



Brand Guidelines

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Vision Statement

Enhance the consumer experience by providing technology that makes video advertising easy, accessible and personal to drive results.



Logo Usage

Advid Brand Guidelines



Master Logo

Logo Usage

- **Full Color:** This is the preferred variant for product applications. It may be shown on white (preferred), light gray or a solid color background.
- **Reverse:** Use the reverse variant when a background is too dark to allow use of the positive logotype. In rare circumstances, a reverse lockup with an icon can be used on a dark background or imagery when there's enough contrast.
- **One Color Reverse:** Use the one color reverse variant when only one color option is available.

Horizontal Logo



Reverse Variant
(Acceptable Sometimes)



One Color Variant
(Acceptable Sometimes)



Vertical Logo

Logo Usage

- While most contexts call for the horizontal logo, there are cases where the vertical logo may work better.
- Supplement the horizontal for the vertical logo where limited space would cause the logo to be smaller than the minimum size.
- **Full Color:** This is the preferred variant for product applications. It may be shown on white (preferred), light gray or a solid color background.
- **Reverse:** Use the reverse variant when a background is too dark to allow use of the positive logo. In rare circumstances, a reverse lockup with an icon can be used on a dark background or imagery when there's enough contrast.
- **One Color Reverse:** Use the one color reverse variant when only one color option is available.

Vertical Logo



Reverse Variant
(Acceptable Sometimes)



One Color Reverse
(Acceptable Sometimes)



Logo Size

Logo Usage

- **Logo to logotype ratio:** Do not change the size relationship between the logo and the logotype.
- **Protected Space:** The minimum protected space is the area defined by the width of the “d” in the logo.
- **Minimum Size:** The horizontal logo should not be less than 60 pixels wide. The vertical logo should not be less than 40 pixels wide.



Fonts

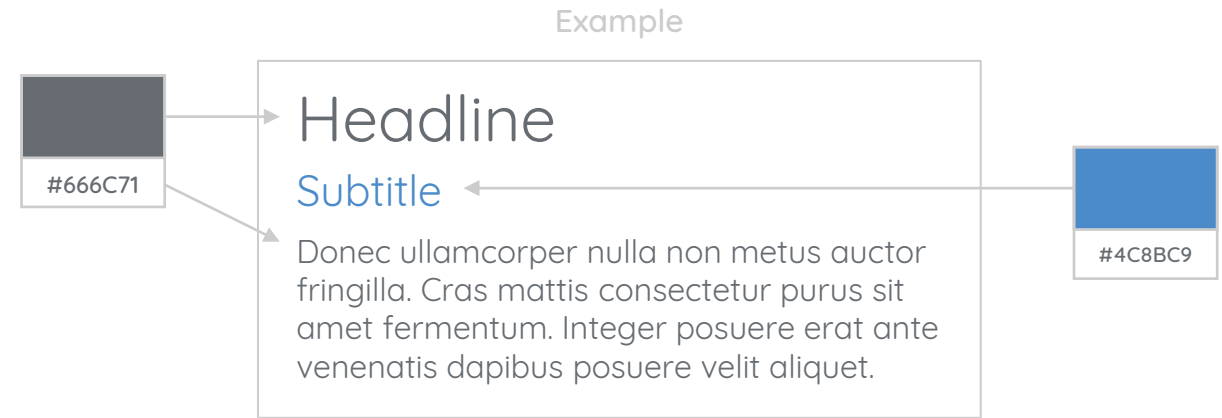
Advid Brand Guidelines



Typography

Fonts

- Quicksand Regular: Use for Headlines
 - Can also be used in body copy
- **Quicksand Medium:** Use for subtitles. Can use our core blue (# 438EDC) to add contrast between the headline and subtitle.
- Helvetica Light and **Helvetica Regular:** Use when Quicksand is not available, such as in email communications.
- Headline and body text should be our dark gray (#666C71).



Color Guides

Advid Brand Guidelines

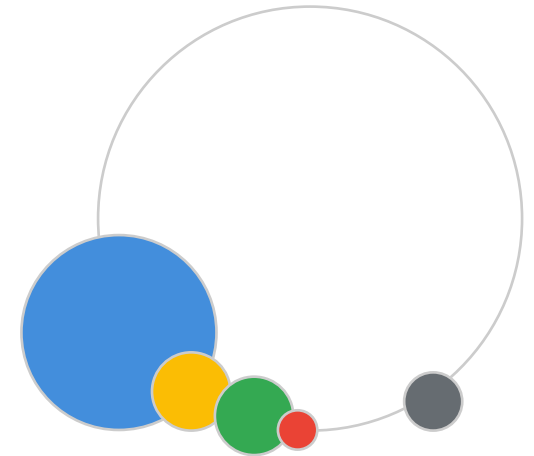


Color Palette

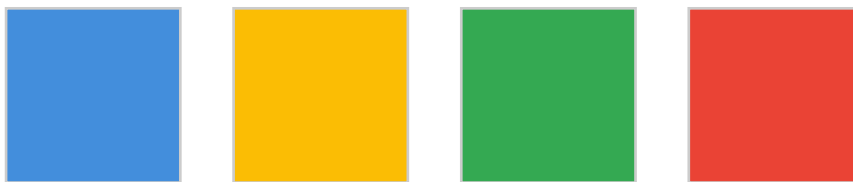
Color Guides

- For the most part, white and the four core colors should be all you need. If you do need additional colors for your project, you can use darker tones to help you balance primary and supporting palettes.
- White is our most prominent color. It should appear most often and take up the most space.
- **Core Colors:** The four core colors are part of the Google color palette and make up the icon part of the Advid logo. The blue is most often used as a highlight in text.
- **Neutrals:** Used primarily for information such as text, neutrals make our communications clear without competing with our core palette.

Color Aspect Ratio



Core Colors



#438EDC

#FBBD04

#34A952

#EA4335

Neutrals



#666C71

#FFFFFF

#CCCCCC



Co-Branding

Advid Brand Guidelines



Co-Branding Rules

With a Brand

- Do not alter the logotype in any way when co-branding.
- Add a light grey (#cccccc) separating line between the Advid logotype and the co-brand. Keep the protected space in mind when positioning the line and the logos.
- If the co-brand is horizontal, use the horizontal Advid logotype. If the co-brand is vertical, use the vertical Advid logotype.
- When sizing, the co-brand should match the visual weight of the Advid logo.



Other Brand



Other
Brand



Co-Branding Rules

With a Product

- Do not alter the **Powered by Advid** logotype in any way when co-branding.
- Add a light grey (#cccccc) separating line between the **Powered by Advid** logotype and the co-brand. Keep the protected space in mind when positioning the line and the logos.
- If the co-brand is horizontal, use the horizontal **Powered by Advid** logotype. If the co-brand is vertical, use the vertical **Powered by Advid** logotype.
- When sizing, the co-brand should match the visual weight of the **Powered by Advid** logo.



Protected Space



Protected Space



Icon

Advid Brand Guidelines



Advid Icon

Icon

- May not be used standalone to represent the brand.
- Can be used as a design element.
- Must be smaller than the logotype in the design and shouldn't distract from the headline, text, or overall messaging.
- Reverse version of the icon can be used sparingly in cases where only 1 color is able to be used.



Email Signature

Advid Brand Guidelines



Email Signature

Email Signature

- Name: Helvetica 12pt #666C71
- Title: Helvetica 10pt #666C71
- Line Separator: #CCCCCC
- Phone Number: Helvetica 8pt #438EDC
- Confidentiality Notice: Helvetica 8pt #CCCCCC

CONFIDENTIALITY NOTICE: The information contained in this transmission is intended only for the person or entity to which it is addressed and may contain confidential and/or privileged material.

Name
Title



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