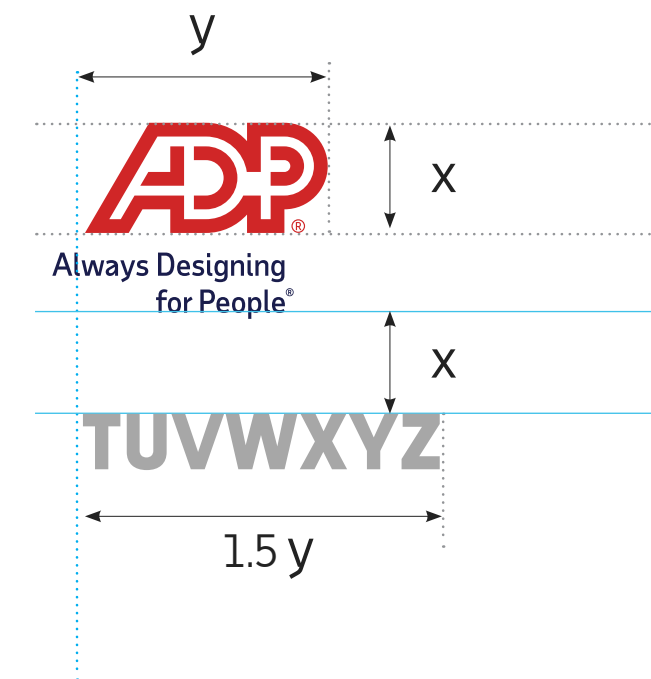
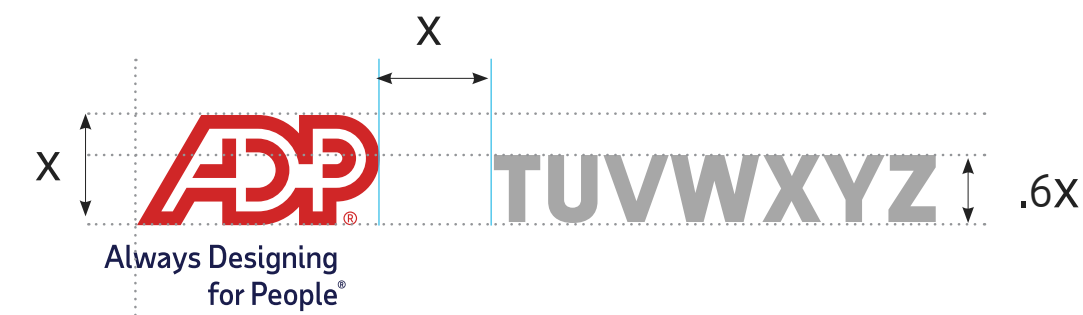
Specific attributes to consider:

- 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

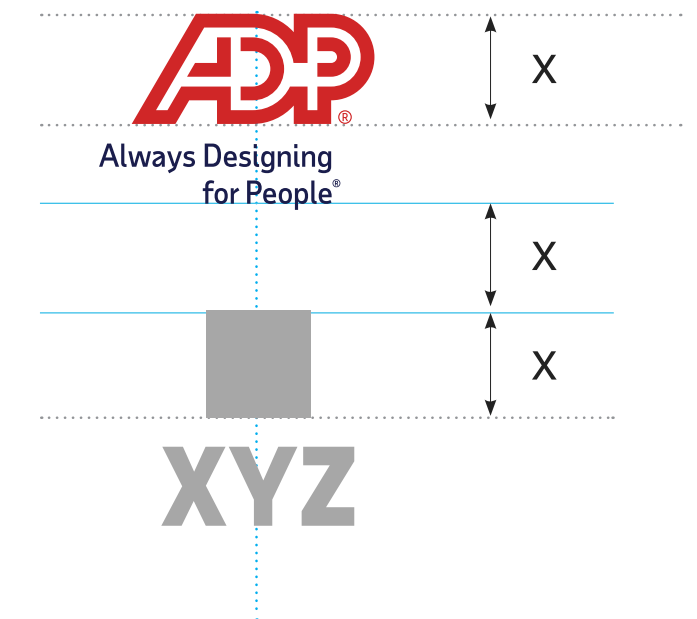
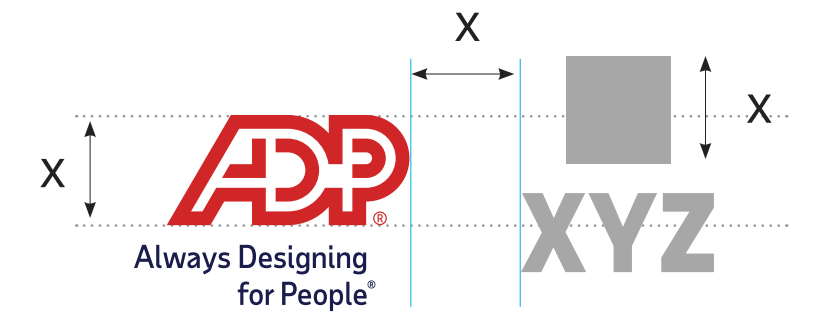
When partner company's logo is in similar proportion to ADP logo



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.



# Co-brand: Examples



## Big benefits for small business

The engagement and performance of your employees can determine the success of your small business. Through our partnership with ADP®, we offer HR, compliance and employee benefits to help you better manage administrative tasks, attract and retain employees and navigate compliance risk.

Save time and be more productive by utilizing powerful tools that integrate with payroll, so you can get back to focusing on growing your business.



### HR Solutions

Minimize time spent on employee-related paperwork and compliance responsibilities.

- HR Business Advisors help address employee management challenges and offer best practices on compliance with employment and HR rules
- Resources and wizards to help you create and update your employee handbook and job descriptions
- Tools and resources for improving employee engagement, performance and productivity



### Pay-by-Pay® Workers' Compensation\*

Manage your cash flow more efficiently by integrating your Worker's Comp Premium Payments with payroll.

- Eliminate upfront premium deposits and have more accurate premium calculations
- Simplified workers' comp premium administration minimizing audit complexity



### Time and Attendance

Nearly 2/3 of organizations cite the use of workforce data to help with scheduling, improving employee engagement and solving strategic business issues.\*\*

- Reduce labor costs, improve pay accuracy, increase work productivity, and manage wage and hour compliance
- Flexible time collection options and integrated mobile technology to make it easy for employees to enter their hours



### Retirement Services

Offering a retirement plan can increase talent retention and improve employee workplace satisfaction.


- Automate contributions and money movement and simplify retirement administration paperwork, while providing a benefit that can help you attract and retain skilled workers
- Flexible investment platforms that support both the fiduciaries and plan participants, and meet compliance requirements

For more information on Retirement Services call 866-454-5030

\*While premium deposits may be eliminated by most carriers, mandatory state assessment fees may be required by some states. This information covers only the offering of the Premium Payment Program for Workers' Compensation payroll features of ADP's payroll processing services and does not include the offer or sale of any insurance products. All insurance products will be offered and sold only through the licensed agents of Adversiti Data Processing Insurance Agency, Inc. or its licensed insurance partners. Certain services may not be available in all states. Clients must be using ADP's tax filing service to take advantage of the Premium Payment program. \*\*Workforce Management 2018 Key Findings: Strategies to Plan, Deploy and Measure the Modern Workforce. Aflac Research, May 2018. ADP, the ADP logo, RUN Powered by ADP, Pay by Pay and Always Designing for People are trademarks of ADP, LLC. All other marks are the property of their respective owners. Copyright © 2019 ADP, LLC. All rights reserved.




Always Designing for People®



## Payroll peace of mind

Chief Insurance Officer and Co-founder of Surround Insurance, Kate Terry, realized early on that payroll paperwork and compliance was something that she did not have the time to learn or the know-how to manage. She knew she needed help, even before the 2018-founded insurance start-up had launched its first offering. Here is how Terry used ADP® to ensure her new business was on the right track.

**I didn't have the time**

Once we were ready to start hiring employees, I realized we needed a payroll solution. I didn't have the time to do the additional HR work that was required. Writing a check from our corporate bank account meant I also had to calculate unemployment, state and federal taxes. I'm used to dealing with complex regulations in the insurance industry, so I knew there were a host of regulations around payroll that I'm not familiar with. I'm not an HR professional.


**We needed help**

First, we were looking for a vendor who was financially solvent and responsible. So, ADP's track record mattered a lot. Second, we needed there to be somebody to call when we needed help, somebody who knew Massachusetts. The fact that we could call ADP and get everything set up was key. I knew that the numbers would be right, the taxes would be paid directly and there was somebody to call if something was confusing. I didn't need to keep going in and checking to make sure taxes got paid or that people got paid appropriately. When we had questions, sometimes it was nights and weekends and someone always responded right away. ADP would tell me what I needed to do or they did what needed to be done.

**Spending time building the business**

With RUN Powered by ADP, I don't have to worry about payroll, so that frees up my time. Things are pretty turnkey and automatic. I feel confident we are not going to have compliance or tax issues. We like peace of mind around here. It allows me to spend time building the business, which at the end of the day is the thing I have to do to make sure we can keep paying those paychecks.



**Kate Terry**  
Chief Insurance Officer and Co-founder



Name	Surround Insurance
Industry	Insurance
Established	2019
Owner(s)	Kate Terry, Jay Grayson
Employees	7
Locations	1
Headquarters	Cambridge, MA
Website	www.surroundins.com

**Business challenge**  
Managing payroll and tax compliance for a Massachusetts-based start-up.

**How ADP helped**  
RUN Powered by ADP® automatically calculates and withholds taxes for the business and employees.

Always Designing for People®



Always Designing for People®





# 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](mailto: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

**THE EVENT NAME 2020** ↑ x

**THE EVENT NAME** ↑ x  
**2020**

**NAME** ↑ x  
**2020**

## ADP logo with Meeting of the Minds

**ADP**  
 MEETING  
 of the MINDS

**ADP** ↑ x  
 MEETING ↑ x  
 .5x ↑ of the MINDS ↑ x

# ADP logo with tagline: Lockup sizing



## Purpose

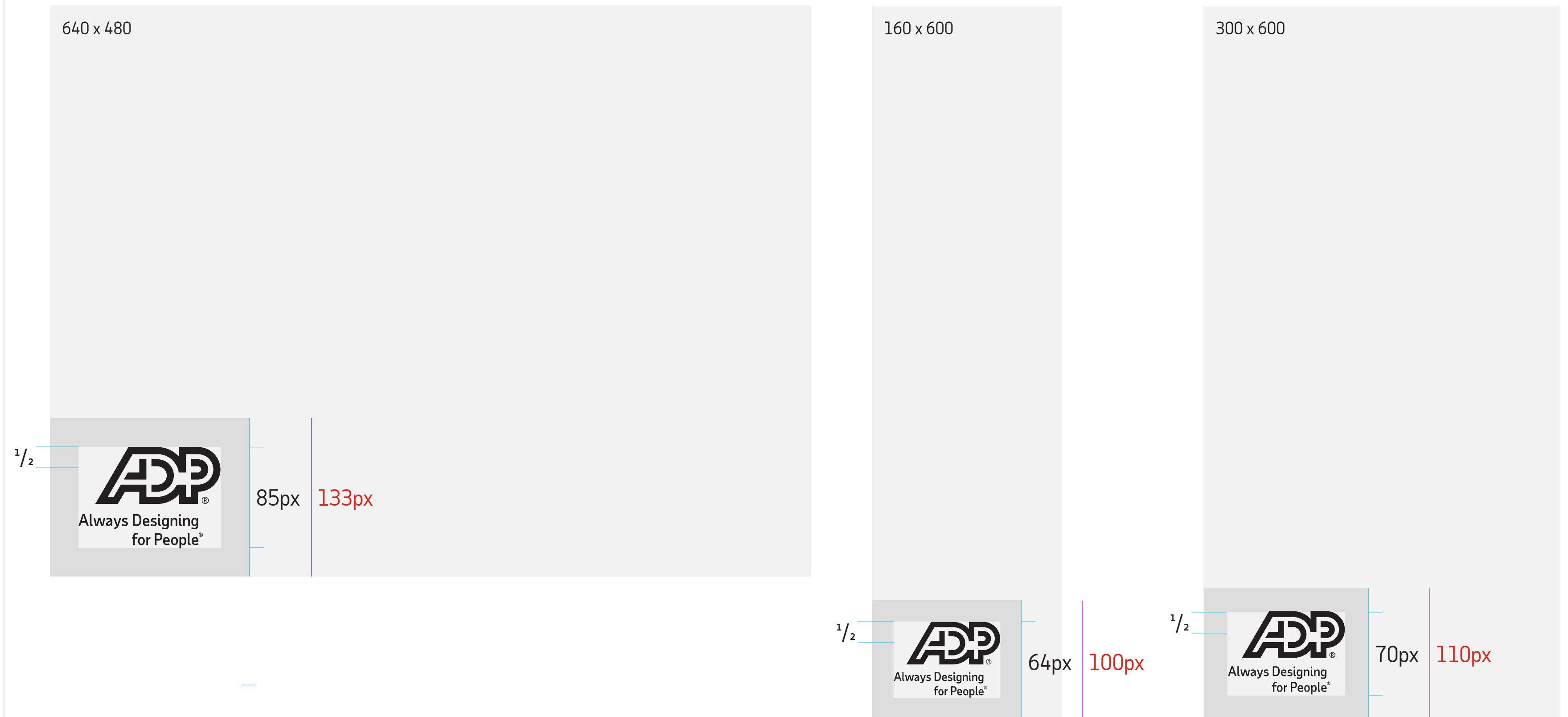
For digital usage only.

## Clear Space

The clear space around the ADP logo lockup is equal to half ( $\frac{1}{2}$ ) 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.

# ADP logo sizing

## Purpose

For digital usage only.

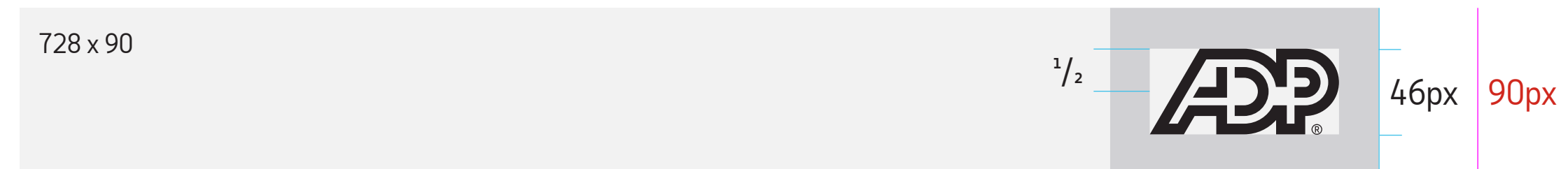
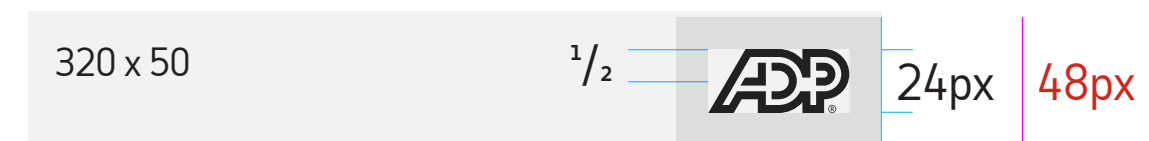
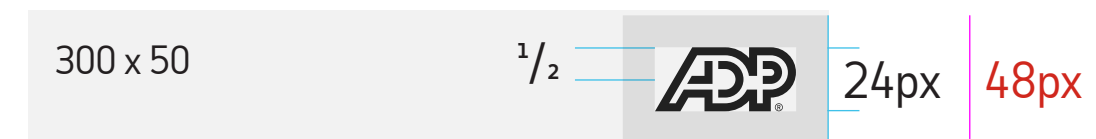
## Clear Space

The clear space around the ADP logo lockup is equal to half ( $\frac{1}{2}$ ) 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.



# ADP logo: Full color & reversed color

## Purpose

For digital usage only.

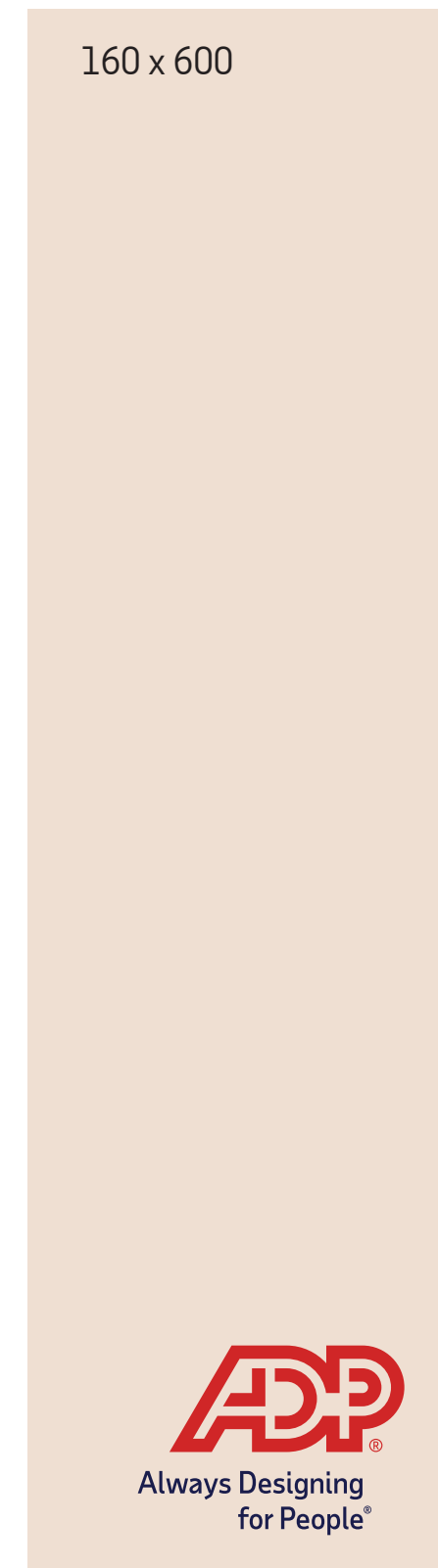
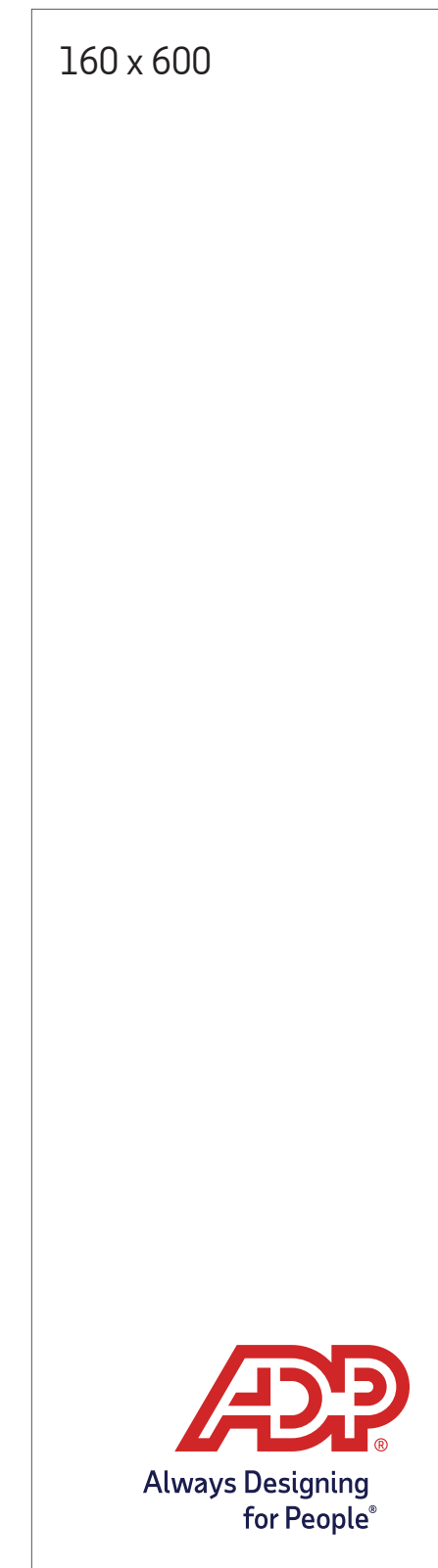
## ADP Logo, Full Color

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.

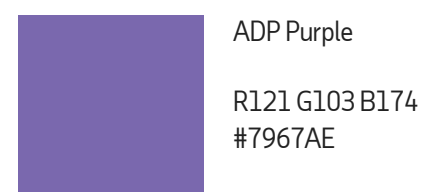
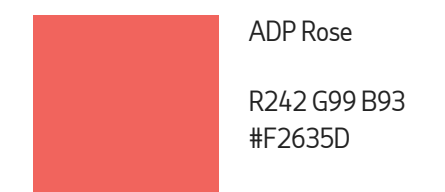
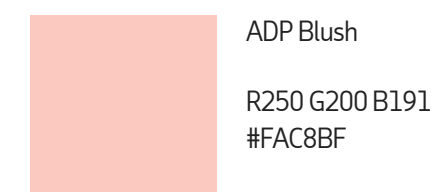
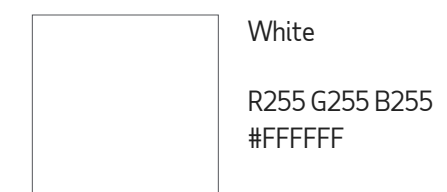
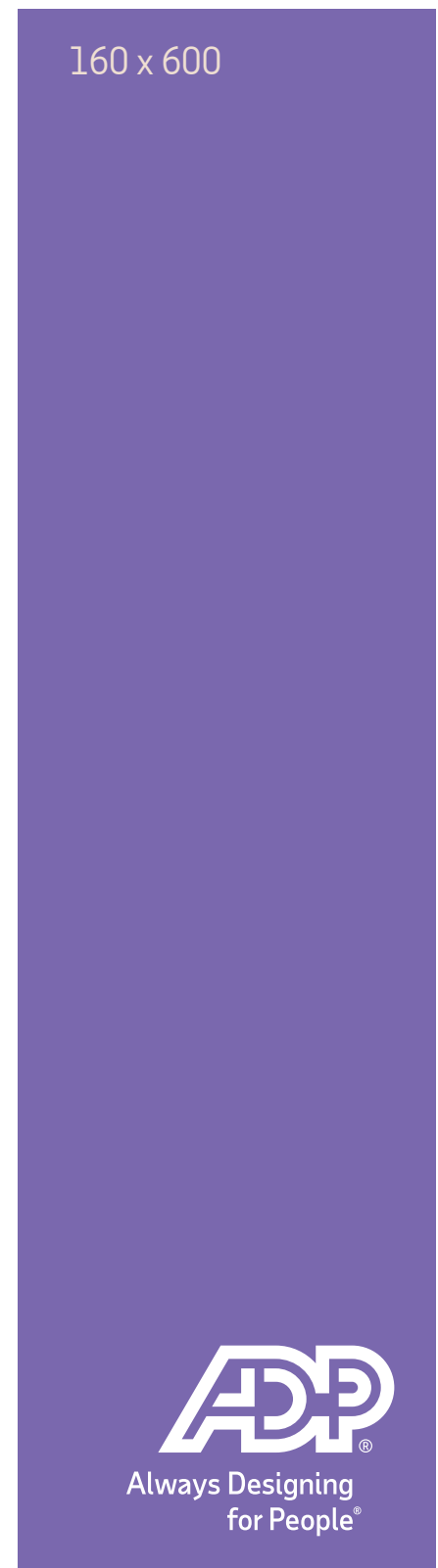
## ADP Logo, Reversed

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.

### ADP Logo, Full Color



### ADP Logo



Important Rule:

ADP Red cannot exceed 30% in an overall layout.

Banners displayed at actual size.

# Important information

## License Required

No partner, vendor, or other third party may use any ADP trademarks or other intellectual property in any manner without an express, written license from ADP. The style guidelines and other use restrictions contained in this document (collectively, the "Guidelines") do not constitute a license. The Guidelines apply to licensed use of the ADP logo and other ADP trademarks; these Guidelines are in addition to and not in lieu of any other guidelines or restrictions contained in any written agreement or license between you and ADP.

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## Additional Restrictions

- The ADP logo and other ADP trademarks 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 name must appear on any products or related materials where the ADP logo or other ADP trademarks are used. ADP trademarks must be smaller and less prominent than your product name, trademark, logo or trade name.
- 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."
- If ADP provides you with artwork for the ADP logo or other trademarks, you may not alter this artwork in any way.