



BRAND ATLAS

Revised September 13, 2017

Purpose of this atlas

Our brand atlas is designed to help ADT and its partners project a unified look, feel and tone in order to elevate our brand to be more modern, clean and human. Inside, you'll find notes on everything from colors to copy tone—including some specific examples of how to use these elements together.

Building our brand builds our future. It sets us apart from our competition, defines us to our customers, and clarifies our promise to the world. It is a set of standards we adhere to in all communications, as well as a personal standard we uphold as a company.

Simply put, the ADT brand adds value to our products. That's why we must protect it, just as we protect our customers' security. Protecting our brand begins with design: our logo, color palette, fonts and how we use them. But it doesn't stop there. A brand has character, just as people have character. ADT has a distinct look, feel, and voice.

This guide will help maintain a message of consistency that builds our brand and enhances all of our opportunities for success.

The ADT brand adds value to our products. We must protect it, just as we protect our customers.

Email CreativeServices@adt.com with any questions

About ADT

FOR ADT, KEEPING OUR CUSTOMERS SAFE AND SECURE HAS BEEN OUR SOLE MISSION FOR OVER 140 YEARS.

At ADT, safety and security are more than just words we use. They are a commitment we make each day to our 8 million customers. We handle 15 million alarms a year, and on the other end of each call is a person.

Our longevity has helped us build an infrastructure that allows us to protect you in a way no other company can. Our experience has allowed us to refine our technology to keep you safe like never before. Our dedication to service lets us care for your home or business the way we care for our own families.

What we provide at ADT goes beyond the products we offer. What we really provide is peace of mind. We help our customers feel the comfort and security that only comes with feeling safe. Everything we deliver is about ensuring security, from the installation of our systems to the speed with which we answer and respond to calls. We understand that the security needs of individuals, families and businesses are changing rapidly—mobile families, kids at college, parents, cyberthreats—there's a lot to keep up with. That's why we never stop finding new ways to keep you safe.

Whether it's your home, your business, or those you love, ADT is thinking about your security. We believe the work we do matters. We make a difference here. We protect people, we save lives, we keep you safe.

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WHO IS ADT?



What makes us different?

Customer service excellence

We don't just claim to care about our customers—we demonstrate it with same/next-day service, live operators answering our phones, and not making people wait on hold or transferring them multiple times. We've made an ongoing investment of over \$20 million in training and technology to deliver a consistently great experience for each and every one of our customers.

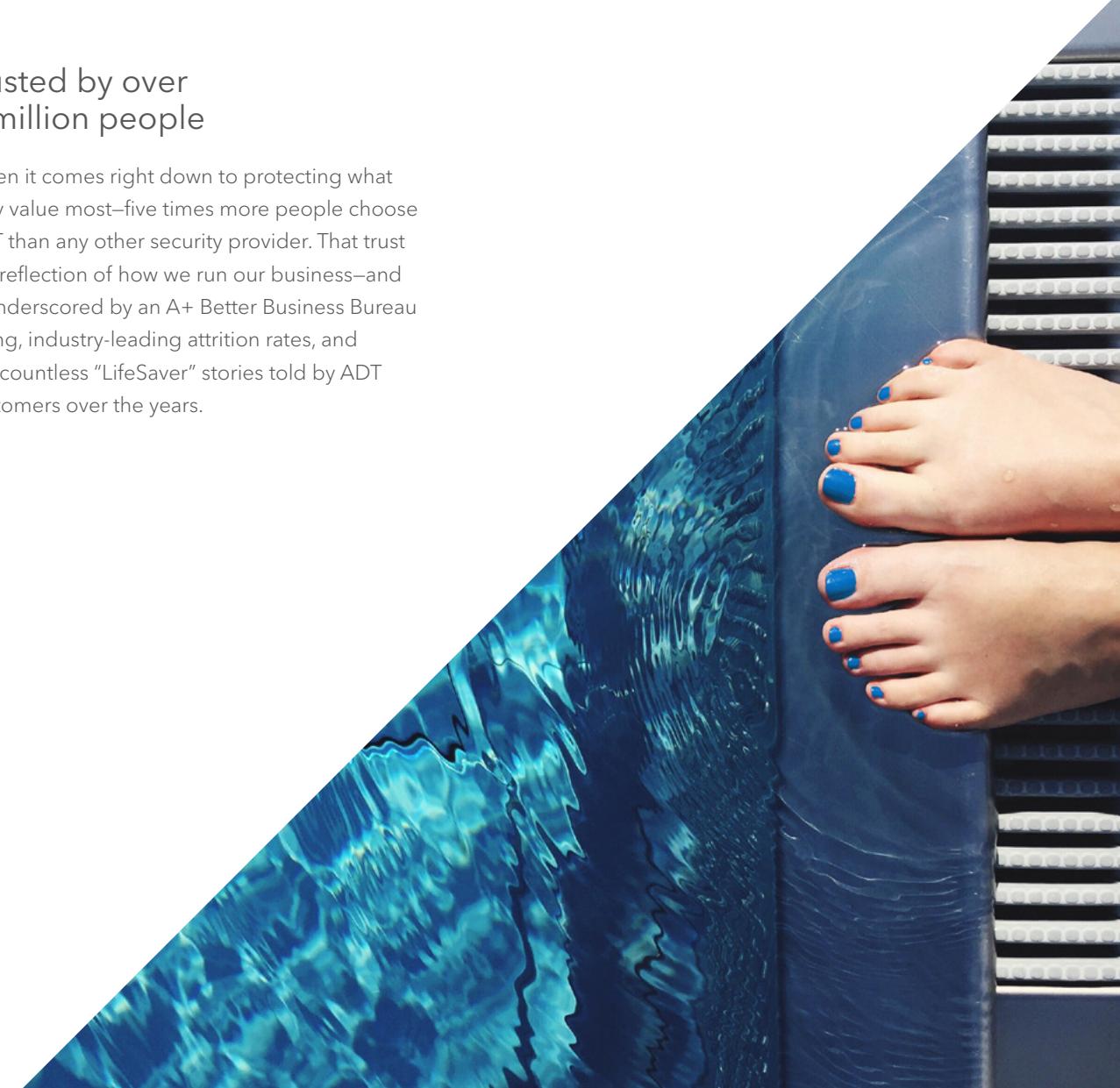
Our people handle 15 million alarms a year, and on the other end of each call for help is a customer.

Safety and security are our only business

Safety and security aren't something that we "bundle" with internet, cable TV or other home services. They are the very heart and soul of our business—and have been for over 140 years. Our massive scale allows us to work with the best technology developers to provide our customers with unique solutions that deliver peace of mind, convenience and true value for their money. As new threats emerge—we meet them head-on with cutting-edge solutions like cyber security and personal mobility safety.

Trusted by over 8 million people

When it comes right down to protecting what they value most—five times more people choose ADT than any other security provider. That trust is a reflection of how we run our business—and is underscored by an A+ Better Business Bureau rating, industry-leading attrition rates, and the countless "LifeSaver" stories told by ADT customers over the years.





A passion to serve

We're not just a technology-driven company or a faceless large corporation. ADT is over 18,000 moms, dads, sisters, brothers, aunts, uncles and friends who serve 200+ communities across the United States and Canada. We are passionate about serving our customers and local charities—giving our best and giving back are two qualities that define those who make up our company.

What you need, where you need it

We offer a broad range of solutions including intrusion, life safety, home automation, video, access control, cyber security—and more. Our diverse group of customers range from major national banks, chain store retailers and local manufacturing plants—to homeowners, renters and seniors with medical alert needs.

Customers can connect with us through one of 200 ADT-owned and operated branch offices or one of 230+ ADT authorized dealers. All customers are blanketed in "ADT true blue." Our 10 UL Certified monitoring and customer support centers across North America, along with over 18,000 highly trained ADT professionals, provide service and support on a 24/7/365 basis.

Core values

Our brand is built upon these core values. Our values are what we stand for, what binds us together, and what we won't compromise.



Trust

We earn your trust every day and never take it for granted.



Collaboration

Over 18,000 employees strong, making sure what matters most is always protected and connected.



Service

We have the best people—the most experienced, caring, and well-trained team of security professionals in the field.



Innovation

We are committed to delivering innovative products and services to address your security needs in an ever-changing world.

Our personality



Caring

We help protect you from the worst, so you can enjoy the best in life. We are always there.



Confident

When it comes to the safety and security of your loved ones, you can trust our knowledge and expertise.

ADT has been leading the market for over a century.



Connected

ADT helps connect and protect you. Because what good is a smart home if it's not a safe home?



Committed

We invented the security business, and it's all we do. When an emergency happens, we're on top of it because helping to keep people safe is our one and only job.

Our history

No other security company has spent over 140 years focusing primarily on security. We have seen many new technologies over the years and will continue to lead the industry by focusing on keeping people safe.



1874

ADT is born

American District Telegraph (ADT) is born. Installing hundreds of callboxes in NYC, sending "messenger boys" to help customers.



1920

Security industry expands

ADT pioneers the use of centralized call centers and customer-owned security systems to take the lead in the industry.

1,000,000



1995

One million customers

ADT is the first security company to surpass one million customers.



2016

Apollo and Protection 1
Two million digital customers

ADT hits an industry milestone; 2 million ADT Pulse® home automation customers.



2017

Voice-activated security
ADT delivers hands-free security automation by interacting with Amazon Alexa.

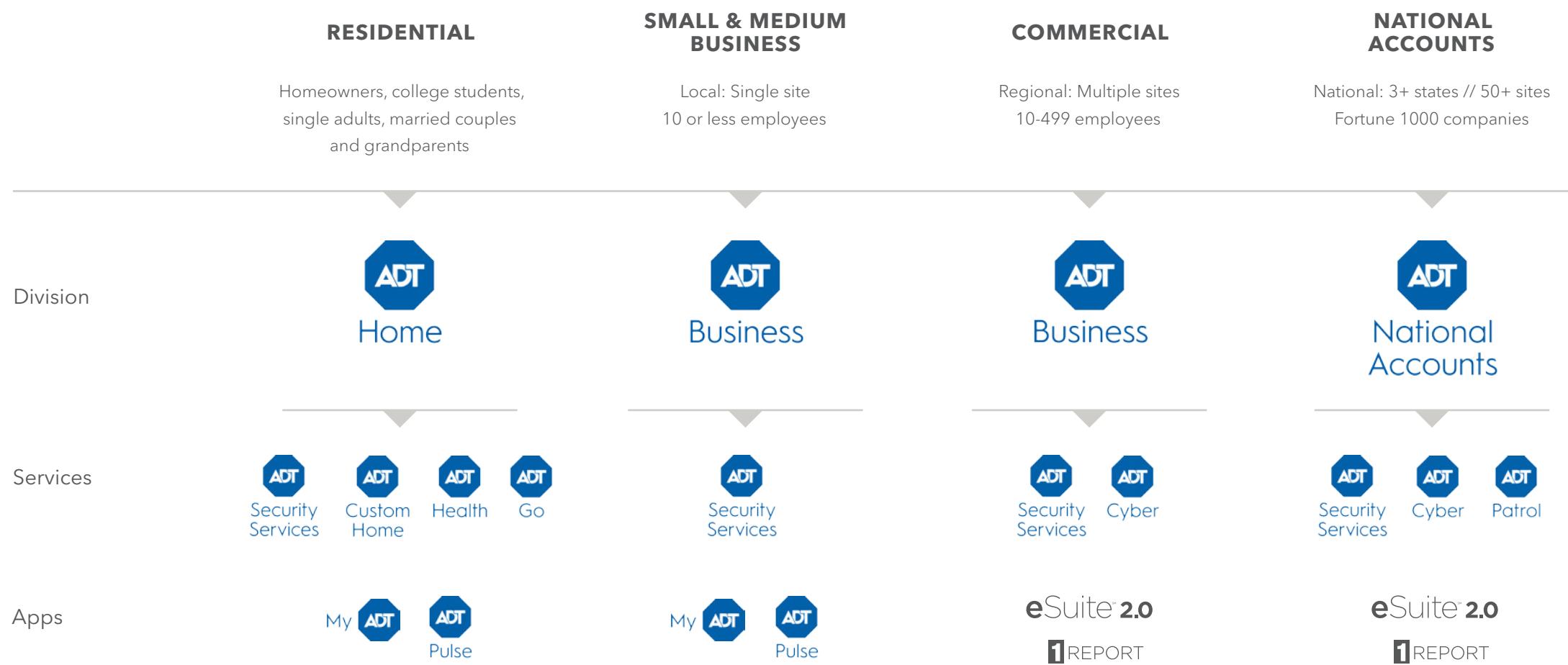


TELLING OUR STORY



Our audiences

Looking for logos? [Click here >](#)



Core messaging

The ADT story is based on our long history in the security industry. We have earned a brand reputation for customer service excellence with a singular focus on safety and security.

140+ YEARS OF EXPERTISE

We've been in business longer than other iconic brands:

- ADT (est. 1874)
- Bank of America (est 1874)
- Coca-Cola (est 1886)
- Hershey's (est 1886)
- Ford (est 1903)

There are solid reasons why we've grown to:

- 8 million customers
- 9+ year average tenure
- Over 200 locations
- 18,000+ employees

CUSTOMER SERVICE IS OUR CONERSTONE

We show customers how much we value them with our actions:

- We answer our calls fast
- We provide installation and service to fit a customer's busy schedule
- We strive to be easy to do business with and go out of our way to make things right

For example:

- Tech Tracker
- Same-day service
- Amazon Alexa voice control
- Developed the new Pulse app from customer feedback
- Providing security and monitoring outside the home

"Yesterday, only 7 of our 63,000 calls waited longer than a minute"

Statistic from July 2017

OUR NAME

ADT should always be referred to as either "ADT" or "ADT Security Services."

ADT is an "LLC" corporation, DBA "ADT Security Services." The "LLC" should not be used anywhere in marketing materials, except in the copyright statement incorporated into the standard legal disclaimer and licensing information.

Use the full name at least once per communication, preferably at first reference, but not at the expense of clarity or if it creates redundancy.

UNPARALLELED MONITORING

What separates us from the competition is that we monitor and respond to alarms. There are many new tech-driven safety products but they don't provide the sense of security that ADT does—they don't help when you need it the most. At ADT we will dispatch the police, fire, EMS and even call your loved ones. ADT is here to ensure the highest level of security and emergency response.

Specialized monitoring

The ADT National Account Operations Center is home to a dedicated team designed to meet the unique needs of national clients. Our centralized team approach to account management ensures that design, installation, service, billing and monitoring all work seamlessly to deliver the highest rated service.

Network operations

ADT is one of the only security companies that owns and operates a Network Operations Center and holds the Cisco Cloud and Managed Services Express Partner certification. It is staffed with Cisco, Meraki and SonicWall certified professionals.

These type of operations are used for our national account customers and are used to advance all technology used for all our customers.

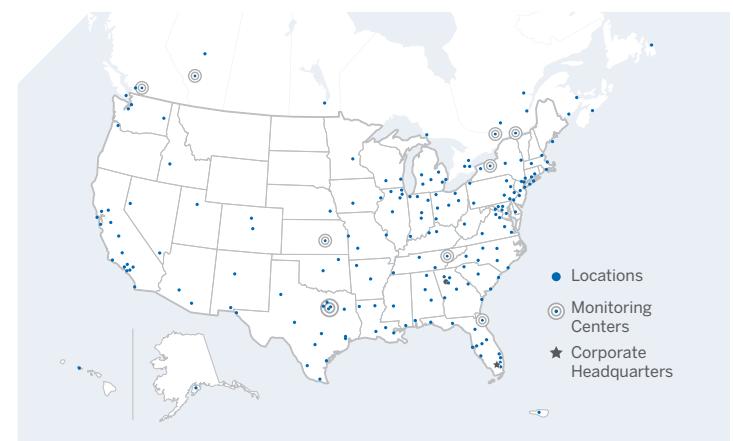
Monitoring professionals

ADT plays a leading role in industry associations and with first responders on both a national and local level.

One significant example includes the leading work that we have done with PSAP (or 911) integration. This enables ADT to bypass 911 operators and input customer alarm data and dispatch instructions directly to local law enforcement.

Nearly 15 million alarms handled yearly

ADT owns and operates 10 monitoring and customer support centers across North America



DEFINING AND REDEFINING SECURITY

ADT is always looking to the future. We lead the industry when it comes to delivering new innovations that help enhance our customers' safety and security.

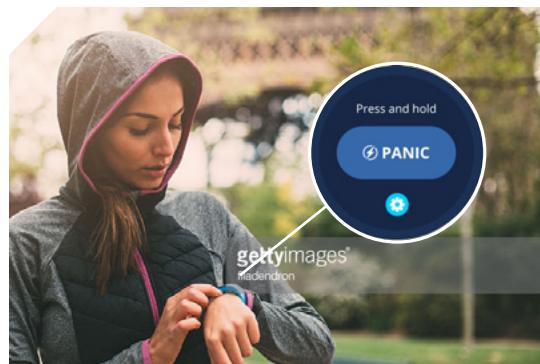
A singular focus

When you want a company that eats, sleeps and breathes security—you choose ADT. Today, security is more important than ever before. The needs of individuals, families and businesses are rapidly changing—and we are meeting them.



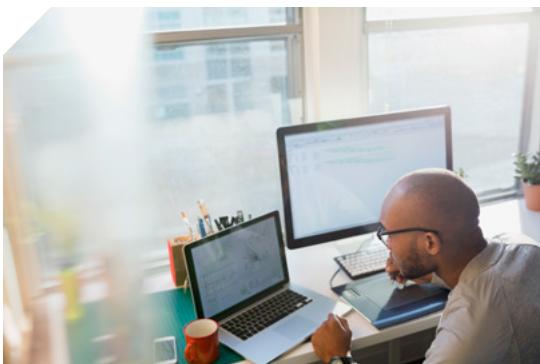
Being connected

- Home security now includes a connected smart home



ADT On-The-Go

- Panic response app for Samsung Gear watches



Cybersecurity

New threats to security:

- Hacking
 - Viruses and malware
 - Data breaches



Always there—now everywhere

- We believe everyone deserves to feel safe

Accolades

BRAND RECOGNITION

We are the most recognized brand in security

- 95%* of people recognize our company as a preferred brand
- 50%* of people say ADT is the best brand for security (the next best brand is mentioned less than 5% of the time)

*ADT Brand Study by Harris Insights & Analytics, 2017

AWARDS & RATINGS

We are the proud recipient of:

- A+ Rating, BBB Accredited
- PC Magazine's Editor's Choice for ADT Pulse®
- Consumer's Digest Best Buy Awards for five years in a row
- Women's Choice: Home security choice for three years in a row

IN THE NEWS

When referencing the press, use the source logos in gray to keep the brand colors focused on ADT.

The Wall Street Journal:

"Home security giant ADT has made a strategic expansion beyond alarm systems and into the realm of the Internet of Things."

Mashable:

"ADT brings smart automation apps to home security."

PCMag.com:

"It's the most complete, full-featured home security system we've tested, and doubles as an automation platform for your other smart home devices." —Oliver Rist

RELATED: [Social and seals >](#)

[Brand claims >](#)

Mashable

USA TODAY

cnet

CEPro

THE WALL STREET JOURNAL

Our voice

The ADT brand voice exudes the quiet confidence of a leader. It is conversational yet confident, authoritative yet warm, a voice people trust.

It's rooted in our core values: trust, collaboration, service and innovation. Our brand voice is the expression of our character and values.

Our words go beyond persuasion. They're brand-building tools, guided by the "true north" of our brand character. While a brand can speak with only one voice, tonality and even personality may be nuanced according to media or subject matter—much as people dress to suit different social settings.

In digital banners, for instance, we may adopt a more casual tone than we would for a direct-mail package advertising our Medical Alert system. But all touchpoints should be in keeping with our brand character and consistent with our core values.

A consistent brand voice helps create advertising that is easily identifiable, making ADT feel familiar to people and building trust, assuring them they can't go wrong if they go with us.

It is conversational yet confident, authoritative yet warm, a voice people trust



Who are you talking to?

Think about who you're talking to and how to speak to their specific needs and concerns.



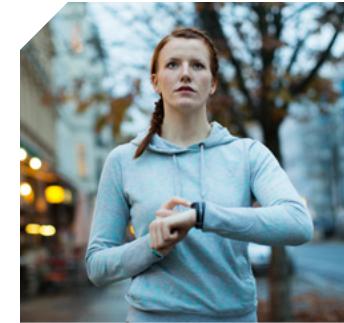
Residential

We speak warmly, sincerely, and with the authority of an industry leader. A bit of emotion may come into play, but the real connection should come from the peace of mind our product can provide.



Health

For our most vulnerable audience, we use a caring, respectful tone. We demonstrate compassion along with the ability to take action when needed. We encourage people to be proactive about choosing ADT.



Go

ADT Go provides professional security and life safety services that connect through many smart devices and wearables. We speak in a confident tone to an audience that includes students, athletes and people on the go—assuring them they can now feel more secure than ever before.



Small-medium business (SMB)

We never talk down to our small business customers because we understand they have a big emotional and momentary investment in their business. For this audience, we make the complex simple and strive to convey a feeling that "we are in this together."



Commercial

We are confident, authoritative and conversational in our messaging. We speak in the spirit of partnership with a tone that conveys, "we're here to help you protect your business and make it run more smoothly."



National accounts

Our tone is highly professional, and we are careful to demonstrate an understanding of each unique vertical that we serve. We present complex solutions in an easy to understand manner with simple, straightforward language.

Copy standards

We have a few rules on spelling and punctuation that you should always obey.

SPELLING

company owned (no hyphen)

UL Certified monitoring centers (no hyphen, capital C, use UL Certified, not UL Listed)

FM Approved (no hyphen, capital A)

same-day service (hyphenate)

full service (no hyphen)

smartphone (one word)

premier (not premiere)

Wi-Fi (caps and hyphen)

anti-virus (hyphen)

MyADT

email: (lowercase unless it starts a sentence, never hyphenate)

website: (lowercase)

internet: (lowercase)

homeowners insurance:

(not homeowner's insurance)

cybersecurity (one word—not cyber security)

log in (verb)

login (noun or adjective)

backup (adjective or a noun)

back up (verb)

HIPAA (Health Insurance Portability and Accountability Act), NOT HIPPA—commonly misspelled

&: always spell out the word "and" in body text unless it's a design element or you are cramped for space in a layout—body text should always be spelled out

Numbers: spell out one through nine in body text, use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events or things (i.e. 6-year-old girl, 3 ounces)

Em dash: there should never be any spaces around an em dash—keep it tight

En dash: use between date ranges or scores (i.e. 2016–2017)

PUNCTUATION

Sentence case

Sentence case is standard for headlines and sub-heads. This keeps it feeling more conversational and more readable. Just capitalize the first letter in a sentence, not every word.

Not Title Case

Don't Title Case Things Like This For Headlines. It might look OK for a short headline, but if you're consistent, you will eventually end up with some long headers that get difficult to read.

Oxford comma

We generally don't use the Oxford comma in our style of writing except in cases where it is needed for extra pause, or clarity.

MAKE LEGAL CLAIMS

While we'd love nothing more than to promise people that we will protect them, we can only do our best to keep them safe. It is important to keep legal clearance in mind as your write copy that contains a claim. The word "help" clarifies what we actually do and avoids promises that we can not support.

Do not make blanket statements. Soften your claims with words like: may, assist, enable, helps, etc.

Do NOT say:

Protect your home with ADT

We protect your home

We keep hackers out of your network

It is legal to say:

We help protect your home and family

We monitor your home 24/7

We help prevent hackers from penetrating your network

STATISTICS & ARTICLES

3 rules for citing a source:

- 1) ADT typically does not cite sources that are more than three years old. Data ages and becomes less reliable.
- 2) The article/source should be vetted to determine how the author came up with the statistic and is it, in fact, statistically significant based on the number of people interviewed? Was the pool significant enough to yield reliable statistics that the average reader can rely on? The study should disclose the number of participants and the data relied on.
- 3) Is the author a subject matter expert? We want to ensure the writer was not engaged to write this article on behalf of someone else for marketing purposes. If it's just a small blog with no credibility, it should not be considered reliable.

We must always disclose the source in relative proximity to the citation. Once you find a source and supply the above info to legal, they will determine if you meet these criteria.

AVOID POSSESSIVE

Avoid using ADT as a possessive.

Avoid

ADT's monitoring center

Use

The ADT monitoring center

TESTIMONIALS

- 1) If the people doing a testimonial were given money or anything at all for sharing their story, we need to put that in legal. So make sure they were not given any compensation.
- 2) Use the required legal form—[Photo, video, audio and statement release form](#)

FOCUS ON ADT, NOT APPS

Give ADT the credit for all of the benefits that our products and apps provide. Don't attribute credit to the apps or products if you can say that ADT does it.

Avoid

ADT Pulse® lets you arm and disarm remotely

Alexa lets you speak to control your ADT system

Use

ADT lets you arm and disarm remotely with the Pulse app

Download ADT Pulse® today

ADT lets you speak to control your system through an Alexa app



LOGOS

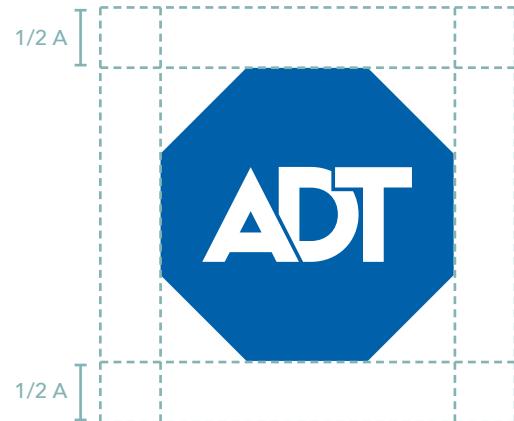


Primary logo

The ADT logo is the basis of our identity. The ADT octagon logo is the primary logo to represent the ADT brand, as it leverages a unique and powerful shape—one that is recognized globally.

Color

ADT logos most of the time are displayed in ADT blue. However black or white can be used in certain use cases.



Clear space requirements

The clear space requirement for the ADT octagon is equal to one-half of the length of one side of the octagon.

Minimum size

The ADT logo should not be smaller than 1 cm or 30 pixels in width or height. Smaller dimensions would render the logo illegible.



Do we ever use the logo without the octagon?

Yes, if the logo is smaller than the minimum size of 1cm or 30 pixels in width or height, or if we are displaying the octagon graphically and want the wordmark somewhere in close proximity. These are rare cases and should not be the standard.

[Own the octagon >](#)

Blue backgrounds are my favorite

Whenever possible, use the option with a white stroke on a blue background,
but only when it's ADT BLUE.



ADT BLUE

Formula

1-Color: Pantone 2144

CMYK: 95/53/0/0

Hex: #0061AA

RGB: 0/97/170

Logo usage

Full color



Wordmark: Use only in cases where readability is an issue.

One color positive



Solid: Use only in rare cases where readability is an issue.

One color reversed



Large stroke version
Over .75"



Small stroke version
.5" to .75"



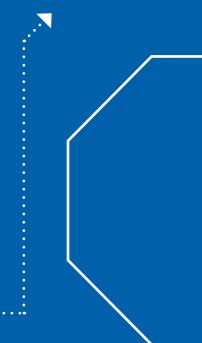
Solid version
Use only in rare cases where readability is an issue. Ex: screenprinted on fabric.

Full color backgrounds



WHEN DO YOU USE A STROKE?

Only use the version of the logo with the white stroke if the logo is on ADT blue, or if the logo is on a similar blue background that makes the logo shape too hard to see. See example above.



Treat me right



DO



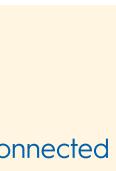
Logo on white

Logo with large white stroke
on ADT blueLogo on approved colors
[Secondary colors >](#)Logo on subtle
background photoBlue text version on
light backgroundsUse white stroke and text
over dark backgroundsLogo on busy photo or
violating a focal pointConnected
HomeVertical version of logo fits
this space much better than
the horizontal version

DON'T



Drop shadow

When contrast is low, use
version with a white stroke
around logo to make the
octagon stand outLogo on non-
approved colorsLogo on busy photo or
violating a focal pointWhite text on
light backgroundsUse blue octagon
whenever possibleUse white type and white
stroke version when contrast
is poorToo tight to edges. Leave
space around logo. In this
case, use the vertical version.

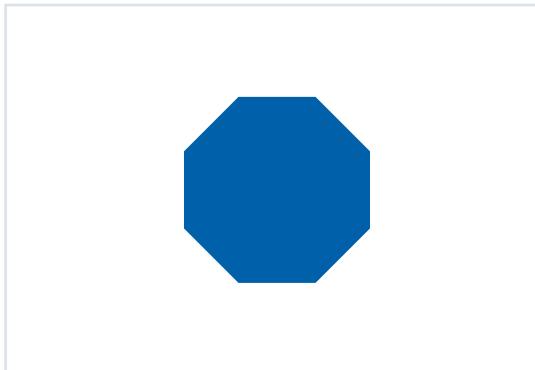
USE SPARINGLY

Own the octagon

Over time, we want people to be so familiar with our octagon that they think ADT—and feel safe—when they just see a blue octagon without type. This is not a standard logo treatment and should only be used in special situations—and sparingly.

Octagon only

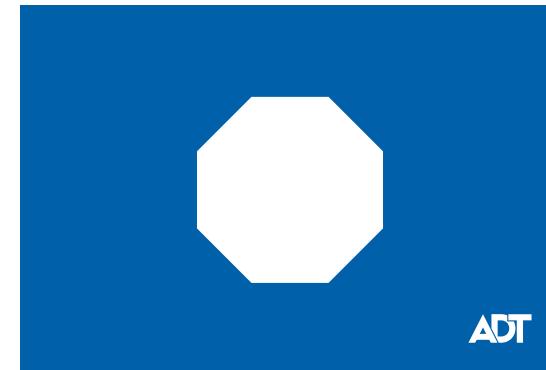
Be sure to use the shape alone ONLY when it's clear that ADT is the company being represented.



Octagon + wordmark

If the full logo or ADT name is not clear, you should add the wordmark into the layout.

This should only be done when a strong visual impact is needed with the shape alone.



Floating wordmark

If you crop the blue octagon over most of the layout and want the logo to be in the shape, you can fit the wordmark comfortably inside—it is permissible to break from the original logo/wordmark positioning.



Working with another brand

When partnering with another company, we want to put the ADT logo first with a subtle line between, or stacked vertically without a line. Make sure both logos have a similar visual prominence—which is a bit different for each partner's logo.



Spacing
on both sides of
divider line



Line specs:
.5pt thick
40% black
Height = A



Examples:



Protection 1 logos

When communicating with current Protection 1 customers, this co-branded logo is preferred over a Protection 1 logo on its own. Over time, this will be phased out and replaced with ADT logos. The "Protection 1" logo is 40% black.



Secured by ADT

Use this logo lockup when ADT is supporting another product or company. You may also use it when our logo is added to a building or juxtaposed next to another logo as a secondary element.

Supporting another brand

Use this logo lockup when ADT is supporting another product or company and our logo needs to be juxtaposed next to theirs as secondary. The device brand is primary and "Secured by ADT" is secondary.



Examples:



Standalone lockup

This application is for labeling a building, product or premise that is being protected by us. This implies that the item with the sticker on it is monitored by ADT.



ADT divisions

When should I use a division logo?

The standard ADT logo with only "ADT" should be used by default. However, when differentiating between divisions, these sub-logos may be used.

An example where context is needed would be on a social feed for ADT where we want to clarify that the post is for Business or Health, to help a user know who they interacting with.

But if you are at an ASIS tradeshow where only national account customers visit us—it's not necessary to put an ADT national accounts logo on the booth. They know the context.

Primary versions



Security Services



Home



Business



Health



Go



National Accounts



Patrol



Custom Home

Alternate versions (for vertical or square spaces)



Security
Services



Home



Business



Health



Go



National
Accounts



Patrol



Custom
Home

Web and mobile apps

MyADT

This logo is used for residential and small business customers for their customer login area. They can go to MyADT.com or use our mobile app to pay bills and manage their account. Use this logo—do not create your own.



A screenshot of the MyADT website. At the top, there's a navigation bar with links for "My ADT", "WHY ADT?", "GO TO ADT.COM", "HELP CENTER", and "EXPRESS PAY". Below the navigation is a banner with the text "Defend Yourself Against FRAUD" and a "VERIFY AN ID BADGE" button. The main section is titled "Login to your MyADT account." It features a form with fields for "Email" and "Password", and buttons for "Forgot your password?", "CREATE AN ACCOUNT", and "LOGIN". There's also a checkbox for "Remember Me". At the bottom of the page, there's a section titled "GET MORE FROM YOUR SECURITY WITH MyADT." with the sub-instruction "Pay your bill online, update your emergency contact list, order yard signs and more."

ADT Pulse®

Pulse is the name of our phone app for controlling a home security system. Use the Pulse logo and name to refer to the app.

We should only use the word "Pulse" when referring directly to the app. For example, when talking about Pulse features, we would just simply say ADT connected home or business.

"With an ADT connected home you can remotely arm and disarm your system from wherever you are."



Connected home and business

For referring to our web and mobile features, we prefer referring to them as "connected home" features—not Pulse features. We don't want to explain what Pulse means, but would rather just be descriptive. Credit ADT with any benefits that the app provides, ex: ADT makes it easy to arm your system remotely.

AUTHORIZED DEALER

Logo guidelines



AUTHORIZED DEALER GUIDE | 1

Clear space requirement

All logos have what is called a clear space requirement—a minimum amount of space that surrounds the logo on all sides. Nothing else can appear in that area. The clear space (x) equals to the value of the letter "o".

Minimum size

Primary usage: 3cm or 90px

Secondary usage: 2cm or 60px

Primary usage



Minimum size



3cm or 90px

Secondary usage



Minimum size



2cm or
60px

AUTHORIZED DEALER GUIDE | 2

Primary usage

Clear space requirement

All logos have what is called a clear space requirement—a minimum amount of space that surrounds the logo on all sides. Nothing else can appear in that area. The clear space (x) equals to the value of the letter "o".

Minimum size

Primary usage: 3cm or 90px

Primary usage



AUTHORIZED DEALER GUIDE | 3

Secondary usage

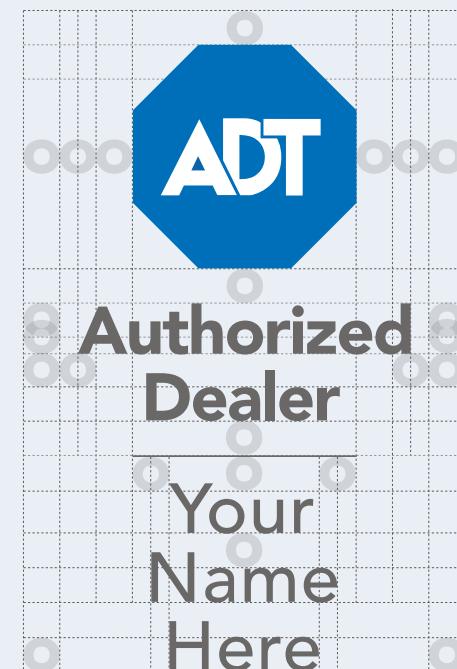
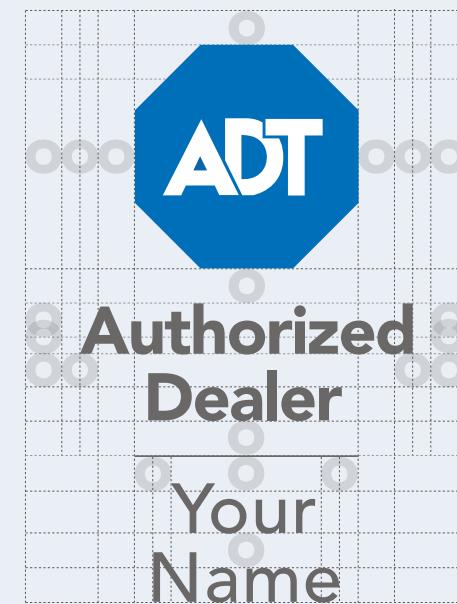
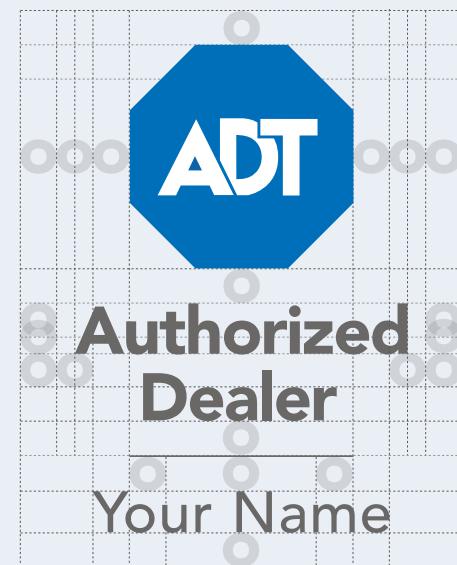
Clear space requirement

All logos have what is called a clear space requirement—a minimum amount of space that surrounds the logo on all sides. Nothing else can appear in that area. The clear space (x) equals to the value of the letter "o".

Minimum size

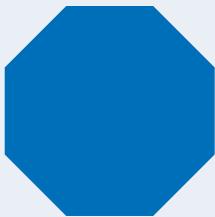
Primary usage: 3cm or 90px

Secondary usage



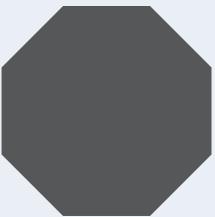
AUTHORIZED DEALER GUIDE | 4**Color**

The ADT Authorized Dealer | Your Logo Here lockup always prints in Pantone 2144 and 425, or in just Pantone 2144, or in just black—no other colors. Black is only used when printing in black and white. The lockup lettering is always gray, unless used as an etching on a metal plaque or glass.



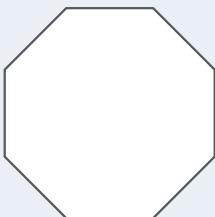
PANTONE 2144
CMYK 95/53/0/0

#0061AA
RGB 0/97/170

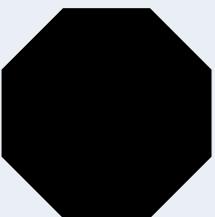


PANTONE 425
CMYK 48/29/26/76

#545859
RGB 84/88/89



WHITE



BLACK

AUTHORIZED DEALER GUIDE | 5**Typography**

The ADT Authorized Dealer lettering is set in "AvenirNext LT Pro **Bold**."

AvenirNext LT Pro Bold:

**abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”**

**Authorized
Dealer**

AUTHORIZED DEALER GUIDE | 6

Primary black and white usage

The ADT Authorized Dealer | Your Logo Here lockup always prints in Pantone 2144 and 425, or in just Pantone 2144, or in just black—no other colors. Black is only used when printing in black and white. The lockup lettering is always gray, unless used as an etching on a metal plaque or glass.

When do you use a stroke?

Only use the version of the logo with the white stroke if the logo is on ADT blue, or if the logo is on a blue background that makes the logo shape too hard to see.



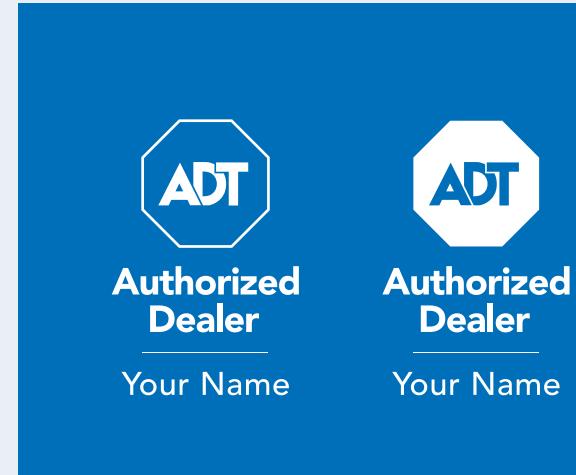
AUTHORIZED DEALER GUIDE | 7

Secondary black and white usage

The ADT Authorized Dealer | Your Logo Here lockup always prints in Pantone 2144 and 425, or in just Pantone 2144, or in just black—no other colors. Black is only used when printing in black and white. The lockup lettering is always gray, unless used as an etching on a metal plaque or glass.

When do you use a stroke?

Only use the version of the logo with the white stroke if the logo is on ADT blue, or if the logo is on a blue background that makes the logo shape too hard to see.

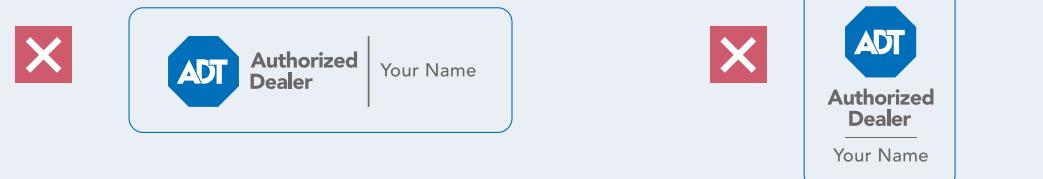
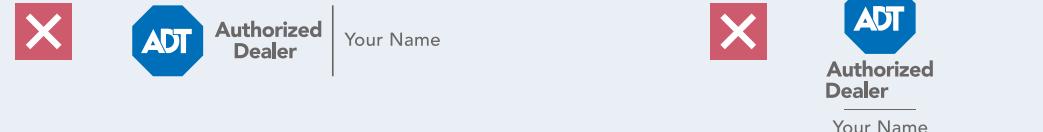
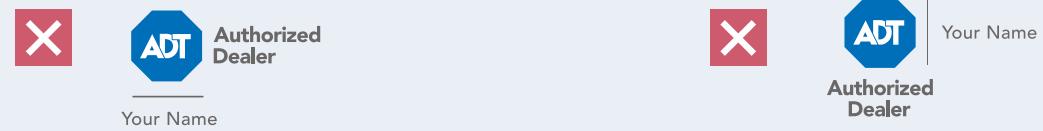
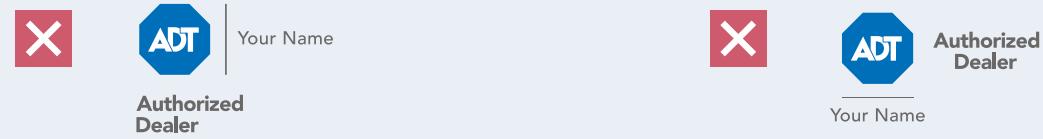


AUTHORIZED DEALER GUIDE | 8

Incorrect orientation usage

There are compelling legal and identity reasons for ensuring that the ADT Authorized Dealer | Your Logo Here lockup is reproduced exactly as specified. Consequently, always use the company-approved art available from the ADT creative services team. The following graphics represent common misuses of the lockup.

Correct usage

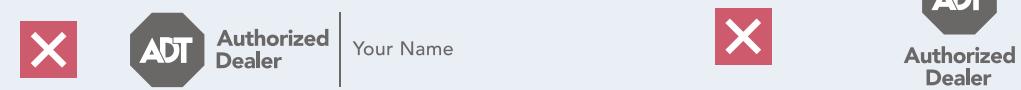


AUTHORIZED DEALER GUIDE | 9

Incorrect orientation usage

There are compelling legal and identity reasons for ensuring that the ADT Authorized Dealer | Your Logo Here lockup is reproduced exactly as specified. Consequently, always use the company-approved art available from the ADT creative services team. The following graphics represent common misuses of the lockup.

Correct usage





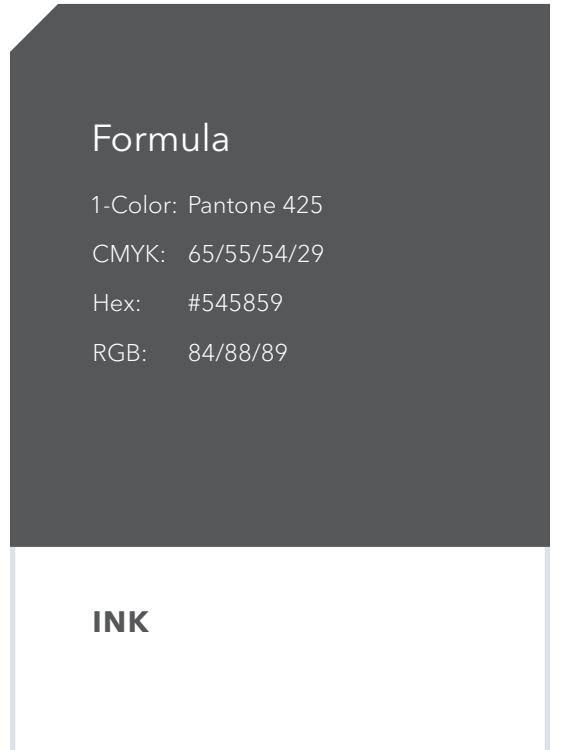
COLOR



Primary colors



TIP Use light accent color for sidebars that you don't want overpowering the main visual on a page.



ADT has only one brand color—ADT blue. This should be the boldest and strongest color in your layout.

To keep the brand bold, clean and modern, white should be the secondary color. Keep lots of white space in layouts.

This subtle gray should feel like a reflected shadow for separating out information. Used in sidebars, call-outs, charts and other areas that need to visually stand out from the rest.

Text should not be pure black since it's a bit too bold and harsh. This gray lets the blue be the main attention-grabber on the page.

Secondary colors

Colors pulled from real life

Always lead with ADT primary colors, but when you need another layer of color to add more depth to a complex layout—use these. These are all muted, earthy and sophisticated colors, not bright and saturated. Our logo can sit on any of these colors and still stand out. The underlying theme is comfort, peace and calm.

Light and dark

Use the light color for large areas like a background color, and use a bold accent ring color sparingly for small details that need to pop—like a call to action.



Secondary colors

This would be an example of these content blocks using secondary colors. So this might be a title or a chapter in a brochure. To continue this accent color throughout the rest of the chapter, use the example on the next page with less color and more white. Don't overuse secondary colors.

[CLICK HERE](#)

Apricot:

PMS: 169 170
CMYK: 0/16/13/0 0/56/55/0
Web: #FFDBD0 #FF8D6D
RGB: 255/219/208 255/141/109

Graphite:

PMS: 420 425
CMYK: 18/15/17/0 65/55/54/29
Web: #CFCDC9 #545859
RGB: 207/205/201 84/88/89

Sea glass:

PMS: 290 7696
CMYK: 14/0/5/0 66/22/36/1
Web: #D8F4F3 #5CA0A3
RGB: 216/244/243 92/160/163

Lavender:

PMS: 670 680
CMYK: 4/12/1/0 18/47/14/0
Web: #F0E1EC #CE94AE
RGB: 240/225/236 206/148/174

Portabello:

PMS: Warm Gray 2C Warm Gray 7C
CMYK: 8/9/11/0 35/38/45/2
Web: #E8E0DA #A89688
RGB: 232/224/218 168/150/136

Barley:

PMS: 7506 7508
CMYK: 0/3/11/0 9/23/66/0
Web: #FFF5E1 #E9C271
RGB: 255/245/225 233/194/113

Julep:

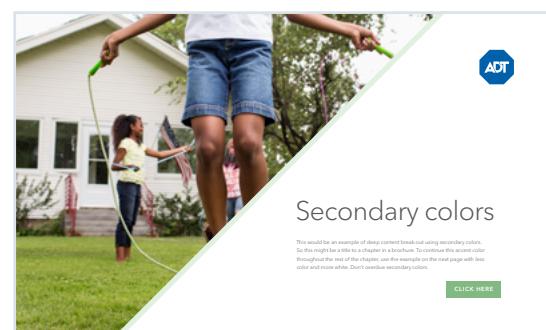
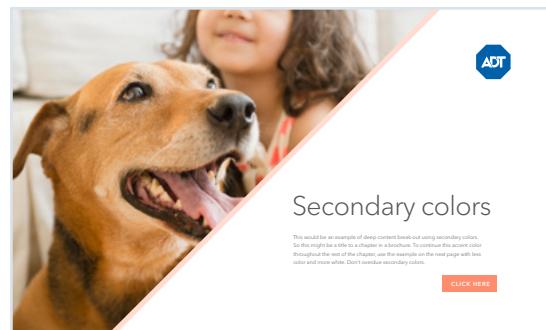
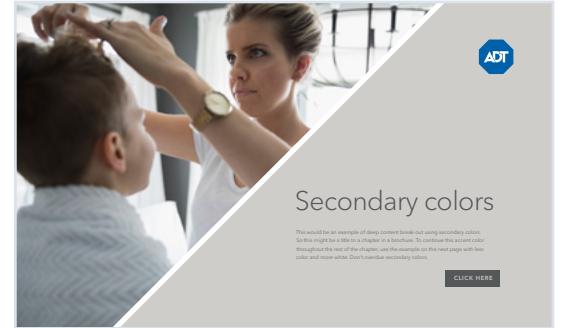
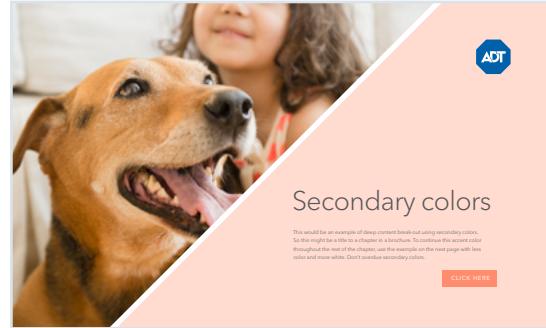
PMS: 621 556
CMYK: 11/1/13/0 52/8/63/0
Web: #E2F0E2 #82B982
RGB: 226/240/226 130/185/130

Bold accents

Subtle colors

See next pages for examples of how these might look in practice.

Secondary colors in use:



When to use secondary colors

Only when needed

For a one page ad, you don't need accent colors—just go strong with ADT primary colors. But in a complex design system like a website, infographic or multi-page brochure, you might need some accent colors to help break out information, or to have a story stand out from the blue and white.



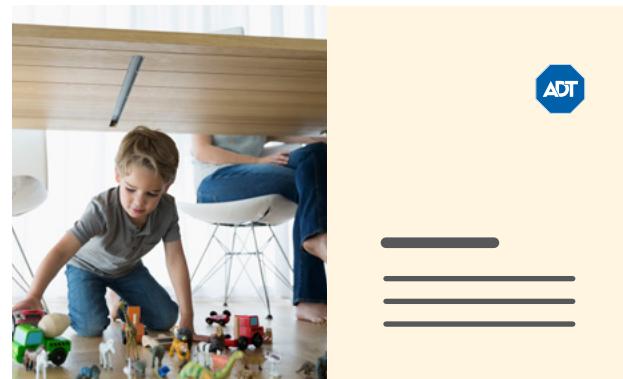
Front cover

Main color would be blue and white, possibly with photo. Does not have to be all blue, but do not lead with accent colors.



First spread

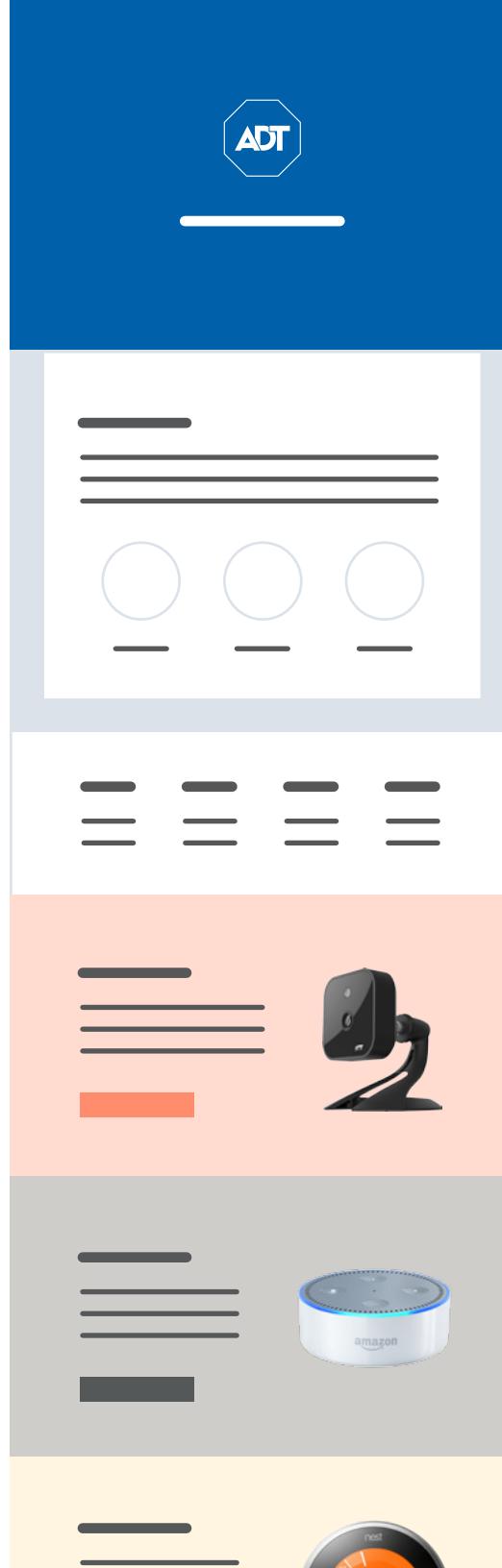
Second color is white, then shadow for a sidebar or something subtle.



Accent spread

If putting blue on every page is too repetitive, mix in some colors that support and/or accent the photos. Be sure to pick colors that complement the photo. Consider using a color that's in the photo's background to pair with it.





WHEN TO USE THEM

Infographics and long form content

This is another example of how you might use accent colors on a very deep layout that establishes the primary colors first, then uses accent colors to maintain the user's interest.

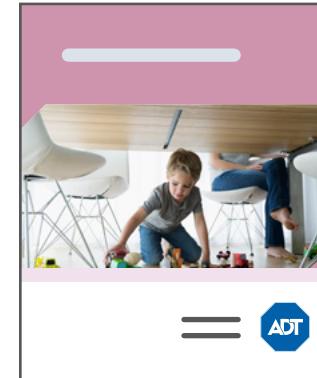
Not shown, but using photography in the hero area is encouraged. Your layout does not need to be solid blue first.

WHEN NOT TO USE

Only pull in accent colors when you have multi-page or complex design systems that need to be paced out with more colors. Using only blue for 24 pages could make every layout feel the same, so there are times it makes sense to add accents that support the blue, but won't overpower it for attention.



Don't

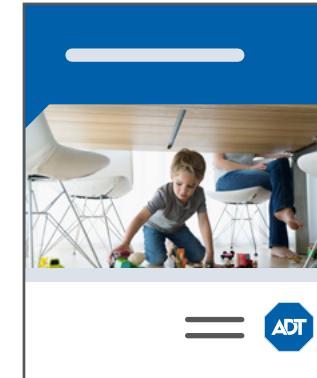


One-page ads

Avoid making a secondary color dominant in a one-page ad. Use the ADT blue, white and shadow colors. Set the tone with primary colors first, then and secondary colors on complex layouts.

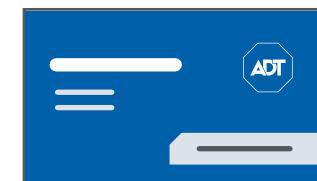
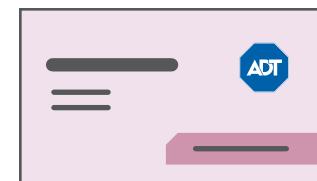


Do



Billboards

Same thought process as above example. We don't want a secondary color to be our main color.





TYPOGRAPHY



AVENIR AVENIR AVENIR AVENIR AVENIR AVENIR
NEX T NEX T NEX T NEX T NEX T NEX T

This font family ranges from light to heavy, standard to condensed

co
quat
expliqu
minulpa
apienti ore
odipsa con
consed earion c
hesto blautaque
ommodipsam **alitis**
omnimus accusiam,
cusandam exerunt hillaut
restibusa volorpo reperit
eseque prae porectur rem. Ita
quatque si dolupta que **pe cus**
dolenit, velecto beatur repta de
commolo ritassim sectur res senes
nulparumquo quid ulparum aut lacim
veliassum fugiatu sciumet am a nossit ate
Enimi, nonet **ut utem quid que soluptatu**
nonsend igendant hicidel exped quam h
re commimaion es voloribus sundusape aute esc
excribus sint rescimint laborit aut labore escim
is dero tes ipiendiaecus ditemos simeniaturi officien
quidel estiaerum quis alibus dem nus. Ut labo. Ur
et atempernat. Ur? Officte num ent ipsapiciur, utemquis e
senis modit omnimodis doles magnamusam restringat
itissi dit ped unt **plabo. Facerrum Aboris illorem quibusda es**

Primary font

AvenirNext LT Pro

Use this font for all print and web layouts. Only use condensed versions when doing technical manuals with lots of copy. Always try to use non-condensed and reduce the amount of copy if it's too much to fit a layout. This is not the font used for creating ADT logos.

Recommended for all web and print layouts.

AvenirNext LT Pro Light:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

AvenirNext LT Pro Regular:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

AvenirNext LT Pro Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

AvenirNext LT Pro Heavy:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

Alternative fonts

Free download font

Montserrat

Use this font for computers that don't have a license for AvenirNext. This is a free font that is similar. Share PPT files as PDFs so they can view your fonts on screen as intended.

Download: <https://befonts.com/montserrat-font-family.html>

Web Font: <https://fonts.google.com/specimen/Montserrat>

Free system font

Malgun Gothic

Use this font when you can't install new fonts and want a Microsoft system font that is similar.

Montserrat Light:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

Montserrat Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

Malgun Gothic:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “®™!@#\$%^&*?”

**STANDARD
AVENIRNEXT
TYPE STYLES****JUMBO****H1**

JUMBO

Everyone deserves to feel safe.

Intro copy might go right here and might be two or three lines deep...

INTRO**H2****WHY CHOOSE ADT?****H3****Feel safe at home****P**

Example of how to use typography in layouts. Aves nonvo, te que aut pultorum ineque aceps, caetorum te hor uterbis. Fules caedi stum lic tes. [Hyperlinks look like this. \(use ADT blue\)](#)

H4**Feel safe at work****.**

- Step one to feeling safe
 - » Step two to feeling safe

Copyright and legal info would be set in small copy here...

MS0000000**LEGAL****JUMBO: AvenirNext LT Pro Heavy**

46pt / 50pt (size/leading)
.125" space before paragraphs

H1: AvenirNext LT Pro Light

46pt / 50pt (size/leading)
0"/.25" space before/after paragraphs

Intro: AvenirNext LT Pro Regular

12pt / 20pt (size/leading)
.1875" space after paragraphs

H2: AvenirNext LT Pro Bold

ALL CAPS
11pt / 12pt (size/leading)
.125" space before/after paragraphs

H3: AvenirNext LT Pro Regular

14pt / 16pt (size/leading)
.125" space before/after paragraphs

P: AvenirNext LT Pro Light

9pt / 14pt (size/leading)
.125" space after paragraphs

H4: AvenirNext LT Pro Regular

11pt / 13pt (size/leading)
.0625 space after paragraphs

Bullets:

- Left and right indents = 0.1875"
- First line indent = -0.125"
 - » Increase left indent to 0.375"

Legal: AvenirNext LT Pro Light

7pt / 9pt (size/leading), 60% black
MS# on its own line and 8pt, bold

Letter spacing

Notice that the letter spacing for AvenirNext is a bit spread out, and may need tracking to eliminate gaps between some letter combinations. This is especially important at large type sizes, like big headlines.

TIP Look at the negative space between each letter as well as the choke point between letters. Shoot for a balance that feels consistent and holds each word together visually.

AvenirNext

Original



The image shows the word "AvenirNext" in a large, bold, black sans-serif font. Light blue vertical bars are placed behind each letter, and horizontal red double-headed arrows are positioned between the letters 'A' and 'v', and between 'N' and 'e', highlighting the excessive letter spacing.

Notice big gaps in "Av" and "Ne"

AvenirNext

Adjust kerning for readability

Limited use font

HURME GEOMETRIC SANS 1 REGULAR

Logo titles

This font is used to spell out the titles in ADT department logos. All official ADT logos are available by request.

Creating new logos

Do NOT create your own logos—contact CreativeServices@adt.com if you need a logo.

Specific videos

When creating video spots for TV, this font is sometimes used as the display font. Do not use this font unless specifically asked to. As a rule, we don't use this font unless there is an approved reason since this font's license is more strict than Avenir Next.

Licensing

If this font is used, licensing must be purchased.





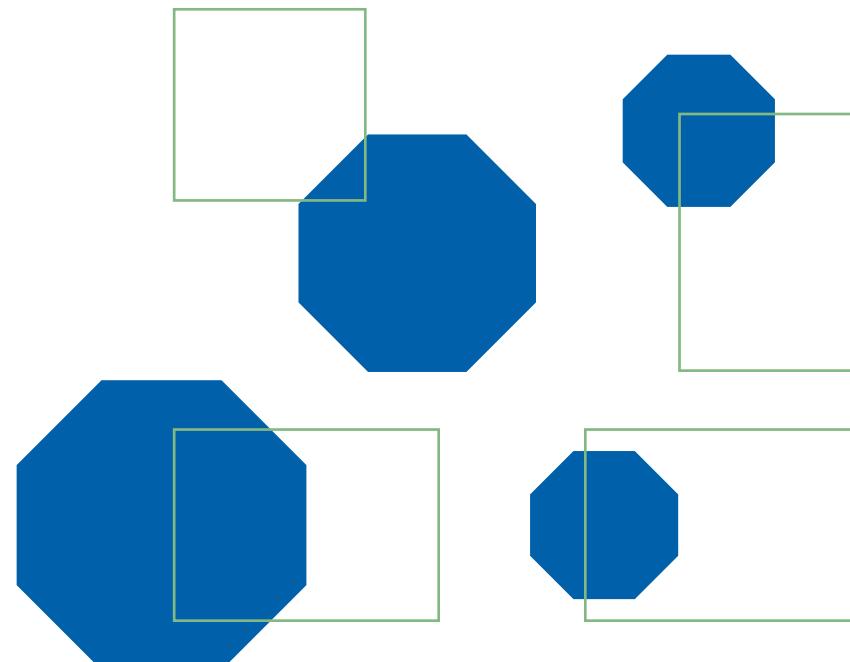
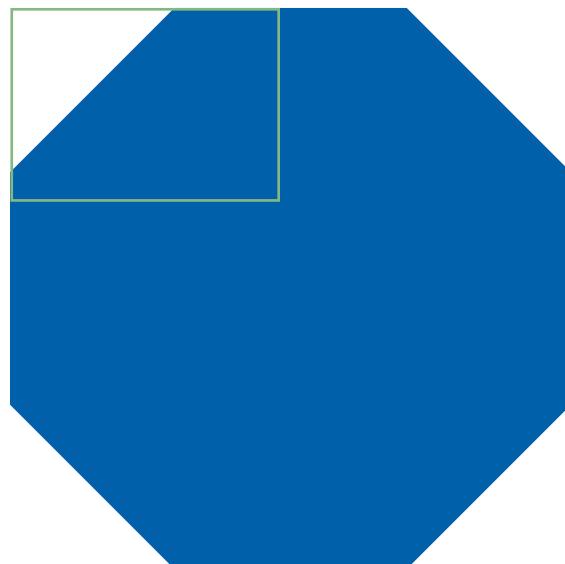
GRAPHIC ELEMENTS



The octagon is ours!

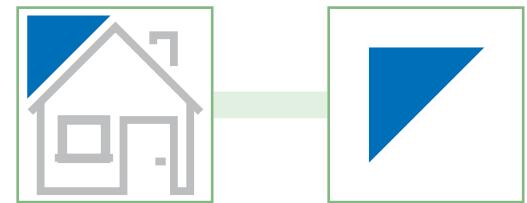
Composition and structure

The logo cropped over a page layout creates a division in the layout that can be used for talking about us and what we can do for our audiences. This shape is a zoom in on our logo to support the idea of us covering a topic with our monitoring and safety expertise.

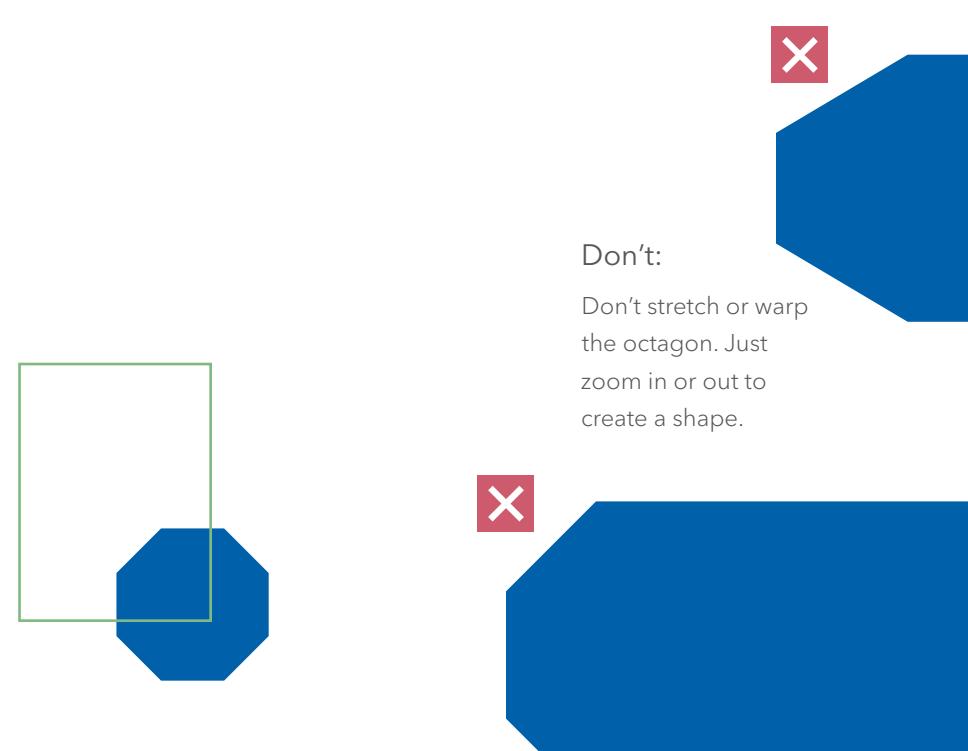


Roof lines

In residential applications, it's appropriate to also mimic the top angle of a home's roof line to emphasize our connection to the home.



Don't:
Don't stretch or warp the octagon. Just zoom in or out to create a shape.

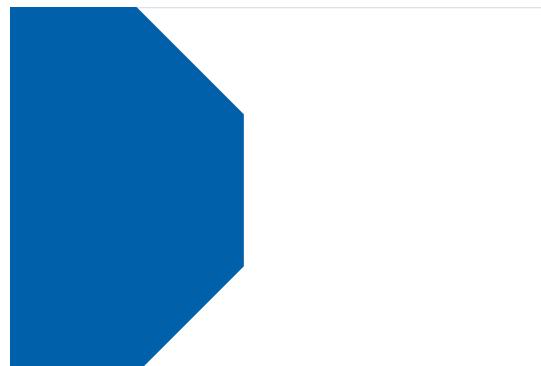


Octagon overlay

These are just a few examples. See previous page for more ideas on cropping the octagon.

Primary colors

Blue, white and shadow.



Secondary colors

Light and dark versions of one color and white.



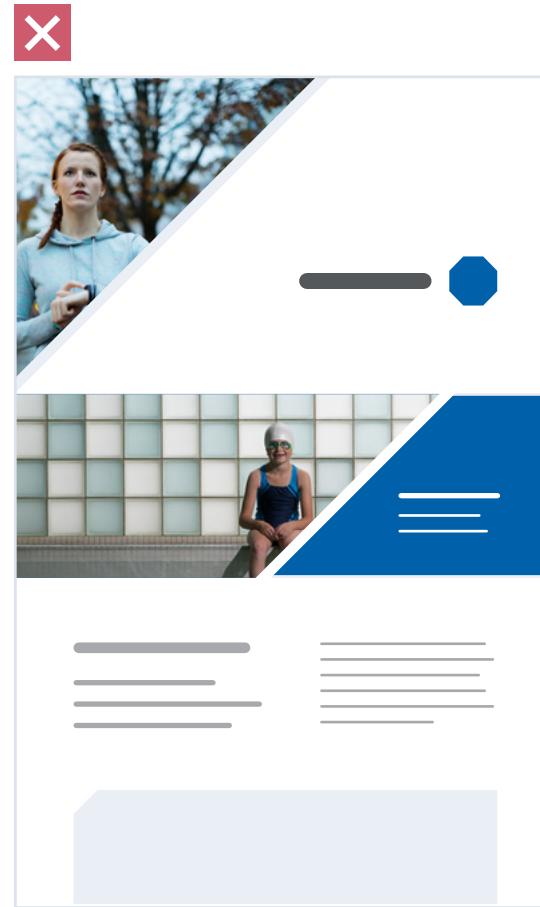
Line specs:

10pt line at letter to tabloid sizes. Adjust scale to match overall impression. 45° angle.

EXAMPLES

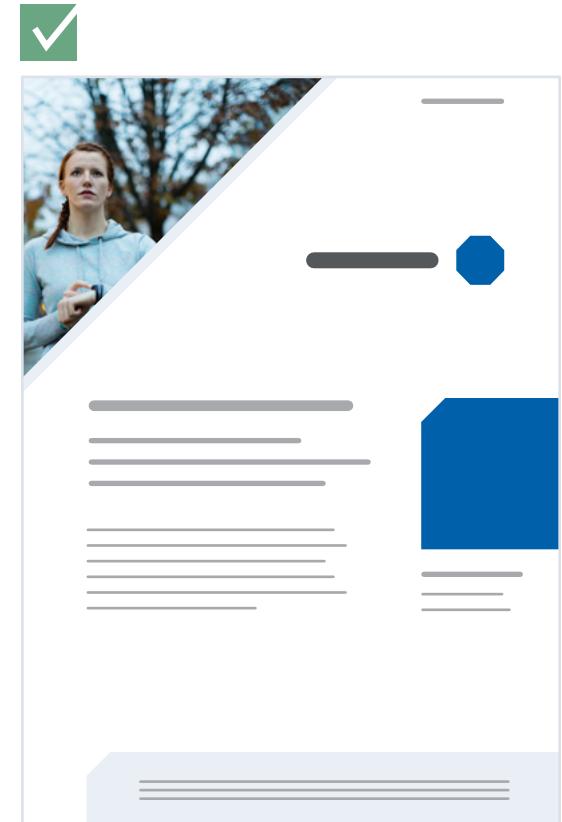
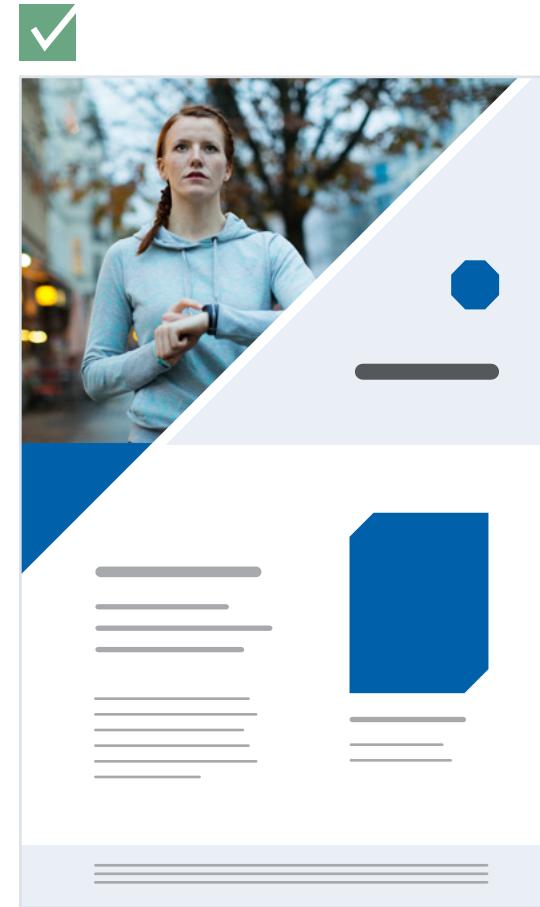
Don't overdo it

Putting more than one octagon cropping into the layout, or dividing the page in multiple directions can make it feel busy. It stops looking like a close up of an octagon.



Transitioning

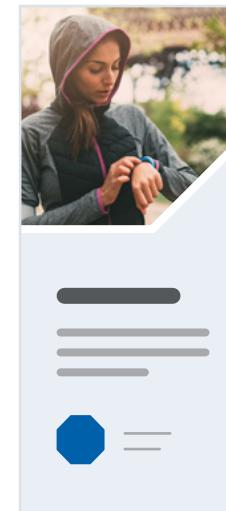
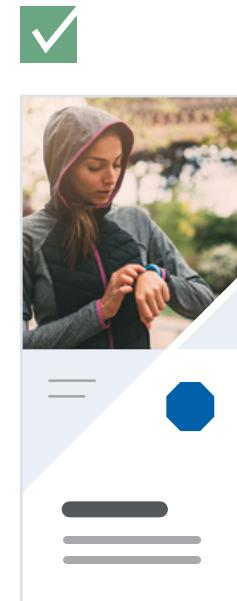
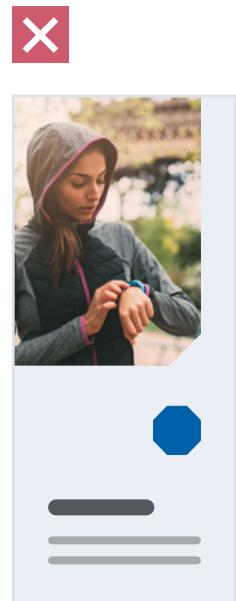
A dividing line or octagon in a hero area doesn't have to end in a horizontal line. Connecting it to the section below can make a subtle transition that pulls the eye down the layout and holds it together.



EXAMPLES

Vertical formats

Try to maximize the area that the photo takes up, and try to have the diagonal edge of the octagon define the space.



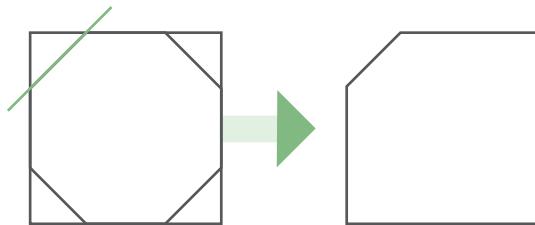
Feels more like a jewel shape, not an octagon.

Not enough photo showing.

Try the above method if the photo doesn't fit the vertical space well.

Corner notching

To keep a subtle detail that echos our octagon logo, take a notch out of sidebars, containers, photo boxes when appropriate.



Do NOT use more than one corner radius per layout:

If you have large and small boxes on one layout, use the smaller corner radius size for all. Do not mix different radius on one layout like this section does. The layout will feel more unified if they match.

Float vs anchored:

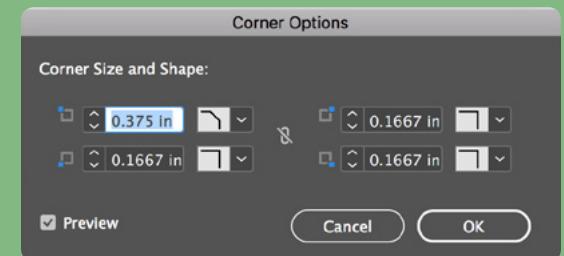
You can float a container or anchor it to a side. Use this box to place a photo, copy or graphics.

Colors:

You can use any primary colors, or secondary. Start with ADT Shadow or with a light shade of a secondary if you're in a sub-section with an accent color.

InDesign Corner Option:

If you are building in INDD, use the Object > Corner Options menu to cut a corner. No need to make a custom shape.



Corner effect radius:

For boxes taking up large areas (over 25% of layout), use a larger corner radius.

.375" for this example.

Make it a double:

If the box is not bleeding off the edge, you can notch the top left and bottom right corners to draw the eye across the layout to the bottom corner.



Keep it single:

If you want to lead the eye straight down, don't notch the bottom right corner.

More octagons and triangles



Photo container

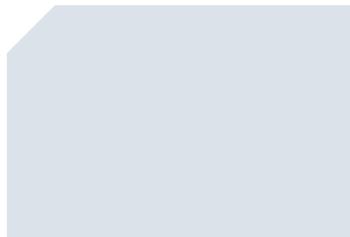
Put a photo in an octagon when the subject matter is something that ADT helps to protect, or if it's an image with something linked to ADT.

If you do a collage of images, create a pattern that keeps the octagon noticeable. Try using one photo behind a grid of shapes, or multiple images (as shown right).



Arrows, bullets and accents

When it makes sense to use a triangle as an accent, that is permissible. It's preferred over a square or circle—to keep things consistent.



"quote bubble"

- 1
- 2
- 3

Icons

Visuals available

For times when you need to highlight a few common security concepts and want to add a visual to make it a quicker read—use these icons.

Example:

 **24/7 monitoring**

 Professional installation

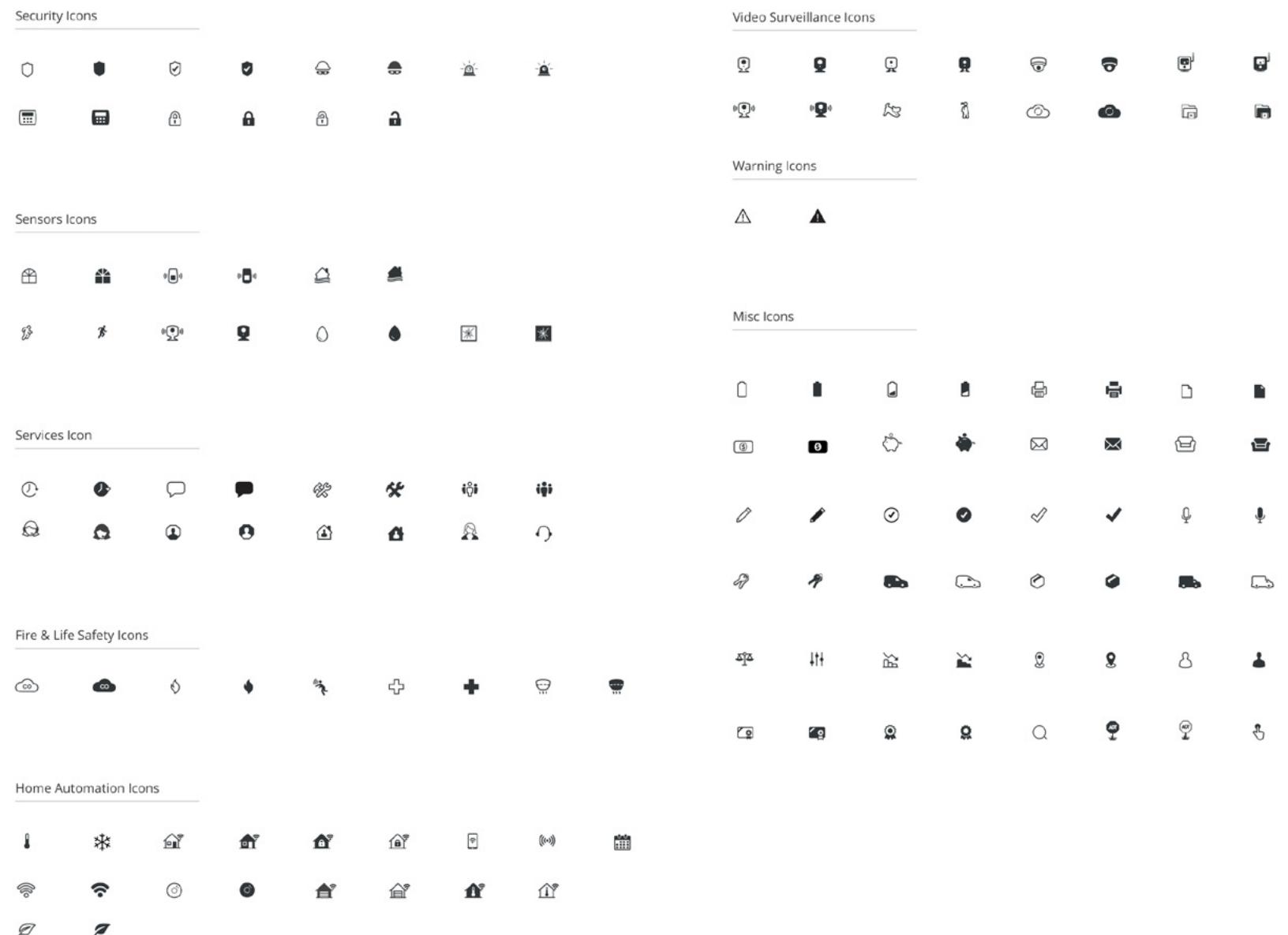
 Smoke and fire monitoring

 Remote home arming

 \$100* off

Icons available in Sketch format from the ADT digital team—exportable as EPS and PNG.

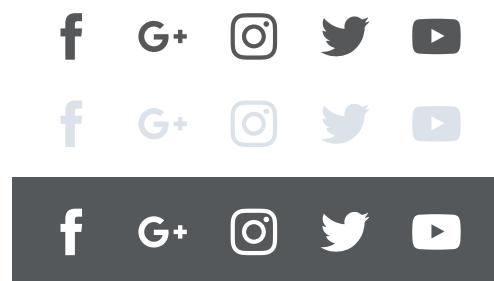
Request art: CreativeServices@adt.com



Social icons and seals

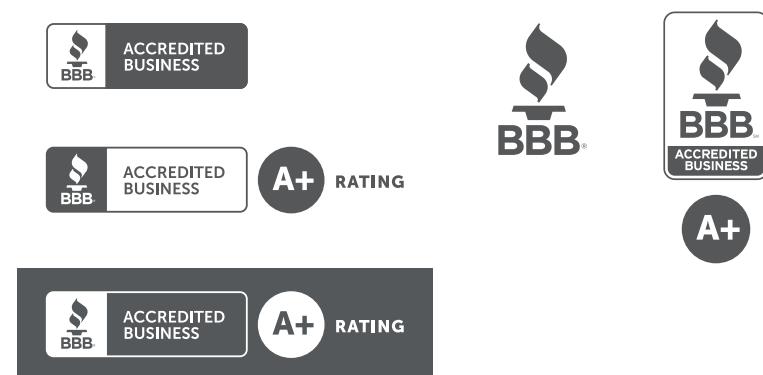
Social media icons

Show social icons in monotone, not using each individual brand color. We don't want other brand colors to compete with ours.



BBB seals

As of the revised date on cover of this brand atlas, we are accredited by the BBB with an A+ rating. Keep track of any materials with this rating since we'll need to update it if our rating changes.



Tagline: Feel Safe

At ADT, we recognize our customers lead busy lives. We focus on providing peace of mind so they can enjoy life: the little moments, the big moments; and the joy of living. Our message is that ADT is your everyday hero—strong in character, always compassionate in our actions and determined to be there when it matters most to help protect the people, property and networks our customers care about.

Feel Safe can be used as a complement to materials where we want to emphasize this message. Feel Safe with ADT.



Feel Safe



Feel Safe



#FeelSafe

Residential campaign

AUDIENCE: RESIDENTIAL FOCUS

Home Safe Home is part of the essence of the ADT brand. When you have ADT—home is with you, no matter where you are. Because with ADT, you have peace of mind.

The Home Safe Home messaging should be limited in use to national media brand communications, i.e. TV, Radio, digital.

Static



HOME SAFE HOME

Animated: When displayed preceding an ADT logo (ex. See video sequence)

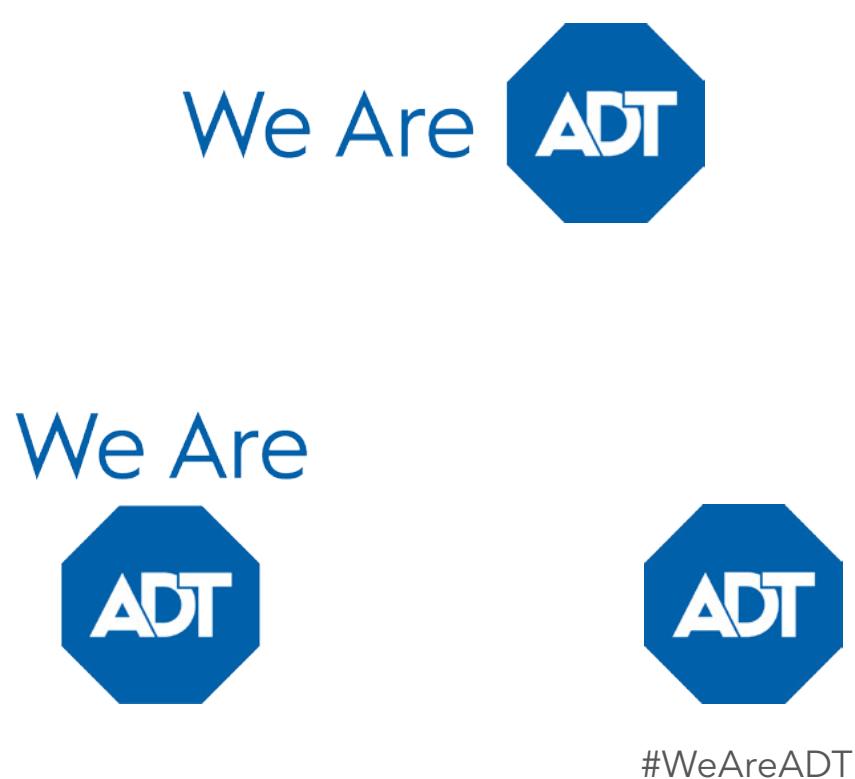


Internal campaign

Audience: Employees

#WeAreADT is used to describe ADT as an employer, and it is also used to show off our employee events. It embodies our entire company under one name: working together to deliver the ultimate customer experience, while also creating an engaged employee culture. Employees are encouraged to tag their work-related pictures on social media with [#WeAreADT](#) and can expect to see "We Are ADT" on digital and print media related to recruiting, culture, and overall engagement.

The hashtag #WeAreADT organizes posts on [Facebook](#), [Instagram](#) and [Twitter](#).





PHOTOGRAPHY



Photo guidelines

The purpose of all ADT photography is to further the brand message and tell the product story. The photographic style complements the ADT brand. It is fresh, smart, and modern. Imagery will feel real and honest. Sometimes it may be more urgent or product-centric. But always tastefully done and well-executed.

People photography

Models will seem like real people: attractive but authentic. They can help to establish the diversity of the ADT customer base in terms of ethnicity, age and lifestyle (mixed race couples, pet lovers, etc.)—busy living happy, energetic lives. They're engaged in real-life activities that showcase ADT products—activities customers can relate to.



Home

Lifestyle photography/video should portray authentic moments in our lives. The settings should be real spaces, not posed in front of green screens or composited backgrounds. Our subjects should be dressed in clothing that is not specific to region or season.

We should strive to capture small moments in someone's day instead of attempting to capture life's milestones—graduations, weddings, etc.

Appeal to these groups:

- Homeowners with kids
- Young couples with home
- Working professionals
- Retired living at home
- Small, medium and large business
- Not RVs, tiny homes, apartments, off the grid cabins.

RM

Rights managed photos need to be licensed per use—typically starting at a few thousand dollars each. Do NOT use without permission.

Only royalty-free images shown in this section.



Portraits

When telling a story about a particular person, or a first-hand account from one person's point of view, it's good to use a portrait. It's not always bad to have a photo where the person is looking at the camera. You want a portrait to connect the reader to the person in the story and tell something about them. They need to look like real, authentic people, not models.

Try to find photos that have the interesting details and natural lighting that helps make the photo look real, not staged with actors.



Don't



Too posed and cheesy fake smile. What is he happy about? Boring photo with no visual interest.

Too stereotypical and posed. Doesn't feel real and authentic.

Posed and fake. If your photo has laughter, it should feel like you just captured a real moment.

Posed with a fake smile just for the camera.

Business

Show interesting photos that capture personality. Businesses aren't void of personal details. We want to connect with the human-side of their business and remind them that we are protecting lives. It's not just hardware for a building.

Be aware who your target is and be sure to show the right scale of business. For example: If targeting a national account retail store, don't show a local bicycle shop cover photo.

Three different audiences:

- Small and medium (SMB)
- Commercial
- National accounts



Don't



Too generic. Just says "business" and not much else.



Too posed and fake.



Too posed and looks like a stock photo, not a real person.



Too posed and fake.



Too generic. Not interesting to see someone on a tablet or phone.



Too generic. Not interesting to see someone on a tablet or phone.

Avoid

We want customers to see people like themselves—people they can relate to—using our products. Staged scenarios take away from this lifestyle vibe and poor executions distract from our products and message.

Signs of a bad photo:

- Feels staged or unnatural
- Poorly lit or has distracting effects
- Appears dated
- Overly retouched
- Poorly cropped
- Too general (like a handshake or a cell phone or tablet in someone's hand)

X Don't





VIDEO GUIDELINES



Video breakdown

INTRODUCTIONS

Brand and message

Intros should be simple and clearly convey our brand message in the initial portion of a video.

Our goal

Our goal is to peak the viewer's attention so they recognize our brand quickly.

CLOSINGS

Brand and call to action

Closings should be kept simple and provide a clear call to action, while reinforcing our branding.

Our goal

Our goal is to conclude the video and provide a call to action for our viewers.

Legal

See legal section for required copyright, legal and licensing boilerplate copy.



Changing the battery in your motion detector

<https://www.youtube.com/watch?v=PVf6L4kYslg&t=1s>

Avoid false security alarms by testing regularly

<https://www.youtube.com/watch?v=JTEjxgg4Dk&t=1s>

TRANSITIONS

Clean and simple

Scene transitions should be simplistic so as not to detract from our content. The Crossfade, Dip to White, or Dip to Black effects work for transitioning between video clips. If a more drastic transition is needed, use a simple solid scene transition from the Animation Composer transition pack link below.

Download Animation Composer
(for After Effects)

misterhorse.tv

Purchase simple solid scene transitions pack

misterhorse.tv/store/products/simple-solid-scene-transitions-pack/2014

Smooth transitions

The smooth transition pack linked below provides a variety of transitions that you can utilize in your productions. Use of the **Cross dissolve transition** that is built into Premiere Pro is another standard as it provides a nice clean fade into the next clip.

Smooth transition pack
(for Premiere Pro)

<https://sellfy.com/p/OBvu/>



Animation style

Simple and refined

Our animation style is simple and efficient. Graphics and typography should be animated in a way that does not detract from the information being provided. In most cases, an opacity fade alone or combined with a position animation is perfect. For efficiency, Animation Composer can quickly apply preset animations to type and graphics.

Download Animation Composer
(for After Effects)

misterhorse.tv



Animation examples

Millennial anxiety relief comes from feeling personal & physical safety

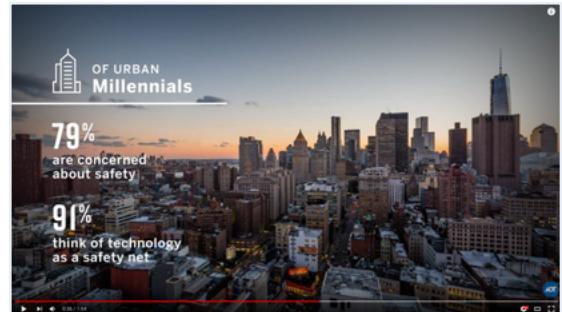
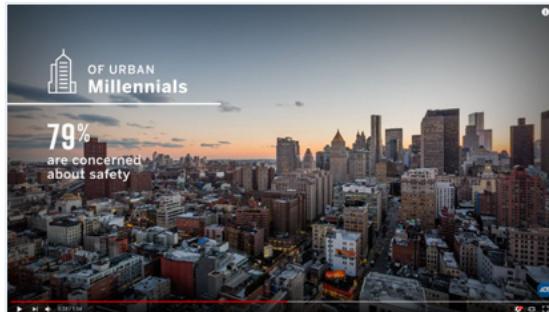
<https://youtu.be/7qQiAYCId0Y>

ADT Pulse app & pulse portal interactive

<https://youtu.be/lfyCMKir-Fc>

GPS watch for kids and students offers them a personal security alarm—ADT + Samsung Gear

<https://youtu.be/JD9zhFZ1KO8>



Breathing Imagery

Specific to video is a visual style called breathing imagery. To capture breathing imagery, refrain from filming lots of movement within the frame. Instead, select one element within the frame to move subtly—hair blowing in the wind, thermostat numbers changing.

Sound design

Background tracks

When selecting music to accompany your video production, there are a few things to keep in mind. The most important is that you select only royalty-free music.

Your background track should match the feeling of the information being conveyed. In many cases, impact can be heightened by timing your cuts and animations to the rhythm of the music.

Sources:

www.pond5.com or www.audiojungle.net

Examples URLs for background tracks:

Avoid false security alarms by testing regularly
<https://youtu.be/JTEjxgg4Dk>

Changing the battery in your motion detector
<https://youtu.be/PVf6L4kYslg>

GPS watch for kids and students
<https://youtu.be/JD9zhFZ1KO8>

ADT Pulse app and Pulse portal interactive
<https://youtu.be/lfyCMKir-Fc>

Voiceovers

Voiceovers should be easy to understand. The voice actors tone should reflect the copy they are narrating.

In a walk-through, for example, you may choose a voice that is patient and easy to follow. Speaking about a product? It could make sense to choose a slightly more authoritative voice to list features and benefits.

Recommended vendor for VO

(can use others as well)

www.voicetalentnow.com

Sound effects

Sound effects can be used to increase the impact of a particular action or animation. Avoid overuse as this can distract from the content.

Examples:

Troubleshooting your Wi-Fi camera
<https://youtu.be/cLZPeW9Y1jc>

Millennial anxiety infographic
<https://youtu.be/7qQiAYCld0Y>



Resources

Stock photos and video

ADT has a subscription to Getty and frequently purchases royalty-free images here.

www.gettyimages.com

Stock audio

www.pond5.com

market.envato.com

Voiceovers

www.voicetalentnow.com

Templates and more

www.envato.com

Animation plugin

www.misterhorse.tv

Public ADT examples

ADT Pulse app & Pulse portal interactive
<https://youtu.be/lfyCMKir-Fc>

ADT + Samsung Gear for active users
<https://youtu.be/99zTYm3N9iE>

Panic button offers professional a personal safety device by ADT + Samsung gear
https://youtu.be/v_Gt9sH2BFk

Changing your motion detector's batteries
<https://youtu.be/QasL0bLD7al>

Millennial anxiety relief comes from feeling personal & physical safety
<https://youtu.be/7qQiAYCl0Y>

GPS watch for kids & students offers them a personal security alarm—ADT + Samsung gear
<https://youtu.be/JD9zhFZ1KO8>

Internal use ADT examples

USAA culture refresh R1
<https://youtu.be/njGB1quwRWg>

RBI summer sales contest
https://youtu.be/VAfwYK_Kmzw

National Night Out launch video
<https://youtu.be/VNwQVO1RCGU>



LEGAL



Standard copyright and licensing

See latest legal examples online here: <https://www.adt.com/about-adt/legal>

Please note: Font should be no smaller than 7pt and no lighter than 40% black. MS must be on its own line, bolded and 1 pt font larger than the rest.

ADT LEGAL

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MS 15019511.

CO-BRANDED LEGAL

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NC Licensed by the Alarm Systems Licensing Board of the State of North Carolina, 7535P2, 7561P2, 7562P10, 7563P7, 7565P1, 7566P9, 7564P4; NY 12000305615; PA 090797;

MS 15019511.

CYBER LEGAL

Please note: The Statement of Good IT Practices MUST appear before the cyber legal.

Cyber IT statement of good practices

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. No IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. Protection 1/ADT products and services are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective in ensuring network security and regulatory compliance. Protection 1/ADT does not warrant that its products and services are immune from the malicious or illegal conduct of any party. Protection 1/ADT products and services are designed to protect your information from the average computer user.

are designed to protect your information from the average computer user.

Complete cyber legal with IT statement and licensing

Statement of Good Security Practices: IT system security involves protecting systems and information through prevention, detection and response to improper access from within and outside your enterprise. No IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. Protection 1/ADT products and services are designed to be part of a comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products or services to be most effective in ensuring network security and regulatory compliance. Protection 1/ADT does not warrant that its products and services are immune from the malicious or illegal conduct of any party. Protection 1/ADT products and services are designed to protect your information from the average computer user.

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LONG FORM LICENSING FOR BOTH ADT AND PROTECTION 1

This must appear on all TV commercials.

License Information: AL Complaints against licensees may be directed to the Alabama Electronic Security Board of Licensure, 7956 Vaughn Rd., Montgomery 36116, (334) 264-9388; AK 37950, 5520 Lake Otis Pkwy., Anchorage, AK 99507; AR E12-041, Regulated by Arkansas Bd. of Private Investigators & Private Security Agencies, #1 State Police Plaza Dr., Little Rock, AR 72209, (501) 618-8600; CA ACO7155, Alarm Company Operators are licensed and regulated by the Bureau of Security & Investigative Services, Dept. of Consumer Affairs, Sacramento, CA 95814, PPO1723, 974443; CT ELC.0106069-L5, HIC.0647782, NHC.0014583; DC DMS902349; FL EF0001121; GA LVA205939, 205519, 205326, 205572, 205679, 205878, LVU406440, 405673, 004349; HI CT-32297; ID ELE-SC-2643; IL 124001792; LA F1639, F1654, F1643, F1640; MA 172C; MI 3601207111, -4182 Pier North Dr. Ste. D, Flint, MI 48504, A-0378; MN TS650251; NC 7535P2, 7561P2, 7562P10, 7563P7, 7565P1, 7566P9, 7564P4, Alarm Systems Licensing Bd., 4901 Glenwood Ave., Ste 200, Raleigh, NC 27612 (919) 788-5320; NJ Electrical Contractor Lic. #'s 34FA00140500, 34BA00179000, 200 East Park, Ste. 200, Mt. Laurel, NJ 08054; NM 17-0040; NV 0077105; 1728; NY 12000305615, Licensed by NYS Dept. of State; OH 50-18-0018, 50-25-0023; 50-29-0003; 50-31-0014; 50-48-0008; 50-50-0005; 50-76-0006; 50-89-0016, 53-89-

1726; OK 1995; OR 196560; PA Pennsylvania Home Improvement Contractor Registration Number: PA090797; RI 35683, AFC-9179 and BF-10022; TN ACC-1688, 1689, 1690, 1691, 1692, 1693, 1694, 1695, 1696; TX B17944-1817 W. Braker Ln. Ste. 400, Austin 78758 - Texas Private Security Bureau, 5805 N. Lamar Blvd., Austin 78752, O756553, B285, UT8289653-6501 VA 11-7348; 11-7345; 11-7354; 11-7351; 11-7900; 11-7598; 11-8205; 2705147728 Class B Contractor Classification ESC; WA ADTLLL881DO, 11824 N. Creek Pkwy. #105, Bothell, WA 98011; WV O49758

MS 15019511.

Legal guidelines

If you have marketing legal compliance questions, please contact MDiGiorgio@ADT.com

Offers need legal

Every time you show a price, you need to add in legal details and short form licensing. See next pages for a few standard ADT offers and their associated legal terms.

Close proximity legal

When displaying an offer, you must place legal disclaimers close to the offer in creative.

Complete disclaimer

The full legal details will need to go at the bottom of the page or back of brochure with full details.

Even on a banner ad?

Yes, you always need at least the close proximity legal.

Don't make promises we can't enforce in court

See [Copy standards](#) for details

Approval process

The standard legal approval process takes five business days to review and supply edits to creative.

No FREE systems

We do not offer a free system since our professionally installed systems are the property of ADT, even after we install them. Only use "free" language if you are 100% sure legal has approved it since it's not a standard offer.

Brand claims

COMPANY STATS AND CLAIMS

Years in business can be referred to as either:

- Over 140 years of being focused on security
- 143 years (as of September 2017)

A+ Better Business Bureau rating

Serving over 8 million homes and businesses

Over 2 million Pulse® customers

note: as of May 2017

Over 200 U.S. offices

note: as of May 2017

20 Canada offices

note: as of May 2017, received from PR

AWARDS

SDM Magazine:
#1 Security Company of 2016

Source: <http://www.sdmmag.com/2016-SDM-100-Rankings>

2016 Consumers Digest Best Buy Award

Source: Consumer's Digest contract

2017 Shorty Award:
User-Generated Content

Source: <http://shortyawards.com/9th/winners>

2013 Sammy Awards:
Best Broadcast Advertisement

Women's Choice Award: Most Recommended Security System

Source: [https://www.womenschoiceaward.com/best-home/security-system/](https://www.womenschoiceaward.com/best-home-security-system/)

OUR PEOPLE

We have over 18,000 employees,
18,310 as of May 2017

Source: Ryan Chiplock, Workforce analyst at ADT

Average tenure of our monitoring center operators is 5 years

Source: Ryan Chiplock, Workforce analyst at ADT

Average tenure of our installers/ technicians is over 9 years

Source: Ryan Chiplock, Workforce analyst at ADT

We perform 10-year background checks on our sales reps, technicians and service reps, at federal, state and county levels.

Source: Ryan Chiplock, Workforce analyst at ADT, approved verbiage by legal 6/8/2017

AWARENESS

Over 8 million customers

10 monitoring centers across North America

Source: Tom Nakatani, Vice President, IT of ADT

6 redundant and UL Certified monitoring and customer support centers across the U.S.

Our six nationwide customer monitoring centers are operated by state-of-the-art technology backed by powerful equipment communication links.

Source: Tom Nakatani, Vice President, IT of ADT and <https://www.adt.com/our-difference>

Over 436 million Pulse® video clips captured since 2010

Source: ADT Pulse infographic, legally approved in March of 2017

Over 94 million Pulse® text and email event notifications sent

Source: ADT Pulse infographic, legally approved in March of 2017

Over 14 million doors locked since 2010 with the Pulse® system

Source: ADT Pulse infographic, legally approved in March of 2017

Since 2010, over 18 million lights have been adjusted or turned on through the Pulse® system

Source: ADT Pulse infographic, legally approved in March of 2017

Over 230 authorized dealers

Source: Kim Banz, ADT

95% brand recognition in the marketplace

Source: ADT Brand Study by Harris Insights & Analytics, 2017

When asked, "Who is the best brand for security?" nearly 50% answer "ADT"

For purposes of comparison, the next "best brand" is named less than 5% of the time

Source: ADT Brand Study by Harris Insights & Analytics, 2017

CUSTOMER SERVICE

ADT is available for any question 24/7/365

Some of our competitors have "hours of operation"—often Monday through Friday 9-5 for customer support

ADT handles approximately 15 million alarms per year

That's 28 alarms per minute—24 hours a day, 365 days a year

Source: Jason Shockley, Vice-President of Communications and ADT Care Team member Jason Martin.

ADT PROMISES AND OFFERS

Theft protection guarantee

Up to \$500 reimbursement in the even a burglary occurs while the system is armed

*The Customer presenting ADT with this ORIGINAL CERTIFICATE will be eligible to receive a reimbursement of up to five hundred dollars (\$500) of Customer's homeowners insurance deductible (if any) if, and only if, ALL of the following requirements are met to ADT's reasonable satisfaction: (i) the property loss was the result of a burglary that took place while the security system installed at Customer's protected premises was in good working order and was "on," and while all of Customer's doors and windows were locked; and (ii) the intruder entered the residence through a door, window or other area equipped with an ADT detection device, and such detection device was not "bypassed"; and (iii) Customer is not in any way in default under the ADT Residential Systems Customer's Order; and (iv) Customer files a written claim with their homeowners insurance company, and such claim is not rejected or otherwise contested by the insurer; and (v)

Customer reports the burglary loss to the appropriate police department and obtains a written police report; and (vi) Customer provides ADT with copies of the insurance claim report, the police report within sixty (60) days of the property loss and proof of settlement by insurance carrier; and (vii) Customer certifies in writing to ADT (by signing this ORIGINAL CERTIFICATE and presenting it to ADT within sixty [60] days of the property loss) that all of the foregoing requirements have been satisfied. Customer understands that presentation of this ORIGINAL CERTIFICATE signed by Customer is required and understands that ADT reserves the right to reject any application for reimbursement that does not comply with ALL of the requirements. Photocopies or other reproductions of this Certificate will NOT be accepted. By signing below, Customer certifies to ADT that all of the foregoing requirements have been satisfied.

Source: <https://www.adt.com/our-difference>

Homeowners insurance certificate

Having ADT monitored security service may help you save on your homeowners insurance*

*Some insurance companies offer discounts on homeowners insurance. Please consult your insurance company.

Source: <https://www.adt.com/our-difference>

ADT Money-Back Guarantee

If we are unable to provide a solution within six months of installation, we will refund the system installation price and pay all monitoring fees after we have attempted to resolve concerns

*If during the six months following installation we are unable to resolve any installation/service-related concern, we will refund the installation charge and/or any monitoring fees paid after we have attempted to resolve your concerns. Subject to the terms and conditions of the Residential Services Contract between you and ADT Security Services.

Source: <https://www.adt.com/our-difference>

Mover's Security Guarantee

Mover's Guarantee provides you with special discounts on ADT security for your new home, 25% off additional sensors and more.

*Certain restrictions apply. To qualify for the Mover's Package Guarantee, you must be a current or former ADT customer who has had active ADT contract monitored service for two years (24 months), and your ADT account must be in good standing, or have been in good standing when you left ADT. Offer valid for two (2) years following cancellation of ADT service in your prior home. 36-month monitoring agreement required at the then-prevailing monthly monitoring rate (24-month in CA). ADT may substitute a comparable home security system package. Local permit fees may be required. Satisfactory credit history required. Additional fees required for some services. All relocation credits are only valid toward purchase of new equipment. Credits may not be applied for any other purpose. Maximum allowable discount on any ADT security system or protection package is \$349 and 25% discount valid on purchase amounts up to \$1600 (maximum discount not to exceed \$400), total discount not to exceed \$749. Offer not applicable to system/services purchased from ADT Authorized Dealer(s).

Source: <https://www.adt.com/our-difference>



Photo, video, audio and statement release form

Date: _____

Company: _____

Customer Name: _____

Street Address: _____

Street Address 2: _____

City, State, Zip Code: _____

By signing this release form, I hereby authorize ADT LLC to distribute my images, audio and/or video clips, and statements.

I understand that, at ADT LLC sole discretion, ADT LLC may use these images, audio and/or video clips and statements both internally and externally for communications, marketing or other promotional purposes.

I understand that if I am contacted by any third parties regarding my experience with ADT products and services and I have, in fact, been compensated by ADT, I will notify such third parties that I received consideration from ADT in the form of

_____ to make the statements, images, audio and/or video clips that are subject to this release form.

Further, I will notify ADT, within fourteen (14) days, of any such publication of any of my statements regarding ADT products and services and the precise locations where my statements reside.

Print Name: _____

Signature: _____ Date: _____

Brand in use

EXAMPLES COMING SOON...

Email signature

Business Cards

Fleet

Stationery

Website/landing pages

Packaging

App: ADT Go

Samsung Gear

Samsung SmartThings

and more...



QUESTIONS?

CreativeServices@adt.com

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MS 15019511.

RGB Version