Brand Identity System
Basic Guidelines

October 11, 2010

DRAFT

Table of contents

1.0
Introduction

1.0 Overview

Today's ADP has evolved considerably since its start as a payroll service company. Not only has ADP expanded its offerings well beyond payroll, but ADP also services a diverse worldwide customer base with a wide range of specific needs. This evolution has presented ADP with a chance to refresh what the company stands for, to tell a consistent brand story and to establish ADP as a thought leader in its industry.

In redefining the ADP brand, we built on the foundational characteristics inherent to ADP's identity: our integrity, reliability, expertise, comprehensive offerings and established nature. We then examined the unique value that ADP provides to the marketplace: targeted solutions for our customers' diverse and unique needs, industry leadership that helps our clients lead in theirs and the ability to power our customers' productivity. ADP delivers on these promises by being insightful in how we approach our customers' needs, by making confident decisions and by supporting our customers as they pursue success. Ultimately, ADP delivers the insight to outperform.

1.1 Visual Identity System

Visual Identity System Objective

The objective is to elevate and extend the perception of the ADP brand through a simplified, integrated and more intuitive approach to creating and managing communications.

About the Core Elements

The core elements are the main design tools you will need to construct communications applications for ADP. Each component has a vital role in the support of the core brand strategy.

The exhibits shown here offer examples how you should use the core elements in the ADP visual identity system. The following pages will provide a basic introduction to the core elements.

2.0
Logo

2.1 Color Variations

ADP Logo

This strong and highly recognizable mark is made up of the basic letter forms A, D, and P, along with the registration mark (®), to form a unique logo that is undeniably ours. The logo has been designed to represent progress, dependability and advanced methodology.

ADP logo

Color Variations

There are three acceptable color variations of the ADP logo, depending on the background color: PANTONE® 186 (preferred), Black or reversed out to White.

PANTONE® 186 has replaced the former red (PANTONE® 485). The rich, bold red color of PANTONE® 186 enhances the directness and distinctiveness of the world-famous ADP logo.

Gray versions of the logo may be used depending on the brand application.

Note: Make sure that any application requiring spot colors uses the new PANTONE® 186 and not the former PANTONE® 485.

PANTONE® 186 (preferred)

Black

Reversed version appears in white only.

2.2 Clear Space and Minimum Size

Clear Space

To enhance the legibility and impact of the ADP logo, be sure to keep it at a reasonable distance from other trademarks, competing text, graphic devices or images on the page.

Always allow a minimum clear area on all sides of the logo equal to half the height of the logo as shown here.

Minimum clear space = 50% of the height of (X).
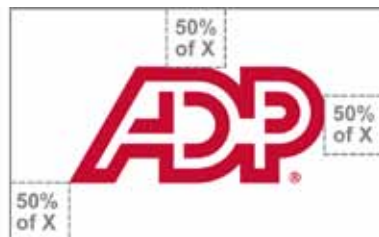
Maintain minimum clear space on all sides of the logo.

Minimum Size

To assure the greatest possible legibility and impact, never reproduce the ADP logo in a size smaller than 0.1875" in height for print and 56 pixels in width for web.

Minimum size (print)

Minimum size (web)

2.3 Incorrect Usage

Do Nots

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.

Follow these simple rules when using the logo on branded communications:

- Do not rotate, stretch, slant, condense or alter the logo in any way.
- Do not use screen or tints.
- Do not use in outline form.
- Do not alter the colors.
- Do not add textures or gradients.
- Do not use on patterned backgrounds or as a background pattern.
- Do not enclose the logo within a holding shape.
- Do not use the PANTONE 186 or Black logo on dark-colored backgrounds.
- Do not move or remove the registration mark.

Do not rotate, stretch, slant, condense or alter the logo in any way.

Do not use screen or tints.

Do not use in outline form.

Do not alter the colors.

Do not add textures or gradients.

Do not enclose the logo within a holding shape.

Do not use on patterned backgrounds or as a background pattern.

Do not use the PANTONE 186 or Black logo on dark-colored backgrounds.

Do not move or remove the registration mark.

2.4 Terms and Conditions

Guidance for partners

The following terms and conditions apply when using the ADP logo; any use in violation of these terms and conditions is strictly prohibited. ADP reserves the right to change these guidelines at any time at its sole discretion. You must comply with the guidelines as amended from time to time. Amended Guidelines will be emailed to the current Contact address of record. Please send updates to contact information or any questions regarding these Guidelines to lisa_mcguire@adp.com.

• The ADP logo 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 products name must appear on any products or related materials where the ADP Logo is used. The ADP logo must be smaller and less prominent than your product's name, trademark, logo, or trade name.

• The ADP logo may not be used in any manner that express or might imply ADP's affiliation, sponsorship, endorsement, or approval other than as consistent with this agreement.

• You may not use the ADP logo in a manner that might suggest co-branding or otherwise create potential confusion as to the source of the products or ownership of the ADP logo. You may not display the ADP logo in any manner that suggests that your goods or services are an ADP product, or in any manner that suggests that "ADP" is a part of your product's name.

• The ADP logo may not be included in any non-ADP trade name, business name, product or service name, logo, trade dress, design, slogan, or other trademark. For example, you may not name your product "ADP SuperPay."

• The ADP logo may not be combined with any other symbols, including words, logos, icons, graphics, photos, slogans, numbers, or other design elements.

• The ADP logo, or any element thereof, including, but not limited to, ADP's logo, logotypes, trade dress, and other elements of ADP's marketing, packaging, and web sites, may not be imitated or used as a design feature in any of your materials.

• In all materials, the ADP logo must include the ® symbol, as depicted below, and the attribution clause: "The ADP logo is a registered trademark owned by ADP, Inc. in the United States and in other countries."

• ADP may provide you with artwork of the ADP logo. If provided, you must use this artwork, which you may not alter in any way. The ADP logo may be used in only two formats: Positives - For red or black use only; Negative - For reverse use (white logo on dark background). The logo has been developed with different weight stroke for these two versions.

• The ADP Logo must stand alone. A minimum amount of empty space must be left between a logo and any other object such as type, photography, borders, edges, etc.

3.0
Color

3.1   Color Palette and Ratio

3.1 Color Palette and Ratio

Color Palette

The primary color palette consists of PANTONE® 186,
Cool Gray 11, Cool Gray 9, Cool Gray 6, Black and White.
PANTONE®186 and White will be the predominant colors
in ADP brand applications.

Color Ratio

The color ratio is an indication of the net impression of
color distribution throughout the ADP brand. This ratio
is not prescriptive but rather a high level diagram to
help visualize the color strategy.

Each individual piece being designed does not have to
adhere to these exact ratios. However, it is important
to keep the overall approach to color in mind when
designing for specific applications.

Pantone 186			White
4-Color Process: 0C, 100M, 91Y, 0K			4-Color Process: 0C, 0M, 0Y, 0K
RBG (Web): 198R, 12G, 48B			RBG (Web): 255R, 255G, 255B
Hex (HTML): #C60C30			Hex (HTML): #FFFFFF
Black	Cool Gray 11	Cool Gray 9	Cool Gray 6
4-Color Process: 0C, 0M, 0Y, 100K	4-Color Process: 48C, 36M, 24Y, 66K	4-Color Process: 29C, 23M, 16Y, 51K	4-Color Process: 18C, 11M, 8Y, 23K
RBG (Web): 0R, 0G, 0B	RBG (Web): 77R, 79G, 83B	RBG (Web): 116R, 118G, 120B	RBG (Web): 173R, 175G, 175B
Hex (HTML): #000000	Hex (HTML): #4D4F53	Hex (HTML): #747678	Hex (HTML): #ADAFAF

Color Palette

Color Ratio

4.0
Typography

4.1 Introduction

Typography is an important component of our brand identity system.

Together with the ADP logo, graphic device and color palette, typography creates a distinctive style for our communications. By simplifying the type style to a limited number of fonts, we can control and manage consistency across all brand touchpoints.

4.2 Amasis

Primary Font: Amasis

Amasis is a distinctive typeface with both expert and humanistic qualities that will help to create a consistent experience. Amasis is one of the primary fonts and will primarily be used for headlines and titles.

Amasis Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Amasis Light Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&;!*

Amasis Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Amasis Medium Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Amasis fonts are applied to headlines and titles.

4.3 DIN

Primary Font: DIN

DIN is also part of the primary font suite for ADP and is typically used for body copy and text.

DIN complements Amasis by providing a mechanical, bold and striking option for body copy and supporting text. A highly legible typeface, DIN provides flexibility in its weights and further strengthens a consistent approach to typography for the ADP visual system.

DIN Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

DIN Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

DIN Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

DIN Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

DIN fonts are applied to body copy and text.

4.4 Arial

Secondary Font: Arial

For instances where the primary fonts are unavailable (in Word, PowerPoint, Excel or online communications), the use of Arial is acceptable.

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Arial Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Arial Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?#@%&*;!

Arial fonts are applied to PowerPoint presentations.
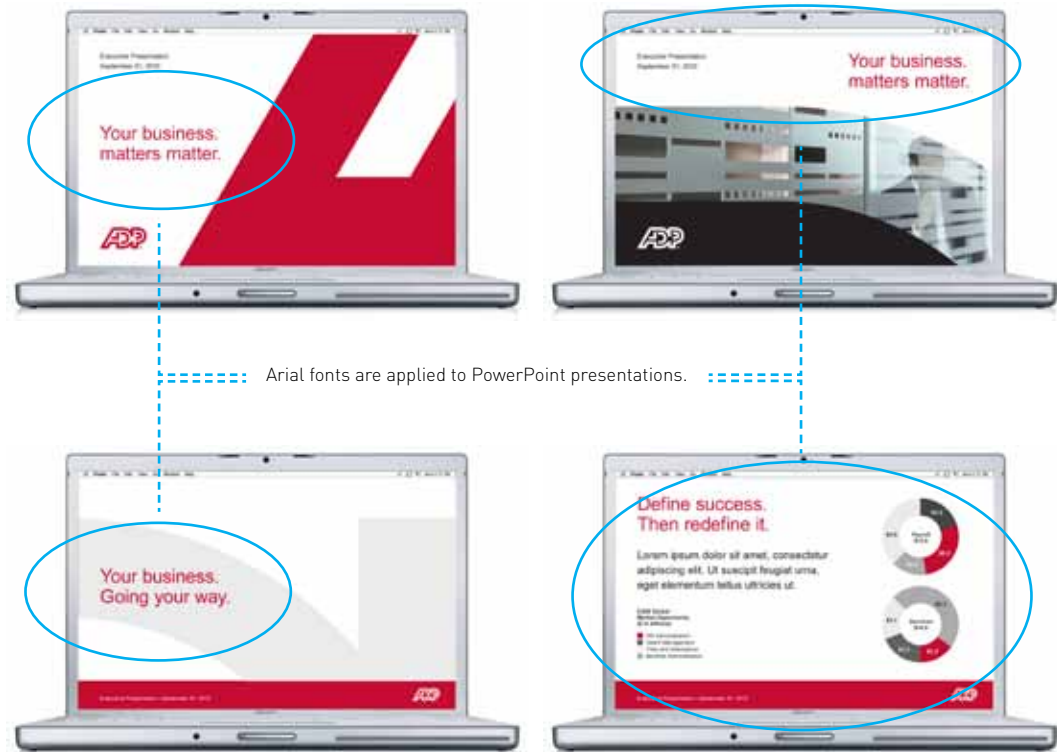
5.0
Imagery

5.1 Introduction

About ADP imagery

All images should be aligned with the brand personality attributes—insightful, confident and supportive.

The imagery should employ close-cropped, saturated color photography to uniquely represent our dynamic and expert organization. The focal point should be relevant to the subject but can be abstract or conceptual where appropriate.

The use of imagery is broken into three primary categories that offer flexibility across all channels and major audience groups (small business and major, national, international accounts):

1. Industry specific imagery

Bright, positive and focused on the details, industry specific imagery will offer a more distinctive approach to showcasing the vast array of businesses that partner with ADP. These images may be literal and easily identifiable, but still memorable and visually interesting.

2. People imagery

When choosing imagery of people for small businesses the images should be candid, inviting and relatable; warm yet contemporary. Imagery for major, national and international accounts should appear authentic and can emphasize a more corporate side. Images can appear more serious in visual tone than small business imagery but should still be approachable. All images of people should embody the same style across all business sectors, offering a consistent experience.

3. Metaphoric imagery

Metaphoric imagery can speak to our brand personality attributes—insightful, confident and supportive. This type approach to imagery can be used when dealing with more complex subject matter or where there is a need to use a more abstract image rather than a literal one.

5.2 Industry-Specific Imagery

Imagery used in small business applications

Industry-specific selects for small business should be:

• Bright, positive and focused on details

• More literal and easily identifiable

• Memorable and visually interesting

• Capturing details which pertain to small business (e.g., peas for a local grocer, signage in a small retail store or the detail of a boot of a plumber)

Imagery used in account applications

Industry-specific selects for major, national and international accounts should be:

• Bright, positive and focused on details

• Literal and easily identifiable

• Memorable and visually interesting

• A more distinctive showcase for the vast array of businesses partnering with ADP (e.g., detail of an international aircraft, cropping of a skyscraper or textured image of cargo crates)

Imagery used for small business

Imagery used for major, national and international accounts

5.3 People Imagery

Imagery used in small business applications

People selects for small business should:

• Be candid, inviting and relatable

• Express warmth yet be contemporary

• Embody the same style across business sectors to offer a consistent experience

Imagery used in account applications

People selects for major, national and international accounts should:

• Be authentic

• Emphasize a more corporate side

• Be serious but approachable

• Embody the same style across business sectors to offer a consistent experience

Imagery used for small business

Imagery used for major, national and international accounts

5.4 Metaphorical Imagery

About metaphorical imagery

Metaphorical imagery offers flexibility across all channels and major audience groups like small business and major, national and international accounts.

This approach to imagery can be used when dealing with more complex subject matter or where there is a need to use a more abstract image rather than a literal one.
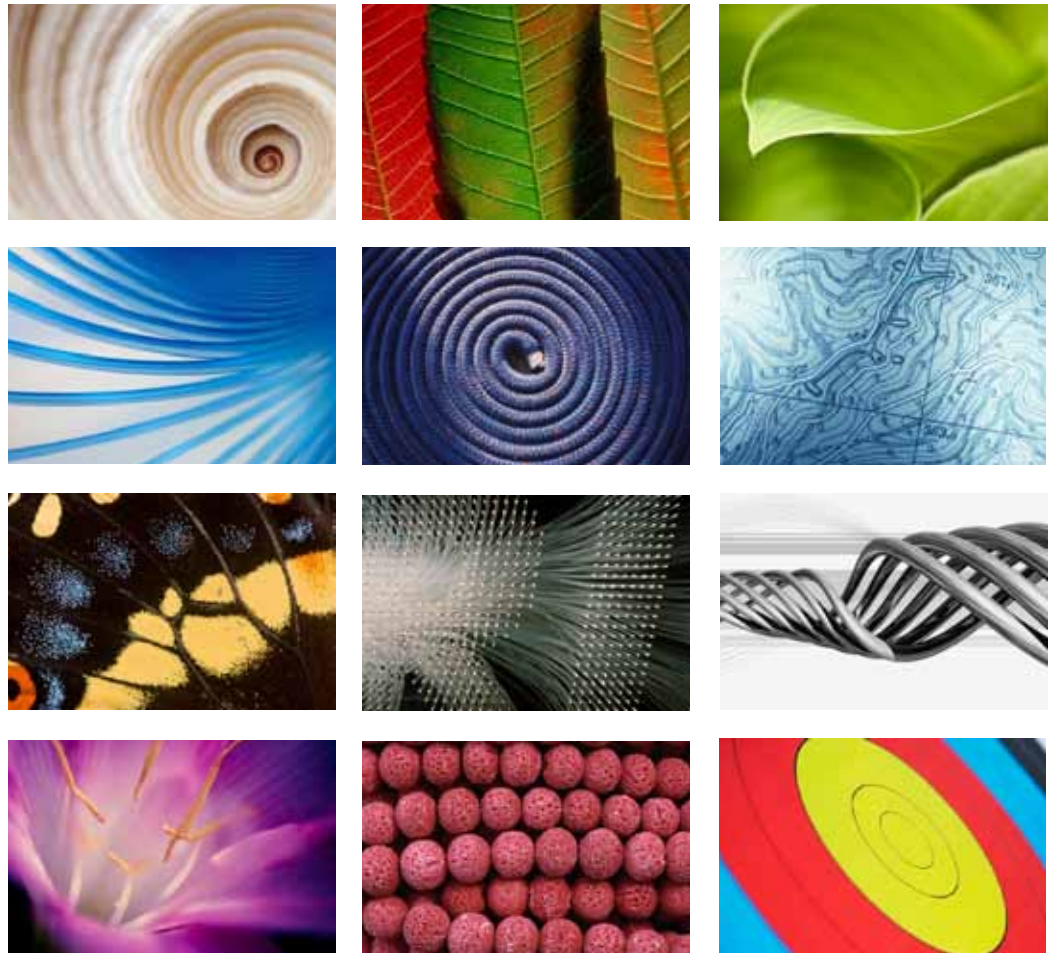
Imagery used for both small business and major, national and international accounts

6.0

Secondary Graphics

6.1 Graphic Device

Introducing the graphic device

The graphic device has been derived from the ADP logo, leveraging the heritage and acting as a recognizable tie to the organization. This device connects the offerings and provides consistency throughout all touchpoints.

The graphic device can be created by cropping our ADP logo in a number of ways. The following examples showcase some suggested crops for both standard vertical and horizontal layouts.

Vertical layout

Position a vertical page composition onto the logo. By cropping one section of the logo, it becomes its own graphic element for a brand application. *See Figure 1 for reference.*

Horizontal layout

Position a horizontal page composition onto the logo. By cropping one section of the logo, it becomes its own graphic element for a brand application. *See Figure 2 for reference.*

Position vertical layout for cropping.

Crop ADP logo into shapes.

Shapes become graphic elements for a vertical page layout.

Position horizontal layout for cropping.

Crop ADP logo into shapes.

Shapes become graphic elements for a horizontal page layout.
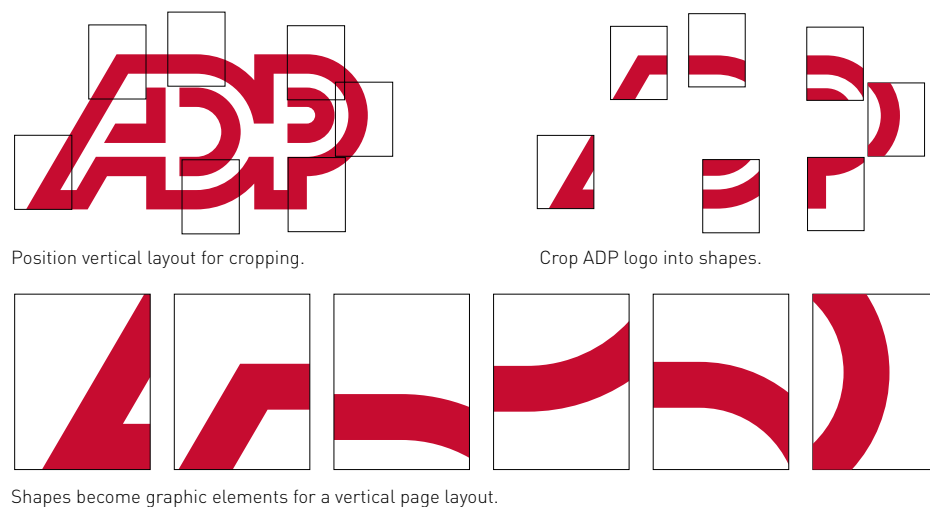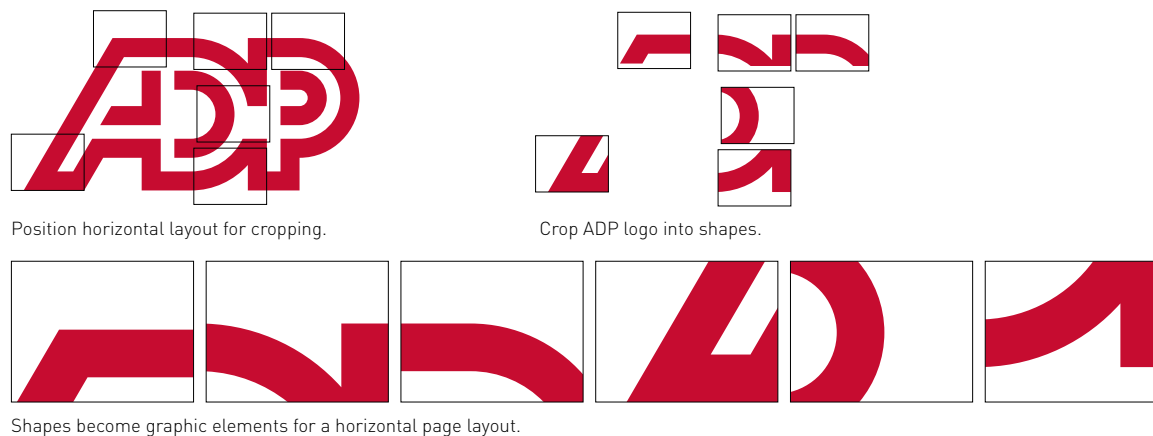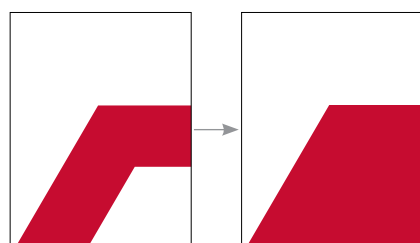
6.2 Altering the Graphic Device

The graphic device can be altered depending on the application's layout.
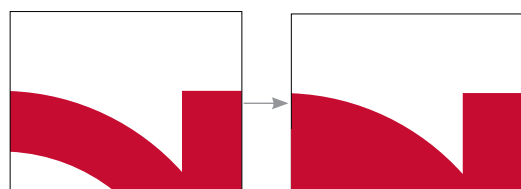
Graphic device "filled-in"

You may need to fill in the negative space of the graphic device in order to increase the shape's area. This adds greater flexibility to a layout. *See Figure 1 for reference.*
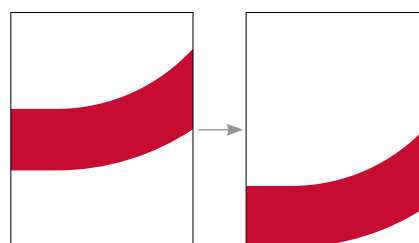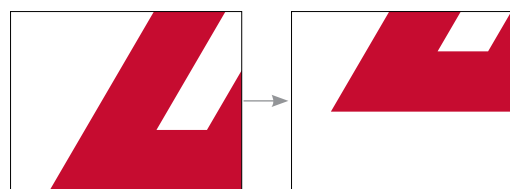
Graphic device "repositioned"

The graphic device may also be moved up or down to accommodate the layout for headline, body copy and logo placement. *See Figure 2 for reference.*
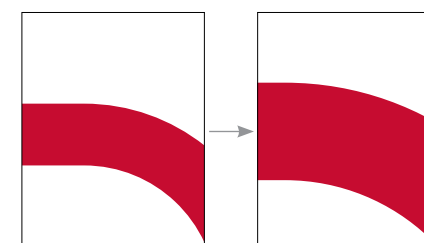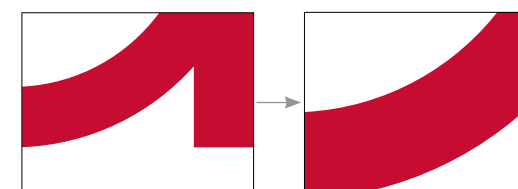
Graphic device "zoomed"

Zooming in on the graphic device, makes the composition more dynamic allowing the size of the graphic device to increase. *See Figure 3 for reference.*

Figure 1

Original crop   Filled-in shape

Original crop   Filled-in shape

Figure 2

Original crop   Shape moved downward

Original crop   Shape moved upward

Figure 3

Original crop   Shape zoomed in

Original crop   Shape zoomed in

6.3 Applying Imagery

Applying imagery to the graphic device creates a focal point (either literal or conceptual) that illustrates the intent of the application.

Eliminating additional shapes

There are times when the graphic device may contain part of the logo that is not needed in the layout. These additional shapes may be eliminated from the original crop. The image is then applied to the revised graphic device. *See Figure 1 for reference.*
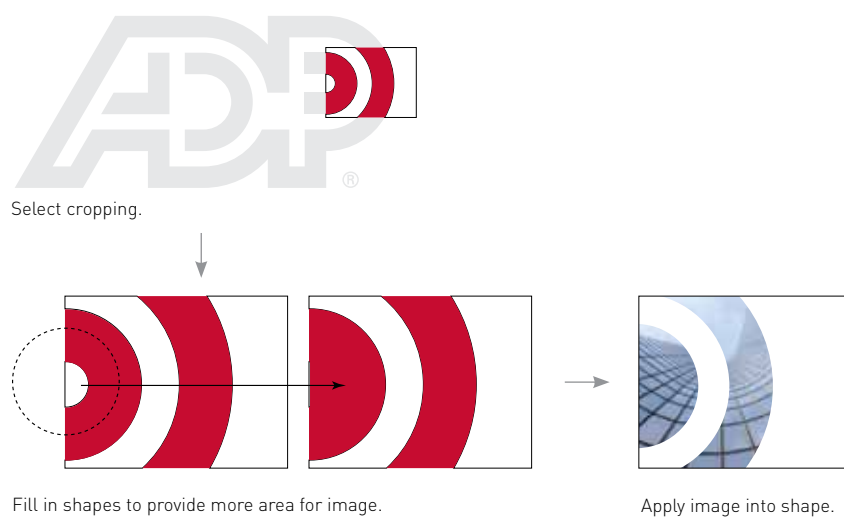
Filling in shapes

Additional shapes may also be eliminated by filling them in. When an image is applied to the shape, more details of the image are revealed. *See Figure 2 for reference.*
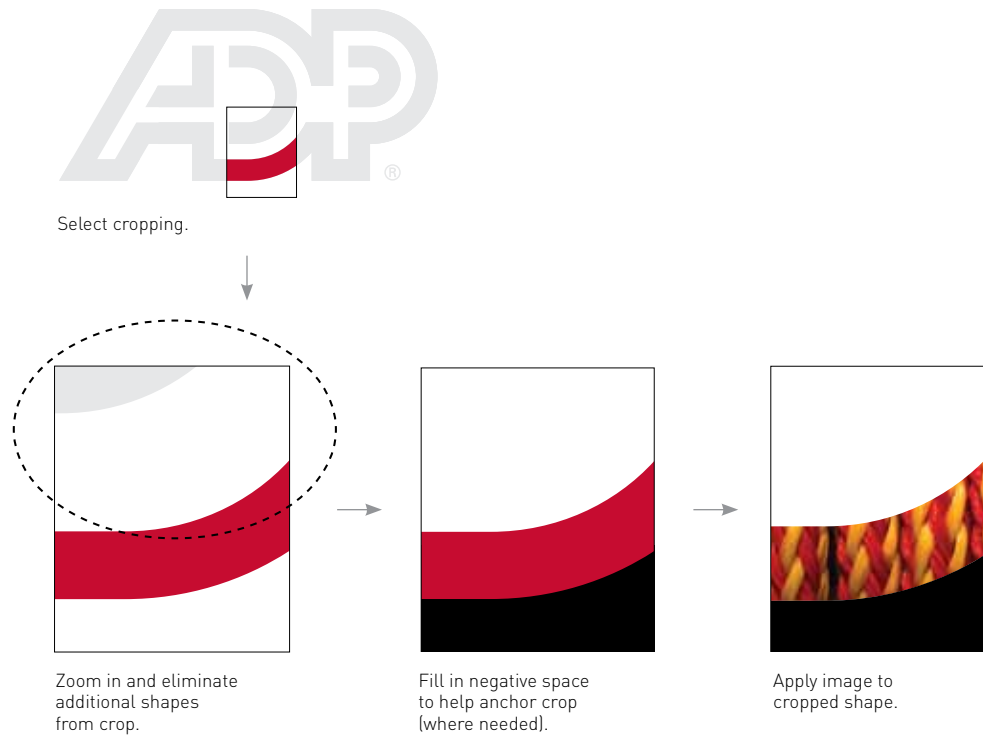
Figure 1

Select cropping.

Eliminate additional shape from original crop.

Apply image into shape.

Figure 2

Select cropping.

Fill in shapes to provide more area for image.

Apply image into shape.

6.3 Applying Imagery (continued)

Filling in negative space

In addition to eliminating and filling in shapes within
the graphic device, you can fill in the negative space
to help anchor (support) the crop.

Select cropping.

Zoom in and eliminate
additional shapes
from crop.

Fill in negative space
to help anchor crop
(where needed).

Apply image to
cropped shape.

6.4 Multiple Graphics and Transparency

Steps to create the transparency effect

Step 1:
You may crop two complimentary sections of the ADP logo.

Step 2:
You may also scale one of the shapes to make the composition more dynamic.

Step 3:
Select one shape to contain the image and the other to overlay the red, transparency effect.

Step 1: Select two shapes that complement.
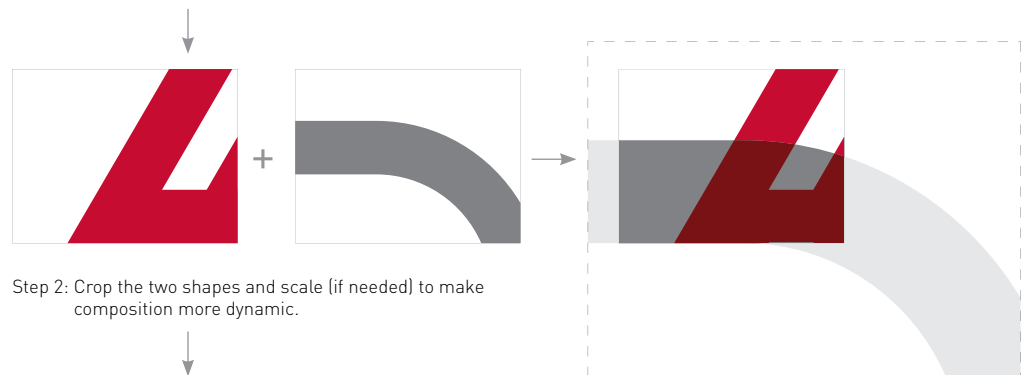
Step 2: Crop the two shapes and scale (if needed) to make composition more dynamic.

Step 3: Apply image to scaled shape then overlay the red shape by adding the transparency effect.

6.4 Multiple Graphics and Transparency (continued)

Alternate compositions

Various compositions can be created by using different combinations of the multiple graphics, scaling and transparency effects.

Follow these key principles when applying the elements:

- When using multiple shapes, either a vertical or horizontal layout can be used to crop the ADP logo, but both orientations cannot be used in the same composition.

- When using multiple shapes, an image can be applied to either of the two cropped shapes as long as one shape remains the transparent red.

- Scaling is optional, and either shape can be scaled. For example, in *Figure 1* the red shape was scaled, while in *Figure 2* both shapes remained the same cropped size.

- It's important to ensure that the overall layout remains clean and modern, allowing for the message to be elevated.
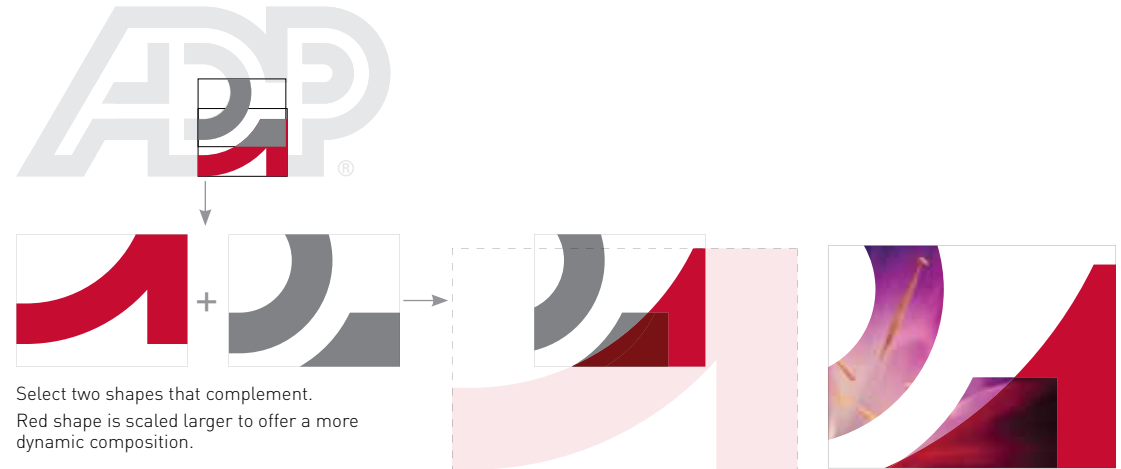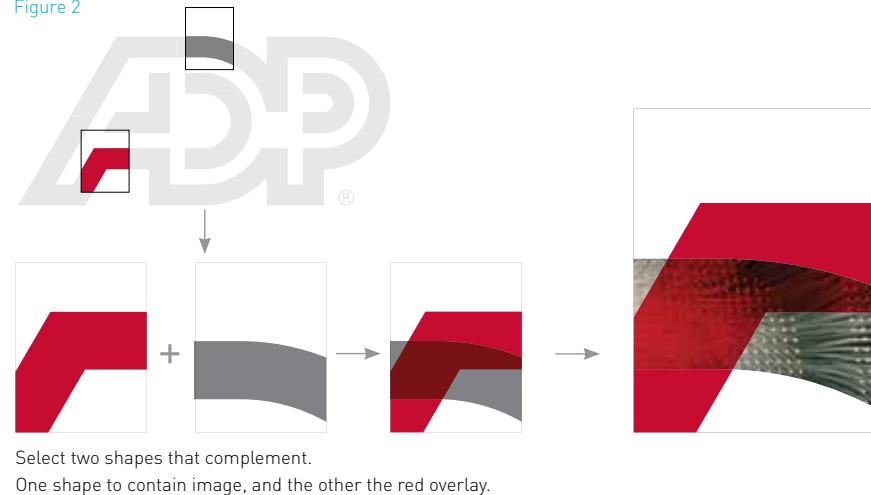
Figure 1

Select two shapes that complement.
Red shape is scaled larger to offer a more dynamic composition.

Figure 2

Select two shapes that complement.
One shape to contain image, and the other the red overlay.

6.5 Extreme Layouts

Using core elements to build extreme layouts

The examples shown here are composed of all the elements outlined in the previous sections along with typography to create a series of extreme vertical and extreme horizontal layouts.

Extreme horizontal layout

Extreme vertical layout
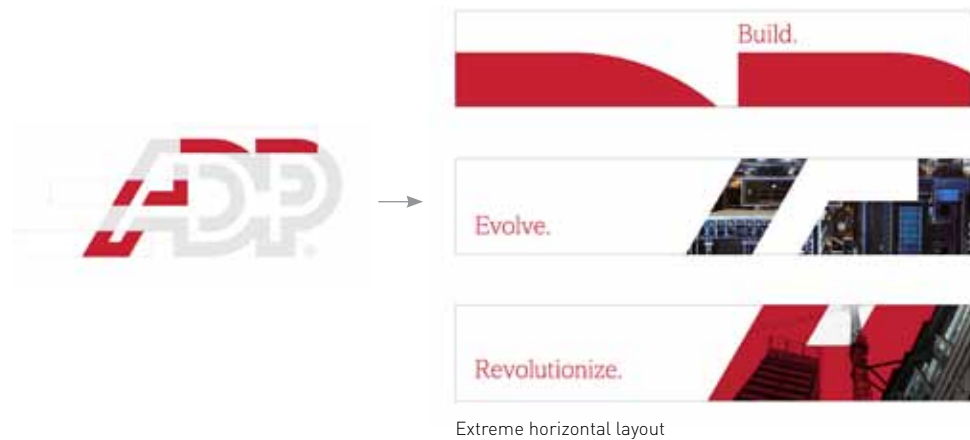
6.6 Flexible Usage

Alternate ways of incorporating ADP red to photography

Adding ADP's bold, signature red to photography is a dynamic way to convey a particular expression or message in a brand application. This extension of the brand can help elevate specific advertising campaigns and offer greater flexibility for more aspirational applications.

Note: All flexible usage artwork will need to be approved by ADP's corporate brand team.

Background graphic

Potential ad

Web page

7.0

Branded Applications

7.1 Website and Banner Ads

Website landing pages
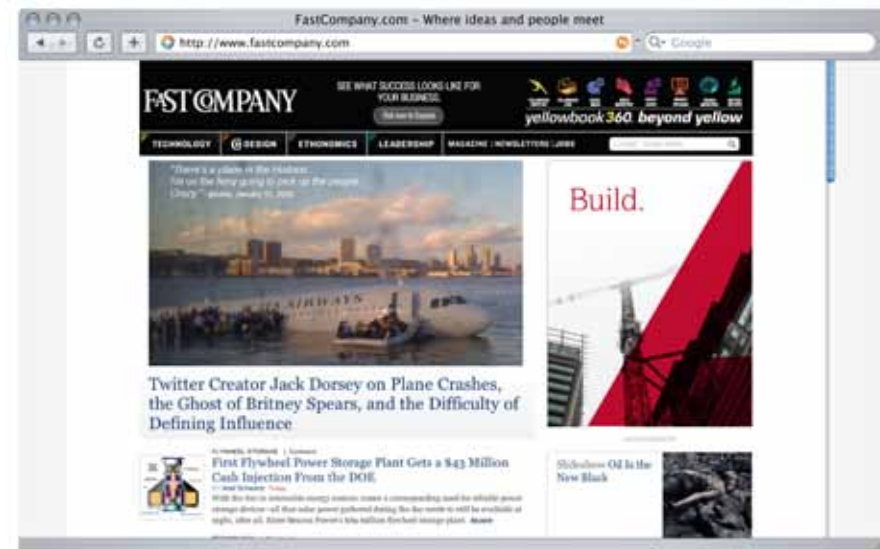
Banner advertisements

7.2 Stationery

Business card

Stationery system

7.3 Brochures

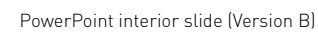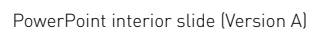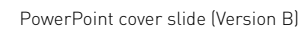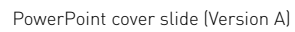Small Business covers

Major Account cover with inside spread

Major/National/International covers

Quarterly report cover

7.4 PowerPoint

PowerPoint cover slide (Version A)

PowerPoint cover slide (Version B)

PowerPoint interior slide (Version A)

PowerPoint interior slide (Version B)

7.5 Toolkit

Packaging

7.6 Magazine Ad

Flexible usage of the graphic device is shown in this ad.

7.7 External Launch Materials

Badges

Event backdrop

Wall poster