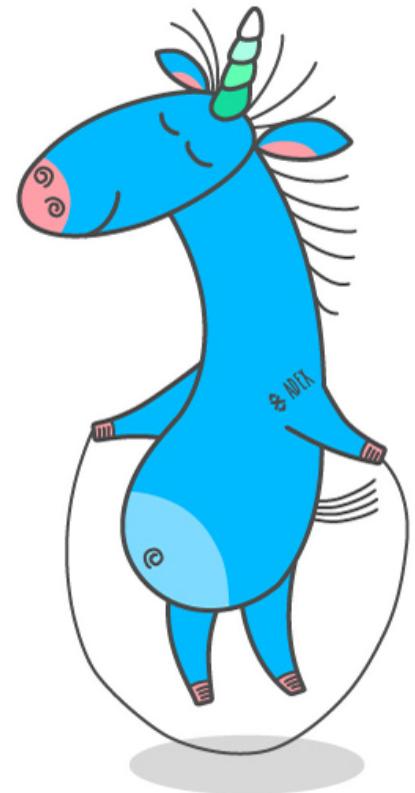




BRAND GUIDELINES

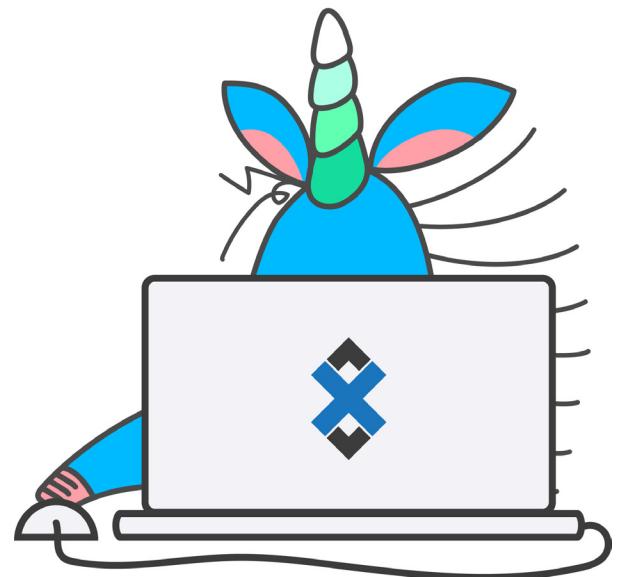
TABLE OF CONTENTS

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What is AdEx Network?

AdEx is a new-generation solution aiming to address and correct some of the most prominent inefficiencies of the online advertising industry: **user privacy misuse, ad fraud, lack of transparency in reporting** and much more.



Overview and Brand History

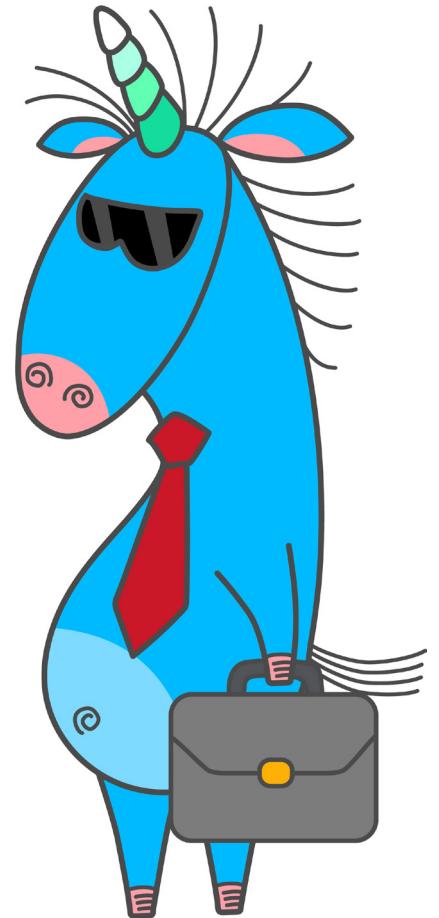
The idea of AdEx was conceived in late 2016 when the core team of AdEx was working on a different project - the media center Stremio. Stremio was quickly gaining traction, and we were looking into ways to monetize the significant traffic it was generating on a daily basis. The obvious answer to this was advertising - so we began exploring the ad serving networks that were available on the market. After months of research, and trying out a few different ad networks, we realized that we couldn't rely on the current state of ad tech to get trustworthy reporting and privacy-focused tools for advertising. So we decided to create our own.

Between 2016 and 2017, we dedicated a great deal of our time to research and preparation. In June 2017 we raised 40,000 ETH (12 million USD back then) to fund the development of AdEx.

Today we have thousands of registered publishers and advertisers worldwide, and serve millions of impressions every day.

Our Mission

Our mission is to create an open, trust-minimized protocol and stack for digital advertising that reduces ad fraud and malvertising, and protects user privacy. We are aiming at making advertising a sustainable business model again for companies looking to monetize their traffic and to change the ad tech landscape in a way that brings back trust by end users.



Brand Essence

The DNA of AdEx Network is **openness and transparency**.

We stand for fair and verifiable reporting, for **protecting user privacy** and for bringing actual **accountability** back to the advertising and digital marketing world.

We are open-minded, playful and dedicated to our customers.

We are attentive and listen to feedback. We are honest.

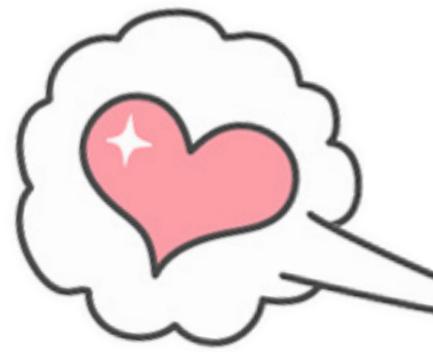
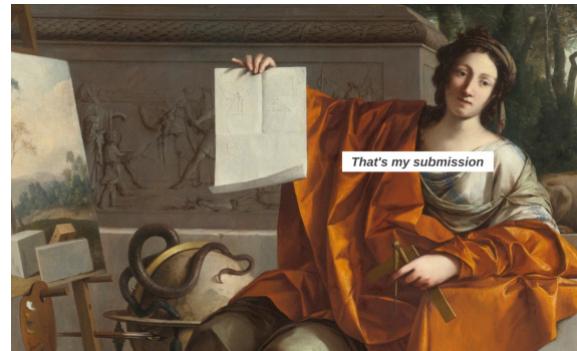


Image Feel

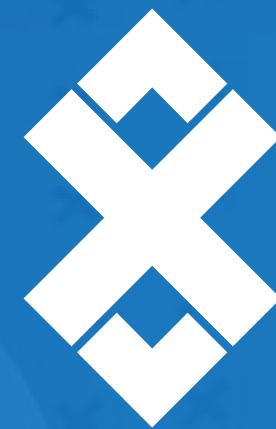
The AdEx imagery should reflect the company culture and the brand essence. We should use playful images that show real people, and we should incorporate our company mascot in the company imagery. Our aesthetic is clean, warm & friendly, and technology-focused. **The use of memes and pop-culture references is encouraged.**

Overall, we should convey the feeling of a **down-to-earth, approachable** company that delivers results and listens to its customers.

All images must be realistic but also with a professional touch and feel - high image quality, high resolution, and in harmony with the AdEx color palette.







AdEx

Our Logo



Our Logo



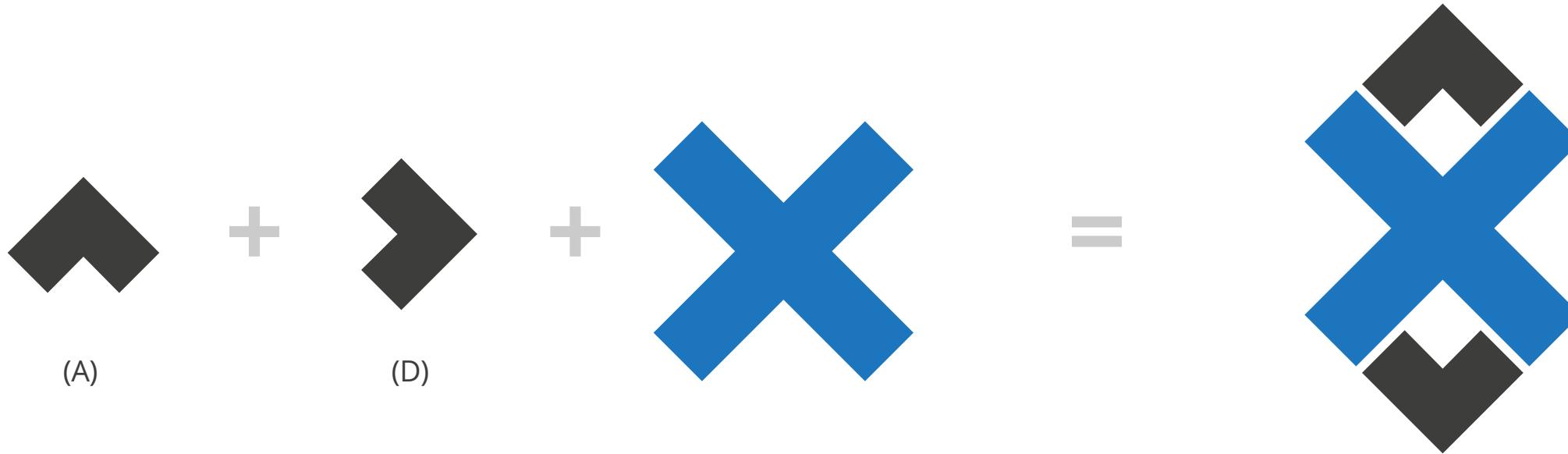
Master logo - Horizontal variant, full color on white (or other light colored) background, preferred for most applications



Vertical variant can be used in some cases, such as brand videos

[Download](#) AdEx logo files

Icon Concept

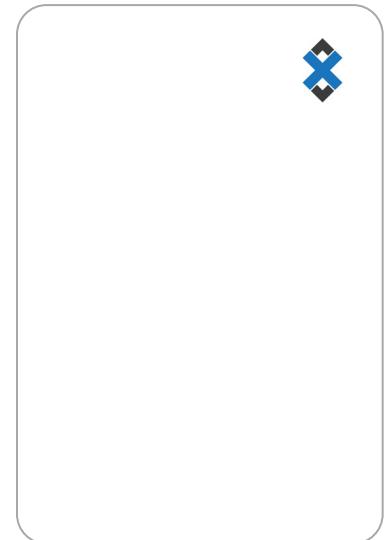


Logo Placement

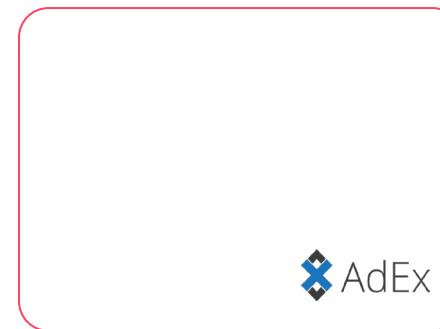
Preferably, the AdEx master logo should be placed in the **top left** corner of the media, whenever possible. Alternatively, the logo can be placed in the center or the bottom left corner.

It is allowed to place only the logo icon on the right, in case the full logo usage is inappropriate.

The vertical variant of the logo should be placed only in the top center (or completely centered) depending on the media.



Do's & Dont's



Do place the AdEx logo as recommended.

Don't place the logo on the right. **Don't** place the vertical logo anywhere but centered.

Inversed Logo



Inversed logo variants can only be completely white and used whenever the full color variant is not visible enough in both horizontal and vertical compositions.

Do's & Dont's

Do use only the approved logo compositions and color combinations.

[Download](#) AdEx logo files



Don't increase or decrease the size of the icon.



Don't use other color combinations for the logo and the icon.

Brand Colors

A surface of clean white is always a good idea to start with. Combine with solid flats or gradients of the AdEx logo primary colors to create the **basic brand palette**. A splash of **fresh secondary accents** allow you to make an even more recognizable visual brand asset.

Various color palettes are used accross AdEx products, such as [AdEx website](#), [AdEx Network Platform](#), [ADX Staking](#).

BASE



CLEAN WHITE
#FFFFFF
RGB 255 255 255

PRIMARY



ADEX BLUE SKY
#1B75BC
RGB 27 117 188



DARK IN THE PARK
#3C3C3C
RGB 60 60 60

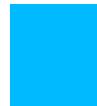
SECONDARY



BORN UNICORN
#37CBA3
RGB 20 220 156



GOLDEN DUCK
#FEB006
RGB 254 176 6

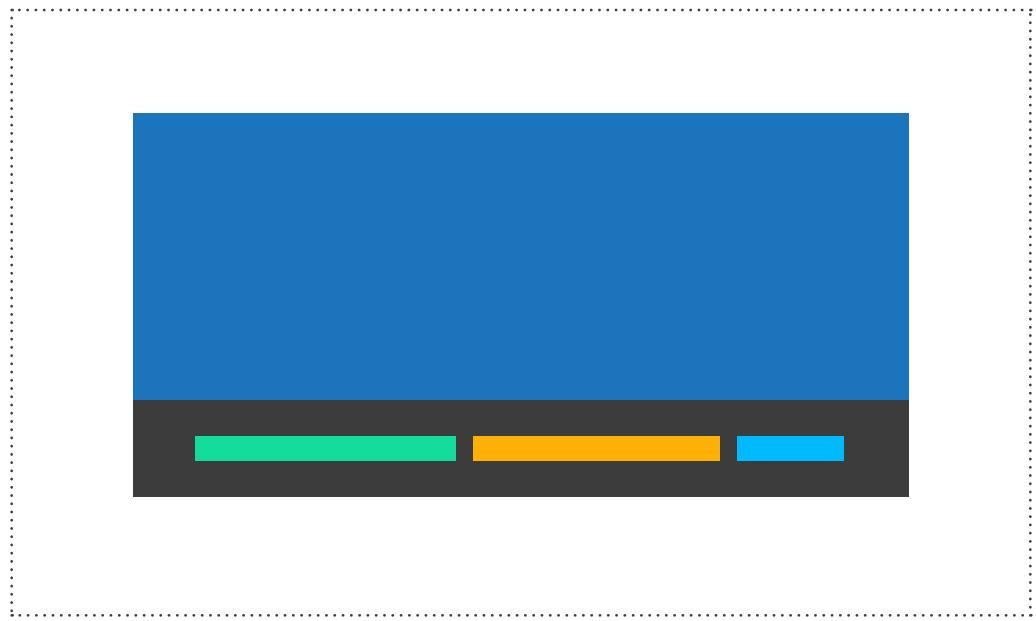


EDDIEBLE
#00BAFF
RGB 0 186 255

Usage

Proportions

It is important to follow the rules of these proportions across any brand communication in order to **maintain consistency and remain recognizable**. White plays a very important role in all AdEx communications and provides balance with the main brand colours - blue and dark grey. **The secondary colors are only used reasonably** for accents, functional visual elements, and illustrations.



Typography Guidelines

Clear and Legible Contrast

Accessibility is very important when creating any user interface or a webpage, or even a slide presentation. Content must be **easily visible, readable and understandable.**

Use of Capitalized Titles

Capitalizing titles gives a nice touch to the visual appearance of the headings. Capitalize all words in titles, except for articles, conjunctions, and prepositions. **Do not capitalize subtitles or body text.**

Brand Colored Emphasized Words

Colors are allowed to help in emphasizing the important information only in titles and subtitles. Use **weight contrast** for emphasis in body content.

Font Style

Open Sans is a beautiful font optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

It is used in AdEx logotype, as well as accross all **print and digital communications and website.**

OPEN SANS

Light (FOR TEXT ABOVE 32 PX)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # [\] \ ' . / { } | : " > ? , < ...

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # [\] \ ' . / { } | : " > ? , < ...

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # [\] \ ' . / { } | : " > ? , < ...

OPEN SANS

SemiBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # [\] \ ' . / { } | : " > ? , < ...

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # [\] \ ' . / { } | : " > ? , < ...

ExtraBold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # [\] \ ' . / { } | : " > ? , < ...

Font Alternative

Roboto font is not recommended for print use. However, it was created **for screen display**, optimized particularly for mobile phones and is available for free download. Roboto is a good sans serif font that is the default font on many Android applications using Material design styles. That's why it is currently used accross the **AdEx Platform UI**.

ROBOTO

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # \ ; ' . / { } : " > ? , < ...

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # \ ; ' . / { } : " > ? , < ...

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # \ ; ' . / { } : " > ? , < ...

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # \ ; ' . / { } : " > ? , < ...

Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # \ ; ' . / { } : " > ? , < ...

Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 # \ ; ' . / { } : " > ? , < ...

Bold Title

Light subtitle (MIN 32 PX)

Font Pairings

It is important to maintain proper font pairings in order to provide **clarity, consistency and a strong hierarchy** for all communications.

Text colors and contrast with the background should be taken into consideration when pairing font variations. Here are just some examples for common use cases.

ExtraBold Title

Bold subtitle

Light Title

Medium subtitle

Font Hierarchy

Good typographic structure helps users easily go through the text when reading and scrolling, especially in email newsletters and web pages with large number of text blocks.

General rule of thumb would be to relatively **scale up/down 2 times the font size** of the previous one

EXAMPLE

LOGO (OPTIONAL)



TITLE
OPENSANS BOLD
1 X LOGO SYMBOL HEIGHT
1.1/110% LINE HEIGHT

This Title is Two Lines Long

SUBTITLE
OPENSANS LIGHT
0.5 X TITLE SIZE
1.2/120% LINE HEIGHT

This subtitle is half the size of the headline and set in light

PARAGRAPH

At varius vel pharetra vel turpis nunc eget lorem. Nisi scelerisque eu ultrices vitae auctor eu augue. Nunc sed id semper risus in hendrerit. Viverra orci sagittis eu volutpat odio facilisis. Arcu non sodales neque sodales ut etiam sit.

Our Mascot

Eddie

He's funny, he's blue, and he's sometimes silly but most importantly — he's awesome.

We are excited to introduce to you Eddie the Moonicorn!

He's a unicorn. Because we do believe that everyone needs a little bit of magic in their lives, and who's a better ambassador for magic than a unicorn?

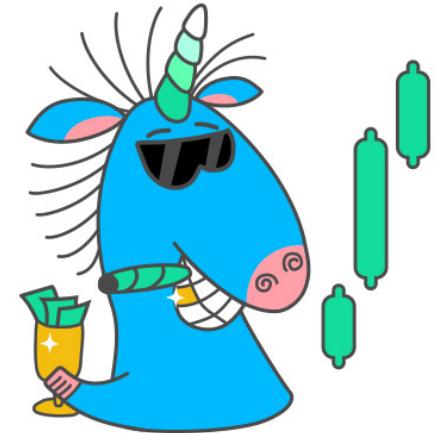
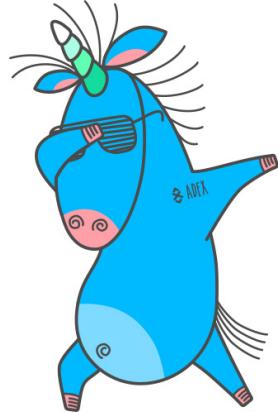
No one, that's who!



Eddie is chill and likes to party. He enjoys vacations on the Moon.

He loves to travel around the world and is good at blending in.

He knows when to HODL. He has a crypto portfolio that's usually performing well.



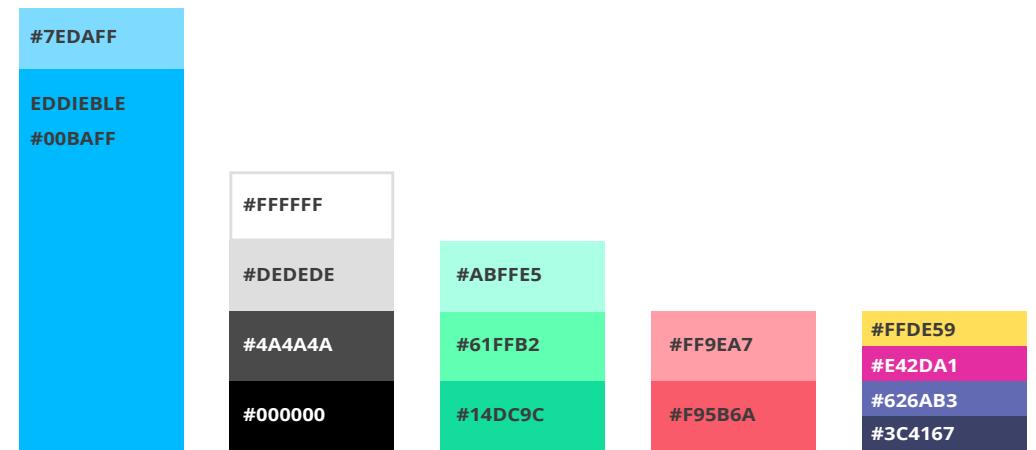
Everyone likes Eddie and we spread this love through some very cool moonicorn swag.



Mascot Color Palette

Here is a color palette for creating most of the existing Eddie postures and compositions. However, depending on the context of an illustration, it can be extended with additional colors, as long as they **fit harmoniously in the whole picture and the mascot is still recognizable as Eddie the Moonicorn.** Generally, **pastel-like** colors will fit well in most cases.

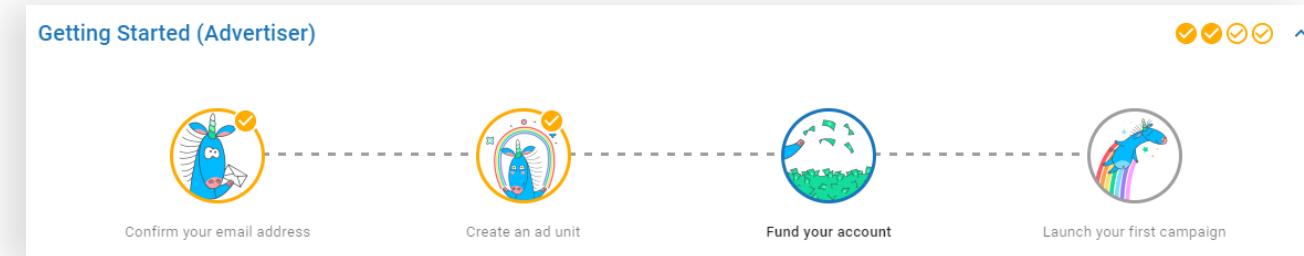
CODES & USAGE PROPORTIONS



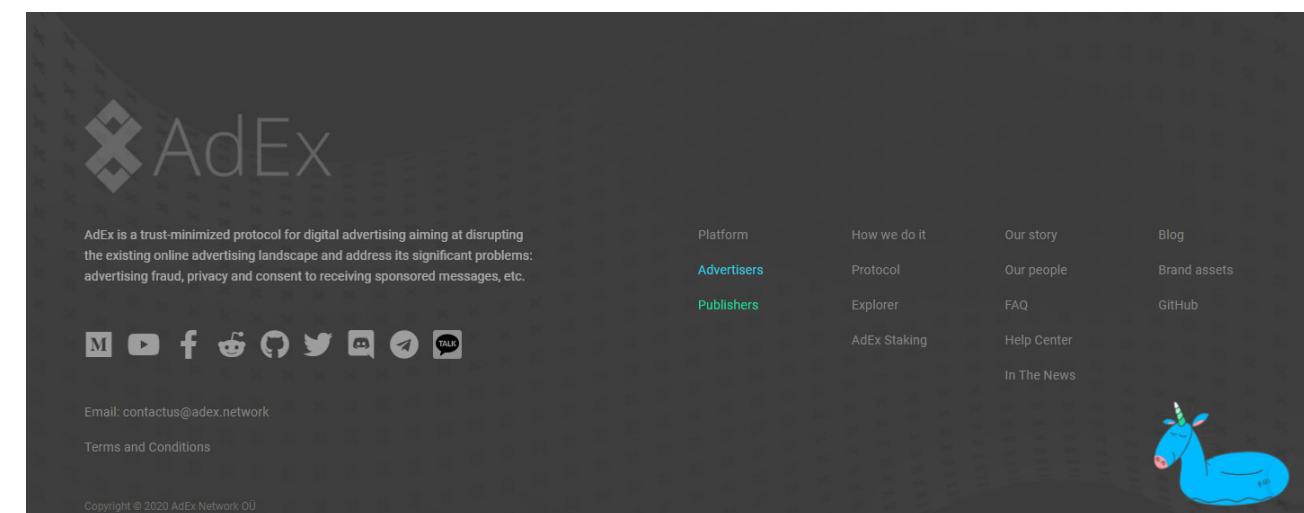
Mascot Usage

Eddie was initially created for sticker emojis on community chat servers, then grew up and went to real life conferences to entertain visitors. He is also an important character in the AdEx website and platform, making them more playful and enjoyable. He often helps communicate different types of messages across social media.

Although we love Eddie so much, we try not to overexpose him accross AdEx communications, so he does not lose his charm and appeal to our users.



- ◆ Using Eddie in Getting Started wizard.
- ◆ Eddie transforms on each page of the website footer, as well as on each reload.



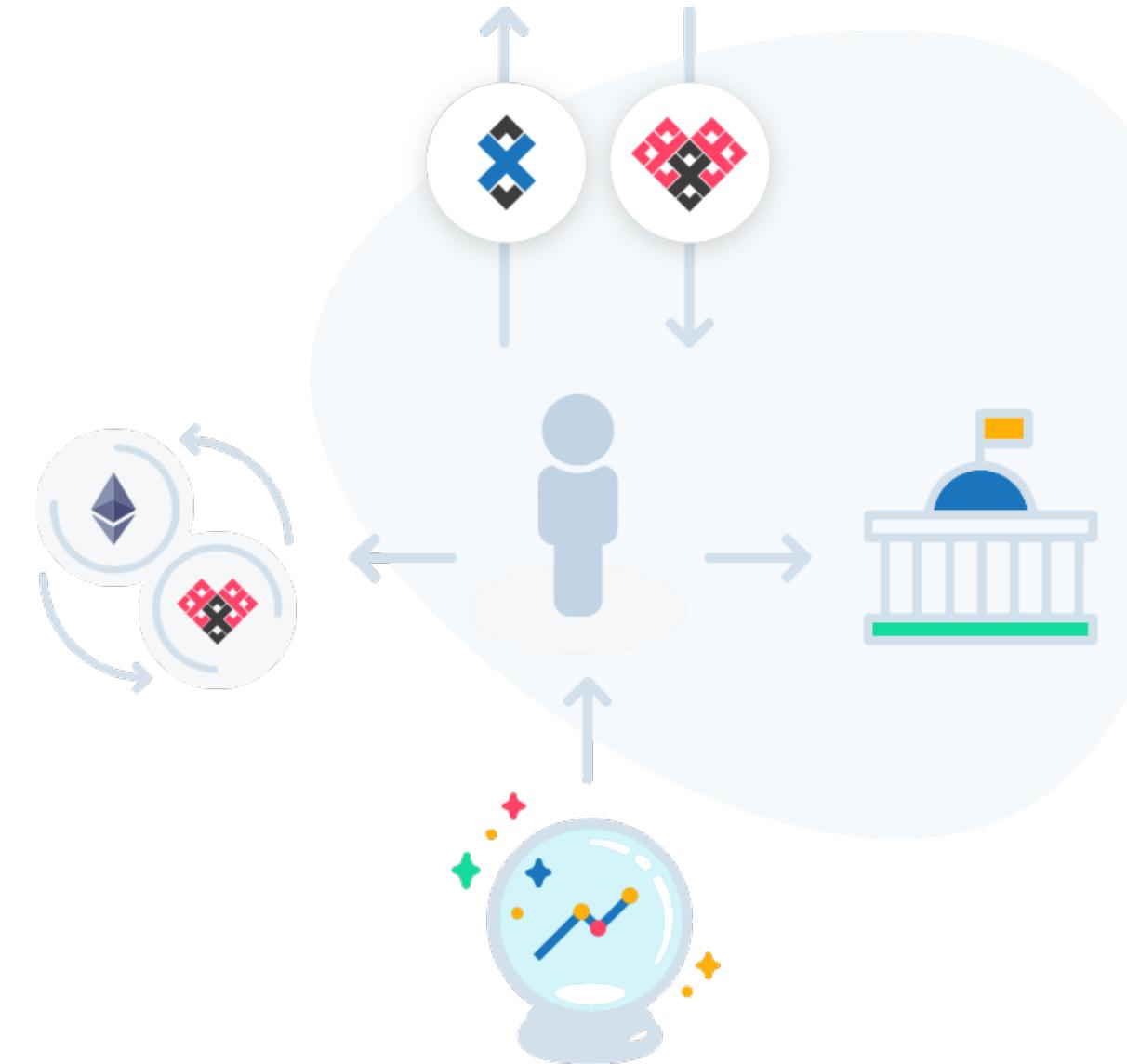
Icons & Illustrations

We use plenty of custom icons, dotted lines and arrows to illustrate our communication with users.

Combine brand colors with neutrals and a light background to bring dimension and focus to an illustration.

[Some](#) AdEx Infographics

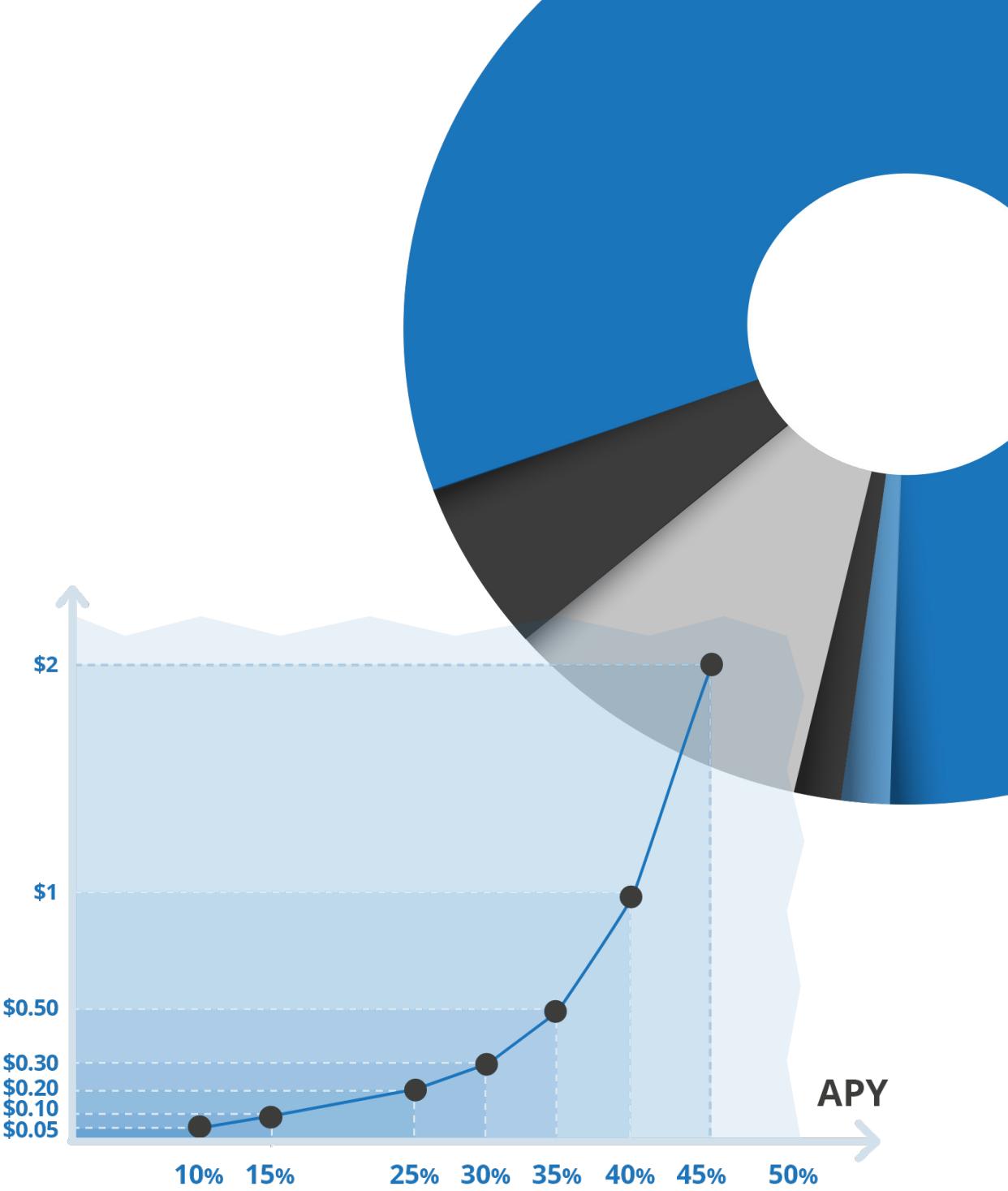
[More](#) AdEx Icons



Tables and Charts

Tables and charts are used for the visualization of various complex data and help for a **better reading experience**.

Outside the AdEx platform, they can be used for infographics in some blog posts, websites and internal documents and reports.



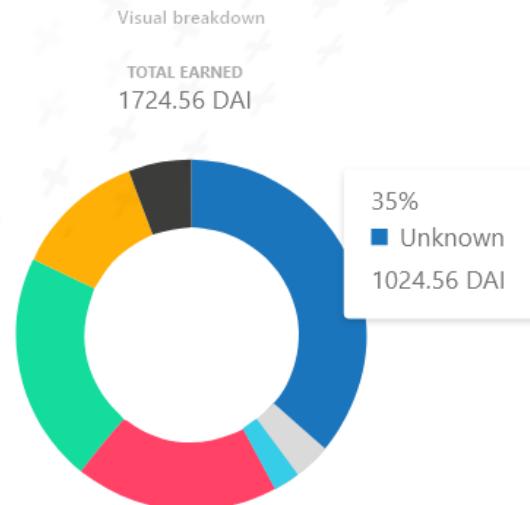
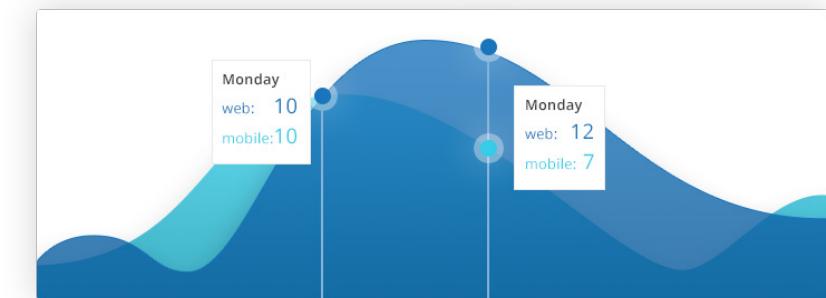
SOME GENERAL RULES TO FOLLOW:

Provide more space between rows, charts, single elements - give them some air to breath.

Use only brand colors and their shades if needed.

TABLE TITLE

Hostname	DAI earned	ETH address
■ Unknown	1024.56	0x736aaef9561e32...
■ stremio.com	123.40	0x736aaef9561e32...
■ otherurladdress.net	52.25	0x736aaef9561e32...
■ globalhub.co.uk	44.33	0x736aaef9561e32...
■ stremio.com	32.10	0x736aaef9561e32...
■ otherurladdress.net	30.98	0x736aaef9561e32...
■ globalhub.co.uk	15.67	0x736aaef9561e32...


CHARTS TITLE




Print Media

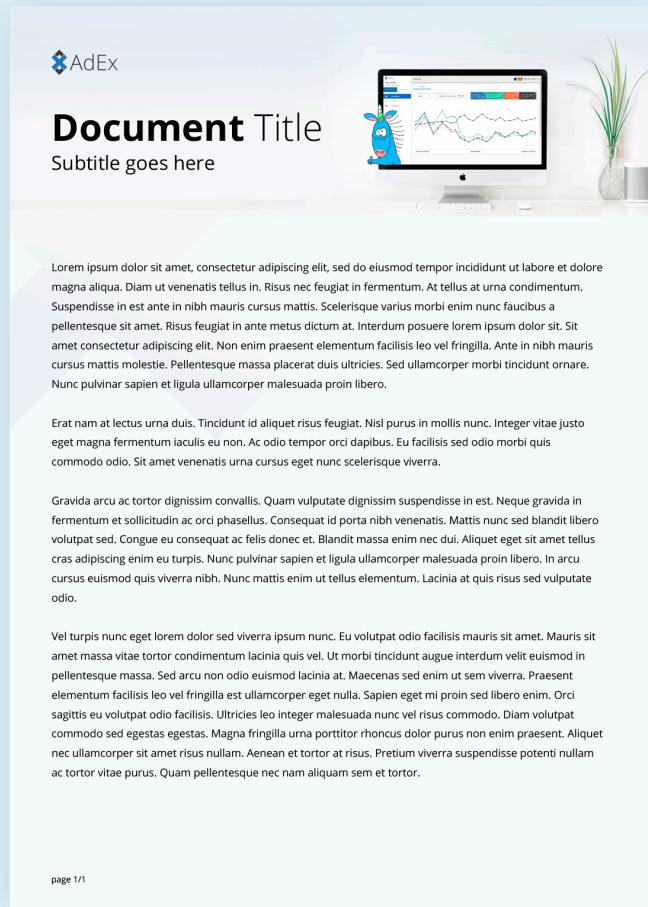
We love going to conferences and events. For them, we often print vinyl banners, booth signs, tote bags, brochures and other advertising materials.



Double sided
90x50mm

Metallic Foil coated PGP and logo





Leisure text &
internal documents

Document Templates [Here](#)



Official letters

Invoice

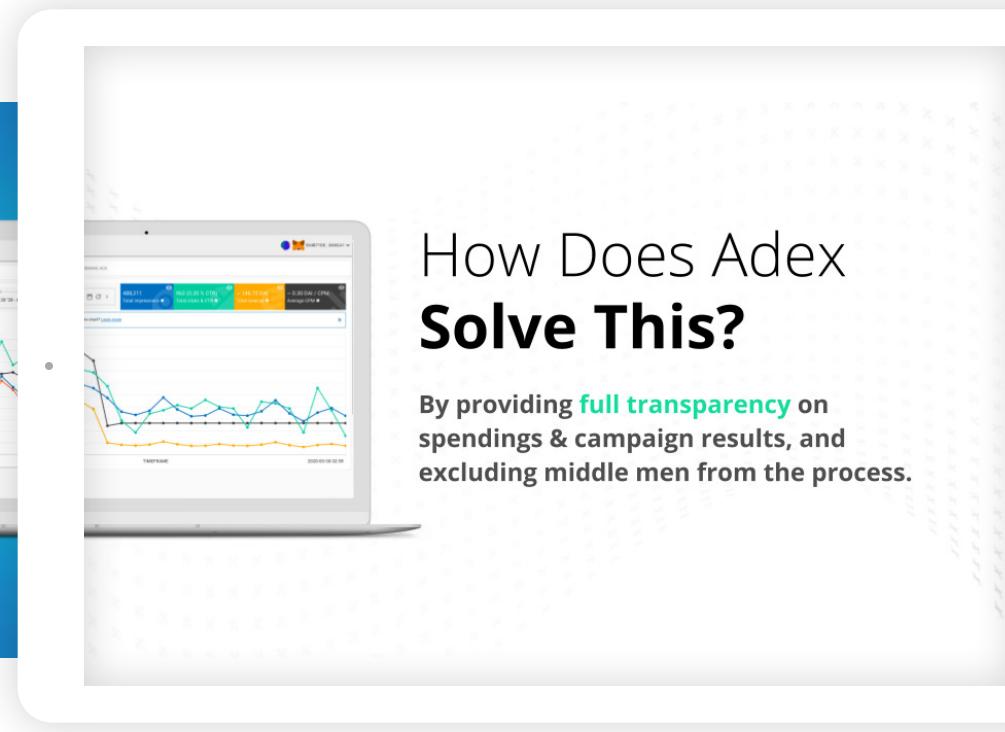
Invoice #	Recipient: Company name		
Issue Date	Plot 24/25 Apese street Victoria Island Lagos Nigeria		
INVOICE			
14288387 Narva maantee 5 Kesklinna linnaosa Tallinn, Harju Estonia 10017	Service description	# items	Price per item
IBAN xxxx xxxx xxxx xxxx BIC: xxxxxxxx office@adex.network	Product subscription one	1	24.90
	Product subscription two months	1	44.90
	Product subscription three	1	64.90
	Product subscription four	1	84.90
	Product subscription five	1	99.90
		Total items	Total
		5	319.50

Placeholder text for the invoice body:
Diam ut venenatis tellus in. Risus nec feugiat in fermentum. At tellus at urna condimentum.
Suspendisse in est ante in nibh mauris cursus matts.

page 1/1

Official letters

Presentation Slides



How Does Adex Solve This?

By providing **full transparency** on spendings & campaign results, and excluding middle men from the process.

How Does Adex Network Work?

- Advertisers and publishers exchange ad space through the AdEx platform which monitors the quality of ads and inventory.
- Payments are settled directly between advertisers and publishers for each impression verified on the platform.



AdEx Presentation Slides Template [Here](#)

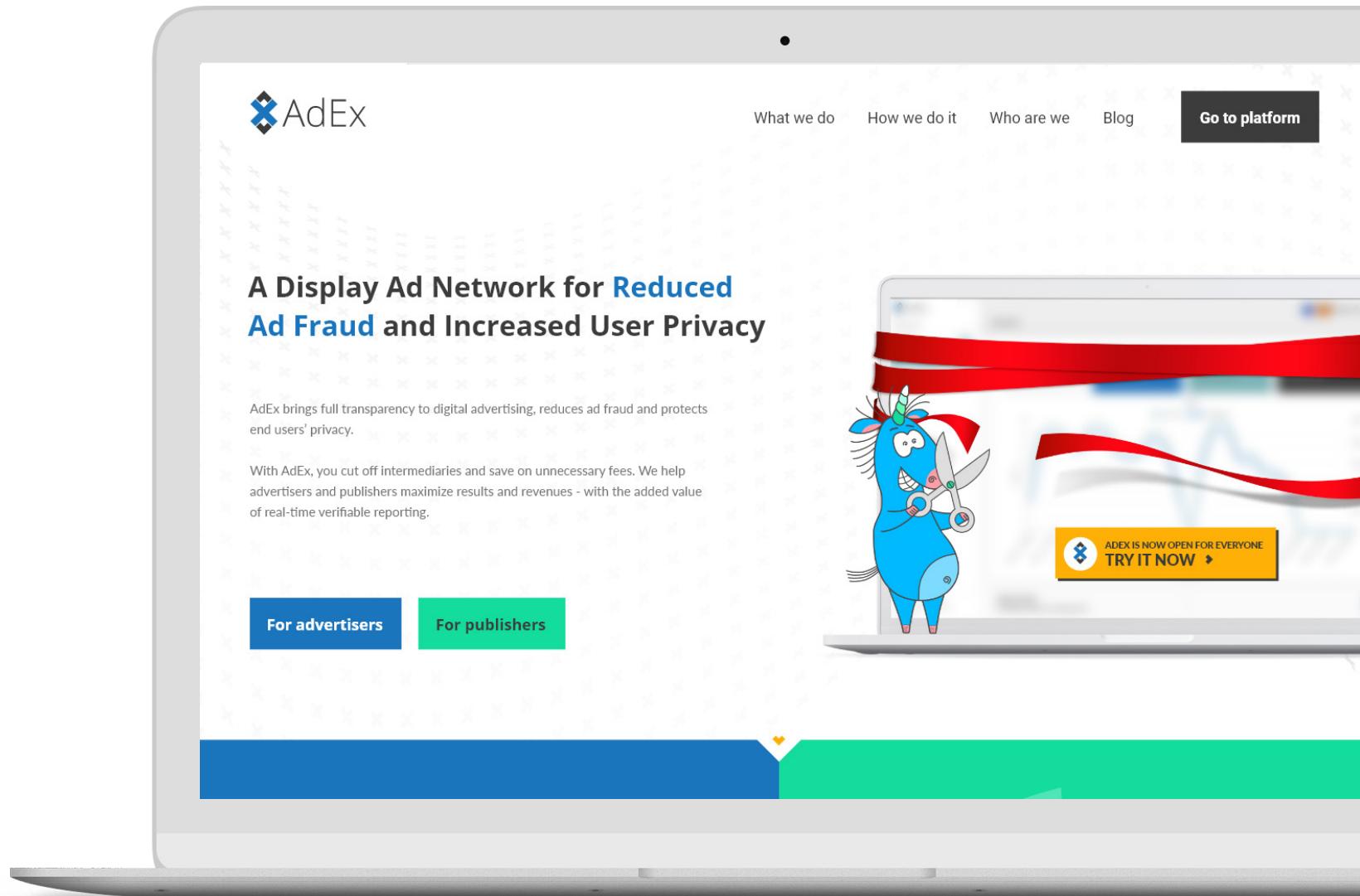
AdEx Pitch Deck Slides [Here](#)

Our Website

The AdEx website has a clean and elegant look. It is very informational, but still easy to navigate and find what the visitor needs.

Check for yourself 

www.adex.network





Website Basics

Full width grid. Use the whole width of the page to shine with imagery, product visuals or some inspiring infographics. [Limit bigger text blocks to 900px.](#)

Typeface size matters. The bigger the font size, the more important the content. On a smaller scale, [titles must be at least 2 times bigger than body content.](#)

Give it some space. The use of white space is vital - give the images and the content air to breath. Ideally, [one section should take one screen at a time.](#)

Divide and conquer. Smart use of color and weight to distinguish between different types of information - e.g. sections by background color, bold type to emphasize on important words within content, accent colored buttons.



member of **iab.
TECH LAB**

Advertising Made Simpler

Register With 5 Clicks
The AdEx platform is so easy to use, there's no need for paying third party operators. No matter if you are an advertiser or a publisher, setting up campaigns and selling your ad inventory is so easy, even a kid can do it.

No Censorship
We empower a free and self-governed ad market with no centralised restrictions on what can and can't be advertised.

Real-Time Reporting
Track your ads or ad property in every single moment and reduce the risk of ad fraud and false reporting.

Okay, a Lot More Under the Hood:
the Technology Behind Adex

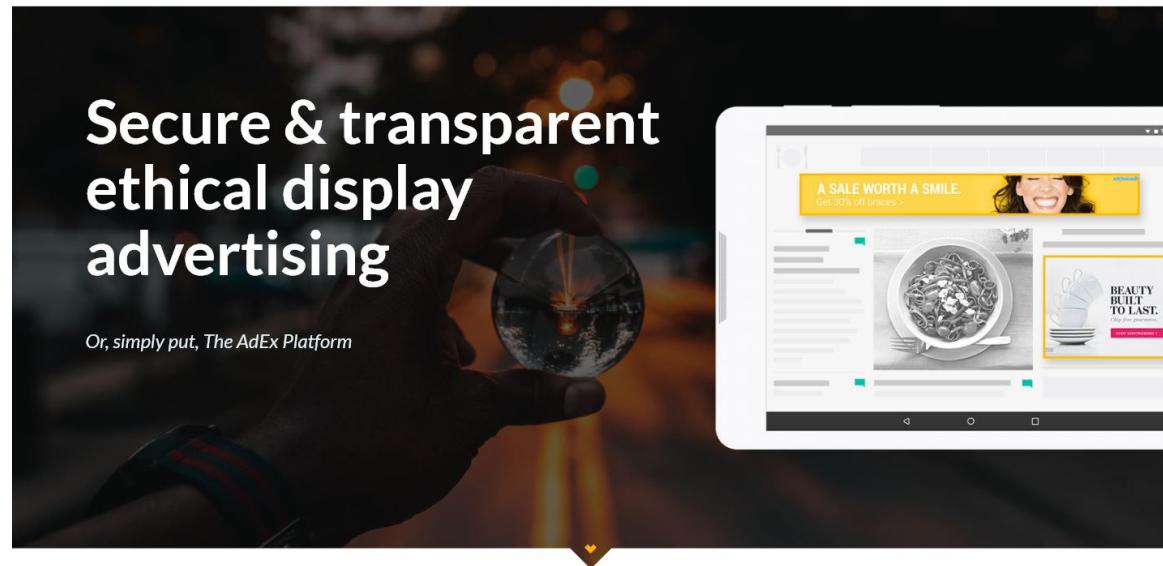
Advertisers, Publishers and Real People - Nothing Less, Nothing More
We created AdEx because we couldn't find a truly open-source, transparent and fraud-proof ad network, so we decided to challenge the adtech status quo. First, we connected advertisers and publishers directly, dropping the need for most intermediaries. Then we added real-time reporting, dramatically reducing the ability for any side to report wrong data to others for their own financial gain.

[GitHub Repo](#)

Privacy-Preserving Targeting
We value the privacy of individuals and AdEx has been designed with that in mind. No end user data will ever be uploaded to AdEx servers.

Page Architecture

The AdEx website has a **clear visual hierarchy** on each page. It starts with a hero image and the main communication message, followed by sections with alternating background color.



Transparent ad network

No place for false reporting and ad fraud

We created the AdEx protocol as an open-source, transparent and fraud-proof alternative to traditional ad networks. By introducing real-time tracking and reporting directly accessible to each advertiser and publisher, and dropping the need for most intermediaries, we reduced the ability for anyone on the network to report wrong data and make advantage of unnecessary fees and fake traffic.

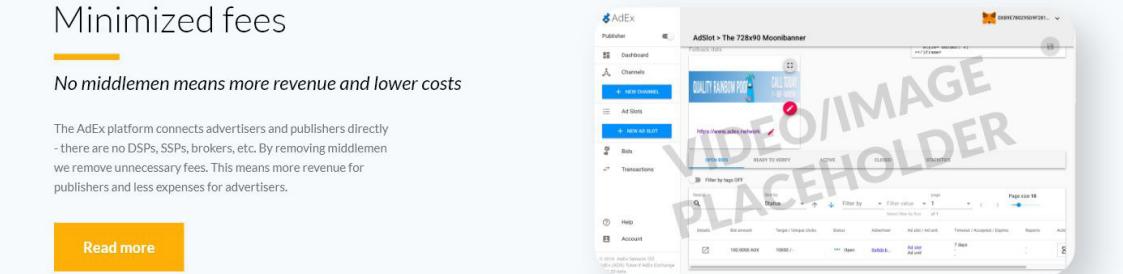
[Go to Platform](#)

Minimized fees

No middlemen means more revenue and lower costs

The AdEx platform connects advertisers and publishers directly - there are no DSPs, SSPs, brokers, etc. By removing middlemen we remove unnecessary fees. This means more revenue for publishers and less expenses for advertisers.

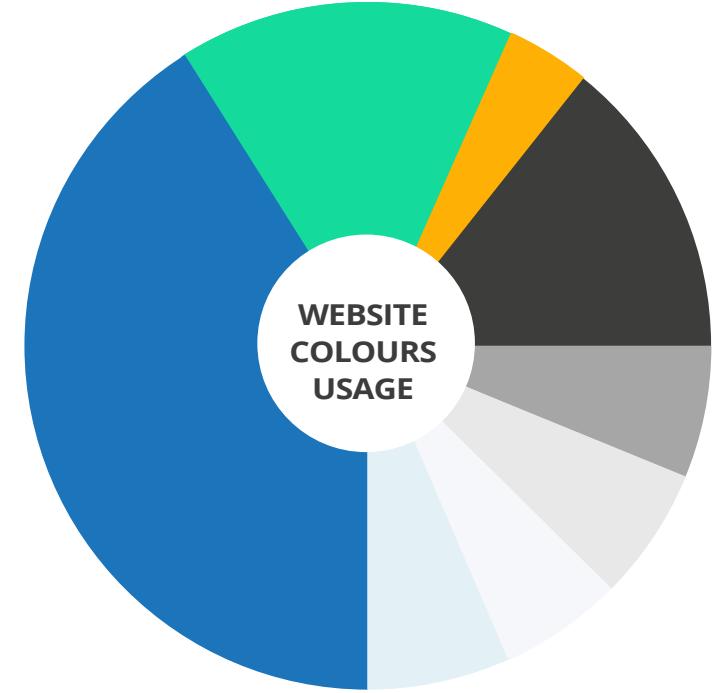
[Read more](#)



Website Colors

White is the main background color of the AdEx website as it gives the feeling of a clean and spacious place where **primary colors can stand out and shine to give character and uniqueness of the brand.**

Four primary colors are used across the AdEx website. Secondary lighter colors, derived from the primary palette can be used to create shades, dividing sections or illustrations.



PRIMARY

ADEX BLUE SKY
#1B75BC
27, 117, 188



#E4EFF4 228, 239, 244
#F6FAFD 246, 250, 253

SECONDARY

DARK IN THE PARK
#3C3C3C
60, 60, 60



#A6A6A6 166, 166, 166
#E8E8E8 232, 232, 232

BORN UNICORN
#37CBA3
20, 219, 156



GOLDEN DUCK
#FEB006
255, 176, 5



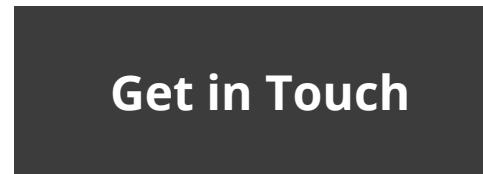
Calls to Action

Buttons are everywhere as we want our users to find what they need faster and make our products easy to use. The shape and the color of a button are usually context related, but in all cases the goal is to make one **stand out and to clearly indicate its response and destination.**

CLEARANCE



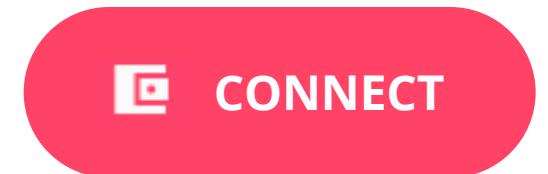
SOLID



GHOST



BUTTONS WITH ICON

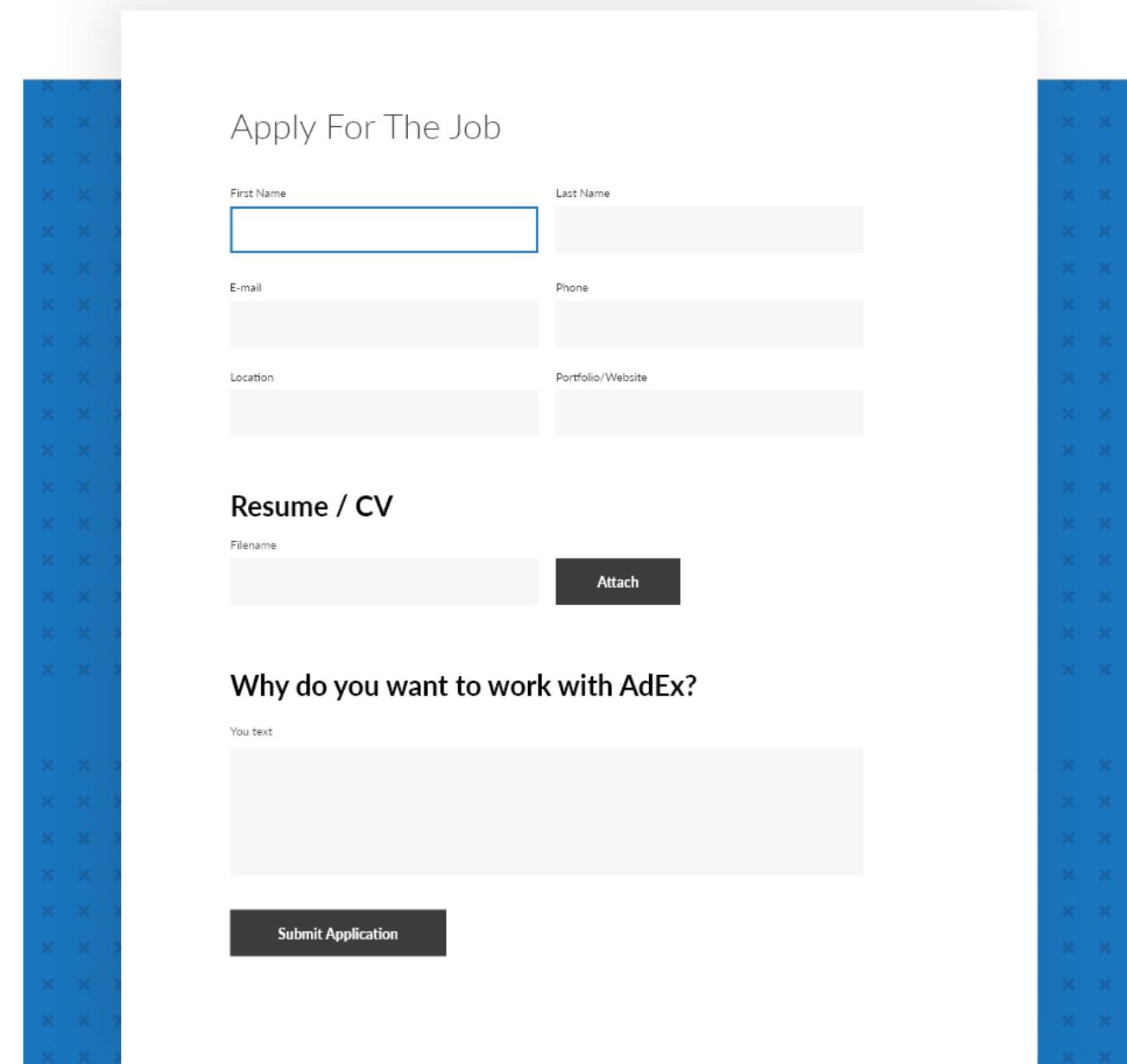


Contact Forms

Clean, well-designed, and **clearly labeled** forms make completing a web form easy and effective.

For inputs, use a dark label text and an input with a light-colored background. A border is used when a field is active to visually separate the input from its background. **Do not put label text inside the text input.**

Buttons should have clear calls to action that are **descriptive of their function** ("Apply Now," or "Register").



Apply For The Job

First Name

Last Name

E-mail

Phone

Location

Portfolio/Website

Resume / CV

Filename Attach

Why do you want to work with AdEx?

You text

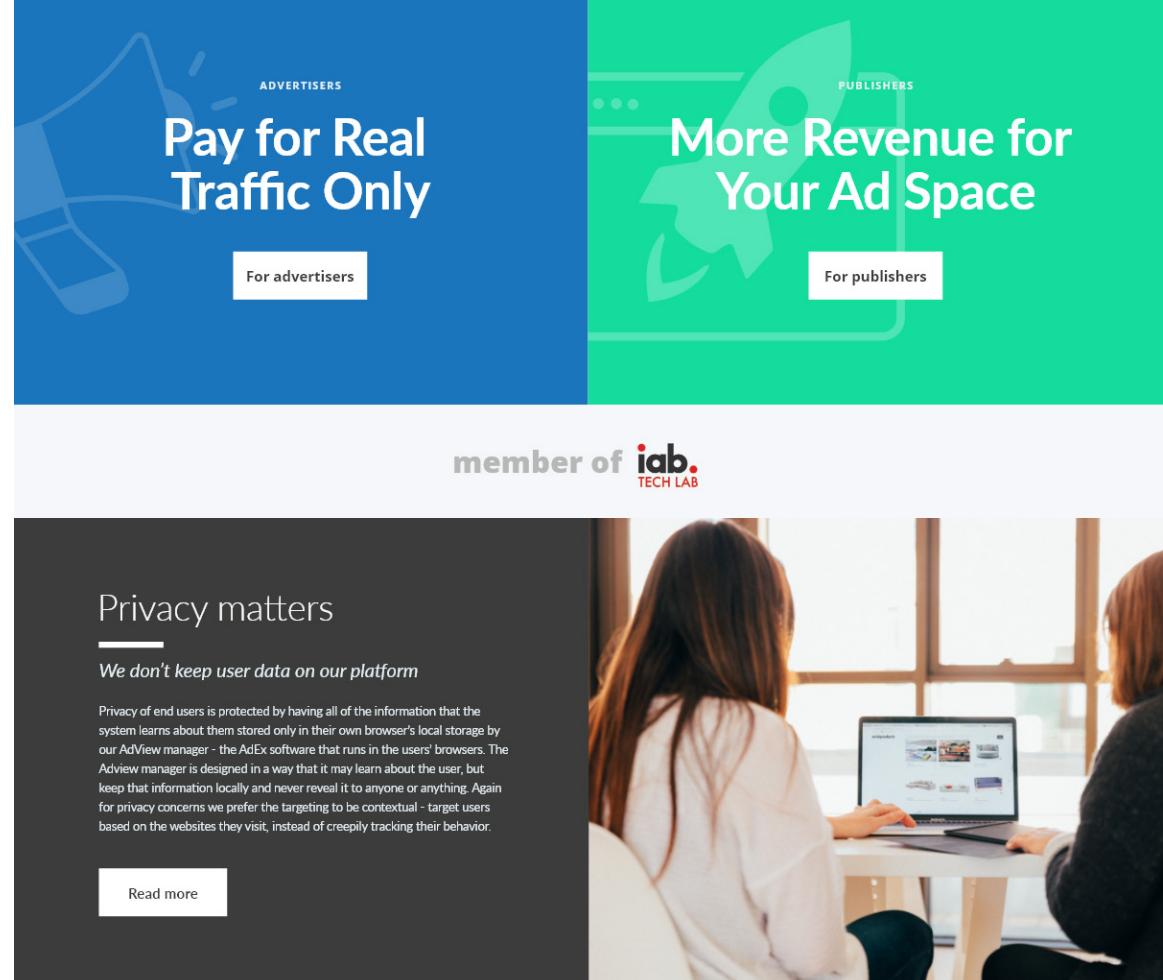
Submit Application



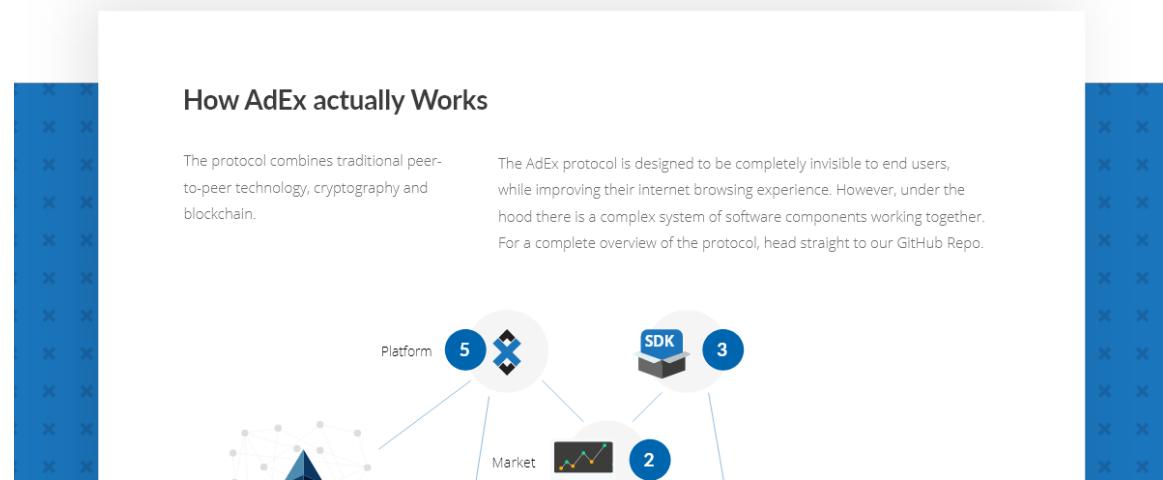
Visual Style

The appearance of the AdEx website is defined by rectangular colorful shapes and sections. The **"X"-texture** is iconic for the AdEx brand and is very powerful when used in a meaningful way.

Transparency and drop shadows are sometimes used to create depth and to add more visual appeal.

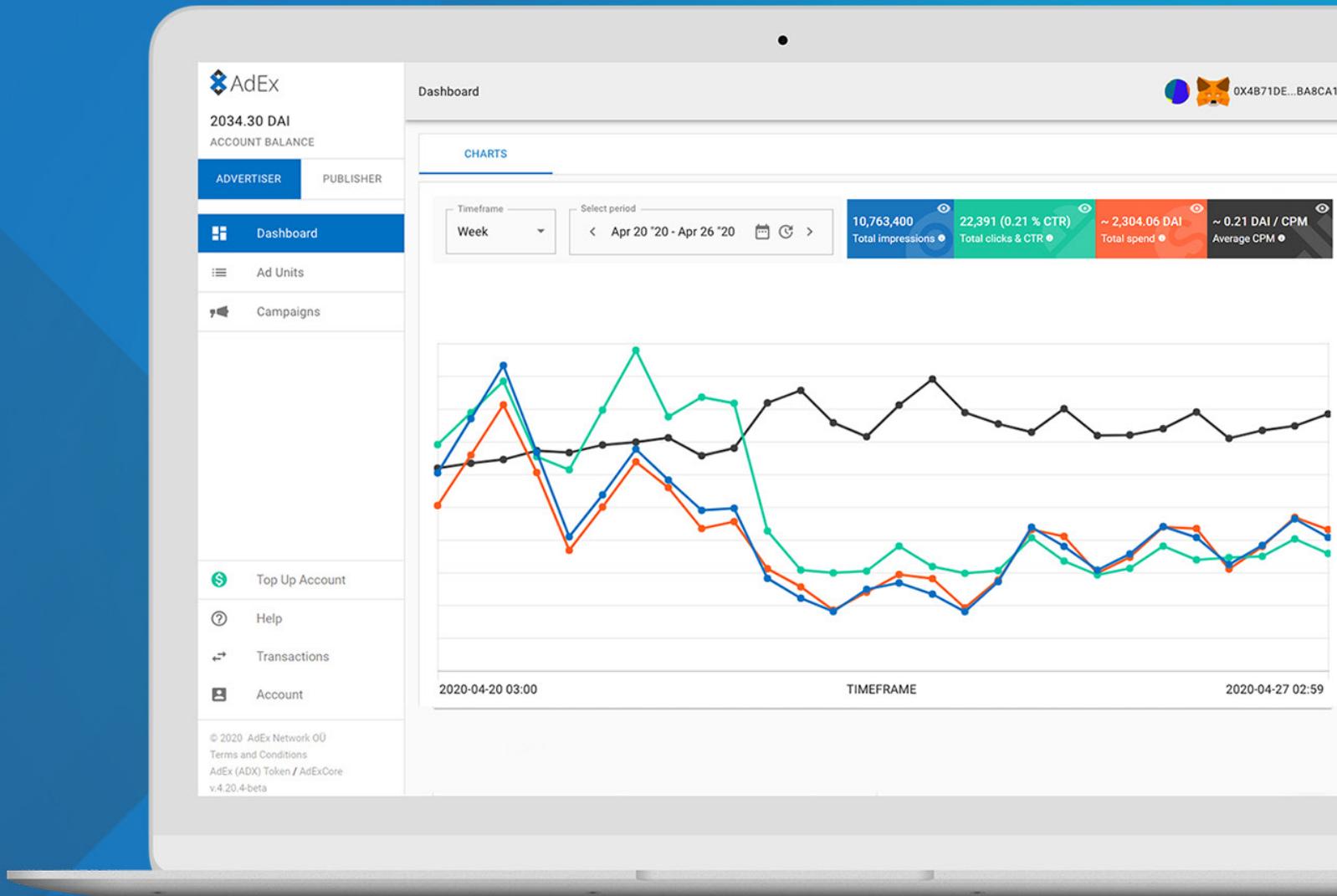


The screenshot shows the AdEx landing page. At the top, there are two main sections: 'ADVERTISERS' on the left with a blue background and 'PUBLISHERS' on the right with a green background. Both sections feature large text: 'Pay for Real Traffic Only' and 'More Revenue for Your Ad Space' respectively, with 'For advertisers' and 'For publishers' buttons below. Below these, the text 'member of iab. TECH LAB' is displayed. The central part of the page has a dark grey background with the heading 'Privacy matters' and a sub-section 'We don't keep user data on our platform'. A 'Read more' button is located at the bottom of this section. To the right, there is a photograph of two people sitting at a desk, looking at a computer screen which displays a web browser with several small images.



Platform

platform.adex.network



Platform Colors

The AdEx platform is a complex web application which requires a **simple and visually decluttered UI**. That's why it is essential to use minimum amount of colors on top of the white canvas. We used the following color coding for our UI:

BLUE SKY
#1B75BC All active tabs, buttons, icons and emphasized labels

BORN UNICORN Mostly for FABs, or profit related elements such as Top up, clicks, etc.

TANGERINE
#FF6942 Used for debt elements in Advertiser's mode

GOLDEN DUCK
#FEB006 Used in means of profit and revenue elements in Publishers mode, as well as a gamification elements

PINKY
#FF4269 Error messages and icons

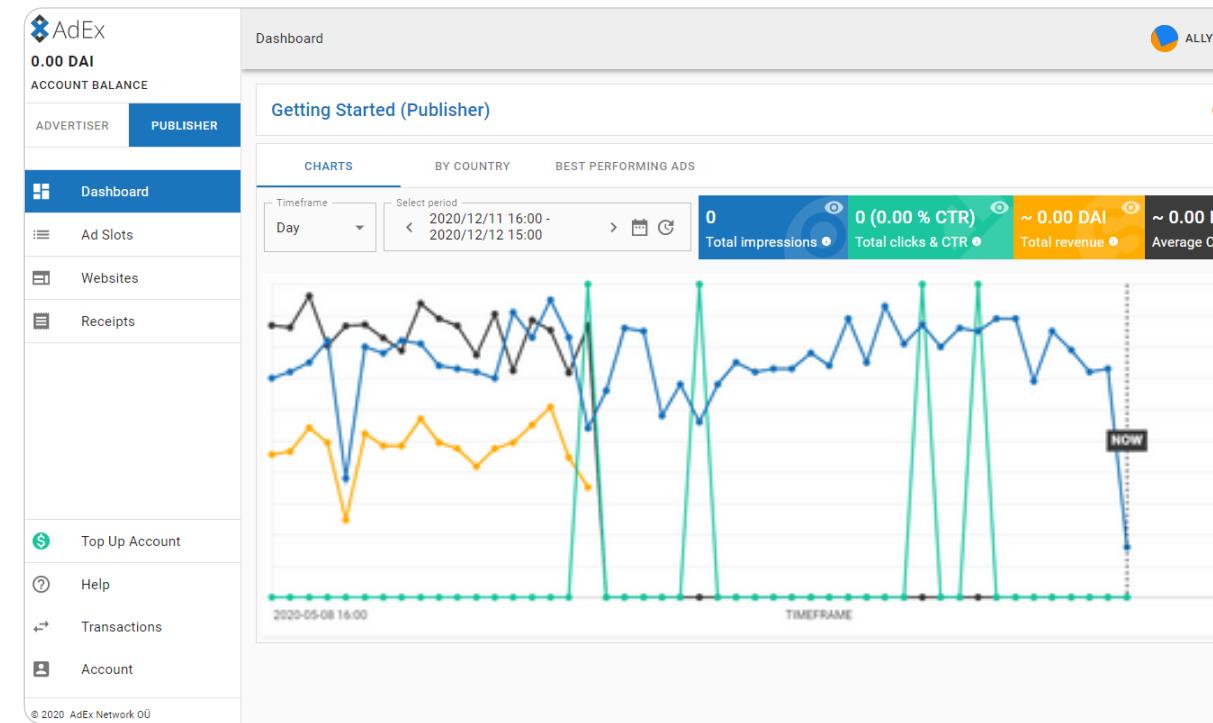
DARK SIDE
#C4C4C4 Mainly text, buttons and other graphic elements

NEUTRALIZED
#757575 Icons, tabs titles, interactive map elements, etc.

FEATHER
#EEEEEE Top bar background color

CLOUD
#FAFAFA Dashboard background color

CLEAN WHITE
#FFFFFF Background color for panels, popups, sections



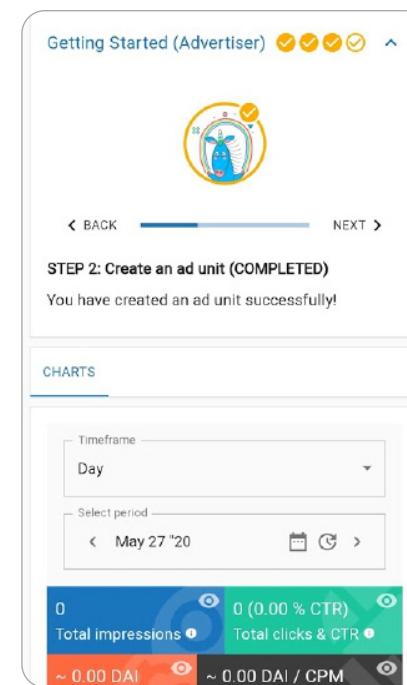
Platform UI style

The AdEx Platform is currently using the **Material UI libraries** for its design, considering the color coding from the previous section.

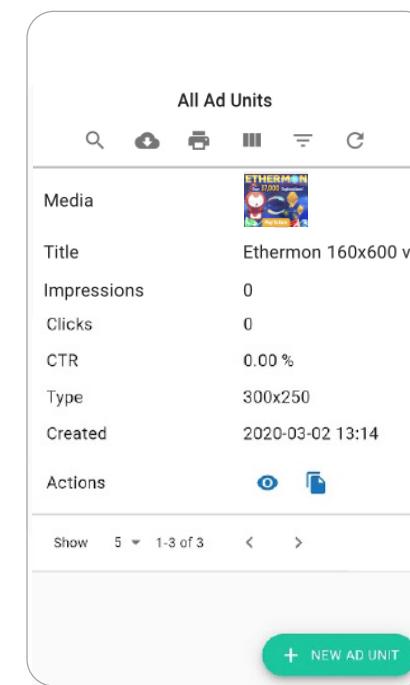
Button shapes are rectangular. Only FABs are rounded to stay consistent with the Material UI.

[Material UI reference](#) ↗

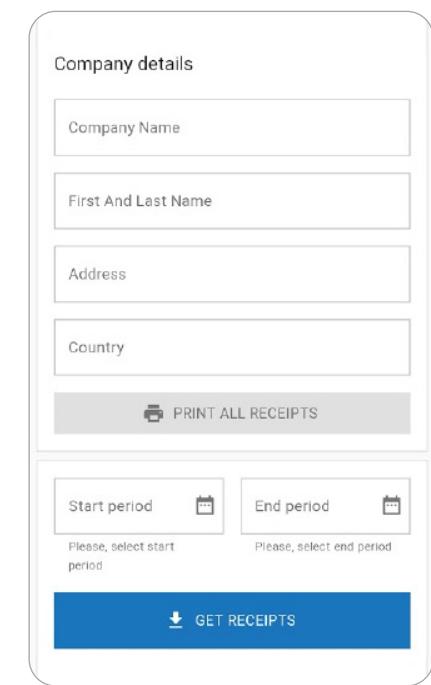
Onboarding guide
Timeframe selection inputs



Filters and tables
FAB



Forms and buttons



Staking Website & Platform

staking.adex.network

The screenshot displays the AdEx Staking platform interface. On the left, a smartphone shows a summary of the user's ADX balance: **MY ADX BALANCE** (68,713.5526 ADX, \$19,109.24), **Available on wallet** (0.0 ADX, \$0.00), and **Active Stake** (68,315.1169 ADX, \$18,998.60). Below these are sections for **Unclaimed rewards** (397.8357 ADX + 2.01 DAI Total \$112.65) and buttons for **CLAIM** and **RE-STAKE**. A sidebar menu includes links to **Pools**, **Staked**, **Rewards**, **Validator stats** (which is currently selected), and **Gasless Staking**. At the bottom of the phone screen is a link to the **Home page & Calculator** and copyright information: © 2020 AdEx Network OÜ, Terms and conditions, AdEx (ADX) Token v0.7.0.

The main content area is titled **Validator stats** for Validator Tom. It features a line chart showing **Daily impressions** over time, starting around 55,000 and fluctuating between 30,000 and 60,000. To the right of the chart, detailed information about the validator is provided, including its **Name** (Validator Tom), **Purpose** (Staking ADX tokens towards the reputation of our main validator), **Slashing** (No slashing), **Rewards** (Fee earnings will be 7% of the total volume, which you can track on our Explorer. There is an additional incentive reward of 7 million ADX to be distributed by the end of 2020), **Lockup** (30 days (30 days need to pass before unlocking ADX, during that period no rewards are received)), and **APY stability** (Flexible). Below the chart are several performance metrics: **Daily impressions** (1,039,173), **Monthly impressions** (30,793,105), **Yearly impressions (transactions)** (798,038,639), **Daily payouts** (138,945 DAI), **Total campaigns** (759), **Unique ad units** (827), **Unique publishers** (918), **Unique advertisers** (132), **Total deposits** (305,867,8902 DAI), **Total payouts** (303,112,5407 DAI), and **Locked up on chain** (1,676,7761 DAI).

Staking Colors

The AdEx staking website and platform have a very different look and feel from the advertising platform. This is intentional - staking has a **completely different audience that responds to distinctive visual stimuli.**

There is an option to choose from **light and dark theme** for the platform user interface.

 GOLDEN DUCK
#FEB006

 PINKY
#FF4269

 VELVET
#7B7597

 LITHIUM
#F9F9F9

 MIDNIGHT
#1C182D

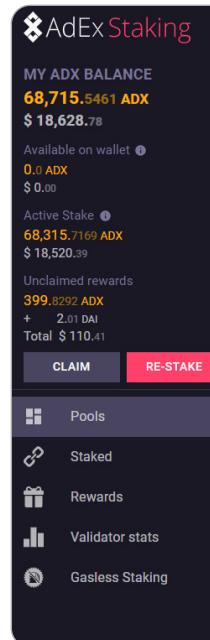
 BORN UNICORN
#1BC69F

 INDIGO
#6942FF

 DUST
#C1BED0

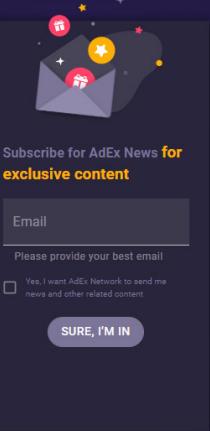
 CLOUD
#FAFAFA

 BLACKADDER
#0F0F0F




Tom
 Total Staked
29,866,163.4869 ADX
\$ 8,096,716.92
 Current annual yield (APY)
51.22 %
 Weekly yield 0.9824 %
 Unbond period
 30 days
STAKE


Loyalty Pool
 Total Staked
16,715,315.7892 ADX
\$ 4,531,522.11
 Current annual yield (APY)
30.00 %
 Weekly yield 0.5753 %
 Unbond period
 No unbond period
 Total deposits limit
 25 000 000 ADX
DEPOSIT



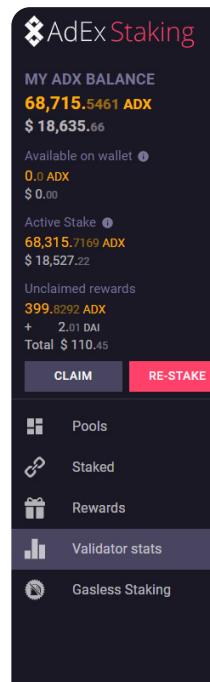
Subscribe for AdEx News for exclusive content

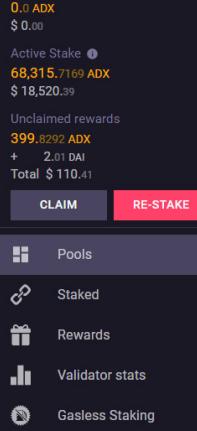
Email:

Please provide your best email

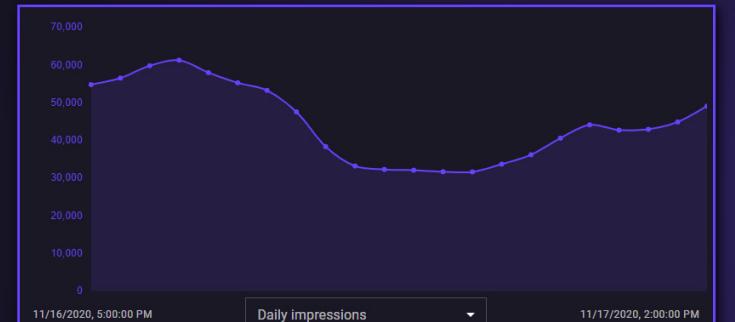
Yes, I want AdEx Network to send me news and other related content

SURE, I'M IN




 MY ADX BALANCE
68,715.5461 ADX
\$ 18,635.66
 Available on wallet
0.0 ADX
\$ 0.00
 Active Stake
68,315.7169 ADX
\$ 18,527.22
 Unclaimed rewards
399.8292 ADX
 + 2.01 DAI
 Total \$ 110.45
CLAIM **RE-STAKE**

Validator Tom



Daily impressions

11/16/2020, 5:00:00 PM

11/17/2020, 2:00:00 PM

Date	Daily Impressions
11/16/2020, 5:00:00 PM	55,000
11/16/2020, 6:00:00 PM	58,000
11/16/2020, 7:00:00 PM	60,000
11/16/2020, 8:00:00 PM	58,000
11/16/2020, 9:00:00 PM	55,000
11/16/2020, 10:00:00 PM	52,000
11/16/2020, 11:00:00 PM	50,000
11/17/2020, 0:00:00 AM	45,000
11/17/2020, 1:00:00 AM	35,000
11/17/2020, 2:00:00 AM	30,000
11/17/2020, 3:00:00 AM	28,000
11/17/2020, 4:00:00 AM	25,000
11/17/2020, 5:00:00 AM	22,000
11/17/2020, 6:00:00 AM	20,000
11/17/2020, 7:00:00 AM	18,000
11/17/2020, 8:00:00 AM	16,000
11/17/2020, 9:00:00 AM	14,000
11/17/2020, 10:00:00 AM	12,000
11/17/2020, 11:00:00 AM	10,000
11/17/2020, 12:00:00 PM	8,000
11/17/2020, 1:00:00 PM	6,000
11/17/2020, 2:00:00 PM	4,000

Daily impressions: 1,039,173

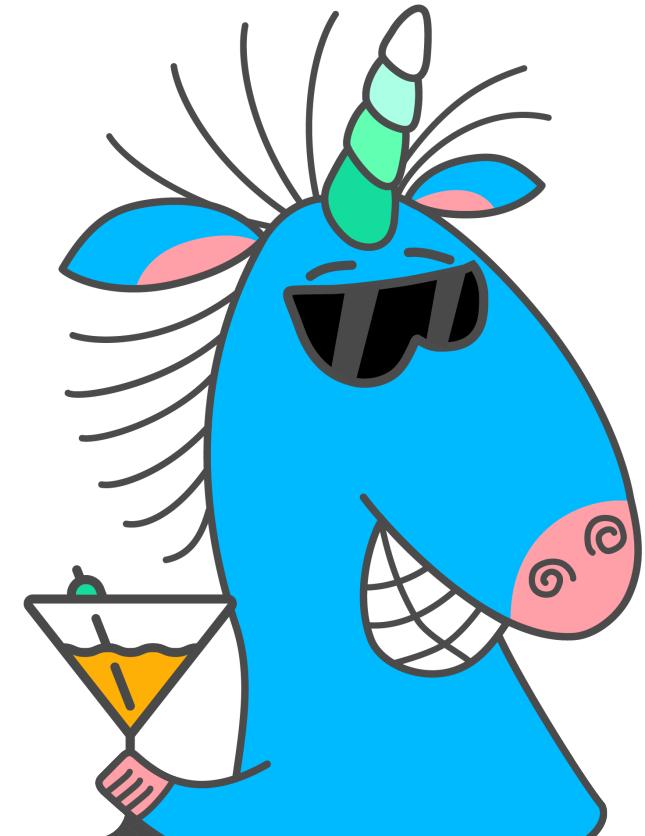
Monthly impressions: 30,793,105

Yearly impressions (transactions): 798,038,639

Daily payout: 138,9456 D

Tone of Voice

The voice of AdEx is **playful and human**. It is honest, straightforward and confident. It's also friendly and sometimes even a bit silly.



Call to Action

Depending on the occasion, we use various calls to action.

For prospective **advertisers and publishers**, the call to action (CTA) is always to **sign up for our platform**.

For **developers** looking to explore the AdEx protocol, the CTA should be **to review our protocol documentation** on GitHub.

For **banners and social media posts** leading to informative content on our blog, the CTA should be “Read more” or “Learn more”.



Communication Guidelines

When writing or talking about AdEx, try and stay close to the following pivot points:

- **AdEx is a solution for digital advertising that reduces ad fraud and protects user privacy.**
- AdEx exists both as an **Ethereum-based** platform and as a **blockchain-agnostic protocol**.
- AdEx **empowers underserved industries** that have limited access to traditional ad networks.
- We **do not collect fees or commissions** from advertisers and publishers. The only fees paid are Ethereum network fees.
- There are **no minimum traffic conditions** to sign up for AdEx, and there is **no minimum withdrawal** requirement.

- AdEx is browser-agnostic - **it works seamlessly with any browser.**
- AdEx offers **full reporting transparency**: all reporting is verifiable at any time, and publishers and advertisers receive the same reports.
- With AdEx, there are **no intermediaries**: we connect publishers and advertisers as directly as possible, therefore maximizing results and revenues and removing unnecessary fees and no commissions.
- AdEx **ensures data privacy**: we do not collect any user data and we are 100% GDPR compliant.
- There is **no custody of funds**: users have full control over their own funds; our customers can deposit and/or withdraw any amount at any point.
- AdEx is a self-regulating platform: we empower a **free and self-governed ad market with no centralised censorship restrictions on what can and can't be advertised.**
- AdEx offers a **wide variety of use cases**, including but not limited to: display advertising, affiliate networks, and even content micropayments.



BRAND GUIDELINES

For any questions or suggestions,
send us an email:

ally@adex.network

[design](#)

vanina@adex.network

[marketing](#)