

CORPORATE IDENTITY & DESIGN

Our brand is our reputation.



WELCOME

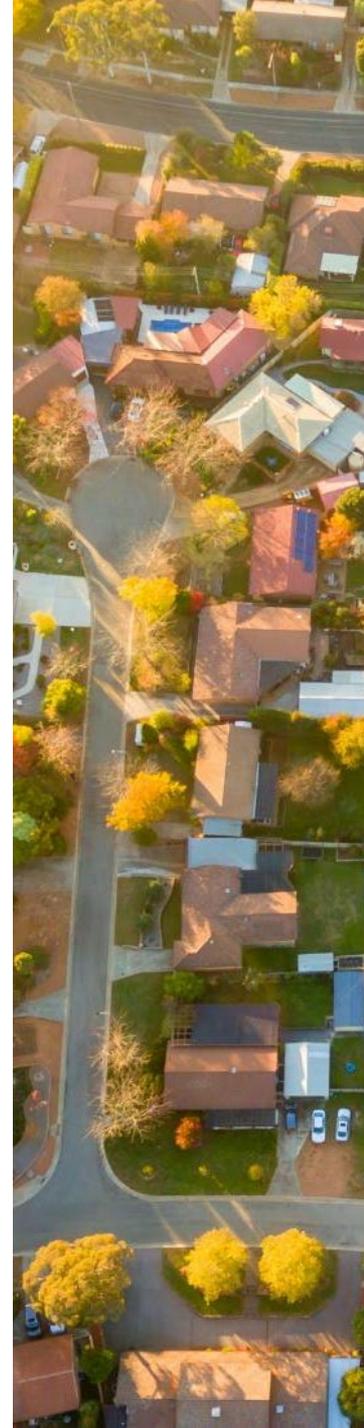
Corporate Identity & Design

Brand Identity · Brand Voice · Brand Design

Everyday, thousands of interactions take place between ADP, our partners, and potential customers. These brand guidelines will provide a reference point for communications and consistent brand identity, bringing the ADP brand to life. A brand identity functions as a symbol of the company. This requires a set of rules and standards for application on all communications.

We want our partners and customers to feel who we are from the first moment they interact with us. Whether it be through e-mail, flyer, or phone call...

Our brand identity matters.



BRAND GUIDE

The following pages outline the proper usage of the company brand mark and supporting technical elements, such as typefaces, color, and placement on communication collateral.

ADP employees engage with the brand through use of the corporate logo on stationery, literature, product labels, and much more. Sales interacts with the brand through forms, marketing materials, and electronic media. Customer interactions with the brand happen through promotions, communications, and our products. It is vital that our brand makes a favorable impression.

We must be vigilant that the use of the logo and brand elements are consistent, internally and externally.

LOGO STANDARDS

The ADP logo must be used in the manner displayed below to maintain instant recognition as the identifying symbol of the products or services of ADP. Do not attempt to recreate this logo from other typefaces. Variations that are not listed below should not be used.

Approved Logo

REGISTERED



Advanced Distributor Products®



Advanced Distributor Products®

Approved Logo Variants

TRADEMARKED



Advanced Distributor Products™

ONE COLOR



Advanced Distributor Products®



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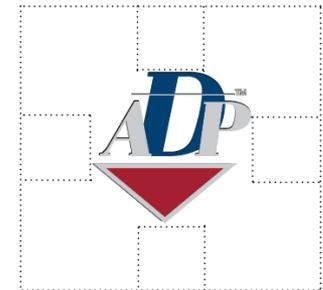
LOGO STANDARDS

The following notations designate a minimum logo size to ensure readability and prevent disfiguration of the ADP logo. The logo must also always be surrounded by a "safe zone" that acts as a buffer between the logo and any other graphics or text. The diagram shows the proper placement for the safe zone, with a minimum of one Cap height. More generous space should be used whenever possible.

Minimum Logo Sizes



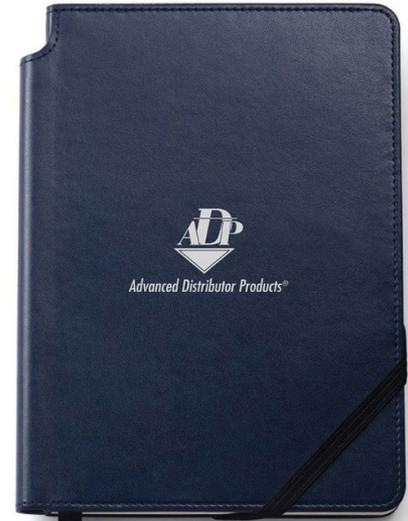
Safe Zone



LOGO STANDARDS

The ADP logo must be used in the manner displayed below on any promotional items or displays. The one-color logo should be used on any item that does not have a white background.

Promotional Items



LOGO STANDARDS

It is preferred that the logo be used on a white background. When this is not possible, lighter color backgrounds must use the logo with black text and darker color backgrounds must use the logo with grey text. If using any background color other than black, white, or gray, please use the one-color logo. The logo can be placed on top of an image that is blurred or at more than 50% opacity.

Proper Logo Placement



LOGO STANDARDS

The logo should never be stretched or compressed but remain in its original proportion. It should be used in its entirety, and not altered in any way. There should be sufficient contrast on any background used behind the logo. No textures or special effects should be added to the logo.

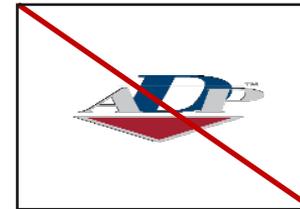
Improper Logo Usage



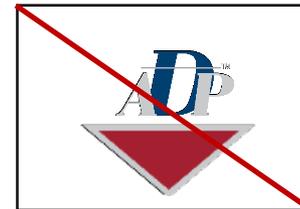
Don't overlay the logo on busy photos. Photos should be blurred or at more than 50% opacity.



Don't change the logo opacity.



Don't stretch or compress the logo.



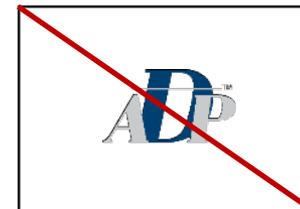
Don't resize any elements independently.



Don't overlay text in front of or behind the logo.



Don't change the logo color, add special effects, or use drop shadows.



Don't use the letters or inverted triangle separately.

TYPOGRAPHY

Below are guidelines for the proper fonts to be used in alignment with the ADP brand. The Avenir Pro font family is modern and progressive. The variety of weights will suit any application. The main primary text should be written in Avenir Pro Book and Calibri Regular. For brand consistency, Avenir and Calibri should only be used for the applications listed below.

Standard Print Font Family

Avenir Pro Light

Avenir Pro Light Oblique

Avenir Pro Book

Avenir Pro Book Oblique

Avenir Pro Roman

Avenir Pro Oblique

Avenir Pro Medium

Avenir Pro Medium Oblique

Avenir Pro Heavy

Avenir Pro Heavy Oblique

Avenir Pro Black

Avenir Pro Black Oblique

Standard Digital Font Family

Calibri Light

Calibri Light Italic

Calibri Regular

Calibri Regular Italic

Calibri Bold

Calibri Bold Italic

Alignment Rule

To keep consistency in visual communications, please use left alignment.

Justified text is not permissible.

COLOR CODE

Below are guidelines for the proper colors to be used when producing ADP collateral. The primary colors listed are those used in the ADP logo. The secondary colors are to accent the logo and are the only other acceptable colors to use when creating materials for internal and external ADP promotions. This will allow us to create consistent imagery throughout all lines of communication.

Primary Logo Colors



RGB 0 / 65 / 113
CMYK 95 / 50 / 0 / 50
PMS 7694
#003C69



RGB 164 / 31 / 47
CMYK 26 / 100 / 86 / 16
PMS 1807
#981E32



RGB 146 / 148 / 150
CMYK 0 / 0 / 0 / 50
PMS Cool Gray 7 C
#97999B



RGB 125 / 154 / 170
CMYK 44 / 15 / 7 / 22
PMS 5425
#7D9AAA



RGB 201 / 202 / 204
CMYK 0 / 0 / 0 / 24
PMS 179-4
#C2C2C2



RGB 78 / 78 / 80
CMYK 0 / 0 / 0 / 85
PMS 425-C
#4B4F54

RGB (*Red, Green, Blue*) colors are for programs such as Word, Excel, PowerPoint and the web
CMYK (*Cyan, Magenta, Yellow, Black*) colors are for professional printing and promotional items

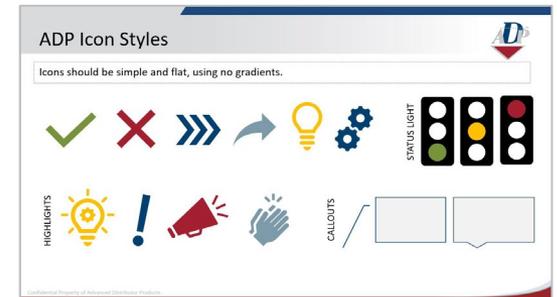
PRESENTATION TEMPLATE

The PowerPoint presentation template is designed to be bold and allow for a more streamlined presentation outline. The main text is Calibri and the charts are designed with our overall image in mind.

Title Slides



Additional Content



COMMUNICATION GUIDELINES

Effective communication is a vital aspect of any successful organization. The following pages outline the guidelines for ADP employee communications. The voice of ADP employees should be consistent and authentic. Representing the business professionally is essential to the fluidity of our business message.

COMMUNICATION GUIDELINES

It is important to show that, as ADP employees, we operate in unison. Below are guidelines to keep a consistent visual image in front of those we communicate with digitally.

Email Signature

The following Email Signature Design is designed to ensure all necessary information is provided while using consistent type style. Providing cell numbers is optional.

FONT:

Name: Calibri Bold
Title: Calibri Light Italic
Remainder: Calibri Light

FONT SIZE:
12pt

COLORS:
Custom Blue: RGB 0/65/113

Grey: Black, Text 1, Lighter 25%

Jeff Dae

General Overseer

Advanced Distributor Products

O (770) 465-5000

C (662) 229-5000

2175 West Park Place Boulevard, Stone Mountain, GA 30087

www.adpnow.com

Grenada Employees use this address:

1995 Air Industrial Park Road, Grenada, MS 38901

www.adpnow.com

Out of Office

Below is the Automatic Response template to be used when away from the office for an extended period. Providing cell numbers is optional.

FONT:
Calibri

FONT SIZE:
12pt

COLORS:
Black

Thank you for your email.

I will be out of the office from May 4-5. I will respond promptly upon my return Wednesday, May 6.

If you are in need of immediate assistance, please contact John at john.doe@adpnow.com.

Sincerely,

Jeff Dae

General Overseer

Advanced Distributor Products

O (770) 465-5000

C (662) 229-5000

2175 West Park Place Boulevard, Stone Mountain, GA 30087

www.adpnow.com

COMMUNICATION GUIDELINES

Voice communications are an essential element of our brand standards. As employees, it is essential that we communicate professionally and in unison. It is also important that we share as much information as possible to help those that are looking to us for answers.

Call Greeting

Thank you for calling ADP, this is *[your name]*.
How may I help you?

Voicemail Script

Hello, you've reached the voicemail of *[your name]*, *[your job title]* at ADP. Please leave your name, telephone number, and a brief message, and I'll get back to you as soon as possible.

STATIONARY

Below are the ADP templates for business cards, letterheads, envelopes, and note cards. These are the only renditions that should be used for external communications. Business card orders should always be approved by ADP Marketing. All letter communications from ADP should use the approved letterhead below.

Business Card



 **Advanced Distributor Products®**

Name
Title

2175 West Park Place Boulevard
Stone Mountain, GA 30087
(770) 465-5560 office
(770) 465-5599 fax
first.last@adpnow.com
www.adpnow.com

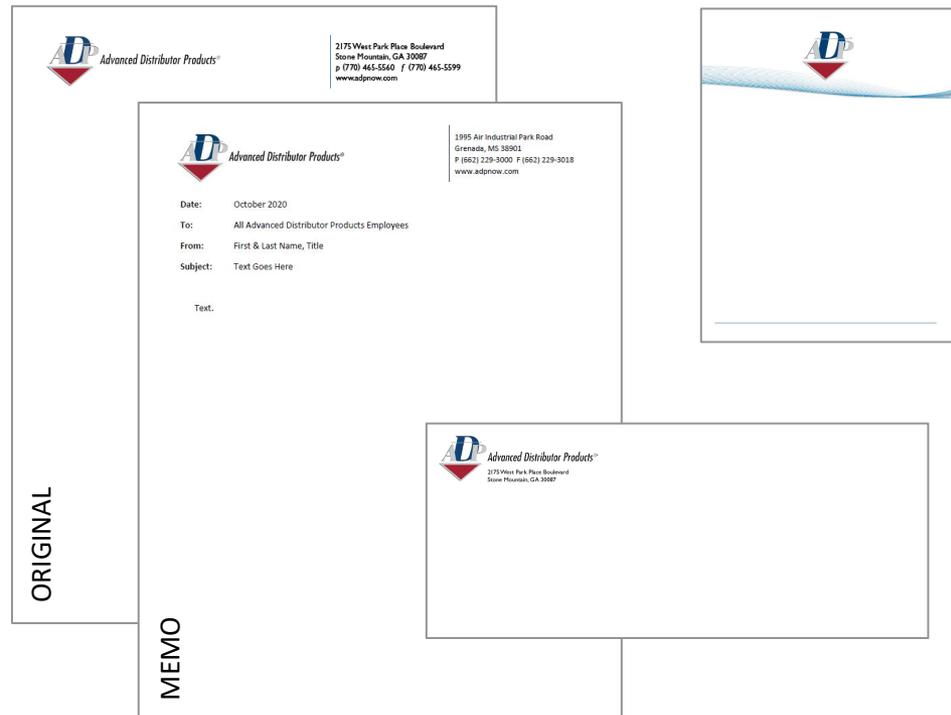


 **Advanced Distributor Products®**

Name
Title

1995 Air Industrial Park Road
Grenada, MS 38901
(662) 229-3000 office
(662) 229-3018 fax
first.last@adpnow.com
www.adpnow.com

Letterhead, Envelope, Note Card



ORIGINAL

 **Advanced Distributor Products®**

2175 West Park Place Boulevard
Stone Mountain, GA 30087
p (770) 465-5560 f (770) 465-5599
www.adpnow.com

 **Advanced Distributor Products®**

1995 Air Industrial Park Road
Grenada, MS 38901
P (662) 229-3000 F (662) 229-3018
www.adpnow.com

Date: October 2020
To: All Advanced Distributor Products Employees
From: First & Last Name, Title
Subject: Text Goes Here

Text.

MEMO

 **Advanced Distributor Products®**

2175 West Park Place Boulevard
Stone Mountain, GA 30087

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October 2020

