

ADP LOGO GUIDELINES

May 2025



Always Designing
for People®

Logo and Tagline

Our logo is the most recognizable and enduring symbol of our brand. It represents not only who we are but what we stand for. Because of its importance, how we use it matters. These guidelines are designed to help ensure our logo is used with consistency, clarity, and purpose across every channel and market.

The logo and tagline use visual design elements and words to tell ADP's complete brand story. The logo is our brand brought to life through graphics and typography, while the tagline is a memorable and emotional statement that resonates long after it's heard.

Logo and Tagline

Why Our Logo Matters

The ADP logo is more than a visual mark—it represents the trust, innovation, and reliability we deliver to clients around the world. It anchors our brand identity and sets the tone for every experience people have with ADP.

Using our logo correctly and consistently is one of the most important ways we protect and strengthen our brand. Every time it appears; it should reinforce the promise of certainty and expertise that defines ADP.

How the Logo and Tagline Work Together

Our logo and tagline are a powerful pairing. The logo is brought to life through thoughtful design—typography, shape, and form—that reflect our brand's personality. The tagline adds meaning, giving voice to our purpose and providing a memorable and emotional throughline that connects with our audience.

Together, they tell a complete story: one of clarity, confidence, and continuity. Whether seen on a product, in a campaign, or at an event, they should feel unified and intentional.

What These Guidelines Provide

These guidelines exist to ensure:

- Our logo is always used in a way that reflects our standards of excellence.
- The visual connection between the logo and tagline remains clear and cohesive.
- Every expression of our brand, no matter the format or audience, feels consistent and strategic.

Overview: Logo

The logo with its solid letters, modern face, and forward orientation, suggests dependability, advanced methodology, and progress.

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."



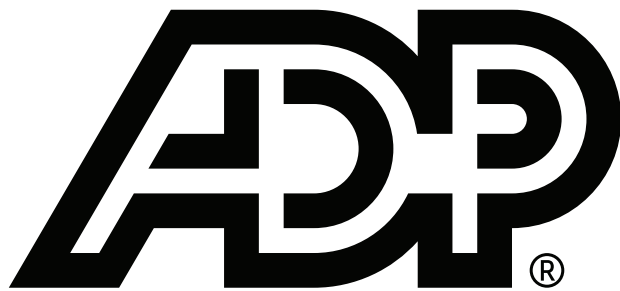
ADP Red
Preferred



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.

The ADP tagline should appear in ADP Midnight whenever possible.

It must also be accompanied by the attribution clause, "ADP, the ADP logo, and Always Designing for People are trademarks of ADP, Inc."



ADP Red
Preferred



Reversed
Restricted use on dark backgrounds



Black
Restricted use in
case of limited
print production



ADP Red logo

For maximum legibility, the background should provide enough contrast with the logo. The options shown on this page are the primary approved background colors.

We prioritize the ADP Red logo on ADP Light Gray backgrounds.

The ADP Red logo can also be used on ADP Light Pink and White, but these are considered secondary and should be used less frequently.

Conceptually, ADP Light Pink suggests humanity and ADP Light Gray evokes technology and professionalism.

ADP Red logo on ADP Light Gray



ADP Red logo on ADP Light Pink



ADP Red logo on White



Reverse logo

The reverse logo is used when a background does not allow for the color logo.

For maximum legibility, the background color should provide enough contrast with the logo. The options shown on this page are **the only approved reverse logo and background color pairings**.

The reverse logo on an ADP Red background is used most frequently.

The reverse logo on ADP Midnight should be used in **digital applications and events only**.



Reverse logo on ADP Red



Reverse logo on ADP Dark Gray



Reverse logo on ADP Midnight

ADP Red logo with tagline

Use the logo with tagline mainly on ADP Light Gray backgrounds, with ADP Light Pink and White used secondary.

Only use logo and tagline artwork that has been provided. Do not recreate or use in any other color combinations.

The tagline should appear in ADP Midnight whenever possible and must also be accompanied by the attribution clause, "ADP, the ADP logo, and Always Designing for People are trademarks of ADP, Inc."

ADP Red logo with tagline
on ADP Light Gray



ADP Red logo with tagline
on ADP Light Pink



ADP Red logo with tagline
on White



Restricted use ADP logos

In addition to the ADP Red logo and the reverse logo, we have a black logo. This logo is reserved for use when our one-color ADP Red logo cannot be used. It has restricted use in case of limited print production. It can be used on White or ADP Light Gray backgrounds.

Our reverse logo can be used (also restricted use) on ADP Dark Gray, ADP Midnight and Black.



Black logo on White background



Black logo on ADP Light Gray background



Reverse logo on ADP Dark Gray background



Reverse logo on Black background



Black logo with tagline on White background



Black logo with tagline on ADP Light Gray background



Reverse logo with tagline on Black background



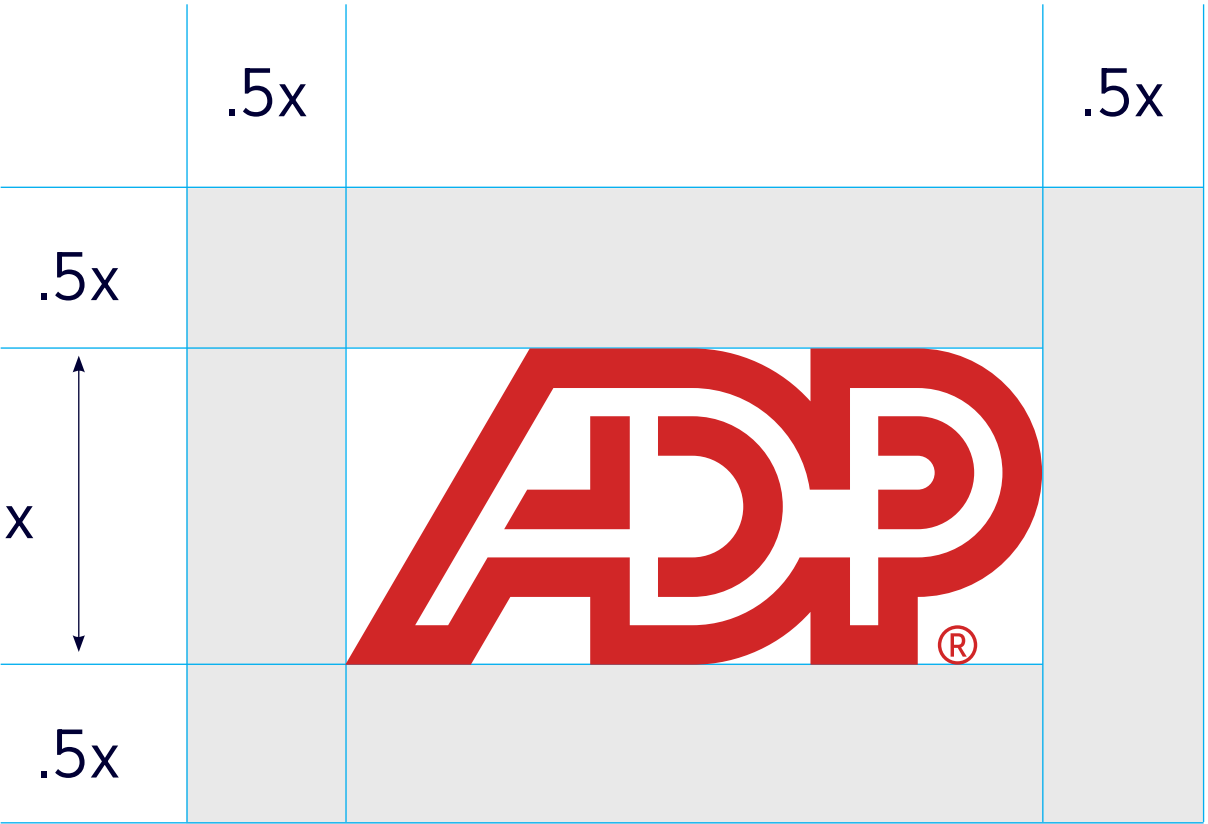
Reverse logo with tagline on Black background

Clear space

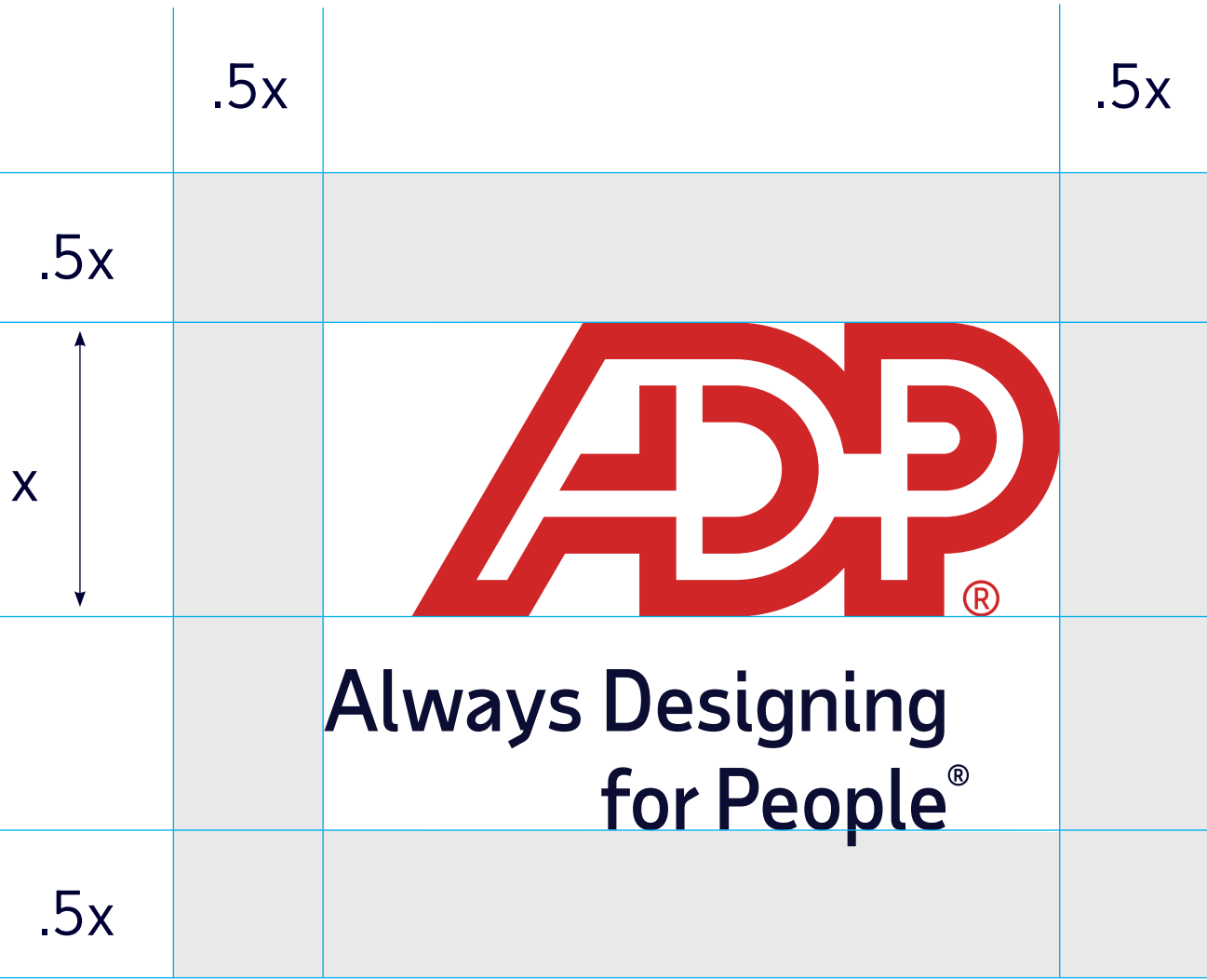
For recognition and impact, ADP logo should not be crowded by other visual elements.

The minimum clear space for the ADP logo is half the height of 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 legibility and impact, never reproduce the ADP logo's height smaller than .262 inches (6.665mm) for print or 24 pixels for digital.

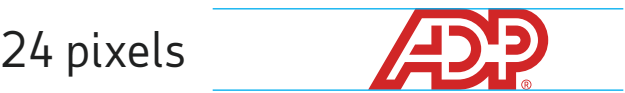
For the ADP logo with tagline, minimum size is .5 inches (12.7mm) for print and 64 pixels for digital.

The logos featured on this page are not to scale.

For print

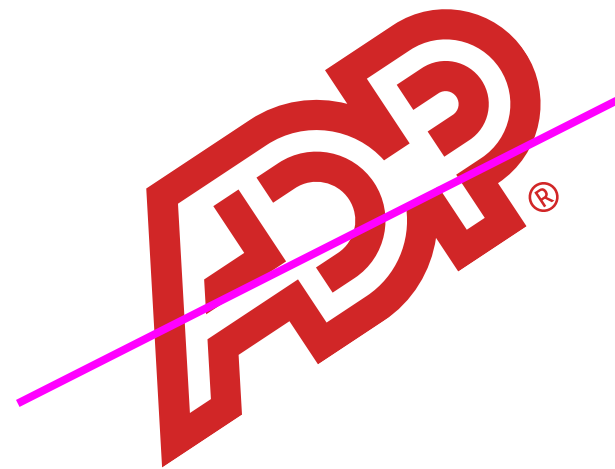


For digital

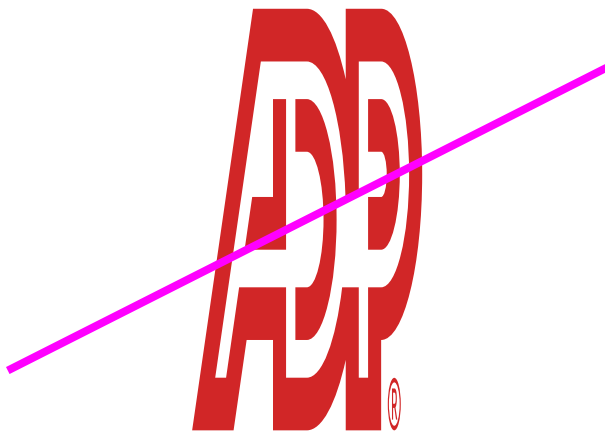


Things to avoid

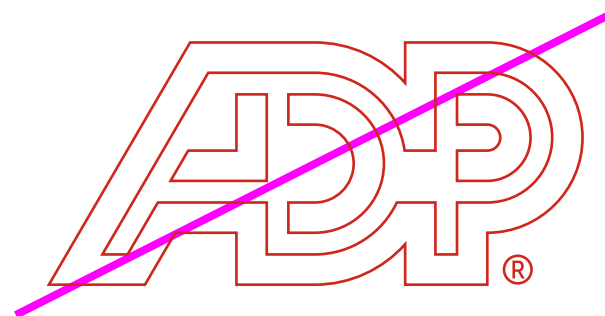
A strong identity depends on consistent presentation. Misuse of the logo may cause people in the marketplace to misinterpret or not easily recognize the ADP brand. When using the ADP logo or logo with tagline, **avoid the misuse cases shown here.**



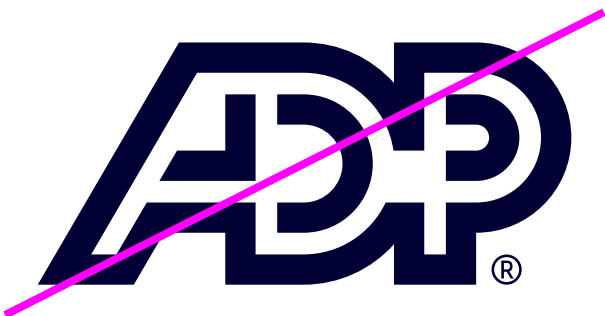
Do not rotate the logo



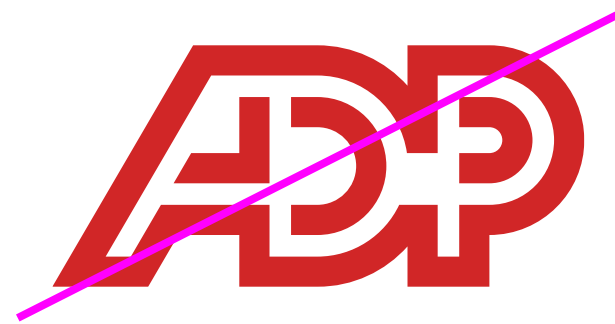
Do not stretch the logo



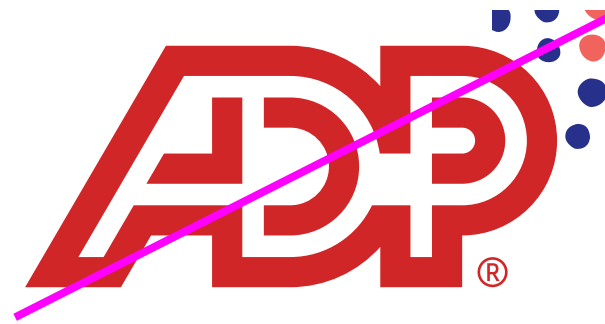
Do not create outlined version



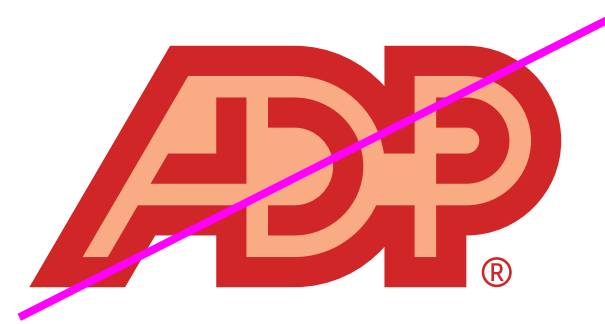
Never change the color of the logo



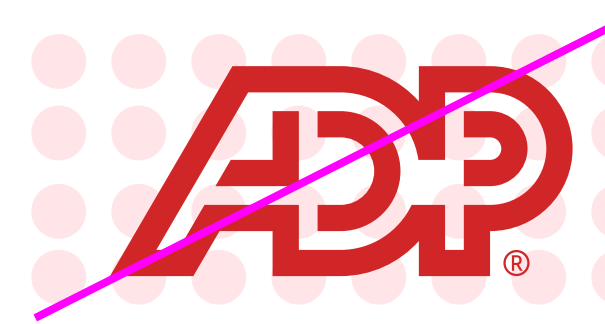
Do not eliminate ® mark



Do not place elements within the clear space



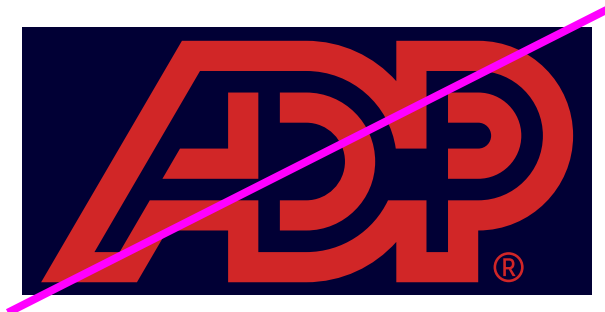
Do not fill the inside of the logo with color



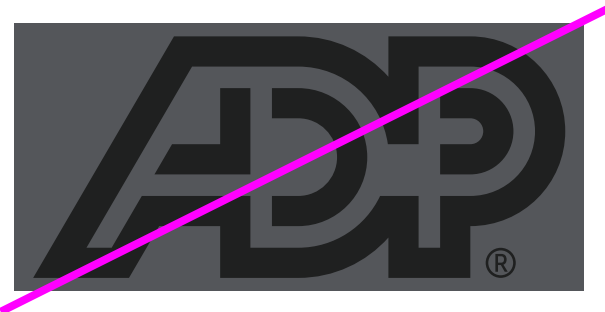
Do not place logo on a pattern



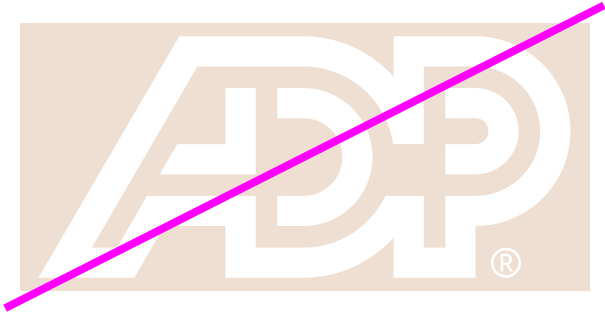
Do not place the logo on an image background



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

Thank you.

Please review carefully. If you are creating any materials that include the ADP logo or tagline, you must follow these standards to ensure proper representation of the brand.

For questions or approval requests, contact:
Brand@ADP.com

