



AD

Together, we win.

Brand Guidelines



Logo & Mountain Mark



We call our mark “The Mountain.” The Mountain shows a series of peaks growing from the classic AD triangle. The evolution of The Mountain and the addition of the new horizon line indicate our forward momentum as a community and that we are on this road together, today and into the future.

Tagline:

TOGETHER, WE WIN.

Our updated tagline underscores our deep commitment to the idea that as strong as AD and its individual members and suppliers are on their own, together we're stronger. "Together, we win." reflects our serious and sincere brand personality and speaks to our focus on building relationships with members and supplier partners to help them win.

Primary **Logo**

Primary usage.

The preferred use of our logo is in PMS7743 on a white background with the tag.

Secondary usage.

Our logo can also be used in white on solid green (PMS7743) or over an image.

- Make sure there is sufficient contrast between the logo and image.

Logo without tag.

This logo should be used in the same manner as the logo with the tag.

Logo minimum size.

- The logo with tag should not be used less than .875" wide.
- The logo without tag should not be less than .5".



Logo with tag:
Minimum size
is 1.125" wide



Logo without tag:
Minimum size
is .5" wide



Secondary Logos

Country



Primary usage.

The preferred use is in PMS7743 on a white background.

- Country logos can also be used in white on a solid green (PMS7743) or over an image.
- Make sure there is sufficient contrast between the logo and image.

Division



Primary usage.

The preferred use is in PMS7743 and PMS430 on a white background.

- Division logos can also be used in white on a solid green (PMS7743) or over an image.

Program



Primary usage.

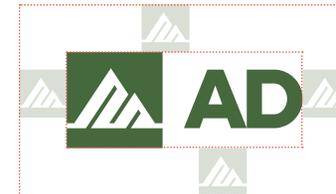
The preferred use is in PMS7743 and PMS130 on a white background.

- Program logos can also be used in white on solid green (PMS7743) or over an image.
- If a program logo needs to be created, contact the communications director.

In general, we prefer for our divisions and country offices to use the AD logo without the divisional or country logos. This supports our brand primary strategy and our decision to focus on building the brand of AD, rather than each separate division and country.

Logo **Safe Area**

- The logo safe area is 50% of the Mountain Mark used in the specific logo being used.
- This rule applies for all AD logos with a tag and without a tag.



Logo **Not Acceptable**



Together, we win.

NO: DO NOT USE 'AD' AND A TAG WITHOUT THE MOUNTAIN MARK



Together, we win.

NO: DO NOT COMBINE COLORS WITHIN ANY LOGO



Together, we win.

NO: LOGO PLACEMENT SHOULD NOT OBSCURE IMAGE



Together, we win.

NO: NEVER TURN LOGO ON AN ANGLE



NO: DO NOT USE 'AD' ON ITS OWN



Together, we win.

NO: DO NOT USE IN WHITE ON A BACKGROUND WITH INSUFFICIENT CONTRAST



Together, we win.

NO: DO NOT PLACE OVER AN IMAGE MAKING IT DIFFICULT TO READ



AD
Together, we win.

NO: DO NOT ALTER ANY 'AD' LOGO



Together, we win.

NO: DO NOT USE GRADIENTS IN ANY LOGO



Together, we win.

NO: DO NOT PLACE ANY LOGO IN COLOR ON A BACKGROUND WITH INSUFFICIENT CONTRAST



Together, we win.

NO: ENTIRE LOGO SHOULD BE LEGIBLE AT ALL TIMES



AD
Together, we win.

NO: DO NOT ADD ANY ELEMENTS TO ANY 'AD' LOGO

Please note.

The examples shown on this page should be used only as a guide for how not to use the AD logo; they do not represent all possible unacceptable uses.

* A tag can be used on its own but not in the logo font. It can be set in any of the secondary type options. ▲



Apparel & Promotional Items

Any apparel or promotional item sporting the AD logo or brand should be of high-quality materials and construction. Available colors are shown for each, but when possible use the green logo on a lighter background.

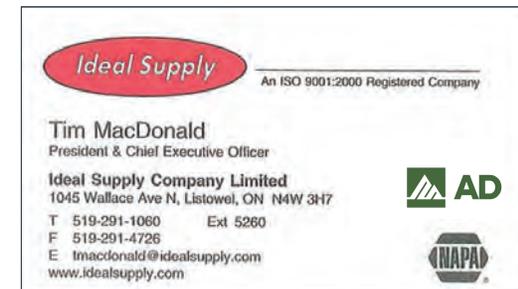
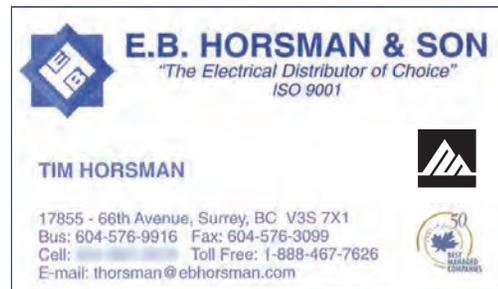
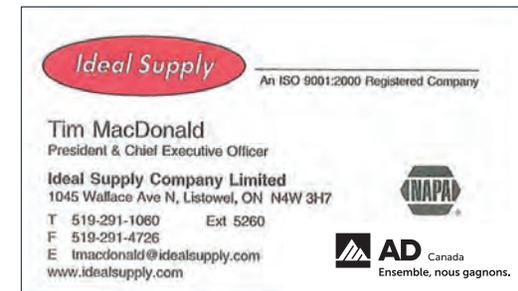
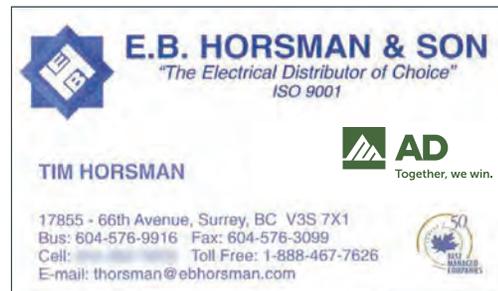
Logo Placement **Associate Business Cards**

Associates.

We have many partners with whom we are proud to be associated. These relationships are strengthened with the inclusion of the AD logo on a member or supplier associate's collateral.

Though we strive to maintain the brand through consistent logo placement, it is understood that this may prove difficult when used in conjunction with other logos and elements.

- Use best judgment when incorporating any AD brand elements with an associate's collateral.
- The preferred color is PMS7743, but solid black is also acceptable.
- Avoid using the same color as the associate's brand.



AD Apparel

T-shirt material.

AD apparel is made from high-quality cotton.

Colors.

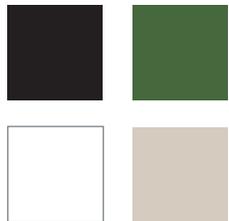
Preferred apparel colors are white, black, green or tan.

Thread.

Madeira's 1396 green thread is preferred. ▲



AVAILABLE COLORS FOR SHIRTS



AD Apparel

Polos material.

AD apparel is made from high-quality cotton.

Colors.

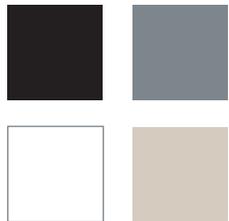
Preferred apparel colors are white, black, gray or tan.

Thread.

Madeira's 1396 green thread is preferred. ▲



AVAILABLE COLORS FOR SHIRTS



Promotional **Items**

Here is a sampling of high-quality promotional items that can be branded with the AD logo. ▲



OPTIONAL COLORS FOR HATS



BAG COLOR TRIM COLOR LOGO COLOR



OPTIONAL COLORS FOR PENS



OPTIONAL COLORS FOR LOGO



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