



Brand Guidelines



Using this guide

For our marketing organization and our partners, protecting what we value most means protecting our most valuable asset: the ADT brand.

We designed these brand guidelines specifically to align with and reflect our product innovations, as well as the broader promise of our brand. And to make it easier for everyone who creates and produces materials to consistently represent – and thus protect – the ADT brand.



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Strategy

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Who We Are

In our world, time is about safety.

It's family and friends.

It's peace of mind.

It's the difference maker.

Because in our world, every second counts.

A blink of an eye can be the difference between calm and chaos.

A single second can be a fine line between
an everyday moment and a life-changing moment.

And when every second counts, would you settle for second best?

We are the pioneers, the trailblazers.

Our past informs the innovation of the future.

We treat every hour like it's the eleventh hour.

We treat your safety as our priority,

86,400 seconds a day, every day of the year, forever.

When Every Second Counts, Count on ADT.



Principles

Our principles form the core of who we are as a brand. They are the things that define us and distinguish us from our competitors.



01

UNRIVALED SAFETY

ADT was founded with the spirit of safety, and we will continue to own safety unapologetically. We will continue to be the most trusted leader in security by illustrating that everything we do is in service of keeping our customers safe.



02

INNOVATION

Build on the foundation of our safety leadership by featuring our innovative portfolio to firmly establish ADT as a major player in smart home and consumers' evolving definition of safety.



03

PREMIUM EXPERIENCE

Deliver peace of mind by making it easier for consumers to get ADT and help stay protected.



04

COMMUNITY IMPACT

Establish ADT as a force for good in our communities to show our higher purpose of making sure everyone feels safe.



Brand Platform

While many focus on what ADT helps protect you from, When Every Second Counts (WESC) is about what we're helping protect you for.

WESC, our brand platform, serves as the foundation for ADT's comprehensive messaging strategy and design execution. It provides the framework within which we develop and implement campaigns like In One Second.

IT'S OUR ETHOS.

WESC is more than a tagline. It encapsulates our dual role: combating the threats that lurk in the shadows and nurturing the peace of mind that allows life's best moments to flourish.

IT EMBRACES THE TENSION BETWEEN FUD & YOLO.

Our brand platform showcases how ADT does more than just exist in the middle of this duality (Fear Uncertainty Doubt and You Only Live Once); we are the bridge that connects safety with peace, ensuring that every second is not just safe, but meaningful.

When Every Second Counts, Count on ADT.

OUR BRAND PLATFORM



Anatomy of WESC

This simple diagram explains our platform. Use it to help put WESC in context and create compelling engagements in exciting and unexpected ways.

ADT is the bridge that connects safety with peace, ensuring that every second is not just safe but also meaningful.

OUR OPPORTUNITY

Show that no one values time more than ADT

When Every Second Counts

All of life's big and small moments
(good/bad, happy/sad, scared/relieved)

OUR OPPORTUNITY

Demonstrate we've been there through all these moments, whether recognized or not

A moment in time; one breath.

OUR OPPORTUNITY

Show the significance of a single second

Making an impact and a real difference

OUR OPPORTUNITY

Celebrate the outcomes



Content Strategy

When creating content, we aim to drive deeper connections with consumers, fostering familiarity and favorable consideration for ADT.

Executorial Tenets

CREATE VALUE

Create valuable, entertaining, and desired content that is relevant to the brand and genuinely useful to a specific person so that they become obsessed with ADT.

CREATE ACTIONS

Know your audience and talk to them specifically to spark emotions that will drive action and/or engagement with the brand.

CUSTOMER FIRST

We publish with intention, offering consumer-first content that is unique to ADT. We enrich the follower's experience by giving them insight into our flavor of security. We spark conversation, inspire and inform, and showcase and educate on the best that ADT has to offer.

BE A THOUGHT LEADER

We showcase our expertise in and out of the industry to guide, inspire, innovate, and influence others, allowing our credibility to shine through our expertise. This will help us shift the perception of our consumers and help build confidence in ADT.

Messaging

Our four strategic pillars serve as the North Star for our brand's messaging.

UNRIVALED SAFETY

Unapologetically own safety as the most trusted security brand.

INNOVATION

Secure ADT as a major player in smart home and the evolving definition of safety.

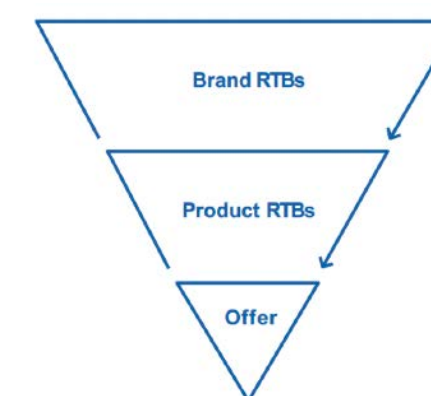
PREMIUM EXPERIENCE

Deliver peace of mind by making it easier for consumers to get and stay protected.

COMMUNITY IMPACT

Establish ADT as a force for good in communities to show our higher purpose of making sure everyone feels safe.

Execute data-driven, full-funnel messaging emphasizing compelling RTBs that showcase the ADT Advantage at the right point in the user's consideration journey.



Creative Tenets

LIFESTYLE EMPOWERMENT

We create content that reflects the high-quality and personal nature of our brand and service. Aspirational yet authentic, our content highlights the peace of mind and freedom of choosing ADT. It allows our customers to feel empowered to live fearlessly, embrace possibilities and unlock the true freedom of feeling secure with ADT.

NATIVE CONTENT

We tailor every piece of content to the channel, considering audience and timing and ensuring diversity among our feeds. Our customers should understand our content without additional context. Copy is not the sole method of communicating a message.

FOLLOW BEST PRACTICES

Know your platform and channel, know your audience, and know your format. Tailor our content format to each execution's unique strengths and target audience preferences. Ensure every piece of content aligns with the channel or platform's specific technical specifications.

POLISHED, BUT NOT TOO MUCH

Polished videos and visuals that feel authentic AND relatable BUT never overproduced, showcasing real people living their best lives with peace of mind and utilizing on-screen text when relevant. It's OK to leverage user-generated content and influencer partnerships to build authenticity and trust.



Voice

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Overview

Our distinct brand voice defines how we communicate through words to our audience. It is an essential element of our brand expression.

After 150 years, we've seen it all. That perspective has made us **confidently optimistic** in how we speak. It's the type of confidence that reassures others and the kind of optimism earned from knowing it's all going to be OK.

We empathetically listen to others while empowering them with the knowledge they need, helping them achieve greater peace of mind.



Attributes

These voice attributes provide helpful guardrails for crafting authentic brand messages in our tone of voice. Use them to check your writing when creating for the ADT brand.

WHO WE ARE

Confident
Knowledgeable
Optimistic
Empowering
Empathetic

WHO WE AREN'T

Arrogant
Know-It-All
Cynical
Discouraging
Insensitive



Tone

We're a brand that's empowering, empathetic, optimistic, confident and knowledgeable. Follow these guidelines when writing and assessing brand communications.

TONAL GUIDELINES

- We don't shout visually or in copy.
- We are calm, collected and patient; we don't rush customer decisions.
- We only use all caps or bold type when absolutely necessary and never both at the same time.
The only exception is when using FREE in lower-funnel assets.
- We convey urgency with strong writing.
- We write in a simple and knowledgeable fashion.
- We are aspirational.
- We lead with our service and product benefits (not pricing).
- We never just talk about products; it's always service and products.



Approach

It isn't enough to tell our customers and prospects what our services and products are. To truly get across the our value, we need to tell them what our services and products do for them on a daily basis and how that can make them feel.

We help people get ready for bed, set the mood for a dinner party and travel worry-free. These are the types of true value our services and products provide.

We write
benefit-driven
copy, not
feature-driven

OUR APPROACH

Examples

These are examples from recent campaigns that bring our brand voice to life. Writing for the brand should strive for this type of aspirational yet relatable benefit-driven copy.

IN ONE SECOND

One second she can't walk,
and the next ... she can't stop.

One second you're single,
and the next you don't want to be.

One second it's a pipe dream,
the next it's a dream come true.

One second you don't have kids,
and the next ... you kind of do.

One second you feel safe,
and then ... well ... you still do.

When Every Second Counts, Count on ADT.





Visual Identity

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Brand Shape



Our core brand shape forms the foundation of our visual identity.

We extend our brand beyond a simple logo and put the octagon to work as part of a dynamic visual language that expresses our brand platform.





The ADT Octagon

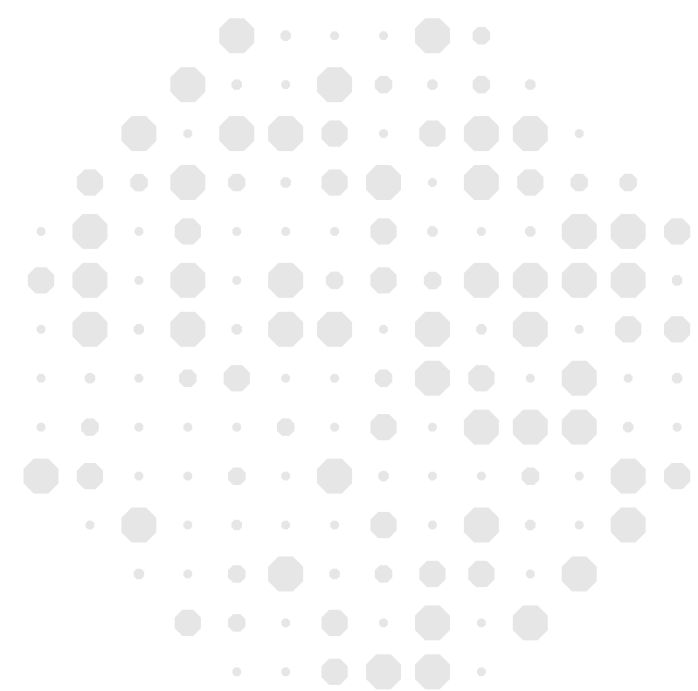
Our visual identity starts with our most recognizable visual element: the ADT Octagon.

Our brand shape represents that one second. When multiplied in varying sizes and arrangements, it begins to tell the story of ADT being there for each moment, protecting you for those moments that matter most in your life.

From this simple, iconic shape, we create a memorable and distinct visual language.



One second



Becomes a minute



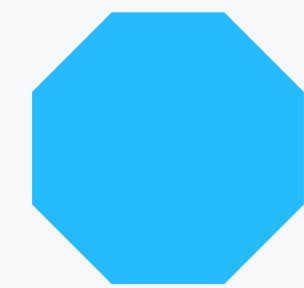
That time becomes moments that define us

A VISUAL
LANGUAGE
THAT CAPTURES
THE MOMENTS
OF
LIFE



● small moments

[And the Moments in Between]



MAJOR MOMENTS

When
Every
Second
Counts



Count
on ADT.



Graphic Devices

Overview

We build on the equity of our core brand shape in two primary ways:

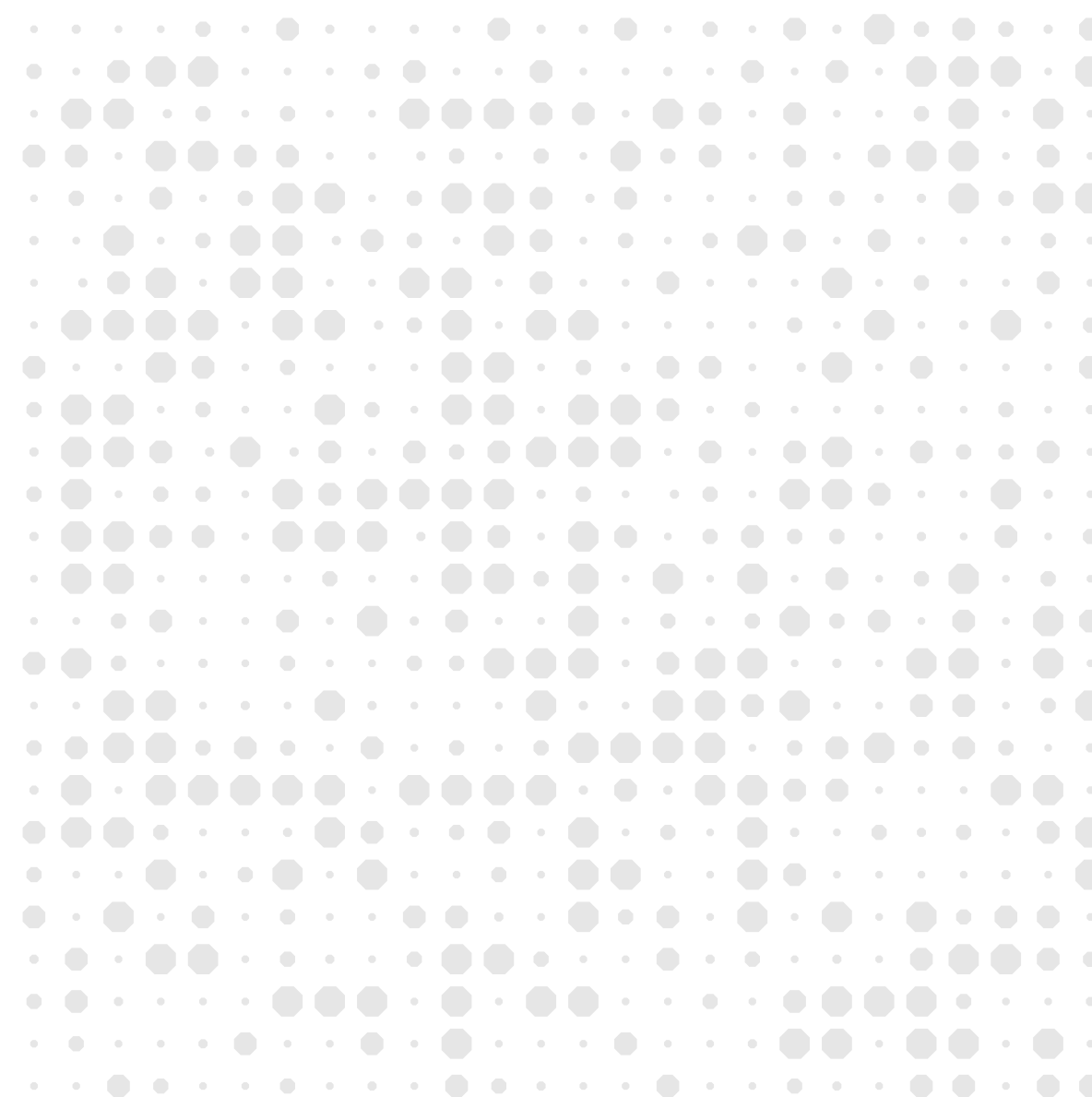
1. PATTERN: The Moment Grid
2. SUPERGRAPHIC: Octagon Hub

PATTERN

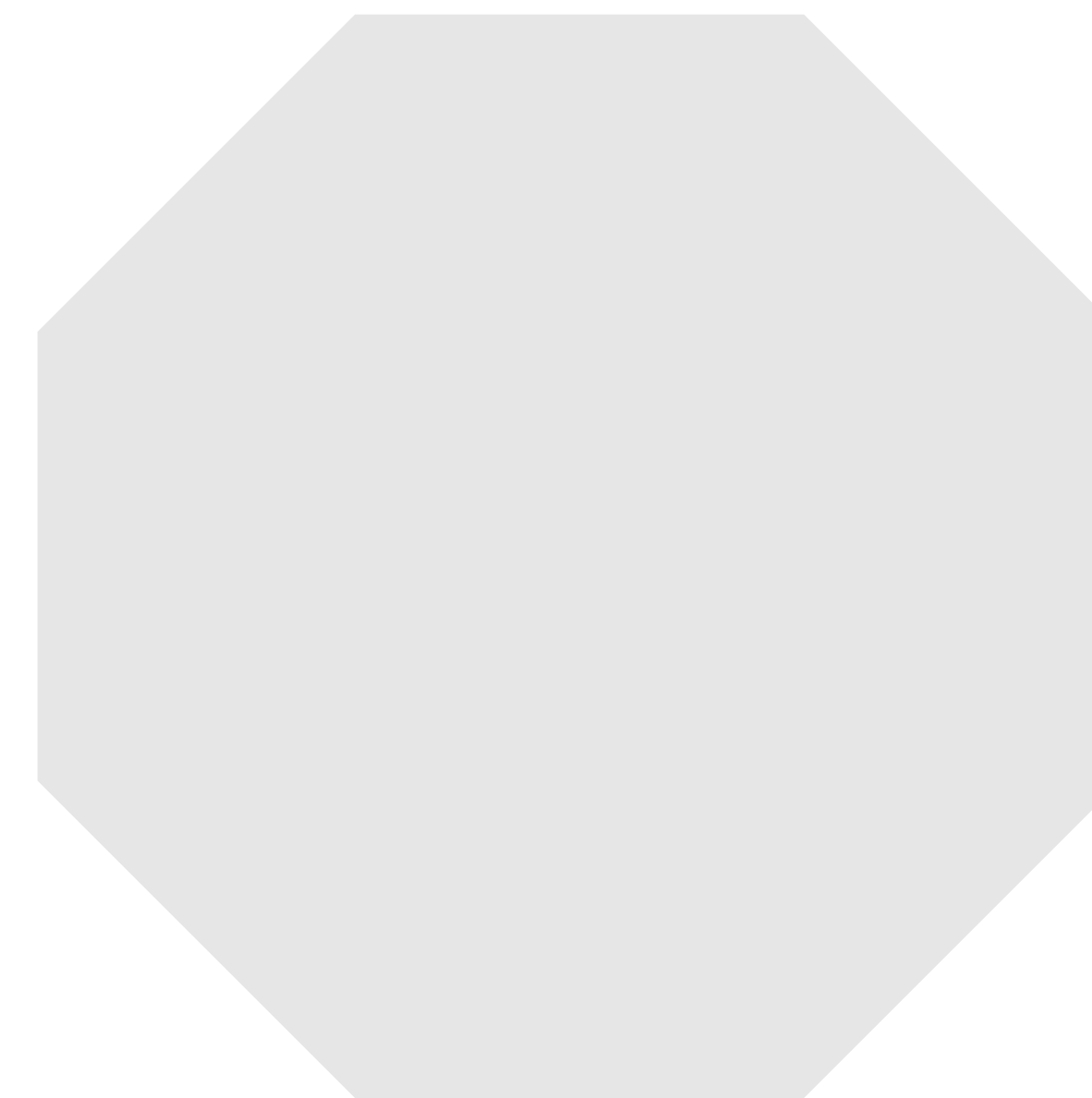
The Moment Grid pattern is a dynamic grid of octagons of varying size. It represents the changing moments of life. It is a flexible element that can be used as a full background element or as various lines and shapes.

SUPERGRAPHIC

The Octagon Hub supergraphic is a holding shape for brand photography, colors or other elements. It highlights those important moments of life and serves as a visual anchor that is immediately recognizable.



01 PATTERN



02 SUPERGRAPHIC

The Moment Grid

The grid serves as the foundation for singular brand shapes to combine to form texture, patterns or other graphic expressions.

Our brand pattern acts a connection point between our brand and our platform, visually communicating that ADT is there every moment.



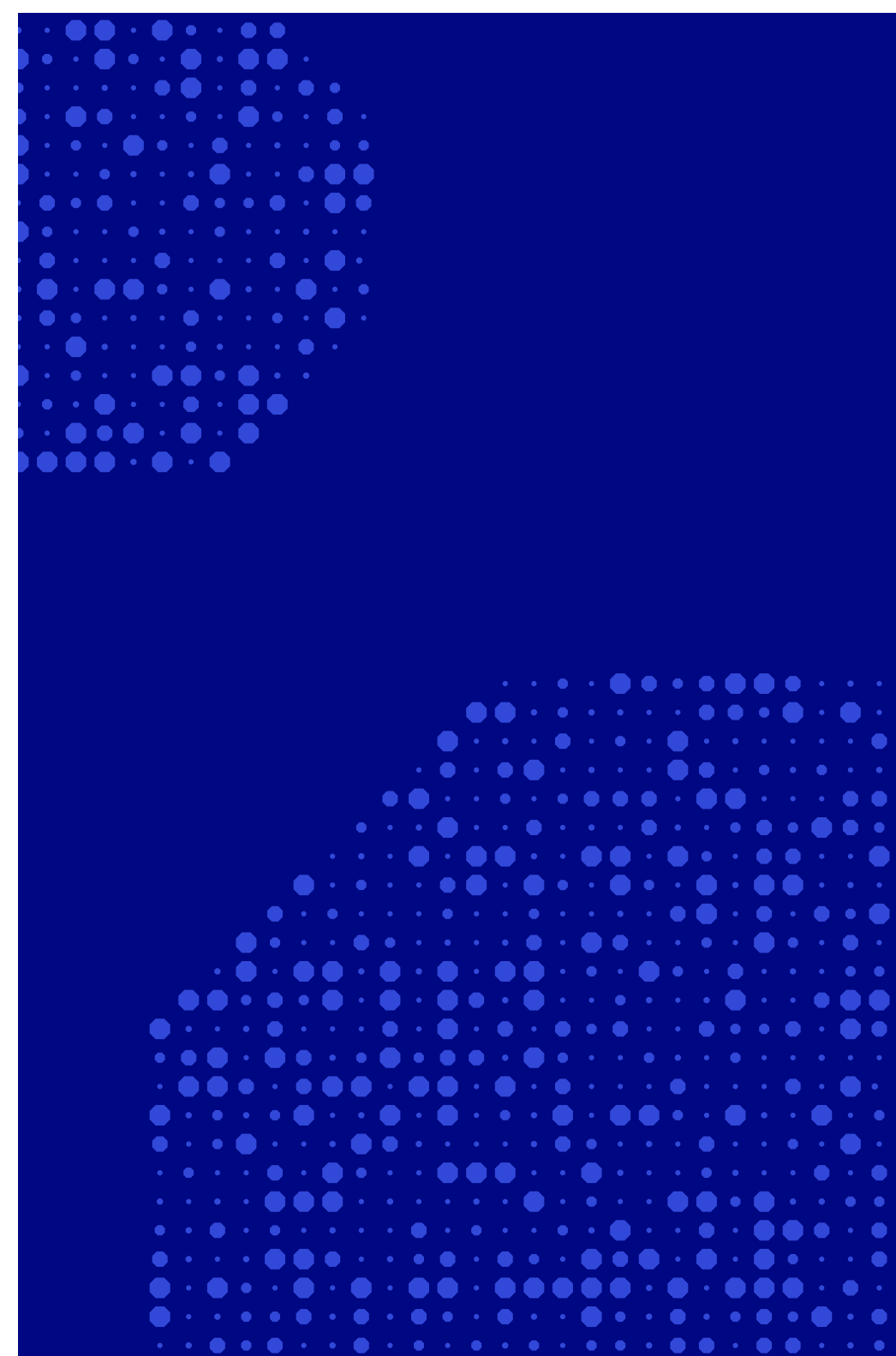


Usage Examples

This arrangement of brand shapes provides endless opportunities to visually communicate our platform's message. Below are just a few examples of how this brand asset can be used.



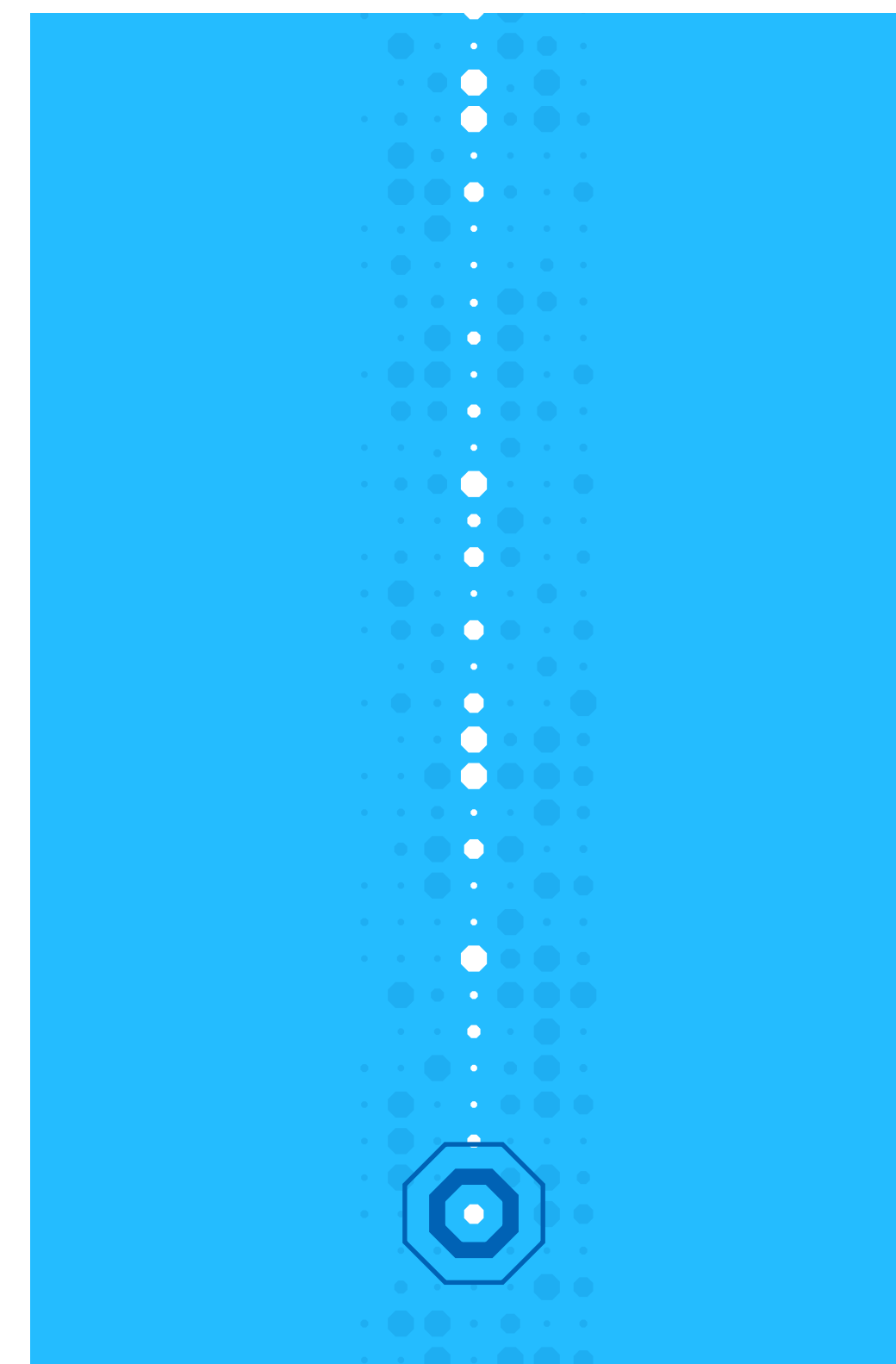
LINEAR
Sequence of blocks and lines suggesting progress and the passage of time.



SHAPE
Forming our most recognizable visual element: the ADT Octagon.



ANGLE
Creating dynamic brand layouts using 45-degree angles derived from our core shape.

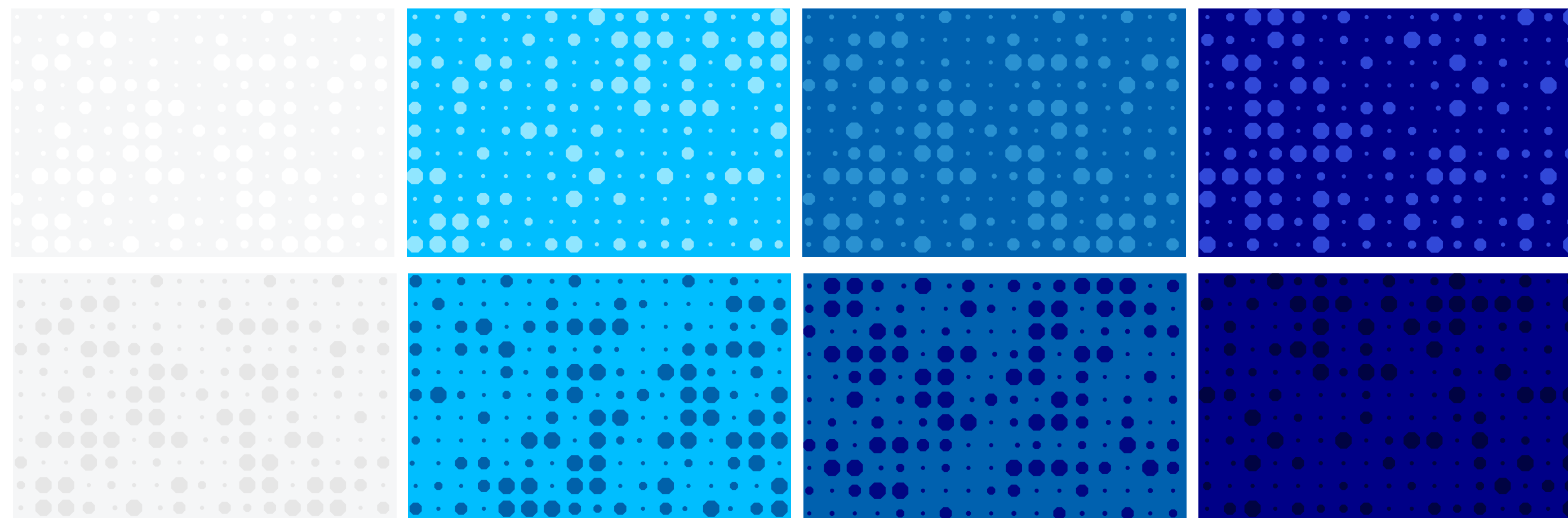


MOTION
Highlighting individual octagons and sequences of octagons in motion applications.

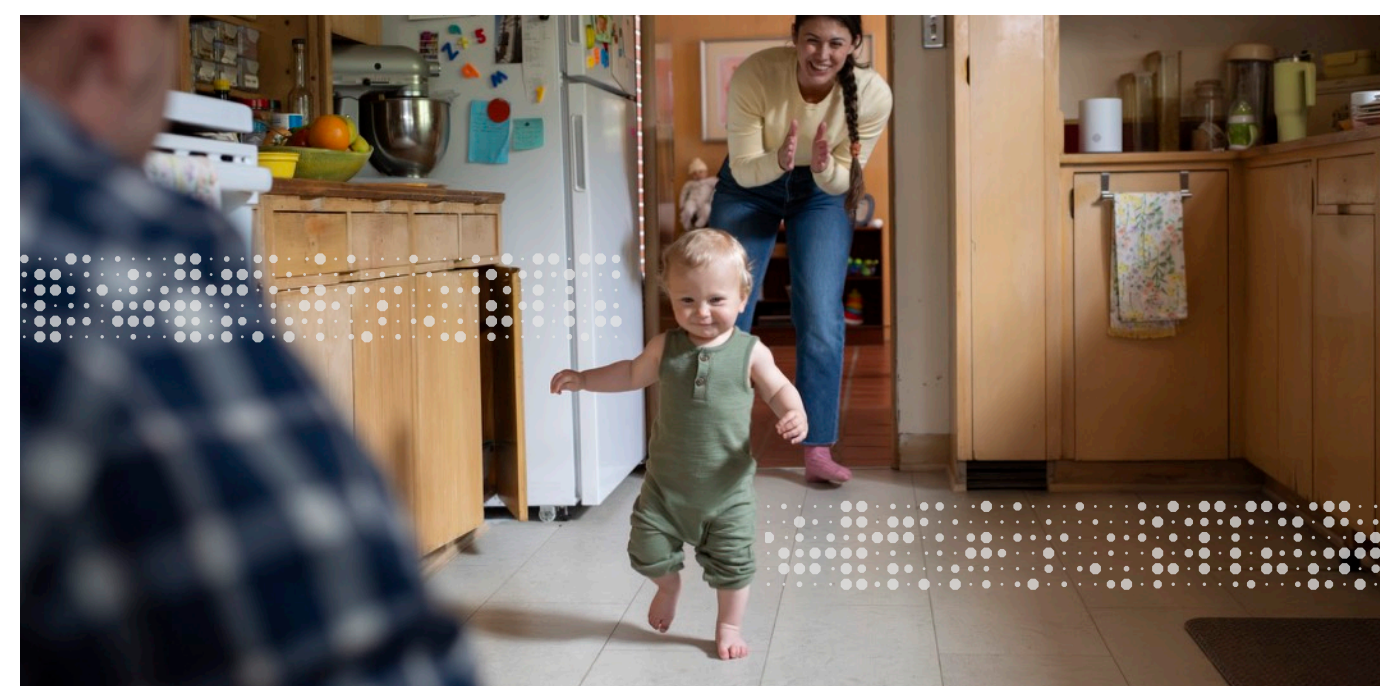
Color & the Grid

The Moment Grid is primarily used in a tone-on-tone fashion, taking its cues from the background color it is placed on. Its opacity can be adjusted to give it more or less contrast depending on what is placed on top of it.

As a secondary use, the grid can also be utilized as a foreground element over solid background or images to create a sense of motion or to draw attention to specific areas of the layout.



PRIMARY: Grid as background element (either dark or light)



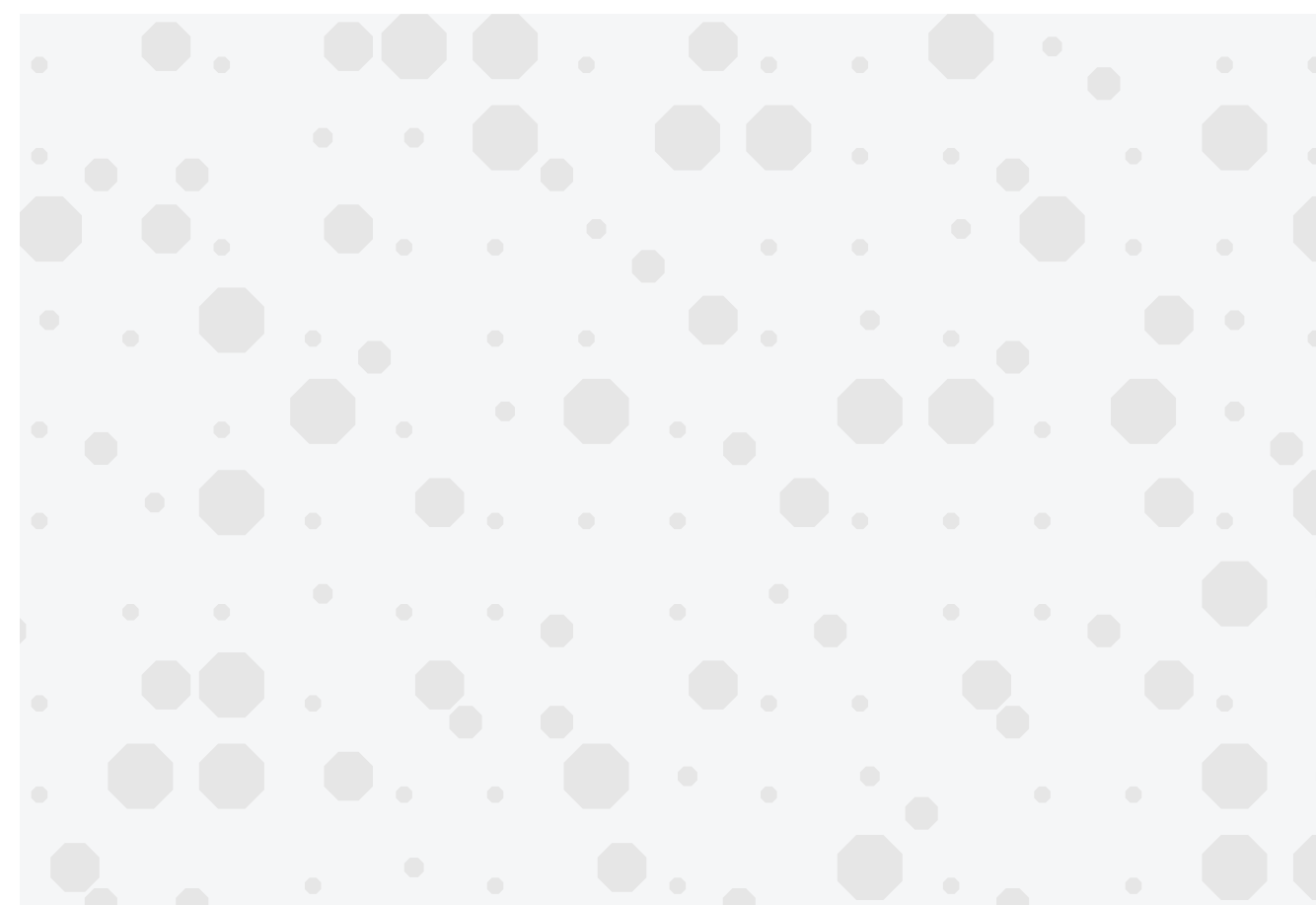
SECONDARY: Grid as foreground highlight elements

Guidance

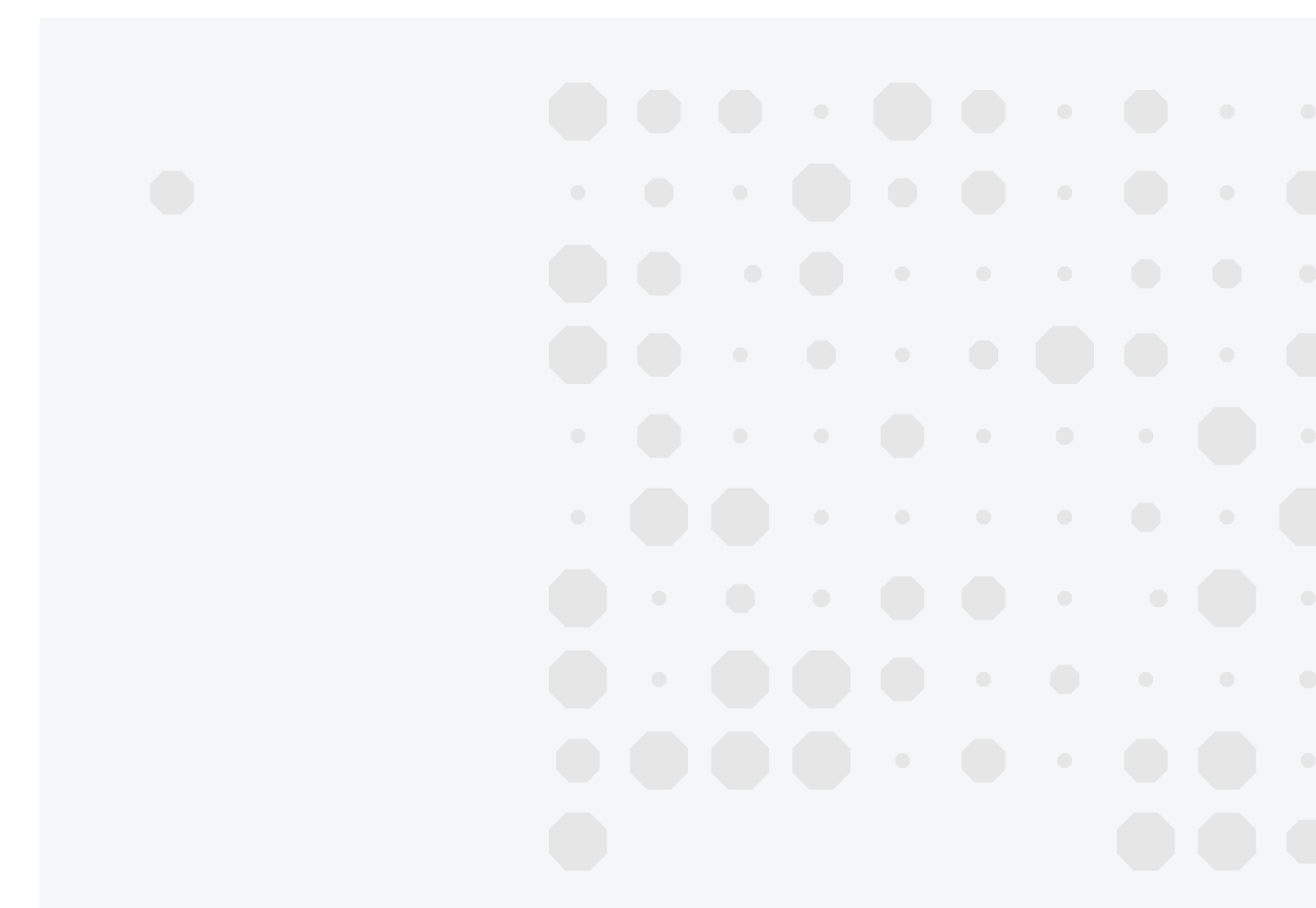
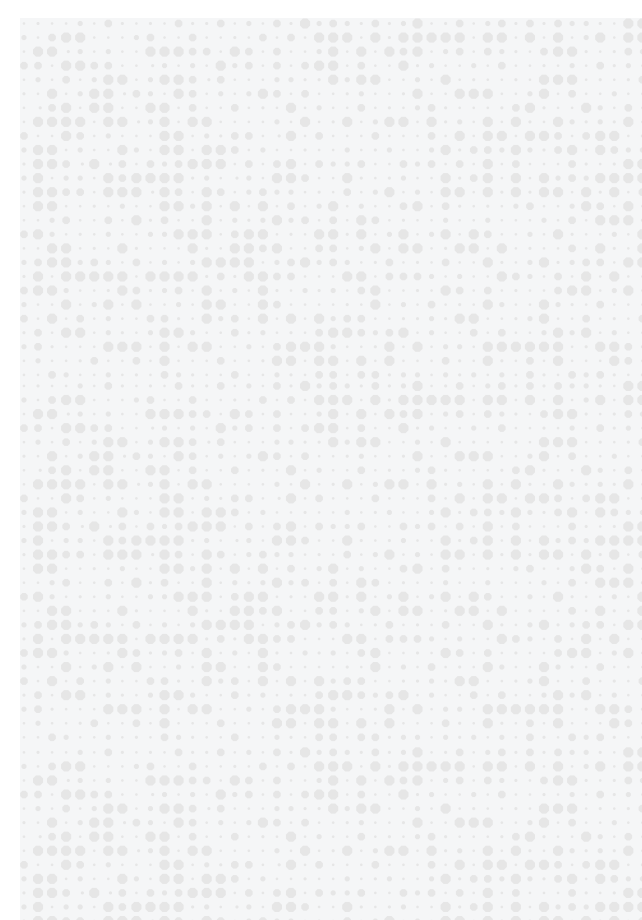
The Moment Grid pattern is extremely flexible, allowing for a wide range of expression. Keep in mind this guidance when applying it to brand communications so we continue to build brand equity through this asset:

- Use the provided assets as a starting point for all application. Do not create your own grid of octagons.
- To create new iterations, individual octagons may be scaled from their center point in the grid. Do not scale octagons so large that they overlap other octagons in the grid.
- The pattern can be scaled up or down. Do not scale the pattern down so that the smallest octagon in the grid is 3 pixels or less. Do not scale it up beyond a 3x3 grid.
- Individual octagons may be removed from the grid to form dotted lines or basic shapes. Do not leave individual octagons disconnected from the grid.

✘ INCORRECT



✘ INCORRECT





The Octagon Hub

Our core brand shape, the octagon, transforms into a supergraphic to draw attention to content within brand communications.

Its main function is to serve as the visual hub of layouts, highlighting the specific moments ADT protects you for.



Usage Examples

A wide variety of layouts can be created around the Octagon Hub. Below are just a few examples of how this brand asset can be used.



SOLID SHAPE

It can be used as a supergraphic in brand colors or as a backdrop for typography.



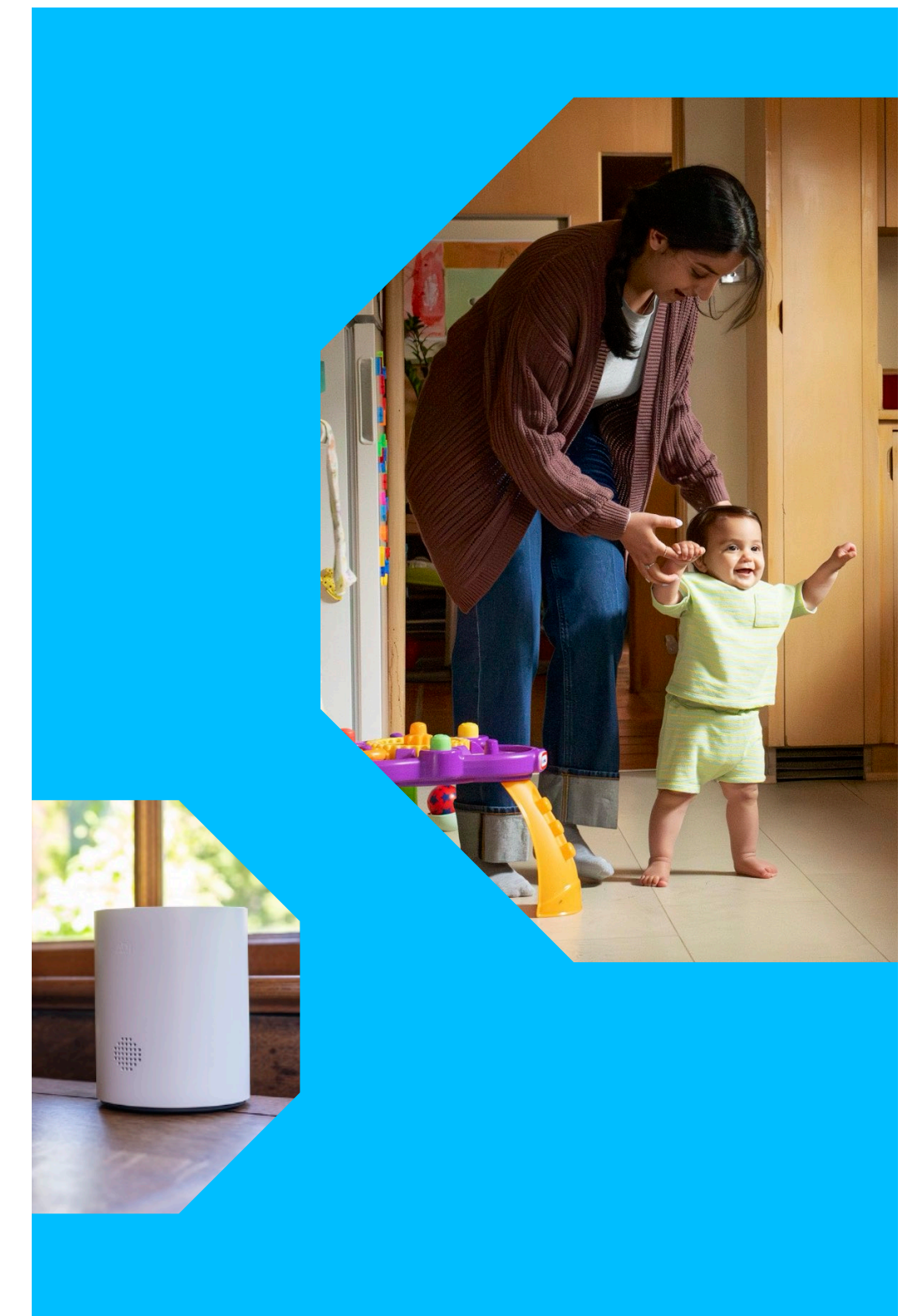
IMAGE CONTAINER

It can be used to crop hero photography.



SHAPE & IMAGE

Two shapes can be used in the same layout to create relationships and a narrative.



MULTIPLE IMAGES

Crops can be used together to create relationships between product and lifestyle imagery.

Scale

By nature, the Octagon Hub is a supergraphic and should only be used as a large design element. It should always be noticeably larger than any ADT logo in the same layout.

In situations with limited space, like small display ads, use discretion and restraint when applying the hub. Reduce the amount of design elements and prioritize legibility in those instances.



Octagon hubs are noticeably larger than the ADT logo that is present in the layout.

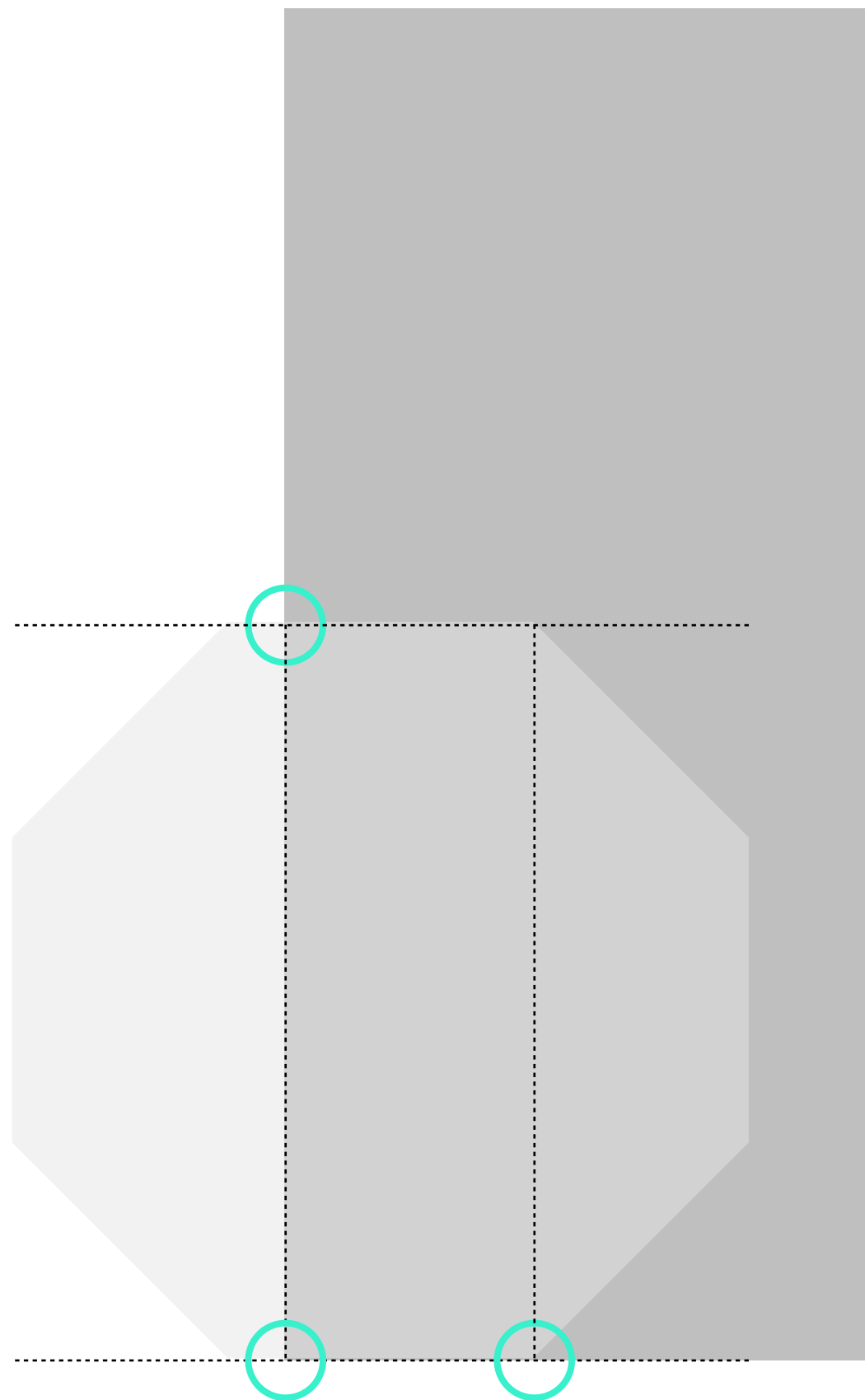


Design elements are simplified and minimized in situations with limited space.

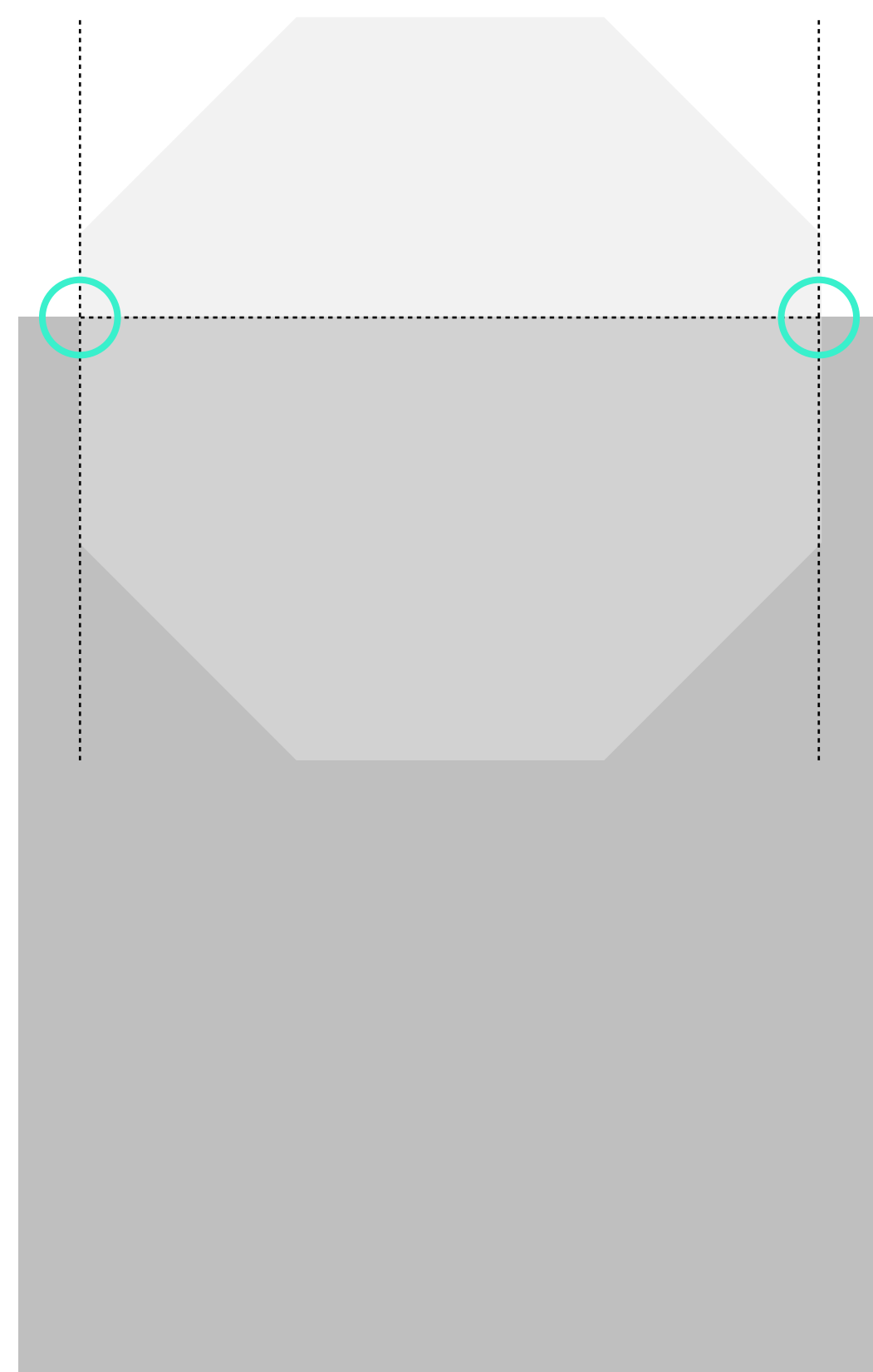
Proper Cropping

To preserve the proportions and recognition of our core brand shape, crop it slightly inside the flat sides of the octagon. DO NOT crop the hub on the angled sides or too far along the flat sides. Doing so distorts the proportions of the octagon, making it less recognizable as our core shape.

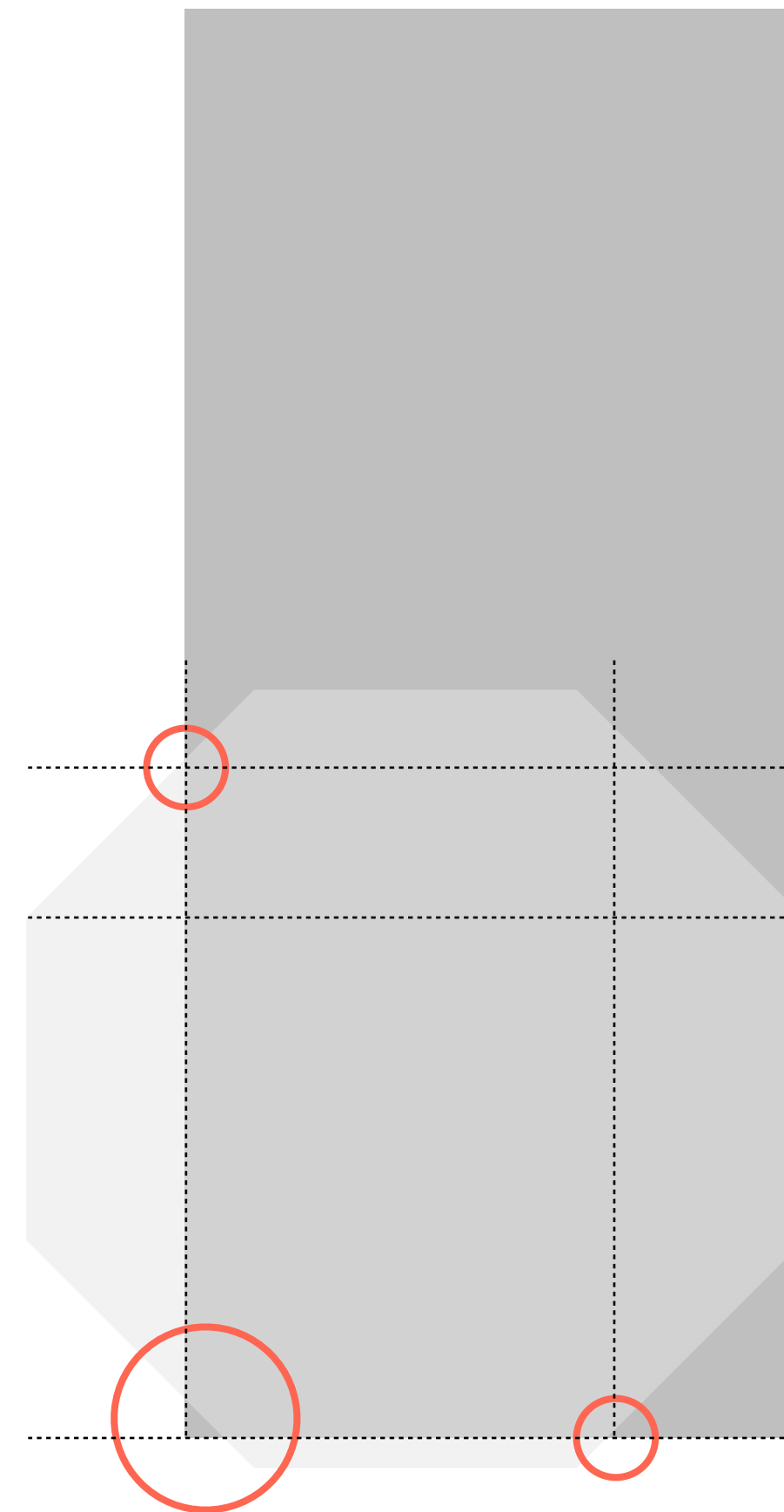
✔ CORRECT



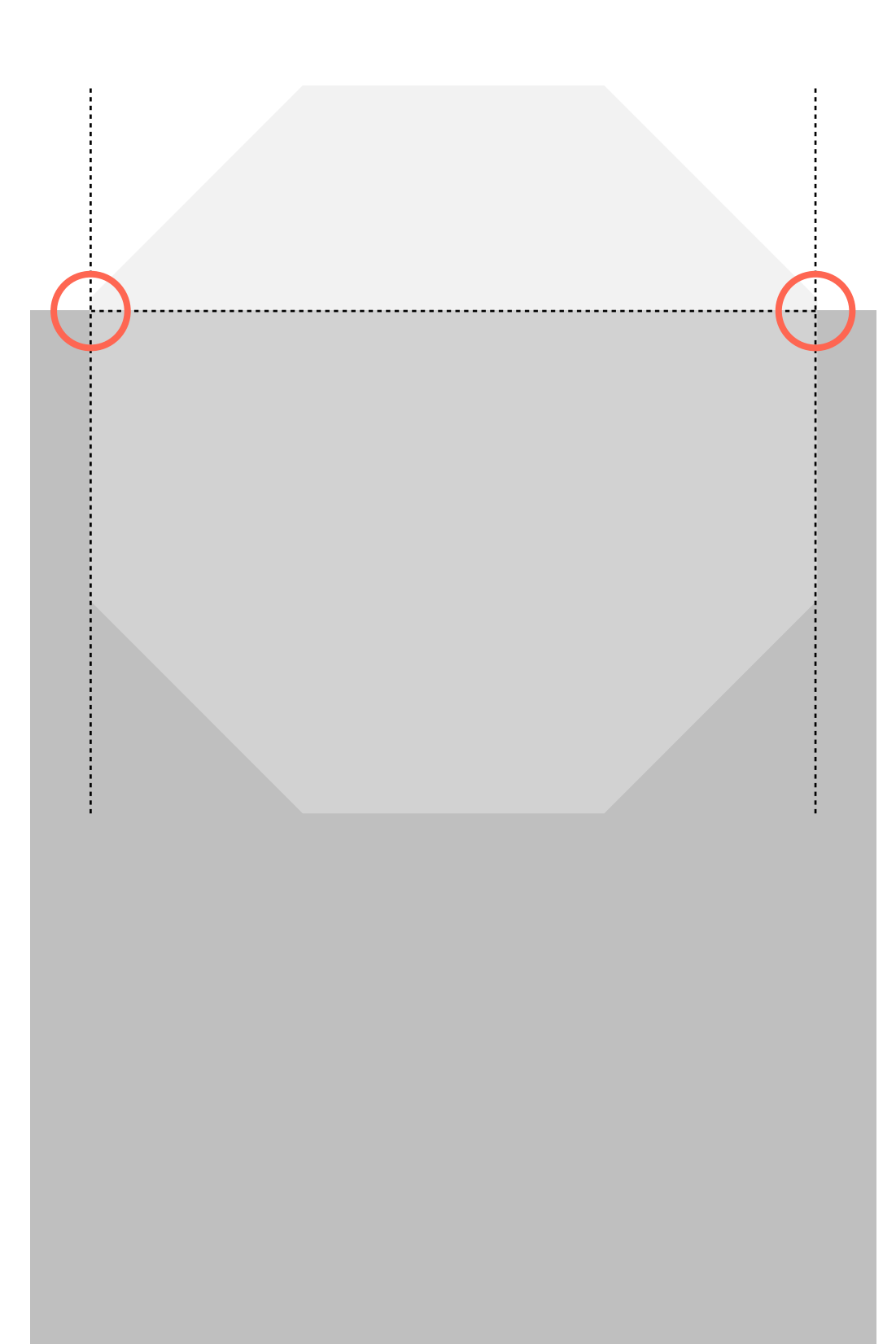
✔ CORRECT



✘ INCORRECT



✘ INCORRECT





Logo



Overview

Our logo is one of our most valuable visual brand assets. We must thoughtfully protect and leverage the ADT logo to allow it to drive premium perceptions and represent our portfolio in its entirety.

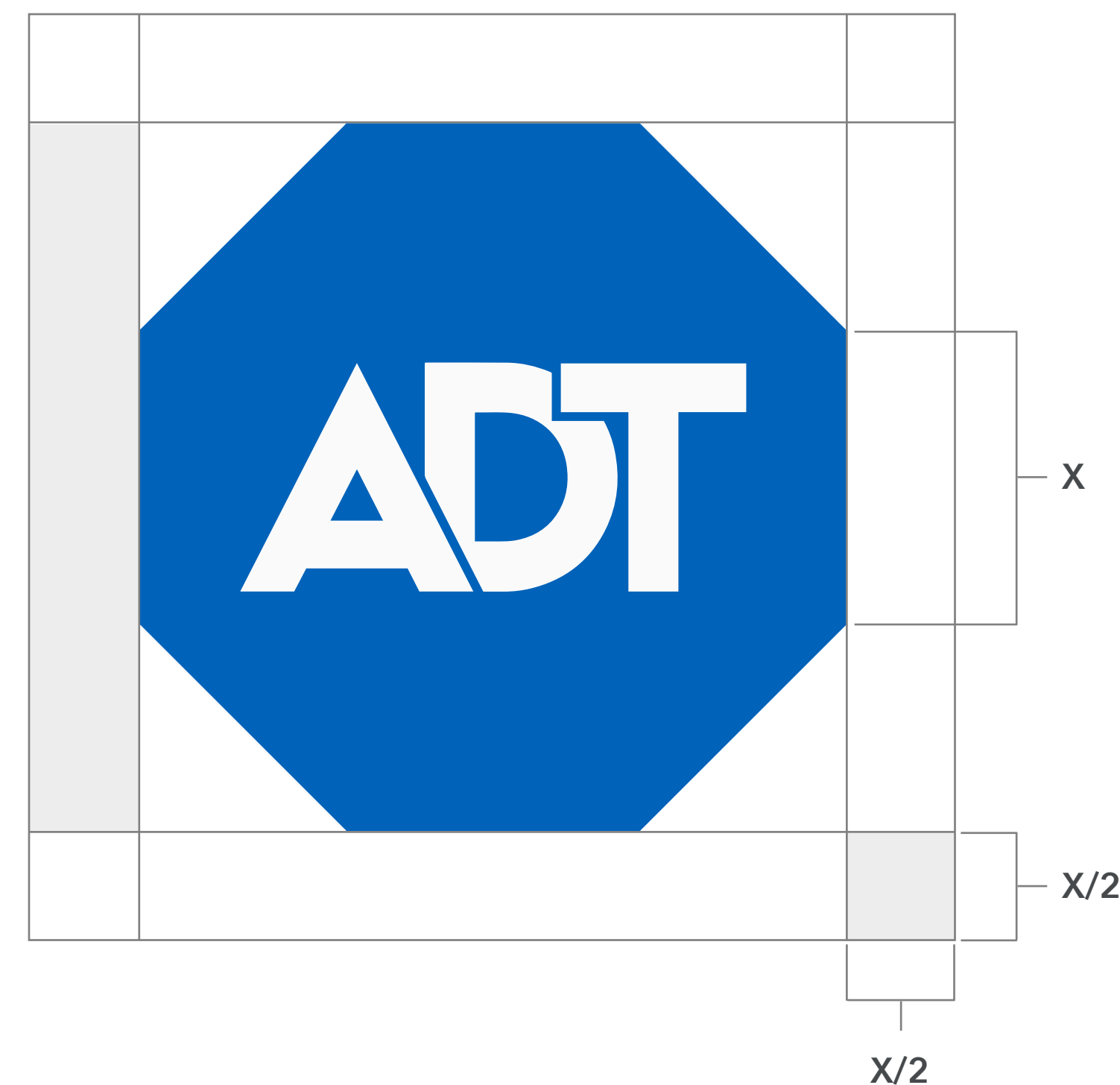
This means ensuring ADT shows up in market consistently and cohesively across business communications, using other marketing levers to communicate key messages or offerings.



Clear Space

Maintaining adequate spacing around the logo is important for maintaining the integrity and recognition of our brand mark.

The clear space required around the logo is equal to half the length of the flat sides of the octagon.



CLEAR SPACE

Minimum Sizing

To maintain legibility, minimum sizing should be followed.

The minimum sizing for our logo is 30 px high for digital applications and 1 cm high for print applications.



MINIMUM SIZING



Variations & Usage

There are two variations of our logo. The primary logo is the blue octagon with white ADT letters. Our secondary logo is the white outline octagon with white ADT letters. It is only used when the logo needs to be placed directly on an ADT Blue background.

Each logo is available in three different versions whose usage depends on production method.

- CMYK: For print applications only.
- RGB/HEX: For digital applications only.
- SPOT COLOR: For print applications where spot colors are required.

PROPER CONTRAST

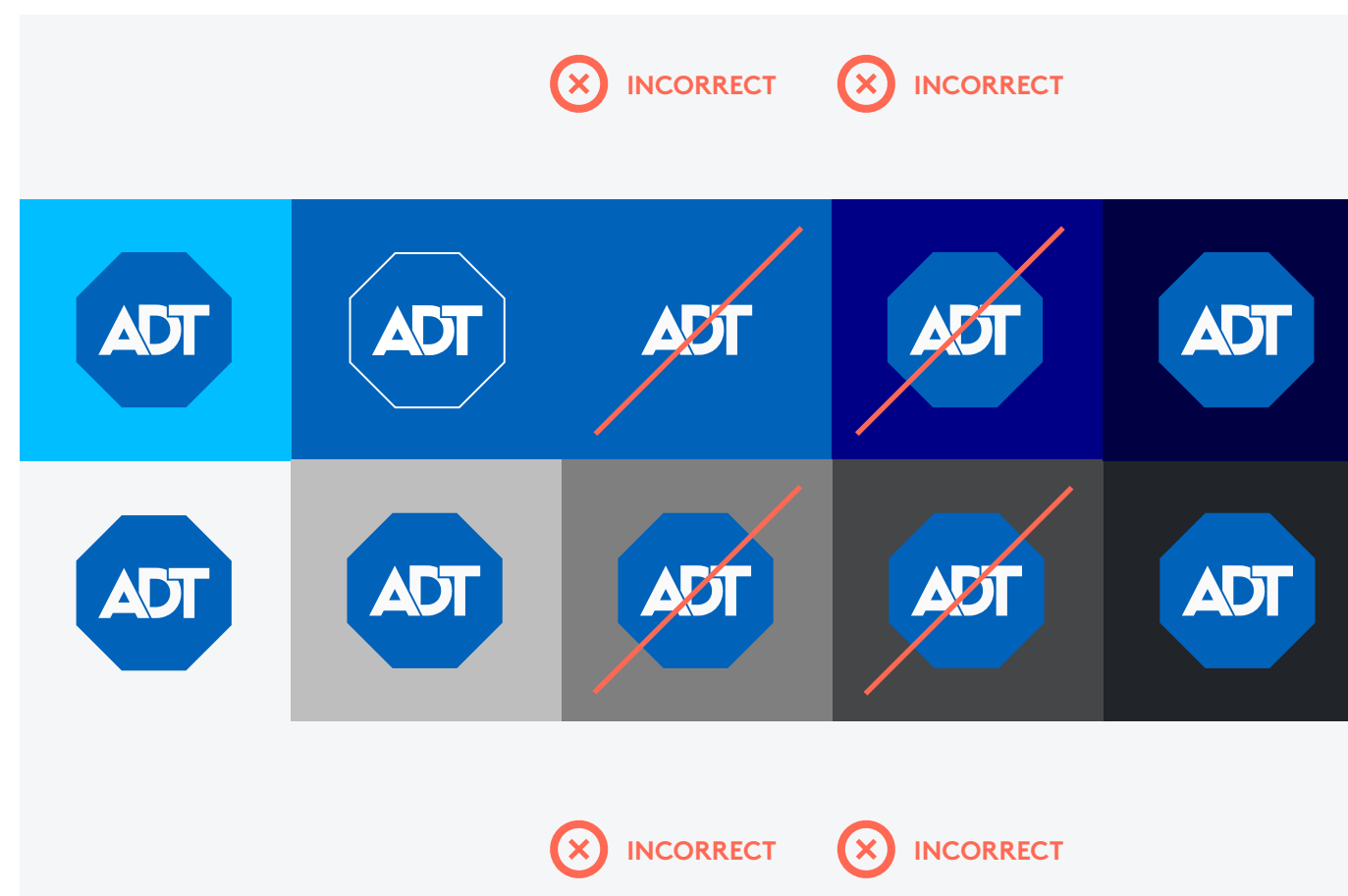
Our logo stands out well on a variety of backgrounds both light and dark. Adapt the background to ensure adequate contrast for our logo. This may require adjusting the background color or the area of an image the logo is placed on.



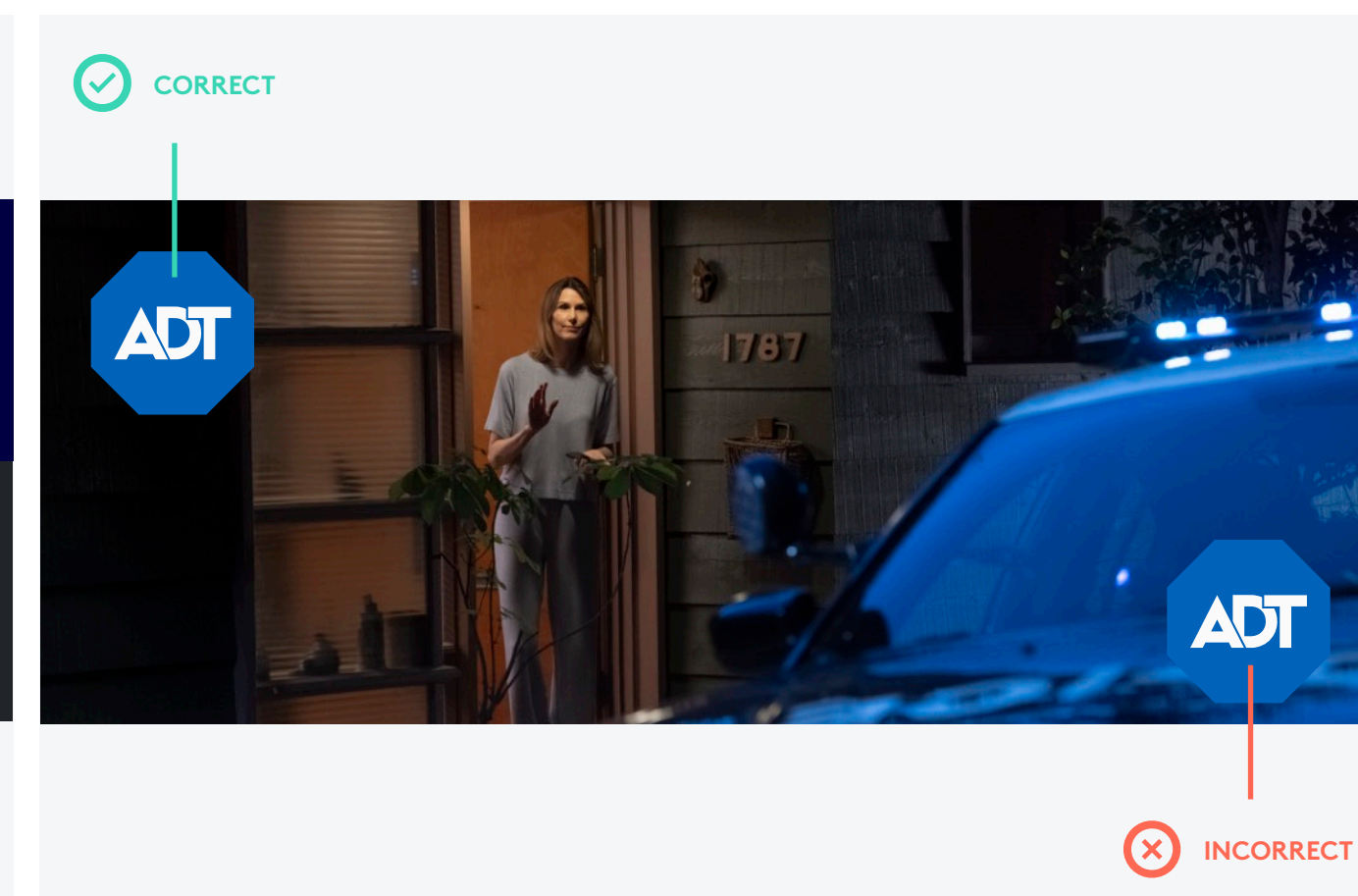
Primary Logo
For all applications except on ADT Blue



Secondary Logo
For ADT Blue backgrounds only



Logo Contrast on Color



Logo Contrast on Imagery

Guidance

Consistent usage of our logo is crucial in building brand equity. Follow these guidelines for proper application of our brand's most valuable visual asset.

- Protect the area around the ADT logo. Do not crowd the logo with other visual elements.
- Only represent the ADT logo in its full shape. Do not crop it. Use our Octagon Hub supergraphic if an additional brand element is needed to create a large cropped visual effect.
- Maintain the ADT logo's proportions. Do not stretch the logo.
- Only use approved versions of the ADT logo. Do not change the color of the logo or use approved logos for any purpose other than intended.
- Use the ADT logo only once per layout. Do not overuse it.

✓ CORRECT



These all represent proper contrast between the logo and the background it is placed on.

✗ INCORRECT



Do not change the color of the logo.

Do not crop the logo.

Do not reverse the logo out of white.

Do not place on backgrounds with improper contrast.

Do not use the outline logo except on solid ADT Blue background.

Messaging Separation With the ADT Logo

PARENT BRAND

The ADT logo should be prominent on all communications across all offerings. We maintain a single parent brand to ensure all offers pay equity back to that brand. We do not use descriptive lockups – copy is to complement the brand, not be the logo.

MESSAGING SEPARATION

When positioning the logo near offerings and/or messaging, use at least one ADT Octagon of space between to avoid it being interpreted as a lockup.

✓ CORRECT



Use at least one ADT Octagon of space between logo and any copy to avoid it being interpreted as a lockup.



Taglines or copy don't always have to be connected to the ADT logo. You can break them apart OR just use the ADT logo alone.

✗ INCORRECT



DO NOT create visually distinct sub-brands when displaying parent brand and offer.



DO NOT create logo lockups between parent brand and offers, campaigns, or feature names.



Co-branding



Tiered Approach

Our tiered approach to co-branding allows us to prioritize and distinguish partnerships based on strategic investment. It provides a clear framework for when and how to apply our visual identity with other brands.

Tier 01

EQUITY PARTNERSHIPS

Another company makes a strategic equity investment in ADT given the complementary nature of the brands and potential growth opportunities.



Uses Co-branding Expression

Tier 02

CAPABILITY PARTNERSHIPS

Another brand leverages ADT's capabilities to enhance its offer with ADT-powered features, helping expand ADT associations.



Uses Co-branding Expression

Tier 03

AUTHORIZED DEALERS

Third-party entity that is authorized to sell and install ADT services and products.



Uses Program Seal Expression

Tier 04

OTHER PARTNERSHIPS & DISTRIBUTION CHANNELS

Another brand extends the reach of the ADT brand (USAA, AARP, etc.).



Uses Independent Logo Expression

Tier 1 & 2 Partnerships

Tier 1 and 2 partnerships are for equal co-branding branding scenarios and are expressed with a vertical divider between the logos.

ARRANGEMENT

Our logo should always lead in ADT-owned environments.

SPACING

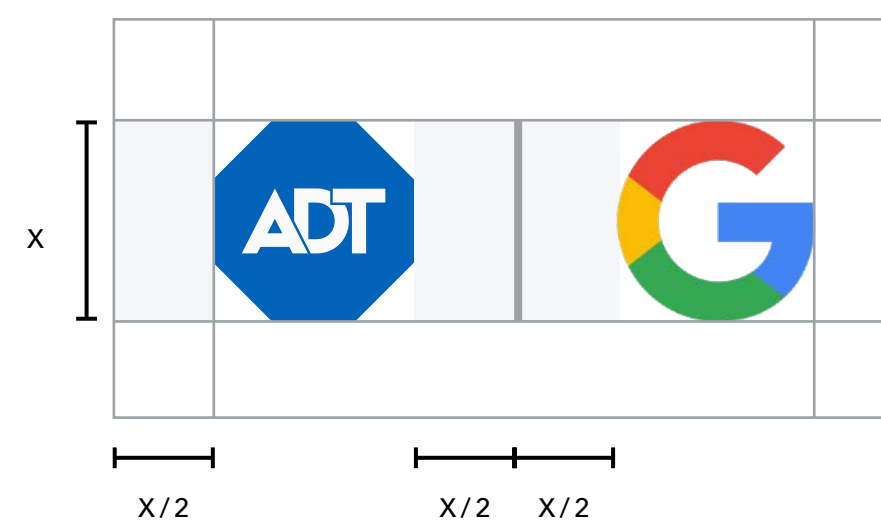
Be sure there is clear and equal distance between each logo and the vertical divider. 15 px is recommended.

CLEAR SPACE

Clear space protects the integrity of both brands. A minimum clear space of half the expression's height is recommended.

MINIMUM SIZE & PROPORTIONS

The ADT logo should not be smaller than 1 cm or 30 px in height. Scale partner logos to visually balance the size of the ADT octagon. The vertical divider should always be the same height as the ADT octagon and the width should always remain the same.



CREATING CO-BRANDING EXPRESSION LOCKUPS

The vertical divider should be the same height as the ADT octagon. There is generally a space equal to half the height of the ADT logo before and after the the divider. This can vary depending on creative specs and/ or size of logo lockup used, which is up to the designer's discretion. For simplicity, clear space is defined using the same half the height of the ADT logo.



ADJUSTING SIZE OF LONGER PARTNER LOGOS

As partner logos get longer, the partner logo should be half the height of the ADT octagon and centered to create visual balance.



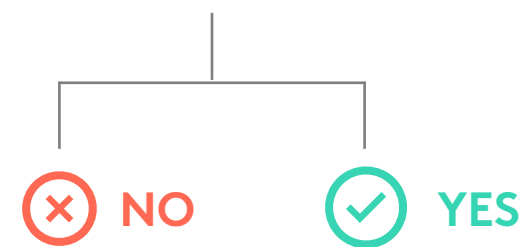
Tier 1 Example

The **ADT | G** lockup is a branded expression that describes the system we're selling. It's not our brand logo. Before using that expression, we have to brand an asset as ADT. The examples below are how the expression is created and applied based on different criteria.

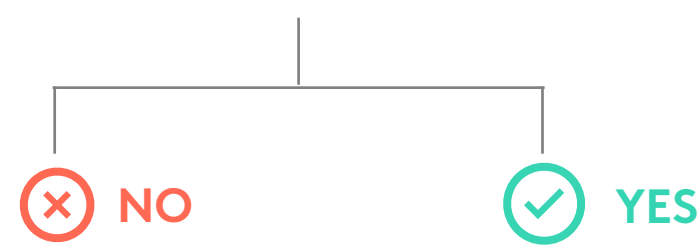
ADT Marketing and Paid Advertising

ADT-owned touch points that establish a clear hierarchy with ADT as the primary seller.

Is there a Google component included?



Is ADT clearly established as the seller of record by prominent display of logo or otherwise?



Example: display banners without enough room

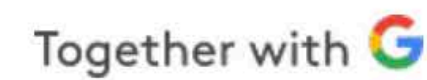
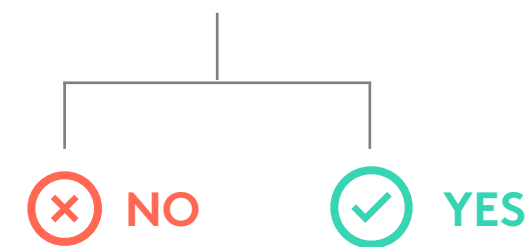


Example: TV, OOH, OLV, social, website, sales collateral, packaging, DM, affiliate partners

ADT Corporate Assets

Physical, ADT-owned assets used solely by ADT employees, mainly in the field.

Is there a Google component included?

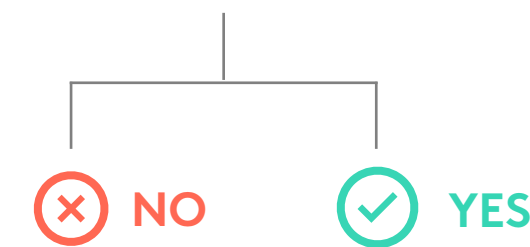


Example: vans, employee uniforms

Dealer Paid Advertising Assets

Templatized assets produced and provided to our authorized dealer and provider partners for their marketing.

Is there a Google component included?



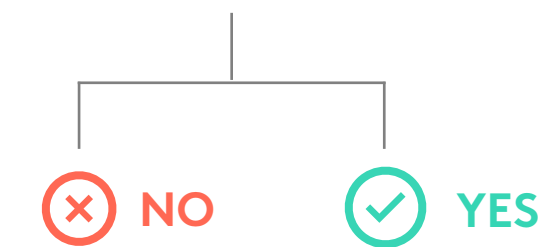
Must be approved on a case-by-case basis. Use of templates encouraged.

Example: uniforms, marketing assets and collateral

Google Marketing and Paid Advertising

Google-owned touch points that establish a clear hierarchy with Google as the primary seller.

Is there a Google component included?



Additional Considerations

Keep in mind these additional considerations when working with Tier 1 and 2 partnerships.

REFERENCING THE PARTNERSHIP

When referencing the partnership in voiceover or copy, follow this construct:

“ADT and [third-party brand name]”

ADDITIONAL TIER 2 CONSIDERATIONS

To receive proper recognition and maximum benefit from capabilities partnerships, require/encourage reference to ADT early and often in context of the feature (e.g., not waiting until use of feature to highlight ADT). This includes using the ADT logo, according to our guidelines, at least in the first mention of the feature.

Note: ADT may have limited control over a partner’s approach to partnership, especially in the case of capability partnerships where ADT is incorporated into the partner brand’s offering. Share and follow guidelines as possible and always use high-level principles to navigate partnership discussion.

ADT and Google

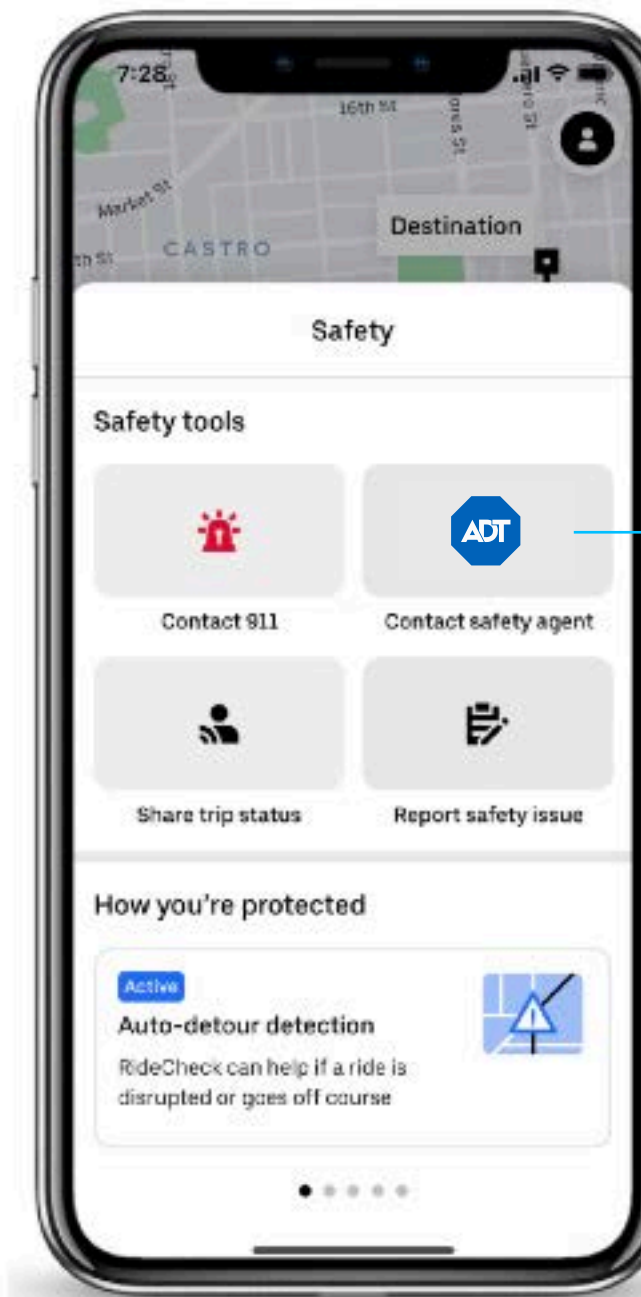
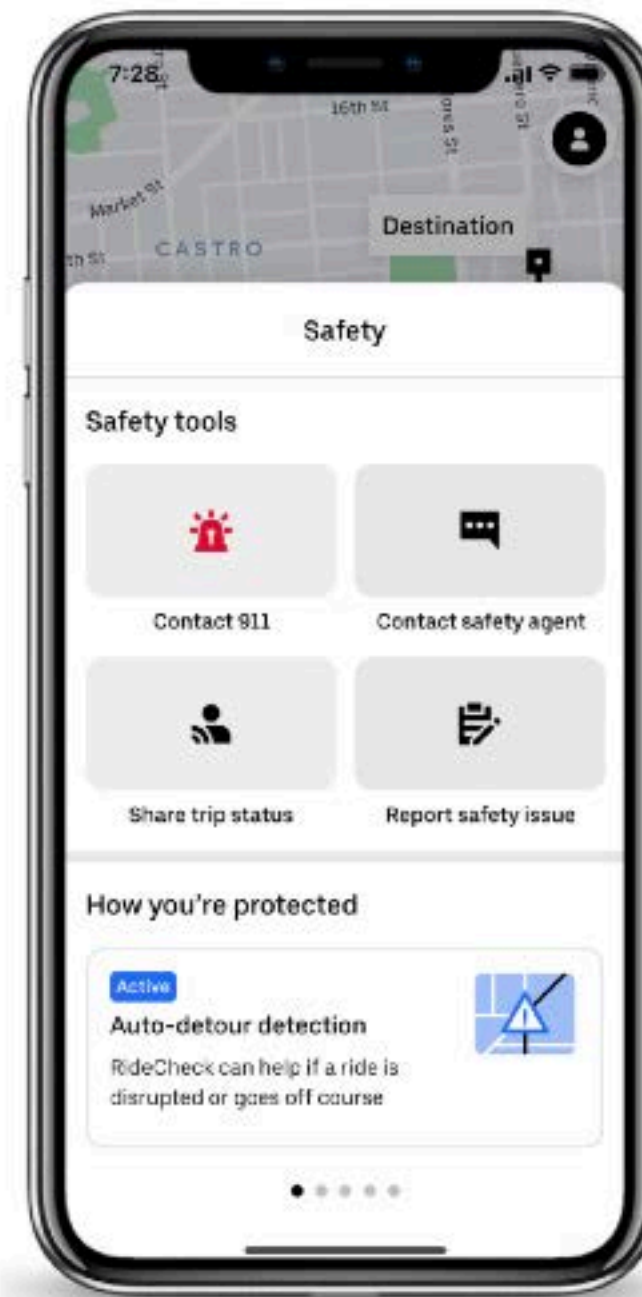
ADT and Uber

ADT and State Farm

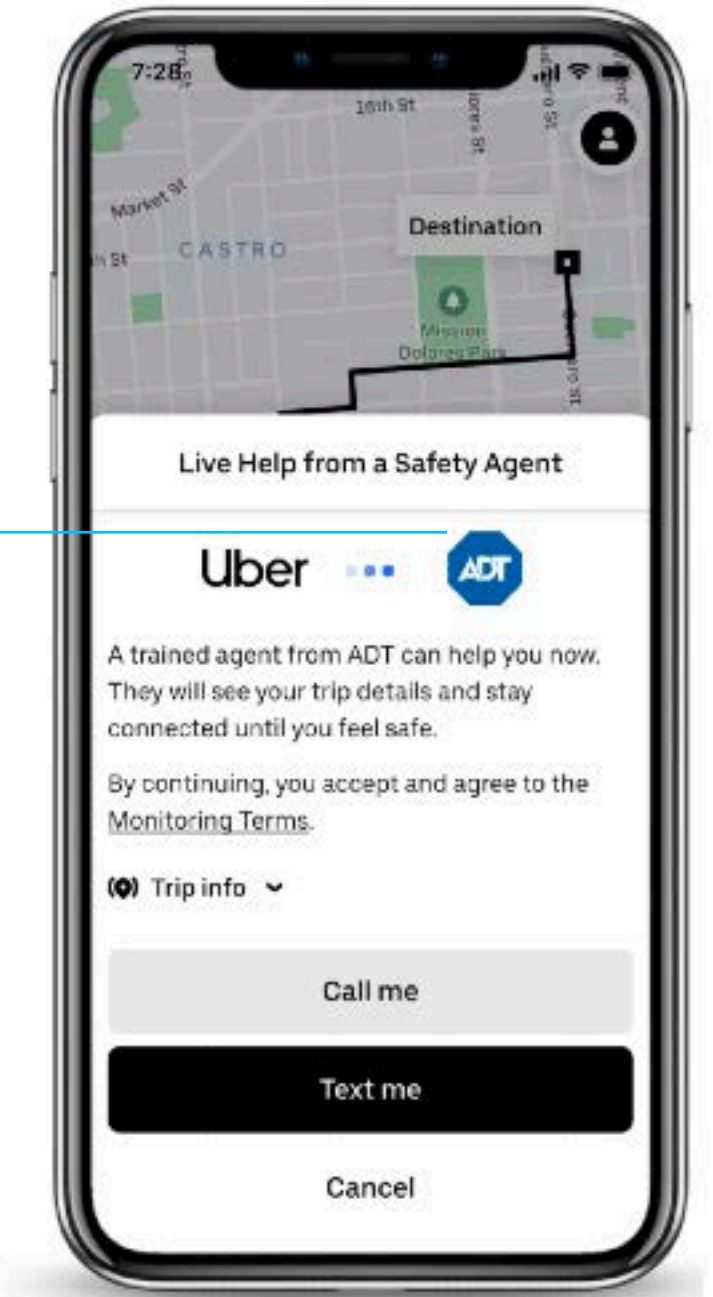
PARTNERSHIP CONSTRUCT EXAMPLES

✘ INCORRECT

✔ CORRECT



ADT should be directly referenced in the context of Uber’s safety tools



CAPABILITIES PARTNERSHIP EXAMPLE



Tier 3 Partnerships

Tier 3 partnerships are geared toward our authorized dealers. These partners are required to leverage the proper program seal in all relevant communications.

ARRANGEMENT & PLACEMENT

ADT should be first in the expression. Expression can be placed on top left, top right, or center-aligned and can only appear once per layout, page, or surface.

CONSISTENCY

Only the sizing of the seal can only be adjusted. Font, color, arrangement and proportions must be consistent.

CLEARSPACE

Clear space protects the integrity of the ADT brand expression giving it ample breathing room. A minimum clear space of 1/2 of the expression's height is recommended and messaging must be placed at least one octagon of space away.

MINIMUM SIZE & PROPORTIONS

The ADT octagon should not be smaller than 1 centimeter or 30 pixels in height or width. Vertical divider should always be the same height as the ADT octagon and the width should always remain the same.

PROGRAM DISTINCTION

Authorized Dealers are to never lead with the independent ADT logo - only when discussing specific ADT offers.



Authorized Dealer



Dealer Name



Authorized Dealer

Dealer Name

GENERIC PROGRAM SEAL EXPRESSION

This expression is used as an endorsement when an Authorized Dealer's name and branding are already prominent in the communication. It is available in 2 arrangements to be used to fit either horizontal or vertical orientations.

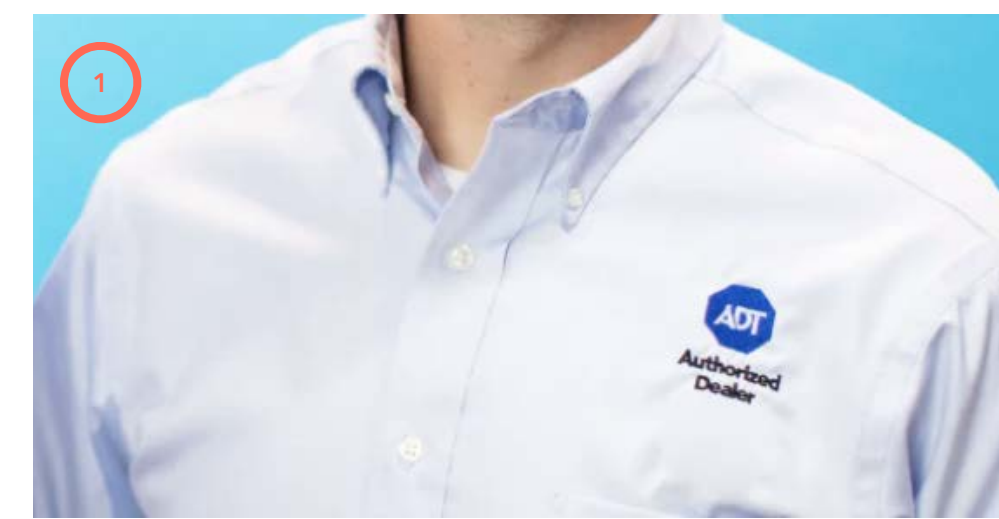
DEALER-SPECIFIC PROGRAM SEAL EXPRESSION

This expression is used when an Authorized Dealer's name and branding are less prominent and further connection with the ADT brand is necessary (for example: situations where space is limited or when ADT branding needs to be prominent).

✘ INCORRECT

IMPROPER USAGE

1. Do not resize or reposition the "Authorized Dealer" text. Use the approved program seal asset.
2. Do not infringe upon required clearspace with messaging or artwork.
3. Do not lock up Dealer brand logos with the generic program seal. Use the Dealer-specific program seal template.
4. Do not obscure the program seal. Maintain proper clearspace and contrast for optimal legibility.



Tier 4 Partnerships

ADT should avoid co-branding expressions or other unique visual elements with any Tier 4 partnerships.

PRESENCE & INDEPENDENCE

ADT logo should always appear early and often in the partner's brand environment; however, it should stand on its own without any co-branding expressions.

RULES

Share ADT's brand guidelines and leverage partnership guiding principles as much as possible, but understand that ADT will have minimal control over partner's collateral.

✓ CORRECT



✗ INCORRECT





Color



Overview

Our brand color is another valuable visual identity asset. The distinct shade of blue represented in the ADT logo is immediately recognizable in our industry and evokes feelings of trust, security, and peace.

ADT Blue forms the foundation of our brand color palette. To allow for broader expression, our palette includes two other Brand Blues (Alert Blue and Safety Blue) and white. Our core brand palette is rounded out by a range of neutral grays. These colors provide clean options for text and elements that convey the simplicity of our brand.

The color palette grid consists of the following color swatches:

- ADT Blue**: A large blue swatch at the top.
- White**: A white swatch in the middle row, left.
- Alert Blue**: A bright cyan blue swatch in the middle row, middle.
- Safety Blue**: A dark navy blue swatch in the middle row, right.
- Background Gray**: A light gray swatch in the bottom row, left.
- Foundation Gray**: A medium-light gray swatch in the bottom row, second from left.
- Strength Gray**: A medium gray swatch in the bottom row, middle.
- Copy Text Gray**: A dark gray swatch in the bottom row, second from right.
- Promo Text Black**: A black swatch in the bottom row, right.



Color Profiles

These are the exact color profiles for our core brand color palette. Use HEX and RGB values for digital applications and CMYK for print applications.

Color Usage

The proportions of brand colors used in communications is flexible. As long as the correct color codes are used and proper contrast is achieved, there are not strict guidelines on the proportions of brand colors. Preference is given to white or Background Gray for backgrounds, but any of our Brand Blues or middle-tone grays can also be used for backgrounds when a more bold expression is needed.

We generally reserve our darker grays for use in text to maintain a lighter feel in our applications.

Alert Blue	ADT Blue	Safety Blue	Background Gray	Foundation Gray	Strength Gray	Copy Text Gray	Promo Text Black
HEX: 24BCFF RGB: 36 188 255 CMYK: 62 9 0 0	HEX: 0061AA RGB: 0 97 170 CMYK: 94 65 2 0	HEX: 000782 RGB: 0 7 130 CMYK: 100 98 14 15	HEX: F5F6F7 RGB: 245 246 247 CMYK: 3 1 1 0	HEX: BFBFBF RGB: 191 191 191 CMYK: 25 20 20 0	HEX: 808080 RGB: 128 128 128 CMYK: 52 43 43 8	HEX: 47494B RGB: 70 73 75 CMYK: 68 59 56 39	HEX: 242629 RGB: 36 38 41 CMYK: 74 66 62 68
Alert Blue	ADT Blue	Safety Blue	Background Gray	Foundation Gray	Strength Gray	Copy Text Gray	Promo Text Black
HEX: 2A91D1 RGB: 42 145 209 CMYK: 83 27 0 0		Safety Blue					
HEX: 90E6FF RGB: 144 230 255 CMYK: 43 0 3 0		Safety Blue					

White
HEX: FFFFFFFF RGB: 255 255 255 CMYK: 0 0 0 0

UX Colors

Our palette also includes UX utility colors that are used sparingly on dot-com, ecommerce and in very specific circumstances concerning user interaction.

Hover State Blue	Alert Orange	Promo Cart Red	Error Red
------------------	--------------	----------------	-----------

HEX: 007EDD RGB: 0 126 221	HEX: FF9D2B RGB: 255 157 43	HEX: E91E3C RGB: 233 30 66	HEX: DF0000 RGB: 233 0 0
-------------------------------	--------------------------------	-------------------------------	-----------------------------



Choosing Color

Below are three examples of color combinations that can be utilized for brand communications. These have been optimized and tested for accessibility. They provide a good range of options to keep our visual expression fresh while maintaining consistency. When only one text color can be used, choose the most accessible one.



Background: Safety Blue Shade 1

Headline: White

Subhead: Alert Blue

Body Copy: White



Background: Alert Blue

Headline: Safety Blue

Subhead: White

Body Copy: Promo Text Black



Background: White

Headline: ADT Blue

Subhead: Alert Blue

Body Copy: Promo Text Black



Accessibility

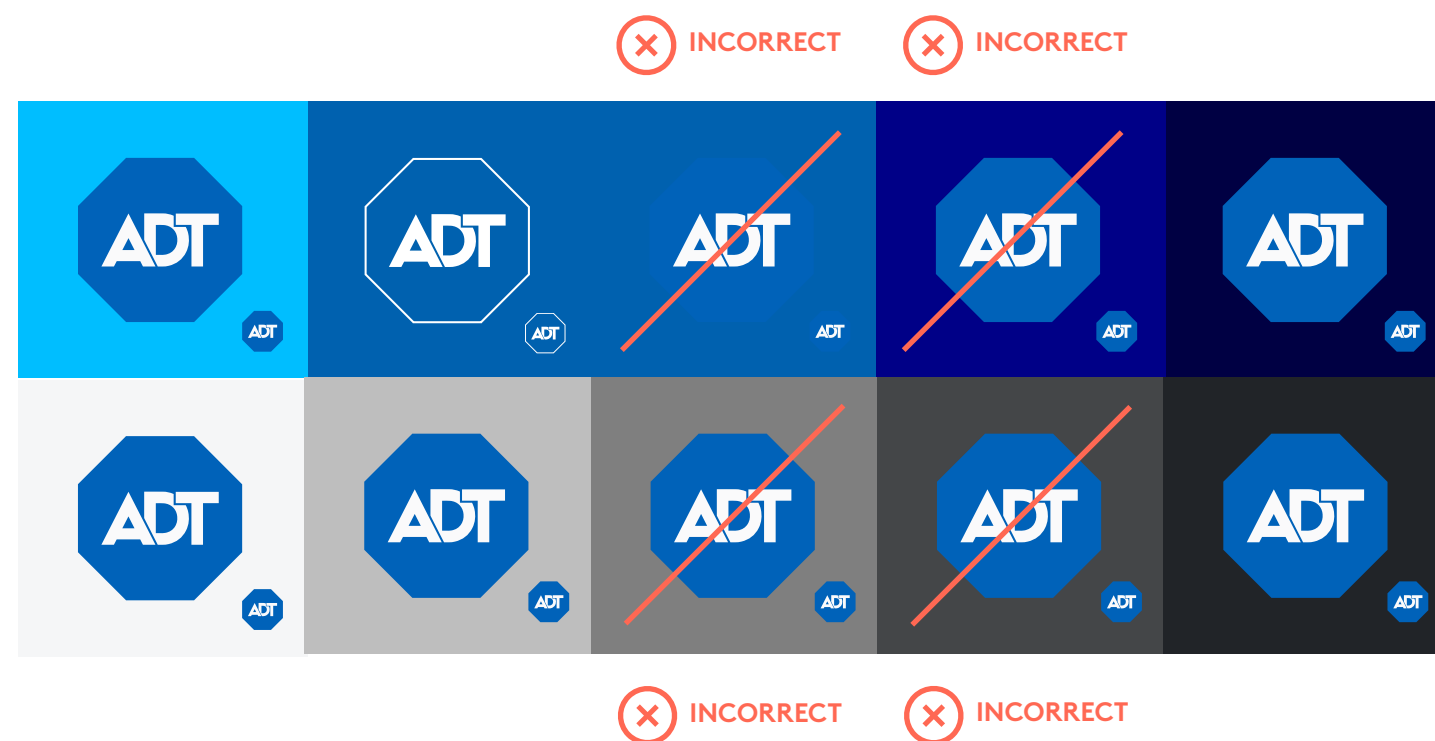
The color pairings outlined at right ensure the contrast ratio between foreground and background colors will meet AAA or AA accessibility levels.

AAA: Passes the highest accessibility requirement of 7:1 for normal text and 4.5:1 for large text

AA: Passes the accessibility requirement of 4.5:1 for normal text and 3:1 for large text

NOTE: "Large text" is generally defined as at least 18 pt (around 24 px) or 14 pt (around 18.66 px) for bold text. "Normal text" is anything below those sizes.

ADT Logo on Color



		TYPE COLOR									
		Black	White	Alert	ADT	Safety	BG Gray	Foundation	Strength	Copy	Promo
BACKGROUND COLOR	White	AAA			AA	AAA			AA	AAA	AAA
	Alert	AAA			AA	AAA	(USED FOR BACKGROUND ONLY)			AA	AAA
	ADT		AAA					AA			
	Safety		AAA	AAA			AAA	AAA		(USED FOR BACKGROUND ONLY)	
	BG Gray	AAA			AA	AAA				AAA	AAA
	Foundation	AAA				AAA				AA	AAA
	Strength		AAA								
	Copy		AAA					AAA	AA		
	Promo		AAA	AAA				AAA	AAA		



Typography



Brand Typography

Typography represents our visual voice. When used consistently and in harmony with our verbal voice, it builds trust and connection with our audience. We use Brown Standard for large and small headlines and Avenir Next for subheadings/eyebrows and body copy.

When Every Second Counts

Count on ADT

OUR BRAND PLATFORM

While many think of what ADT protects you from, When Every Second Counts (WESC) is about what we're protecting you for.

LARGE HEADLINE FONT: Brown Standard Light

Aa Ff Qq Ww 184
ABCDEFGHIJKLMNOPQRSTUVWXYZ

SMALL HEADLINE FONT: Brown Standard Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!?.,

SUBHEAD & BODY COPY FONT: Avenir Next Demi Bold and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!?.,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec varius ipsum, et maximus sem. Vivamus sit amet interdum velit. Proin laoreet libero est, et bibendum tellus commodo ut. Nulla eget est lacus. Praesent iaculis laoreet.



System Fonts

When Brown Standard isn't available, we default to using Avenir Next for headlines as well. This alternate typography should only be used when it is not possible to install our primary brand font, Brown Standard. All major brand and marketing communications should use Brown Standard whenever possible.

When Every Second Counts

Count on ADT

OUR BRAND PLATFORM

While many think of what ADT protects you from, When Every Second Counts (WESC) is about what we're protecting you for.

SYSTEM FONT FOR LARGE HEADLINES: Avenir Next Regular

Aa Ff Qq Ww 184

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SYSTEM FONT FOR SMALL HEADLINES: Avenir Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!?,.

SUBHEAD & BODY COPY FONT: Avenir Next Demi Bold and Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz1234567890!?,.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque nec varius ipsum, et maximus sem. Vivamus sit amet interdum velit. Proin laoreet libero est, et bibendum tellus commodo ut. Nulla eget est lacus. Praesent iaculis laoreet.



Color & Typography

Color is used to highlight and draw attention to headlines in our visual identity. We primarily use ADT Blue for headlines on white backgrounds. White headlines on Safety Blue backgrounds and Safety Blue headlines on Alert Blue backgrounds may also be used.

To call out information in a headline, rely on strong copywriting and, only when absolutely necessary, bold a word or phrase. Do not use different colors in headlines.

We don't shout visually or in copy, but use white space, strong writing and design hierarchy to draw our viewer's eye.

NOTE: Reference the Accessibility page in the Color section for more detailed use case info.



Feel like you're at home, even when you're away

With and ADT video security package featuring Google Nest cameras, you can easily check in on your fur baby anytime. Visit us at www.adt.com or call **(800) ADT-ASAP**

Feel like you're at home, even when you're away

With and ADT video security package featuring Google Nest cameras, you can easily check in on your fur baby anytime. Visit us at www.adt.com or call **(800) ADT-ASAP**

Feel like you're at home, even when you're away

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Feel like you're at home, even when you're away

With and ADT video security package featuring Google Nest cameras, you can easily check in on your fur baby anytime. Visit us at www.adt.com or call **(800) ADT-ASAP**

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With and ADT video security package featuring Google Nest cameras, you can easily check in on your fur baby anytime. Visit us at www.adt.com or call **(800) ADT-ASAP**



Formatting

Observe the following formatting guidelines when using contractions, telephone numbers and dates/times.

CONTRACTIONS

Stylistically, we use contractions in headlines and copy; really, wherever it's applicable. The exception would be in legal copy or in something like formal regulations provided by a government entity, such as in product manuals or user guides.

TELEPHONE FORMAT

Our proper format:



CORRECT

(800) ADT-ASAP
(800) 238-2727



INCORRECT

800-ADT-ASAP
800-238-2727

DATES/TIMES

Our proper format is no spaces between the hour number and AM or PM; use a hyphen for the day and/or time range. Noon and midnight should be lowercase when used, unless starting a sentence. Days of the week should be written out. If space is at a premium we can abbreviate days of the week as such: Mon., Tues., etc. (including the periods at the end).



CORRECT

Monday - Friday, 8AM - 6PM ET
8AM - midnight ET



INCORRECT

M-F, 8A.M. -6P.M. ET
8AM - 12AM ET



Photography

OUR BRAND PHOTOGRAPHY

Imagery that
embraces the
moment.



Overview

Our photography reinforces our brand platform by highlighting and embracing moments. Whenever possible, apply one or more of the following principles for creating or selecting brand imagery.

GUIDING PRINCIPLES

- The moment in the middle
- Moments of genuine emotion
- Real, relatable moments
- Products existing in the moment



The moment in the middle



Moments of genuine emotion



Real, relatable moments



Products existing in the moment

PRINCIPLE 01

The moment in the middle

Our photography captures the anticipation and energy of that split second where life happens.

Scenes in states of suspended motion can convey that sense of being in the moment.

For quieter moments, simply showing a distinct time of day can capture the fleeting moments of life.



PRINCIPLE 02

Moments of genuine emotion

Moments are made memorable by the emotion we feel. Our photography captures the instant those emotions are expressed.



PRINCIPLE 03

Real, relatable moments

No two moments are exactly the same and neither are real people. We show real people in real, relatable scenes.

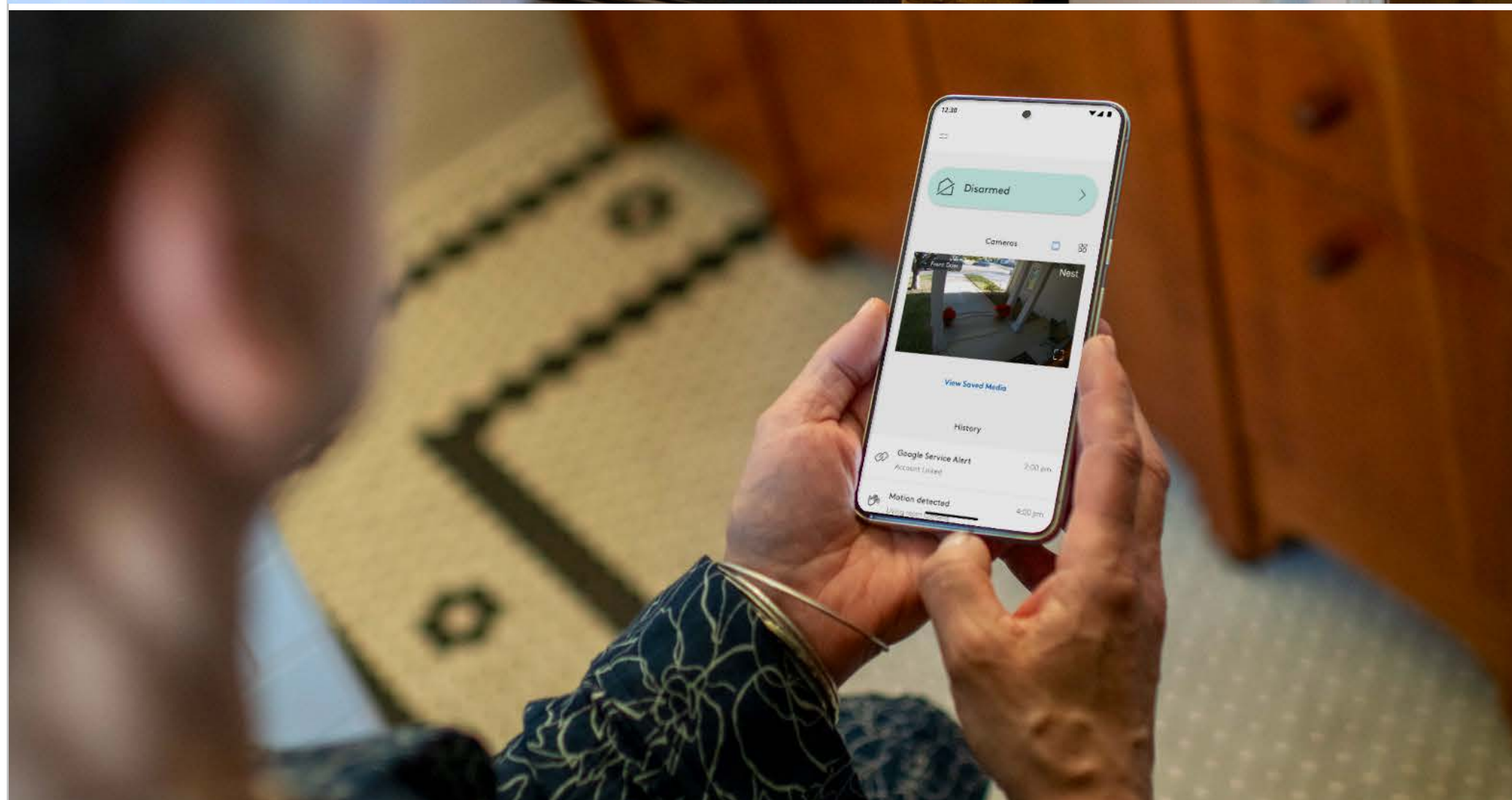
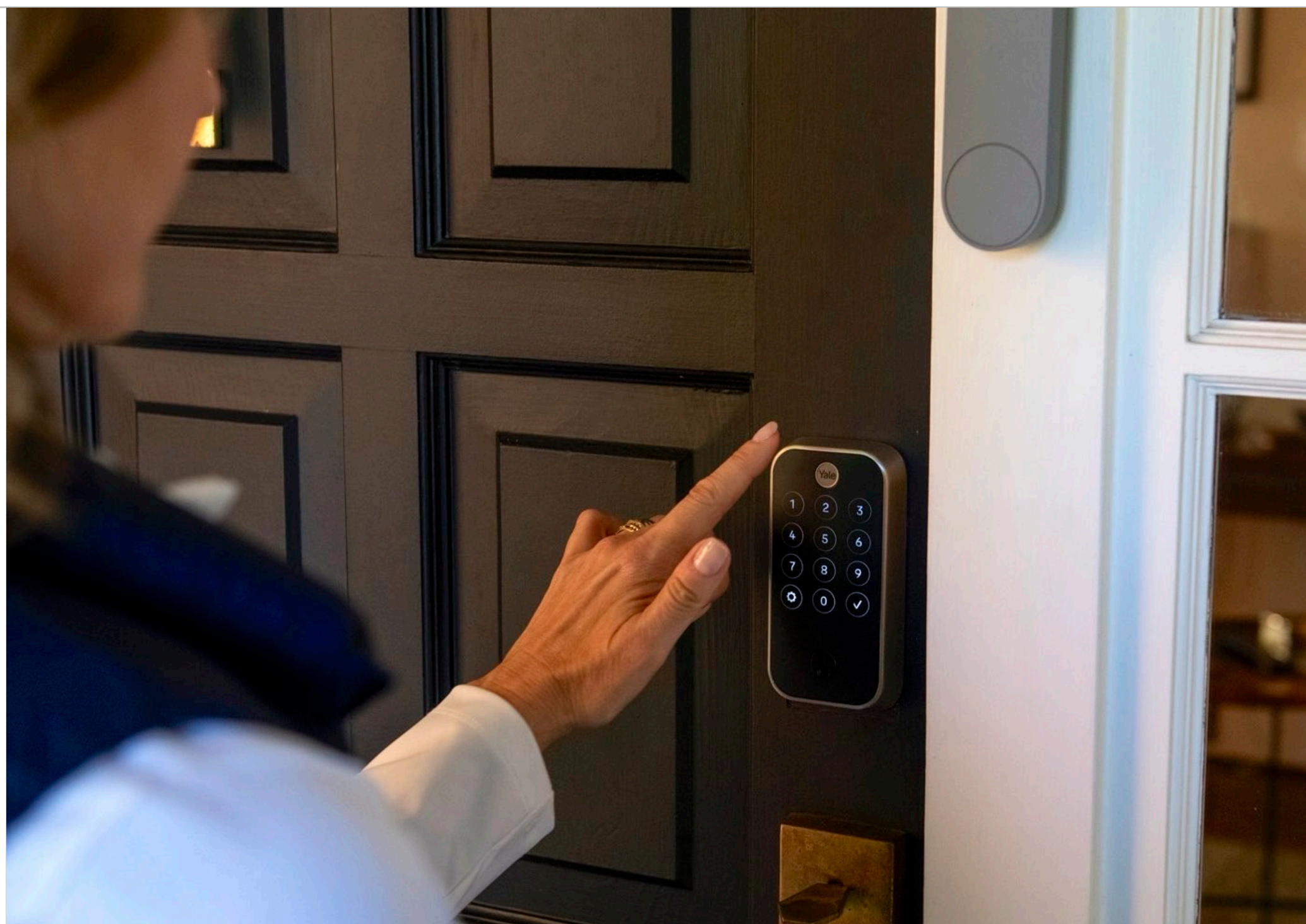
In addition to conveying authenticity, this principle ensures we represent the breadth of real humanity. We believe everyone deserves to feel safe. A key part of feeling safe is feeling seen and represented. The people who make up our workforce and our customer base come from a wonderfully diverse set of backgrounds, nationalities, races, and identities. And when people see our marketing, they should be able to see themselves in it.



PRINCIPLE 04

Products exist in the moment

Our products are part of everyday life. They should primarily be photographed in real settings involving real people or with natural props that suggest human activity.



Isolated product

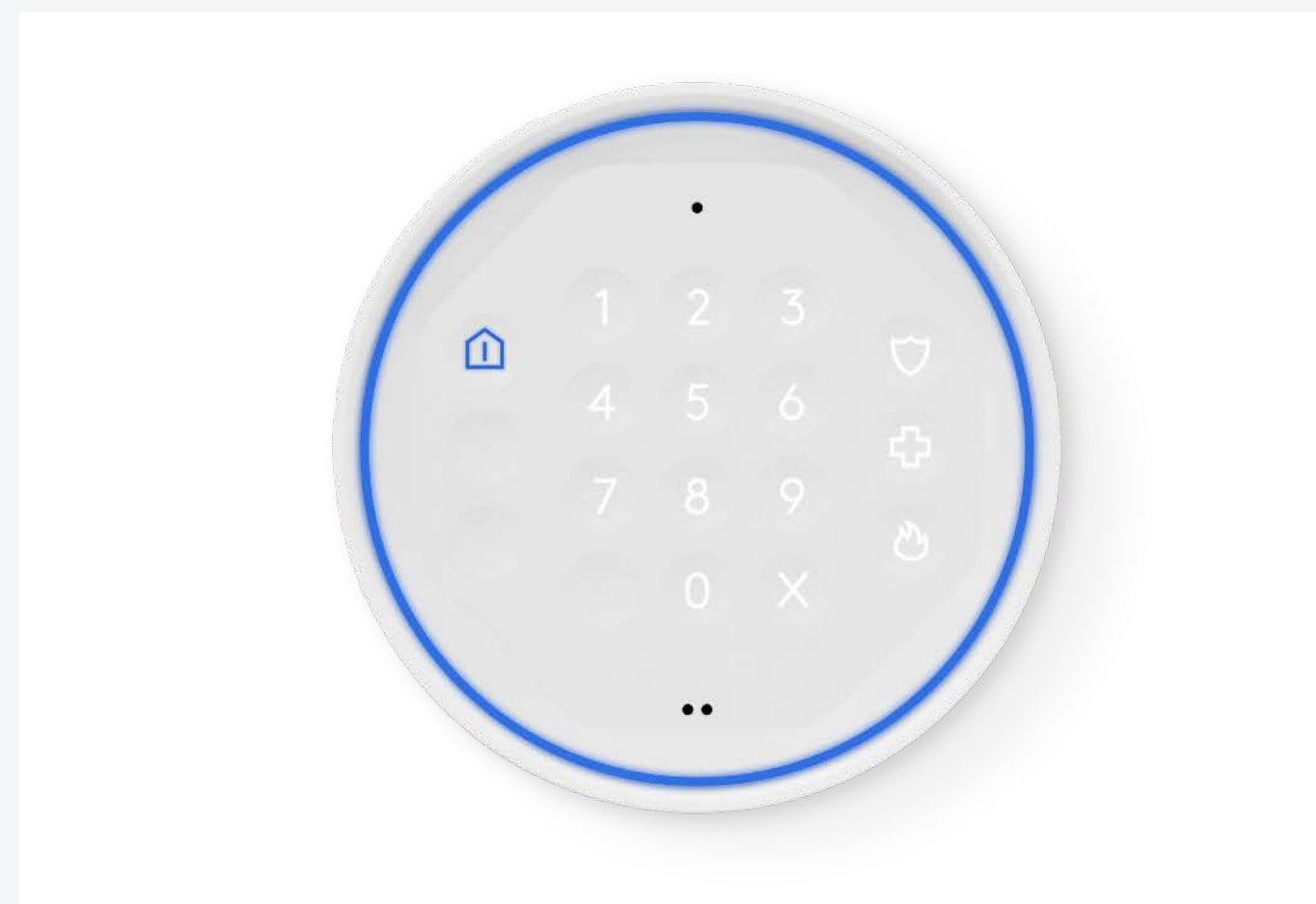
In certain situations, products need to be shown in isolation. Keep this general guidance in mind when photographing products in a studio environment and when placing isolated images on different backgrounds.

LIGHTING

All products should be photographed under soft yet directional light. This type of lighting will ground the product with subtle shadows.

SHADOWS

In situations where shadows need to be created/adjusted in post-production, they should be made from a black layer that has been adjusted to a semi-opaque value. The opacity value you choose (typically between 5% and 40%) will depend on the background layer. Make sure the shadows don't become ominous or overpowering. Subtle color shadows may also be utilized.



Top Down View



Front View



Angled View



Product Collection View

Placement on backgrounds

Our products are primarily placed on clean white backgrounds. Brand colors and seamless gradients can also serve as product backgrounds when more contrast, variety or visual impact is needed. In certain circumstances, products can be on neutral-toned textures like wood, concrete or marble. These backgrounds should complement the feel of accompanying lifestyle photography.

REALISTIC PLACEMENT

To make sure that the products feel grounded, use the steps below as a starting guide.

1. Make sure the angle of the backgrounds and shadows match the angle and lighting of the product.
2. Shadows should not spread too far away from the product. Use about 10-15% percent of the product's surface area as the spread distance.
3. The opacity of the shadow should match the lighting of the product. Aim for a lighter shadow when possible and use the Multiply blend mode to integrate the shadow with the background.



White Background



Brand Color Background



Seamless Gradient Background

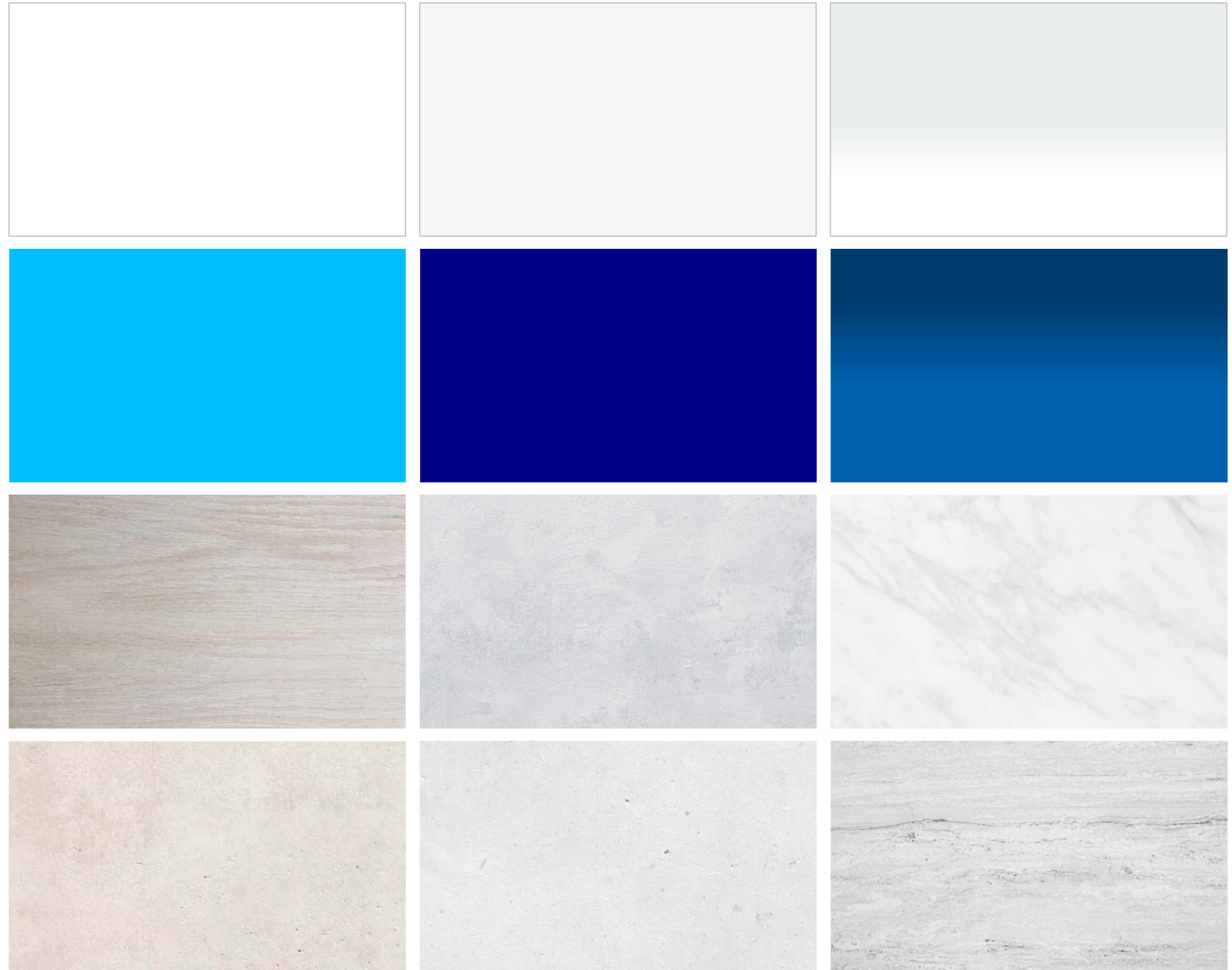


Texture Background

Background Examples

Use these examples as starting points and inspiration for backgrounds on which to place isolated products. There is flexibility to adjust the opacity and/or brightness of these backgrounds to ensure that the product stands out.

For a library of approved textures, visit Bynder at adtassets.com.





Iconography



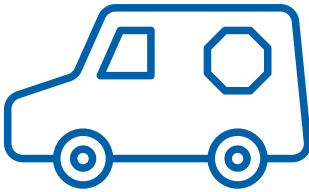
Overview

A library of icons has been created as a quick way to describe ADT products and services. These icons can be leveraged to showcase the breadth of product offerings.

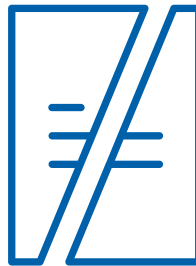
You can find our complete library of approved icons in Bynder at adtassets.com.



Tamper Protection



Pro Install



No Long Term Contracts



Virtual Assistance



Easy Self Setup



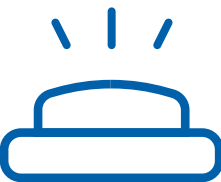
6 Month Money Back Guarantee



24/7 Live View



On-the-go Alerts



Bypass Button Feature



Talk and Listen



Real Time Alerts



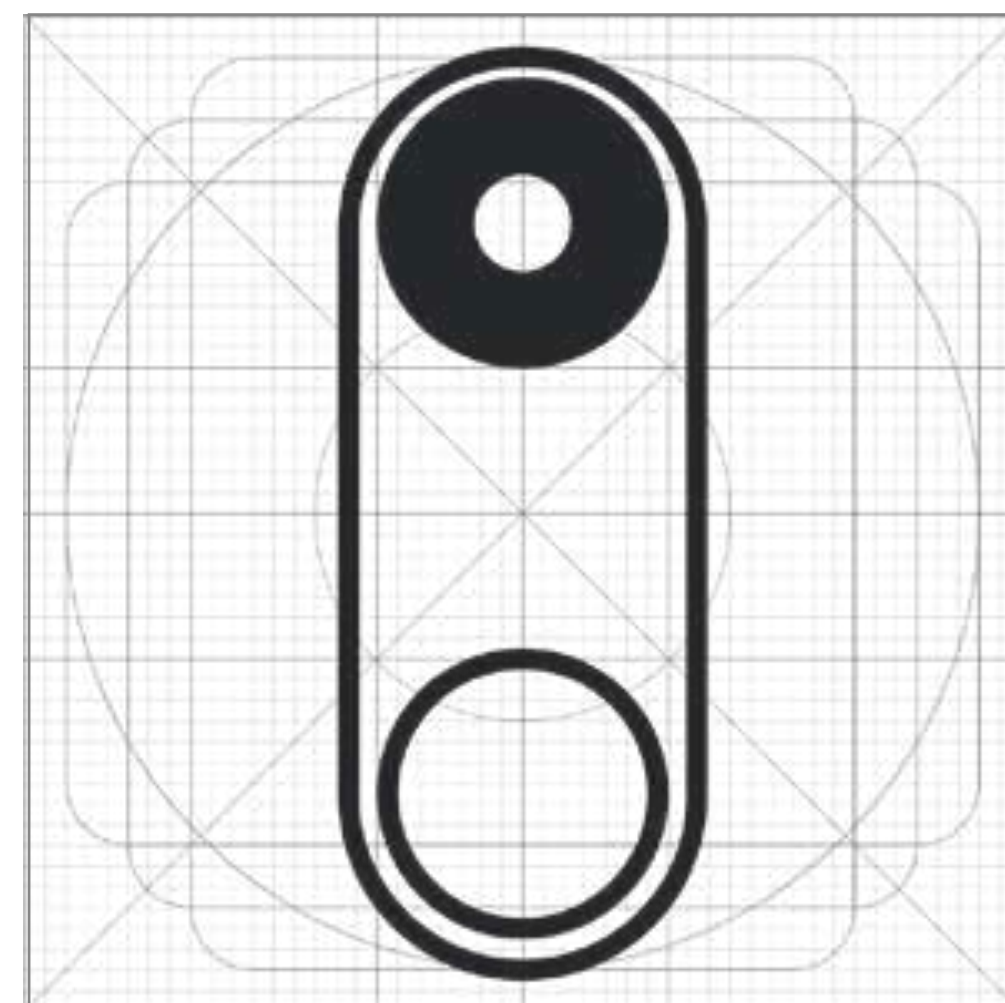
Arm and Disarm

Anatomy & Color

Our iconography system is composed of two fidelities of icons: printer-friendly and mobile-friendly.

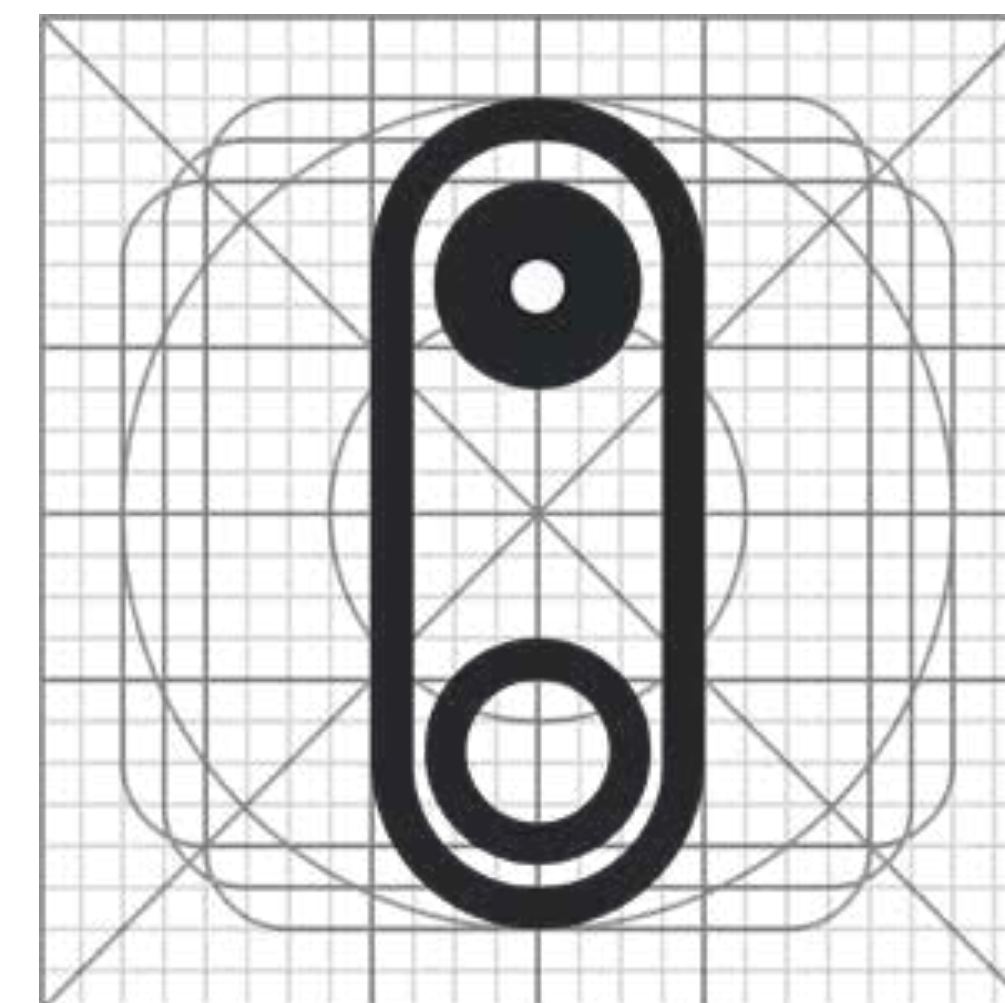
All ADT brand icons should have a 192 px version that's print-friendly and a 24 px version that's mobile-friendly. A keyline grid has been created for both fidelities so that any future icons created are the proper size.

Our icons only appear in three colors: Copy Text Gray, ADT Blue and white. Use the appropriate color for proper contrast, and use the same color icons when using multiple icons in an application. Do not use other colored icons or different colored icons in the same application.



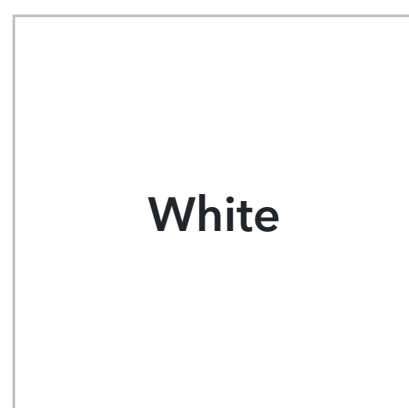
PRINT-FRIENDLY
192 px icon grid
4 pt stroke

Larger and detailed icons are great for print assets and digital assets which allow for larger real estate.

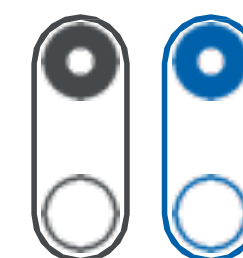


MOBILE-FRIENDLY
24 px icon grid
1 pt stroke

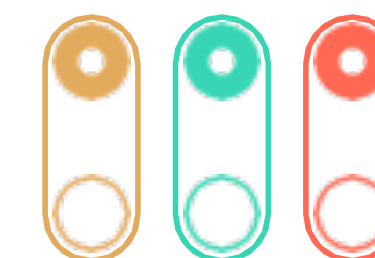
Mobile-friendly icons are best used for apps, small digital banners and small columns for websites.



✓ CORRECT



✗ INCORRECT



Clear space

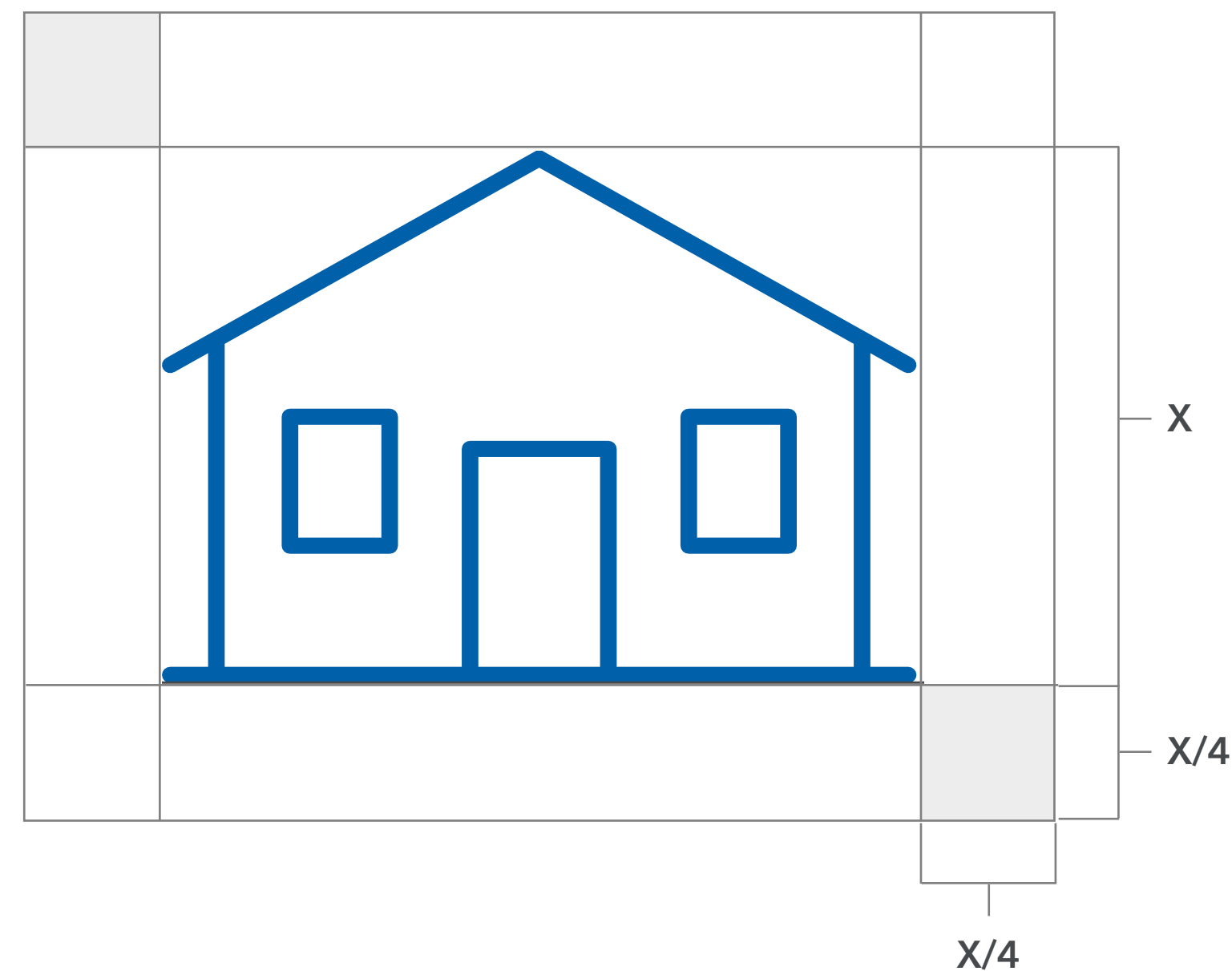
Maintaining adequate spacing around our icons is important for preserving the integrity and meaning of the icon.

The clear space required around an icon is equal to a quarter of the height of the icon.

Minimum Sizing

To maintain legibility, minimum sizing should be followed.

The minimum sizing for our icons is 30 px high for digital applications and 1 cm high for print applications.



CLEAR SPACE



MINIMUM SIZING

Icons & Copy

When iconography is used with copy, it can be placed either above or to the left of the text to fit the layout. Sizing should always be consistent across the application.

SIZE

Icon size is determined by the copy it accompanies. Starting with the tallest icon being 4 times the cap height of the copy text. All additional icons on a single page or piece then match that scale. Iconography shouldn't be smaller than 1 cm or 30 pixels in height or width.

PLACEMENT

Icons can be placed centered above copy or top aligned to the left of copy. There should be space equal to 1.5x the height of a line of type between the icon and copy.

COPY COLOR

Icon titles should appear in Copy Text Gray when they appear on their own, with no accompanying descriptor copy underneath. If the icon and title have accompanying descriptor copy, both the title and descriptor copy should also appear in Copy Text Gray.



Vertical: icon + descriptor copy

Mobile Alerts
The ADT app gives you control from more places with instant alerts.

4 times x
1.5 times x
Icon title color: Dark Gray

Horizontal: icon + descriptor copy

1.5 times x

Mobile Alerts
The ADT app gives you control from more places with instant alerts.

4 times x
Icon title color: Dark Gray

Icon + title only

Mobile Alerts

4 times x
1.5 times x
Icon title color: Dark Gray



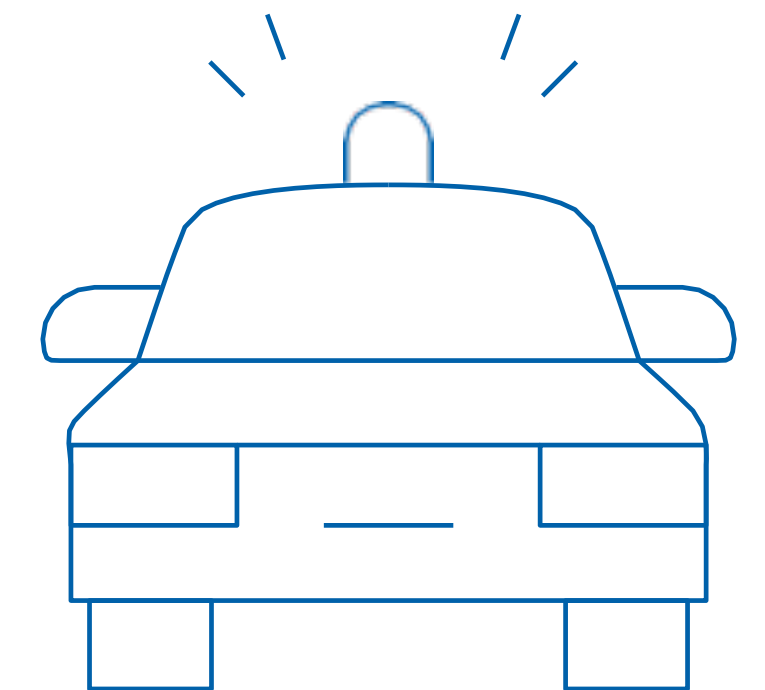
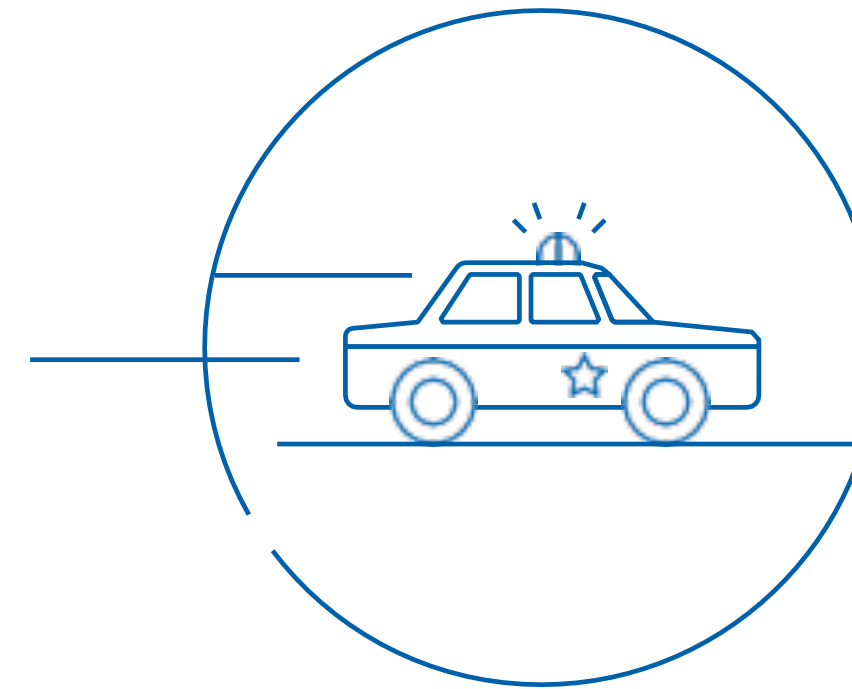
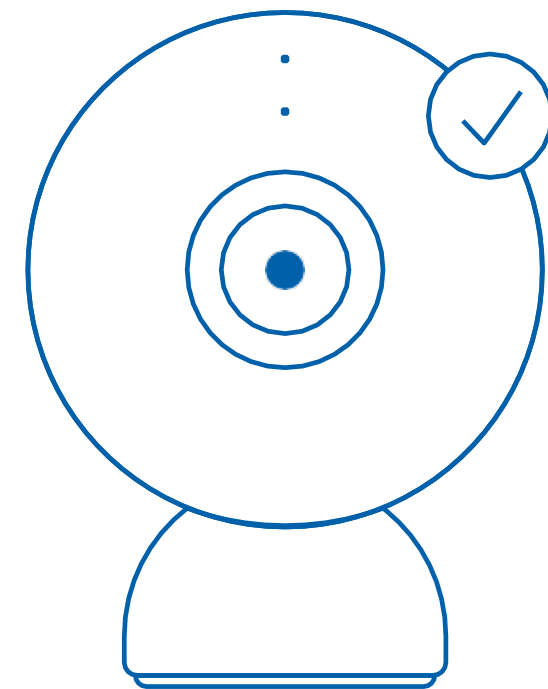
Mobile alerts

mobile alerts

Mobile alerts

Motion & Social

The branded stroke style should be used for projects like animation, brand videos and infographics. Social stickers have more creative flexibility, allowing for greater use of brand colors to help create more engaging social content. The sticker animation design should not be used for ADT brand videos.





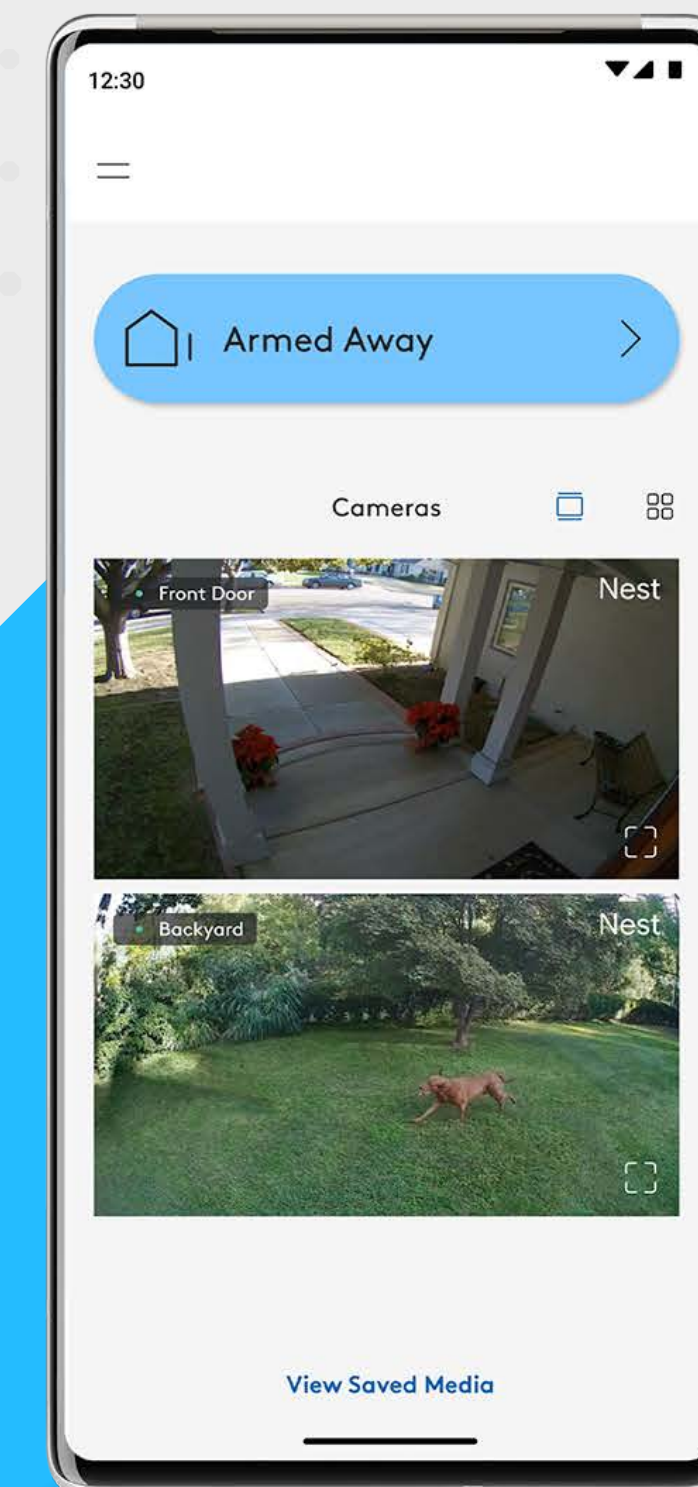
Examples

Layout	73
Out-of-Home	81
Digital Ads	84
Social Media	86
Internal	90



Layout

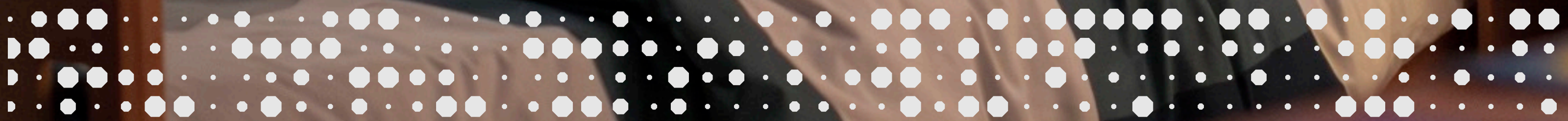
When Every Second Counts



Helping protect you
for the moments
that matter most.



Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.



One second
lorem ipsum
dolor sit amet

And then
consectetur
adipiscing elit.





One second
lorem ipsum dolor sit
amet

And then
consectetur adipiscing elit.





One second
lorem ipsum dolor amet

And then
consectetur adipiscing elit.





One second
lorem ipsum dolor amet

And then
consectetur adipiscing elit.





Out-of-Home



One second
lorem ipsum
dolor sit amet



And then
consectetur
adipiscing elit.





Lorem ipsum
dolor sit amet



Lorem ipsum
dolor sit amet





Digital Ads

Keep an eye on your home and watch it's value grow

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PARIS2024

Climber overcame a chronic health condition that left him on 'death's door' en route to the Olympics



A sneak peek at the gymnastics leotards Simone Biles and Team USA will wear

The 2024 USA Olympic official roster has been revealed – see who's competing in Paris

NBC NEWS NOW.



Add Value. Minus the hard work.

Take a second to upgrade your home.

LEARN MORE

Google and Nest Doorbell are trademarks of Google LLC. © 2024 ADT LLC dba ADT Security Services. All rights reserved



Advertisement for ADT with text: 'Upgrading your home? Up your security.' and an image of a person working on a wall.

Business & tech



The fastest-growing streaming networks have an unusual...



ECONOMY

The Fed may soon out interest rates. That could make your next trip abroad more expensive



TECH

Samsung Electronics workers announce 'indefinite' strike

TECH NEWS

CULTURE & TRENDS

Display examples from the IYF campaign

NOTE: Only use the ADT | G lockup only in ads that show Google devices. Anywhere else, only the ADT logo should be used.



Social Media



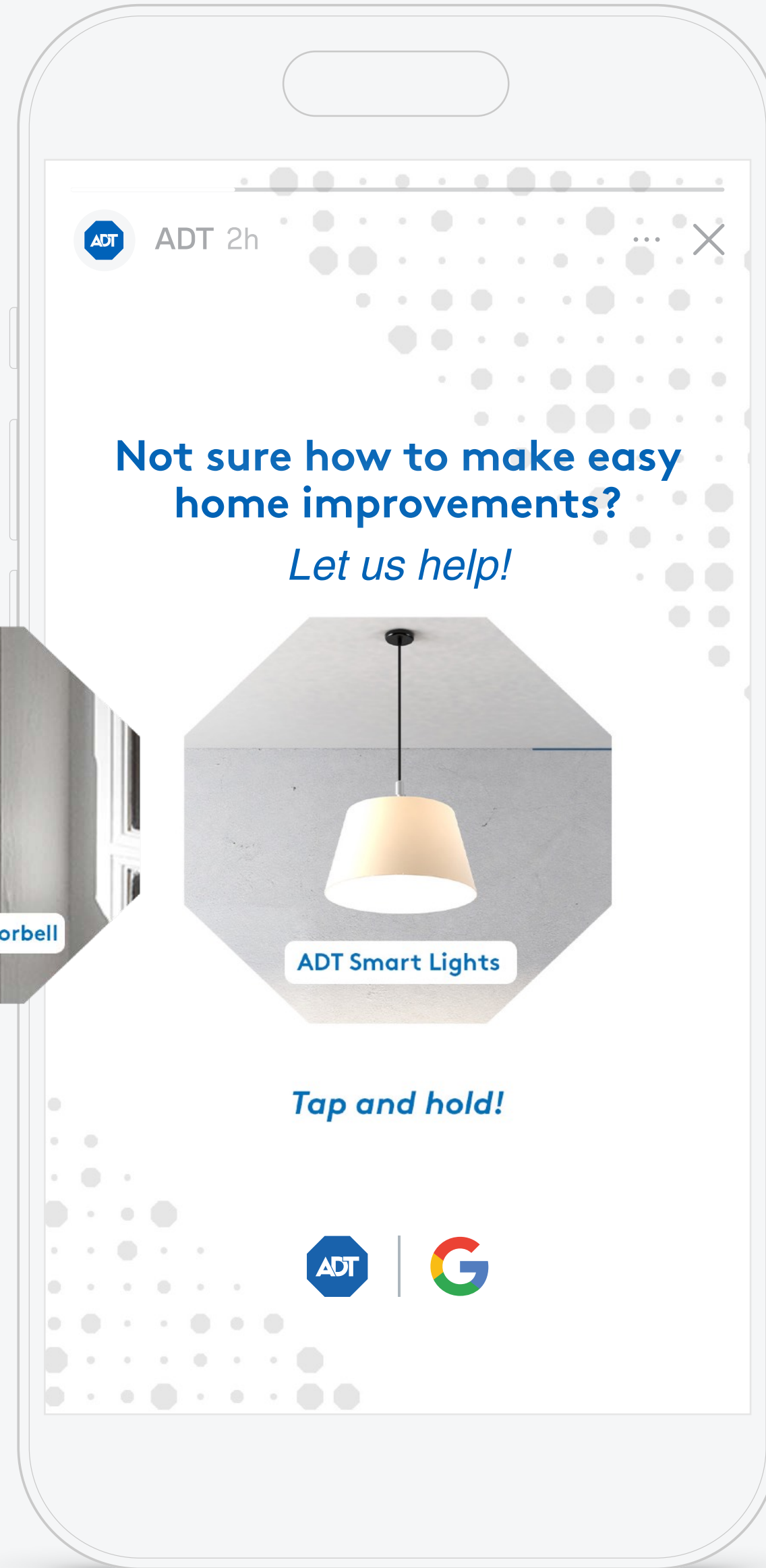
Google Nest Hub Max

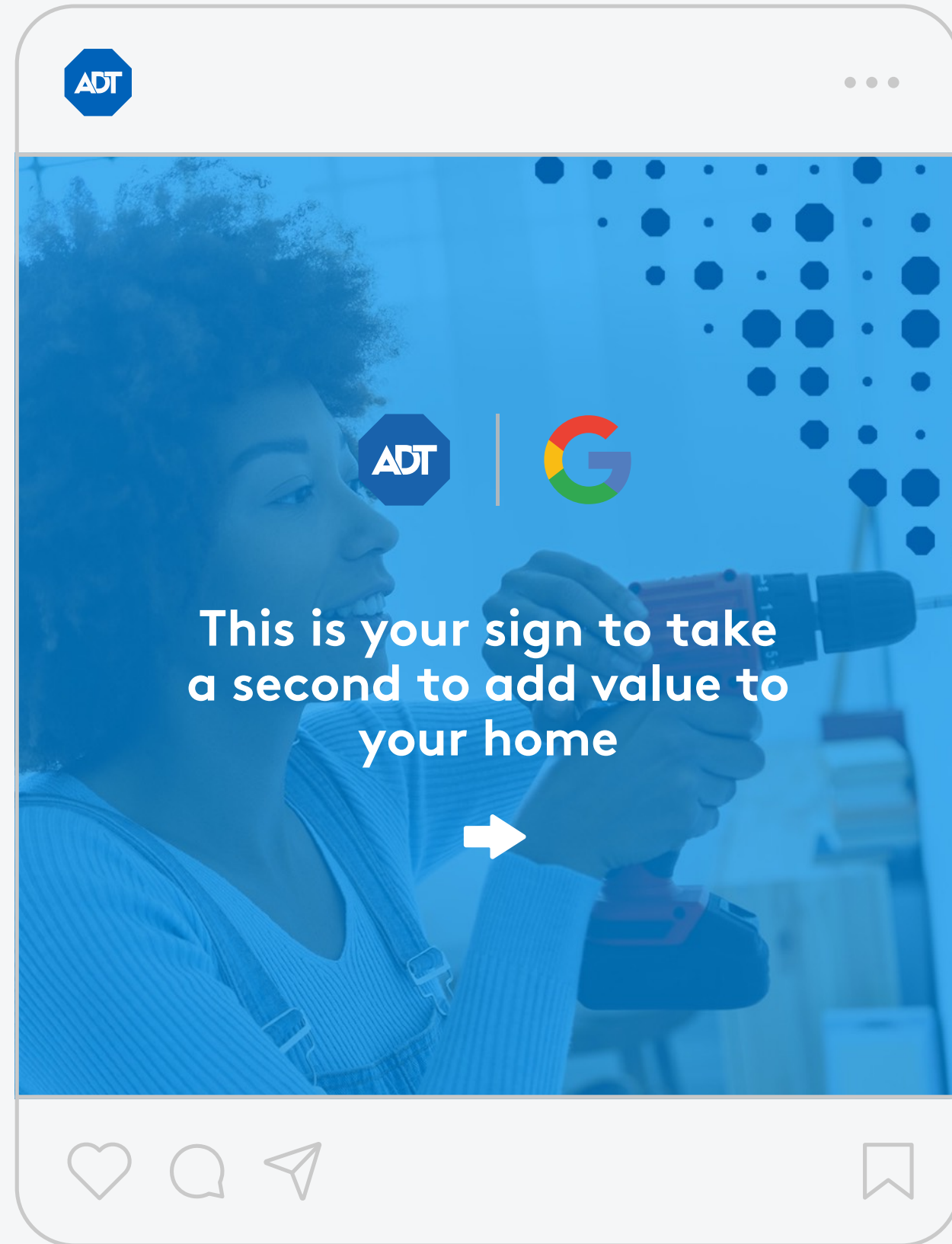


Google Nest Doorbell



ADT Smart Lights





FRAME 1



FRAME 2




FRAME 3

ADT 2h


ADT | G

What's the best part of adding value to your home with ADT?


↓



Mood lighting
ADT Smart Light

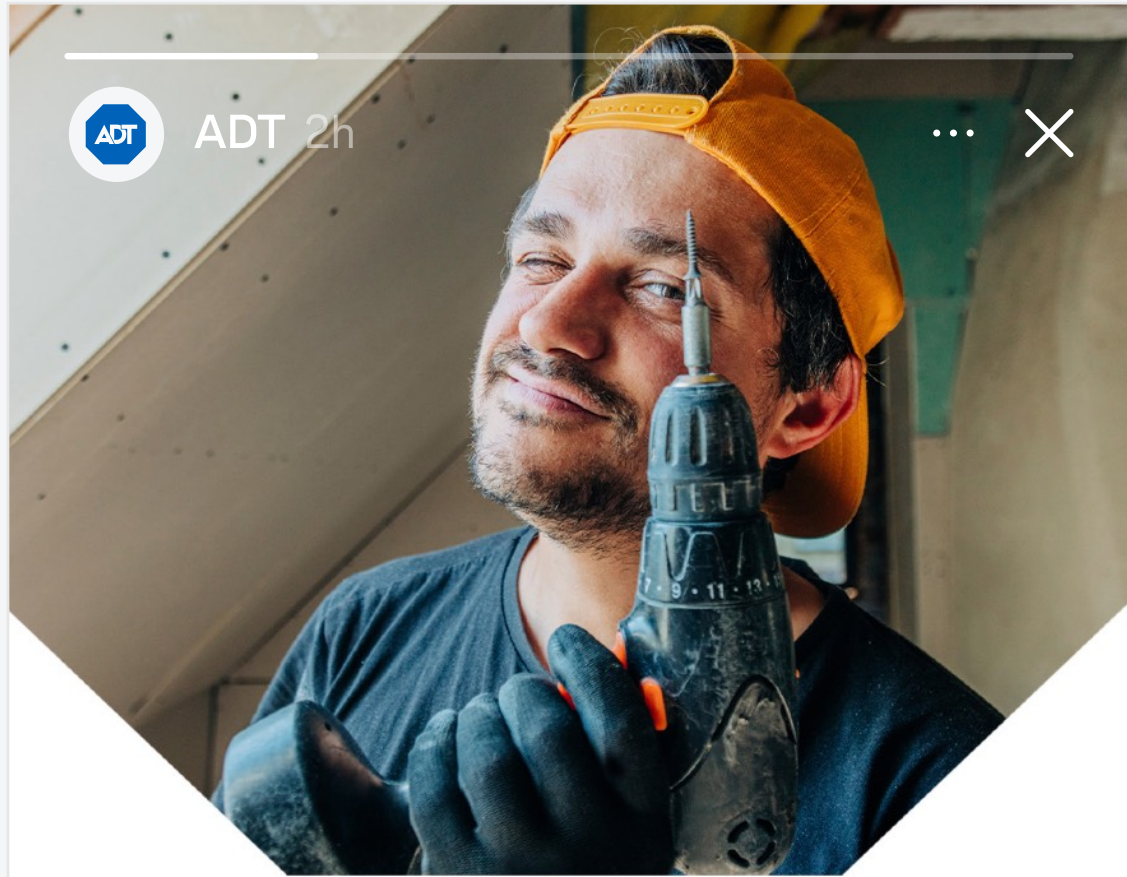


Cool and comfy
Google Nest Thermostat



Good company
Google Nest Doorbell

ADT 2h




Which home upgrade is the fastest and easiest?

Pick One

- (A) Convert garage to extra room
- (B) Set up ADT Smart Home Security
- (C) Remodel kitchen

ADT 2h



Breaking ADT myths: Play 2 truths and a lie

Find the lie below

»

- (A) ADT is an easy way to add value to your home
- (B) ADT stands for "All the Darn Time"
- (C) Fast, whether we do it or you



Internal



One second
you're an
employee

And then
you're a hero.



BLUE

BOLD • LEAD • UNITE • ELEVATE









Thank you.

For further questions or to request brand assets,
please contact:

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