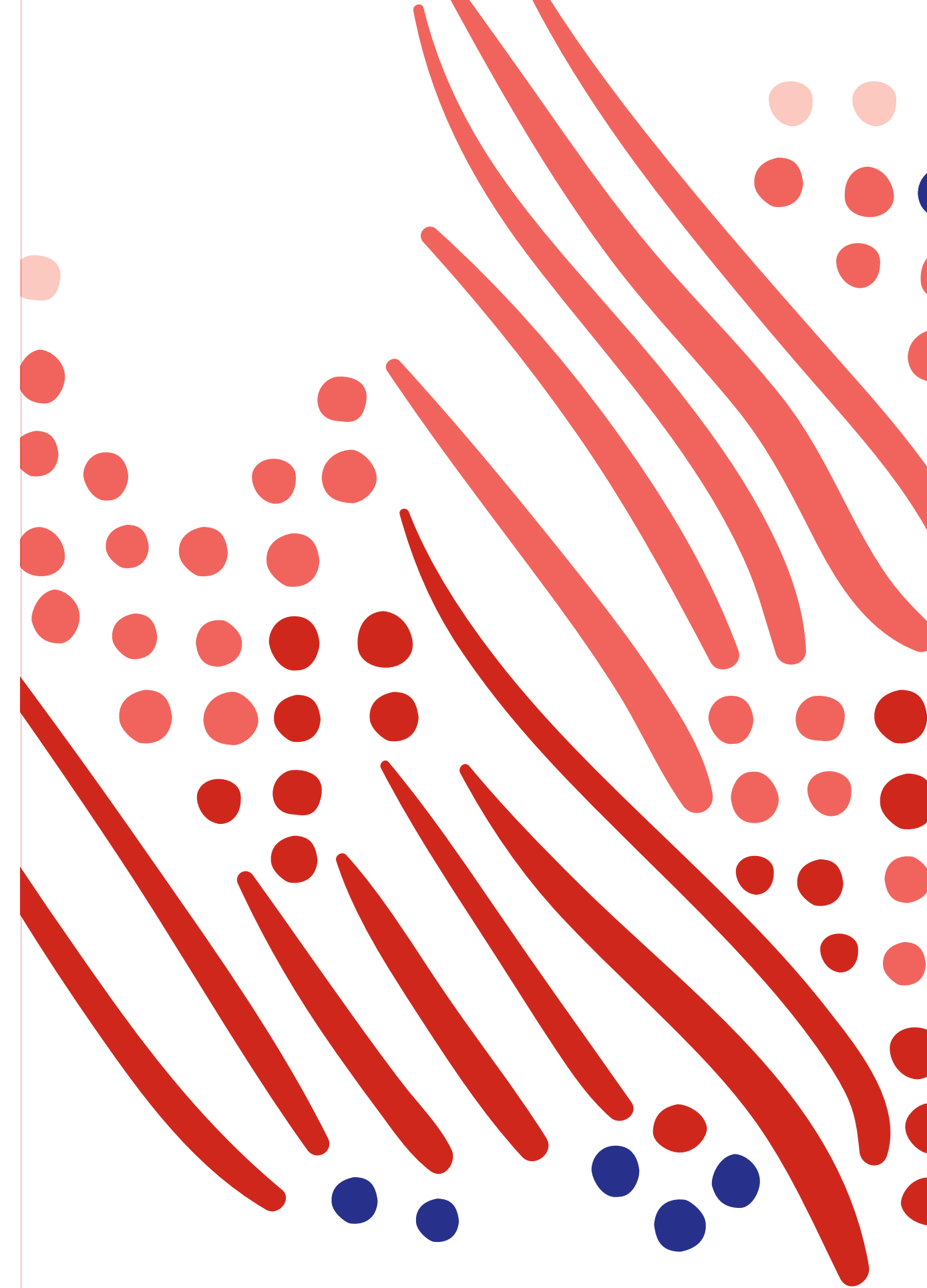


# Brand Logo Guidelines



Always Designing  
for People™

# Logo

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.

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# Overview: Logo

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



## ADP Red

Preferred



ADP Red  
MS 7620 C  
C12 M98 Y100 K3  
R208 G39 B29  
#D0271D



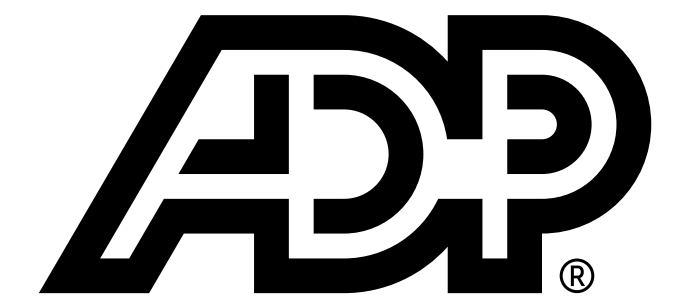
## Reversed

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. And it means we're designing for tomorrow creating platforms that will transform how great work gets done, so together we can unlock 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, LLC."

The ADP tagline should appear in ADP Navy whenever possible.



## ADP Red

Preferred



ADP Red  
MS 7620 C  
C12 M98 Y100 K3  
R208 G39 B29  
#D0271D



ADP Navy  
PMS 541 C  
C100 M96 Y37 K39  
R18 G28 B38  
#121C4E



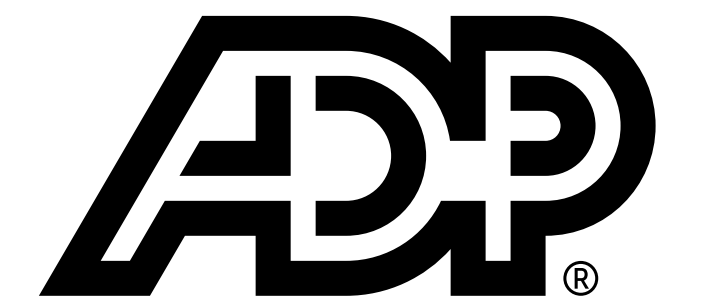
## Reversed

Restricted use on dark backgrounds



## Black

Restricted use in case of limited print production



# 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 color for the ADP Red logo and black logo.

Black logo is limited to be used in print application with production limitation, which allows only to be in black.

White



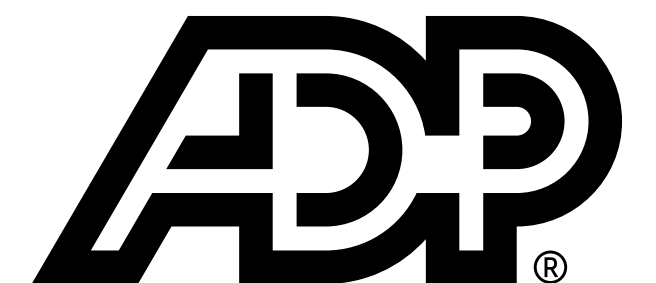
ADP Blush



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, and on ADP Purple.

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

ADP Red



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 color for the ADP Red logo with tagline and black logo with tagline.

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

White



ADP Blush



ADP Tan



White



## Logo on background color: Reverse logo with tagline

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 with tagline and background color pairings; reverse logo on ADP Red, ADP Rose, and on ADP Purple.

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

ADP Red



ADP Rose



ADP Purple



Black





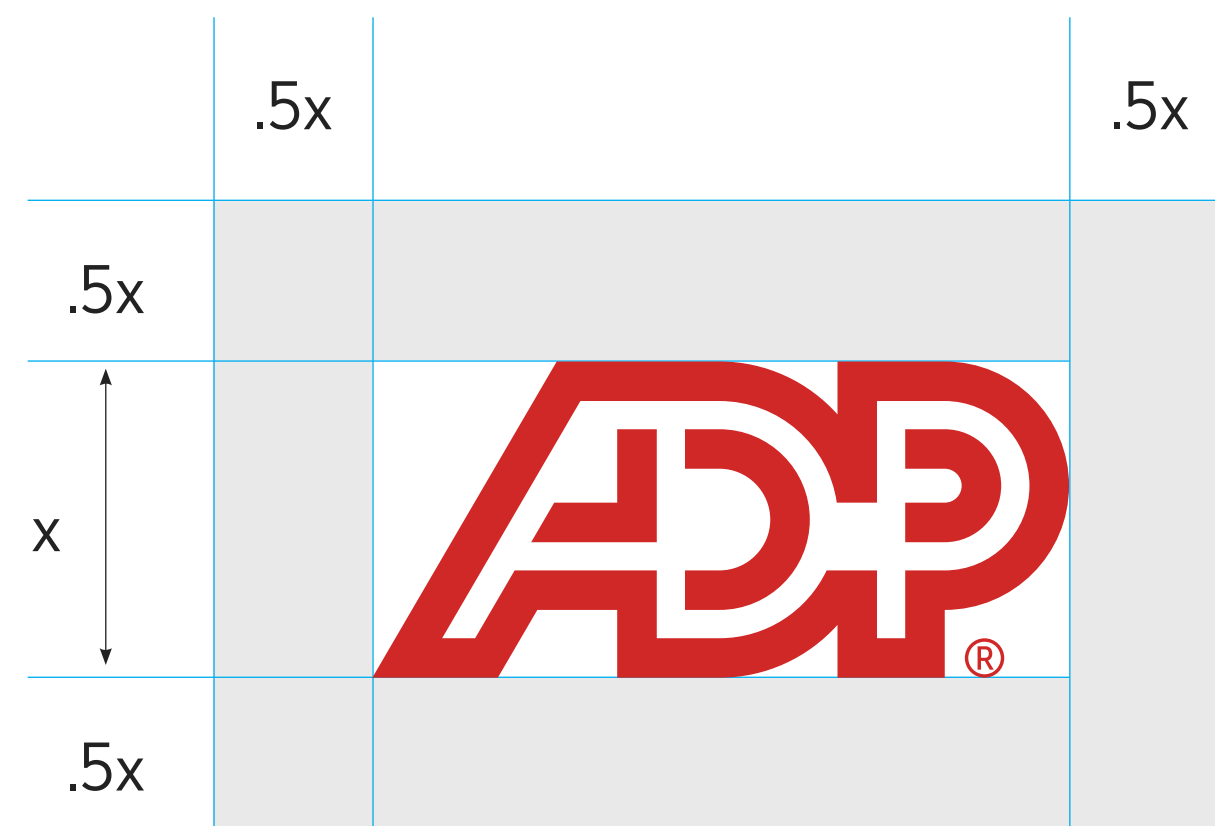
# Clear space

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

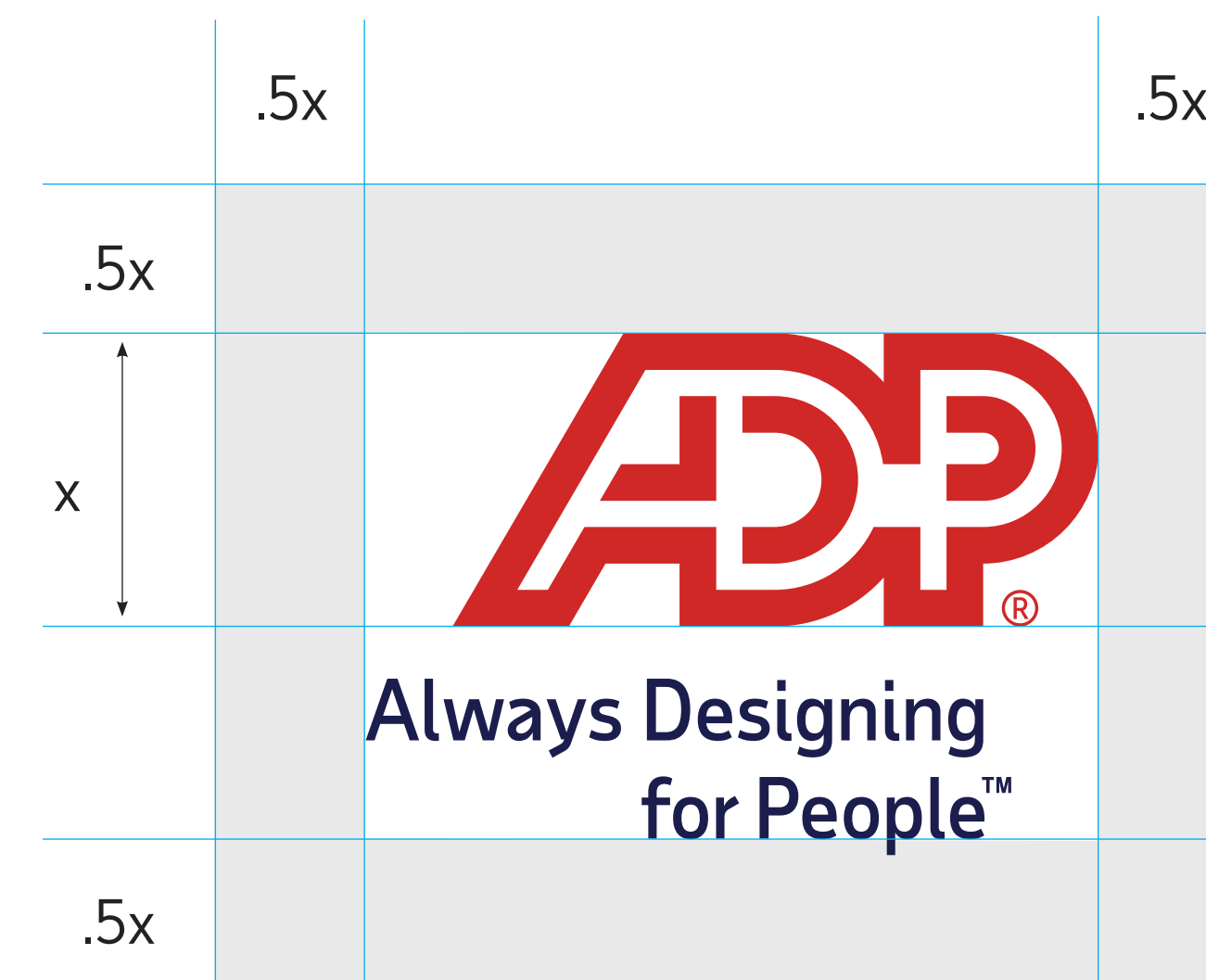
$x$  = Height of the ADP logo

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 20 pixels for digital.

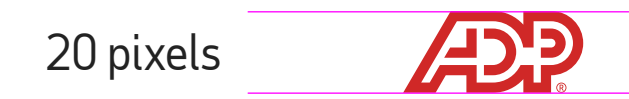
For the ADP logo with tagline, minimum size is .5 inches (12.7mm) for print and 50 pixels for digital.

**The logos featured on this page are not to scale**

For print



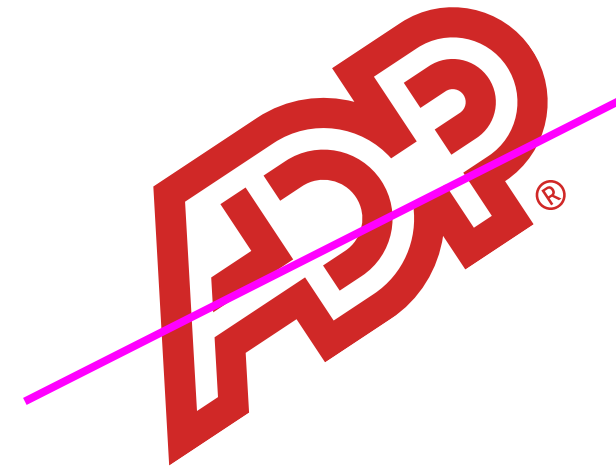
For digital



## 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.

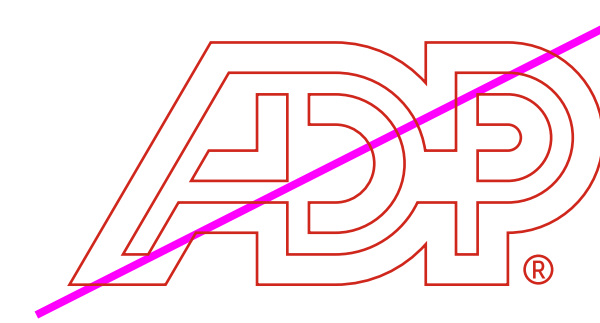
When using the ADP logo or logo with tagline, avoid the misuse cases that are illustrated on this page.



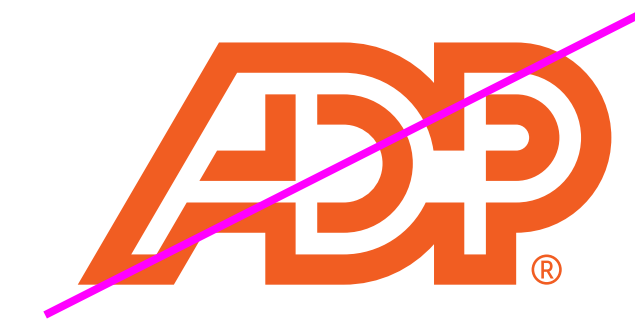
Do not rotate the logo



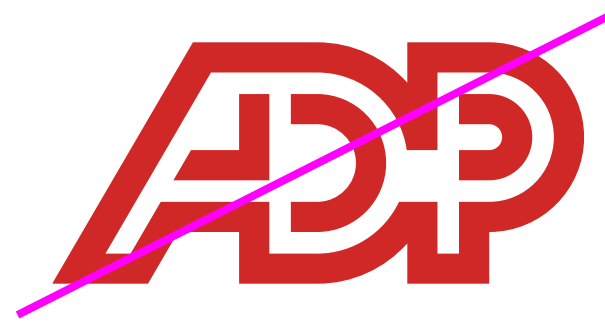
Do not stretch the logo



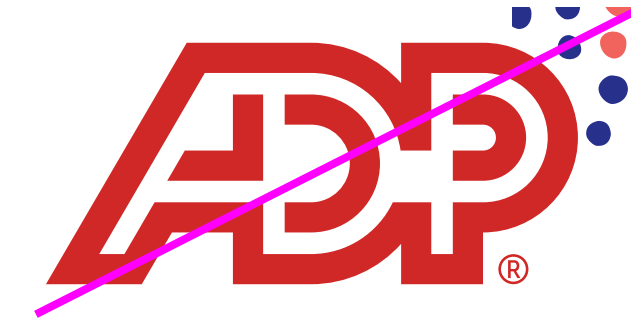
Do not create outlined version



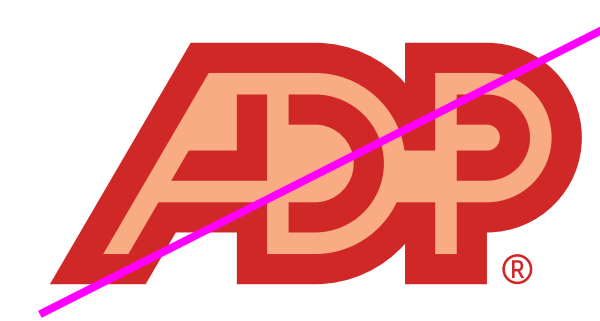
Do not change the color of the logo



Do not eliminate ® mark



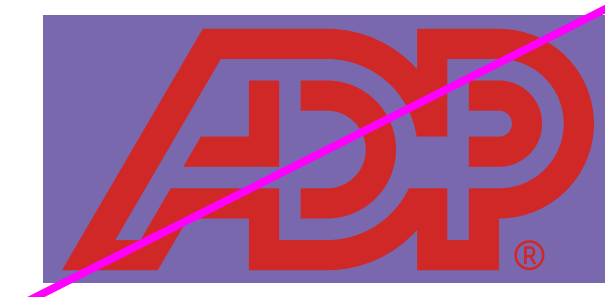
Do not place elements within the clear space



Do not fill the inside of the logo with color



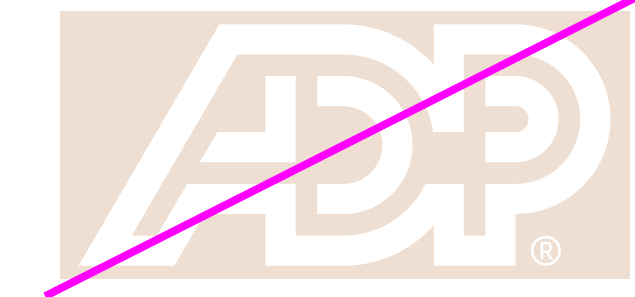
Do not place the logo on an image background



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

# Co-brand

Although each co-branding relationship is unique, in a co-branding relationship the ADP logo appears together with a partner as equal.

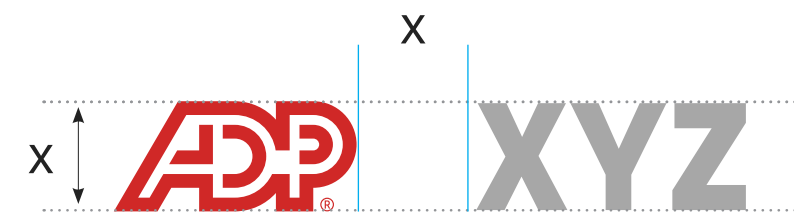
Please note: The mathematical specifications shown here are suggestive only. Because partner logos vary in size and shape, you may need to visually compensate for this disparity. To do so, enlarge or reduce the partner logo to be visually equal in size and weight to the ADP logo.

Separate the partner logo from the ADP logo by a minimum distance of  $x$ .

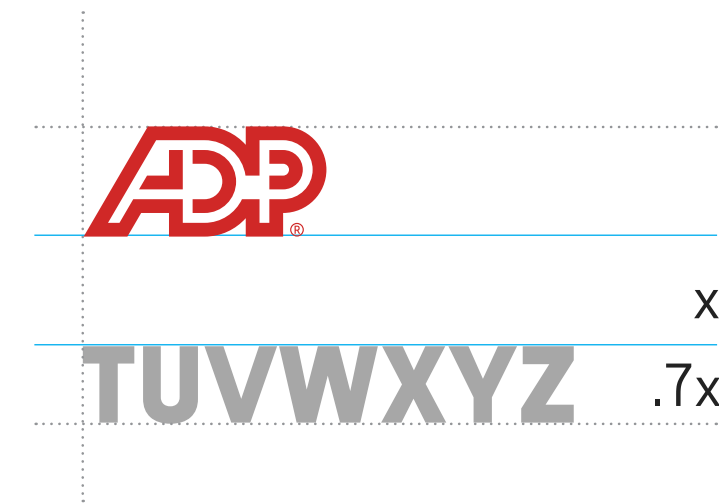
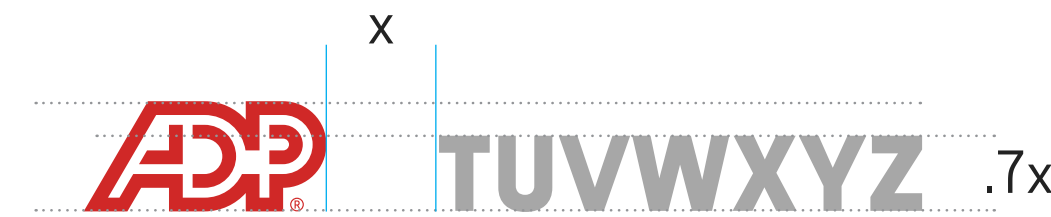
$x$ : Height of the logo

This will allow the logos to appear as separate pieces of artwork—not one combined identity.

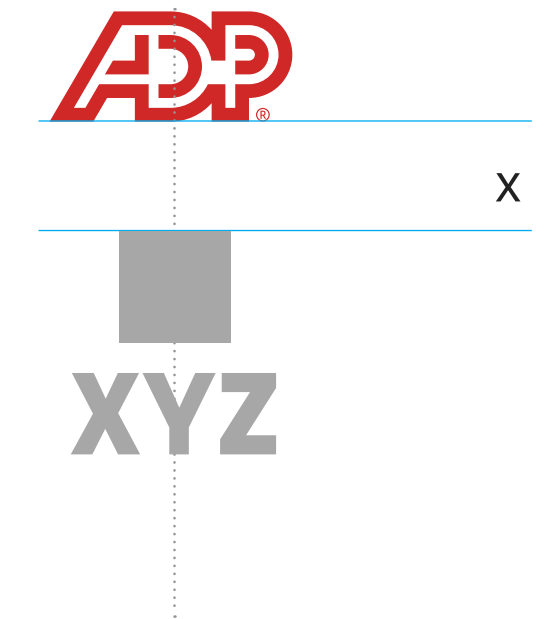
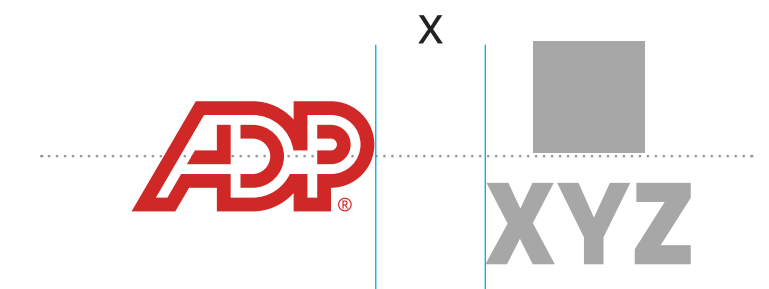
When partner company's logo is in similar proportion to ADP logo



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

# Co-brand: With tagline

Although each co-branding relationship is unique, in a co-branding relationship the ADP logo appears together with a partner as equal.

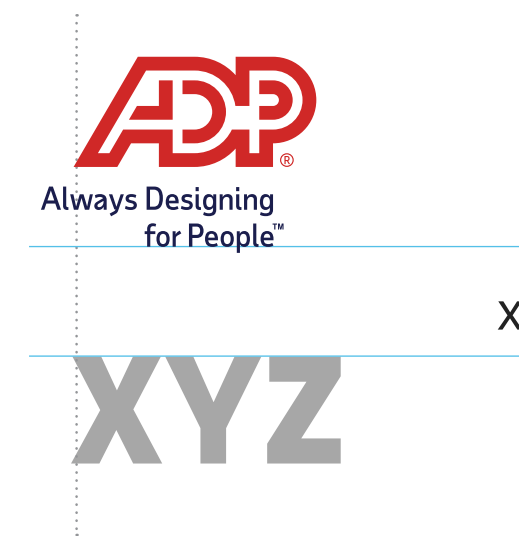
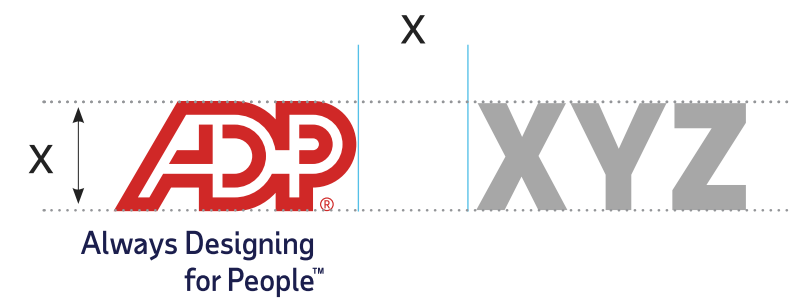
Please note: The mathematical specifications shown here are suggestive only. Because partner logos vary in size and shape, you may need to visually compensate for this disparity. To do so, enlarge or reduce the partner logo to be visually equal in size and weight to the ADP logo.

Separate the partner logo from the ADP logo by a minimum distance of x.

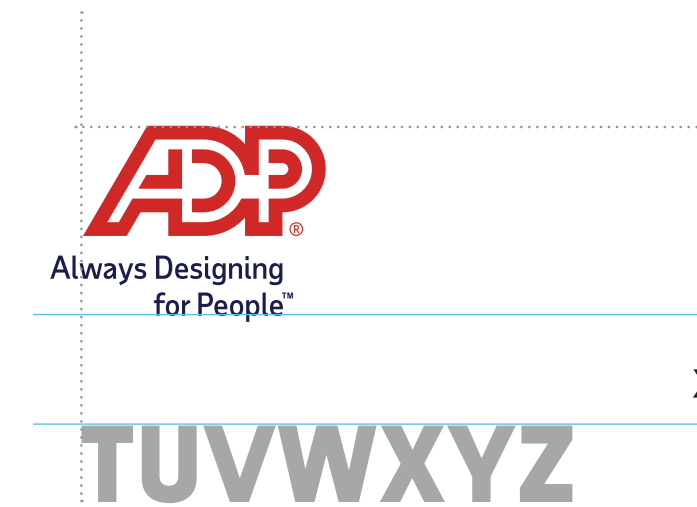
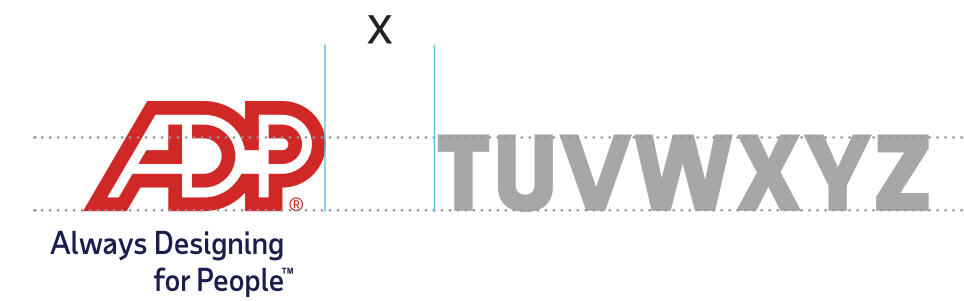
x: Height of the logo

This will allow the logos to appear as separate pieces of artwork—not one combined identity.

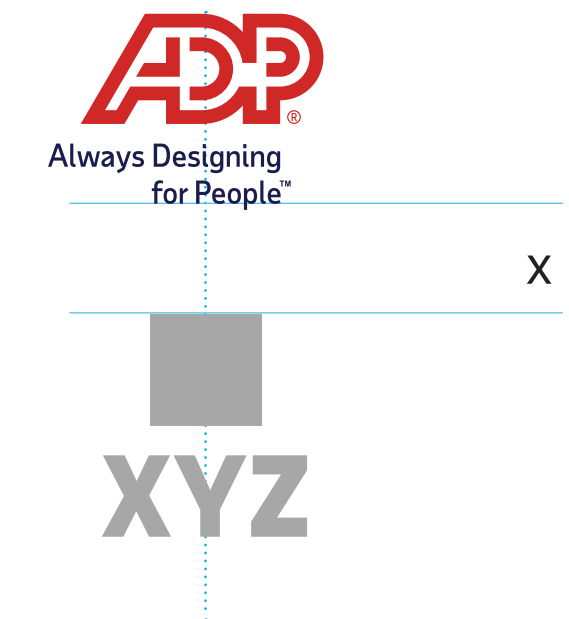
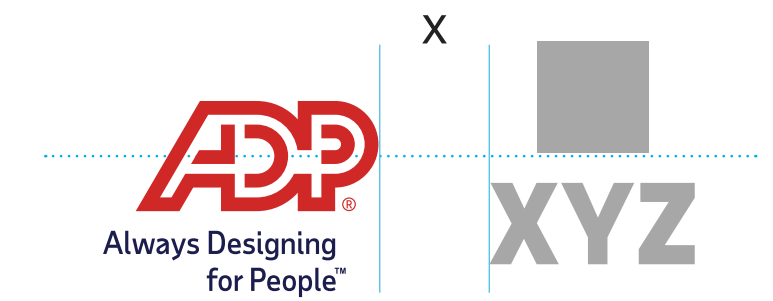
When partner company's logo is in similar proportion to ADP logo



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

# 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.

Unless expressly permitted by ADP in writing, use in contravention of these Guidelines is strictly prohibited. ADP reserves the right to change or add to these Guidelines at any time. You must comply with the Guidelines as amended from time to time, as well as any other use parameters, quality control measures, or restrictions set and controlled by ADP in its sole discretion.

## 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, LLC."
- If ADP provides you with artwork for the ADP logo or other trademarks, you may not alter this artwork in any way.