



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 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

Who we are as a brand and how it distinguishes us from our competitors.

01 Unrivaled Safety

Show that everything we do is in service of helping keep our customers safe. Founded with safety as our highest priority, ADT is proud to own its reputation as the most trusted* leader in security.

*Voted most trusted home security provider brand by American shoppers based on the 2025 BrandSpark® American Trust Study.

03 Premium Experience

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

02 Innovation

Build on the foundation of our safety leadership with our innovative portfolio, establishing ADT as a major player in smart home security and the evolving definition of safety.

04 Community Impact

Establish ADT as a force for good in our communities. Our higher purpose is to make sure everyone feels safe.

Our Brand Platform

When Every Second Counts, Count on ADT.

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

It serves as the foundation for ADT's comprehensive messaging strategy and design execution, providing the framework for campaigns like In One Second.

It's our ethos.

WESC is more than a tagline. It captures our dual role: combating 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.

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.

Anatomy of WESC

Use this to put WESC in context and create compelling content, showing that no one values time more than ADT.

OUR OPPORTUNITY
*Show that no one values time
more than ADT*

When Every Second Counts

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

Show the significance of a single second

Celebrate the outcomes

Content Strategy

Drive deeper connections with consumers, fostering familiarity with and favorable consideration for ADT.

Executional Tenets

CREATE VALUE

Create useful, entertaining, and desired content that is relevant to the brand and generates consumer loyalty.

CREATE ACTIONS

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

CUSTOMER FIRST

Provide unique security content, enriching followers' experiences with insights and the best ADT has to offer.

BE A THOUGHT LEADER

Showcase our innovation and in-depth expertise to guide and inspire others, building our credibility in the process.

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

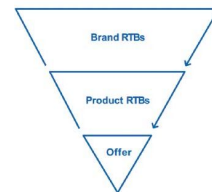
Secure ADT as a major player in smart home security and evolving safety.

COMMUNITY IMPACT

Establish ADT as a force for good, dedicated to making sure everyone feels safe.

PREMIUM EXPERIENCE

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



Execute data-driven, full-funnel messaging for RTBs that showcase the ADT Advantage at every point in the consumer journey.

Creative Tenets

LIFESTYLE EMPOWERMENT

Our content is high-quality, personal, and authentic. It inspires peace of mind and security, empowering customers to live fearlessly and truly feel secure.

NATIVE CONTENT

We tailor content to be channel-specific, audience-focused, and diverse. Provide clear messaging with more than just copy.

FOLLOW BEST PRACTICES

Adapt content to match each platform's unique strengths, audience preferences, and technical specs.

POLISHED, BUT NOT TOO MUCH

Polished, yet genuine videos show real people living with peace of mind. Use on-screen text and user-generated content when relevant.

Voice

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Overview

Our distinct brand voice defines how we communicate verbally with 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.

Tone

Use these guidelines to be empowering, empathetic, confident, and knowledgeable in our writing.

01 We're approachable: a trusted friend with sound advice.

02 We're calm and collected but convey urgency when it's called for.

03 We don't shout visually or in copy.

04 We write in a smart and simple fashion.

05 We never just talk about products; it's always service and products.

Approach

To truly convey our value, we need to express what ADT does and how it makes customers feel.

We help people get ready for bed, set the mood for a dinner party, and travel worry-free. That's what matters to our customers, and therefore to us.

**We write copy
that's benefit-driven,
not feature-driven.**

Voice Mechanics

When speaking as the brand, refer to us as "ADT" or "we" depending on context and tone.

Use "ADT" when you want to reinforce the name, create clarity, or speak with authority.

EXAMPLE: "ADT helps protect what matters most."

Use "we" when a more human, conversational tone is needed — especially when building trust or connection.

EXAMPLE: "We're here 24/7, so you always feel protected."

Use more familiar language when being self-referential. Avoid using "the company," "the brand," or third-person constructions, as they can feel distant, formal, or impersonal.

EXAMPLE: "We always aim to provide reliable, trustworthy service," instead of "Our brand aims..."

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.

The In One Second campaign connects with the consumer with the true-to-life example of big moments and an emotional appeal to protect the important things.

In One Second

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

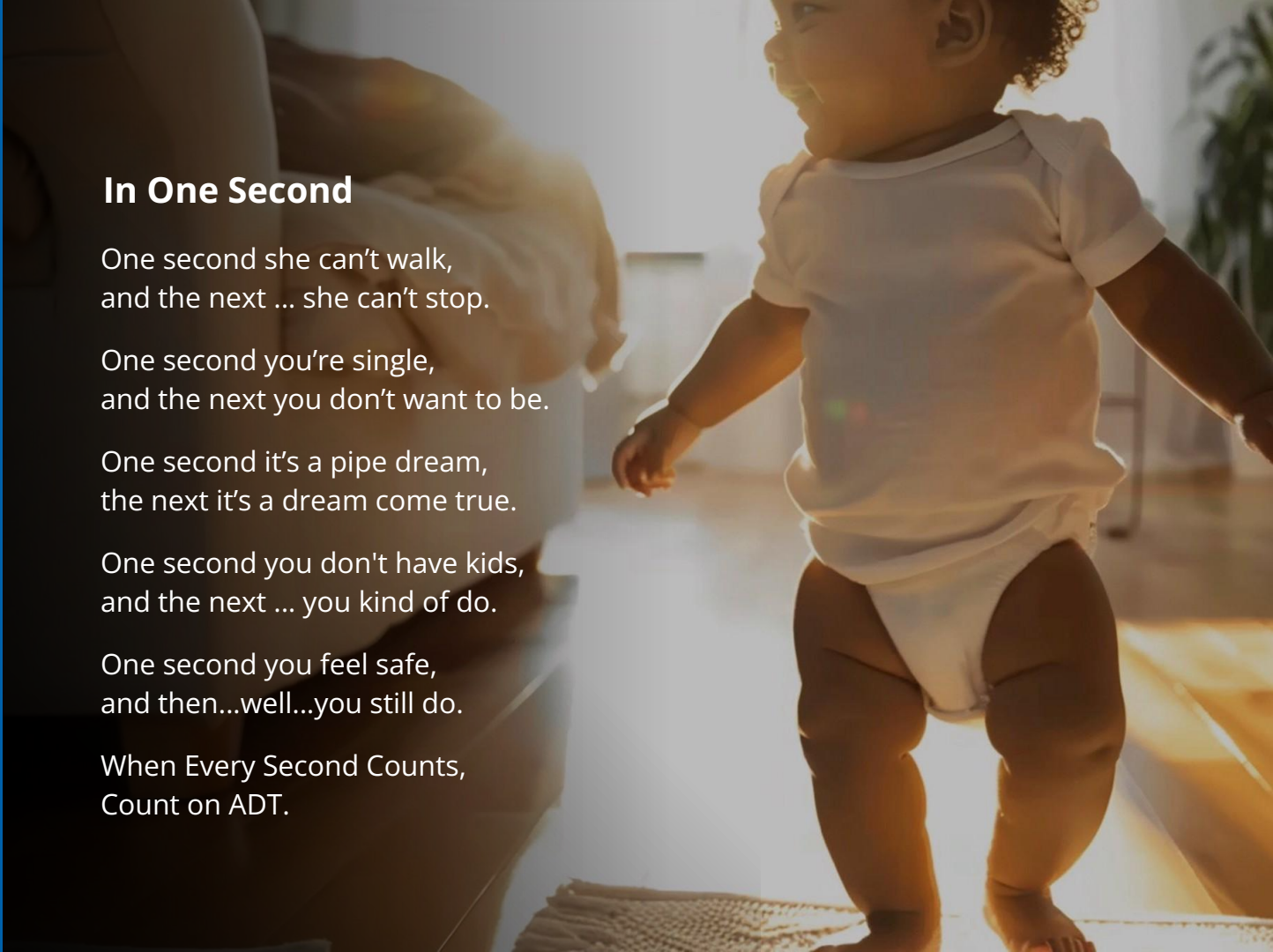
One second you're single,
and the next you don't want to be.

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.



Examples

The Summer of Safe-ish campaign brings a new POV to defining safe vs. safe-ish home security.

When it comes to humor, we're clever, wry, and love a play on words — but are never cynical or mean. We playfully call out safe-ish behaviors, but only to help people make safer choices, not to mock.

Don't Settle for Safe-ish

Fake signs aren't fooling anyone.

Cute, but not a guard dog.

Is your spare key hidden within 5 feet of this door?

Nice hiding spot. Still not safe.

Trust your neighbors, not fake rocks. We can help with that.

Don't settle for safe-ish. Get 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, using the octagon as part of a dynamic visual language.



The ADT Octagon

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

Our brand shape represents that one second. Multiplied dynamically, it acts as a graphic storytelling device that shows how ADT protection covers all the moments that matter most.



One second



Becomes a minute

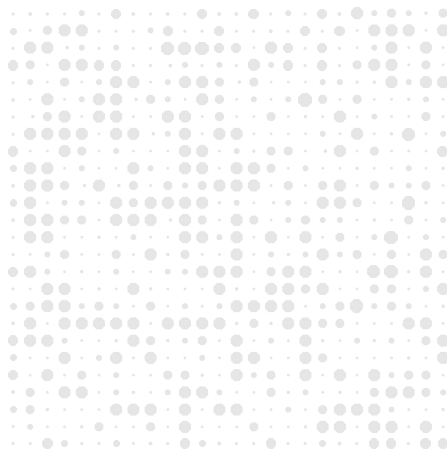


That time becomes moments that define us

Graphic Devices

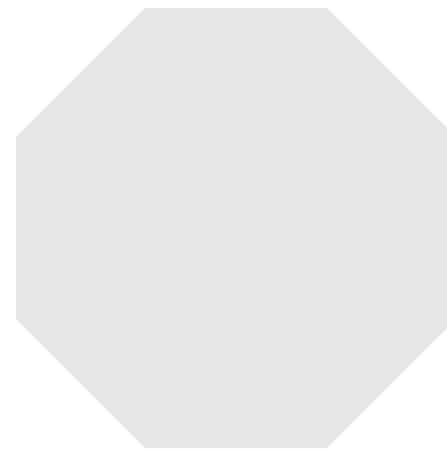
Overview

We use our core brand shape in two primary ways: the Moment Grid pattern and the Octagon badge supergraphic.



Pattern: The Moment Grid

The Moment Grid pattern is a dynamic grid of octagons of varying size, representing the changing moments of life. Use it intentionally to fill negative space or add visual interest. It should always be subtle, never distracting.



Supergraphic: Octagon badge

The Octagon badge supergraphic is a holding shape for brand photography, colors, text or other elements. It highlights those important moments of life as a recognizable visual anchor.

Moment Grid

The grid serves as the foundation for octagons to form texture, patterns, or other graphic expressions.

Our brand pattern visually communicates that ADT is there every moment.



Grid Colors

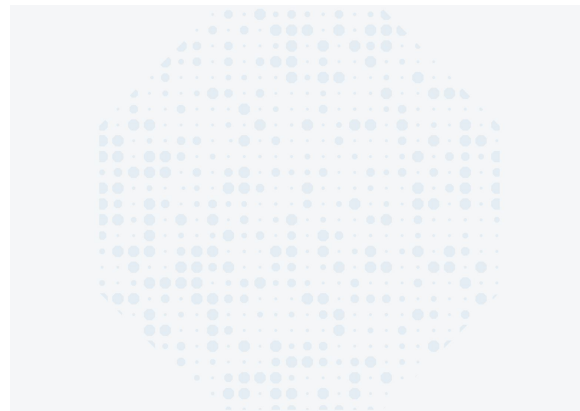
The Moment Grid is primarily used in a tone-on-tone fashion based on the background color it is placed on.

Its opacity can be adjusted to give it minimal contrast. However, the opacity should not go below 30% and above 50%.

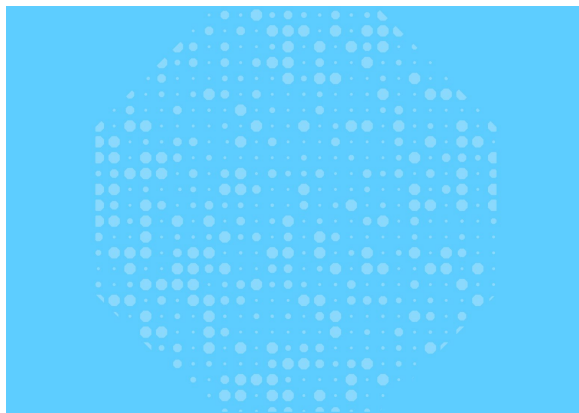
Here are a few examples of how the Moment Grid can be colorized.



Alert Blue Dark 30% on ADT Blue



Alert Blue Dark 30% on Background Gray



Background Gray 30% on Alert Blue



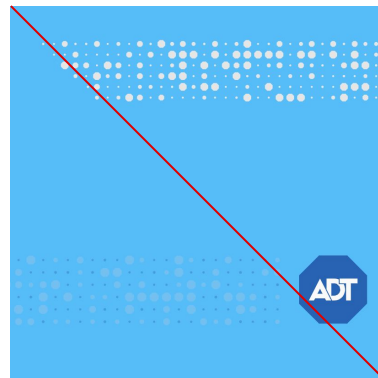
ADT Blue 30% on Safety Blue

Moment Grid Don'ts

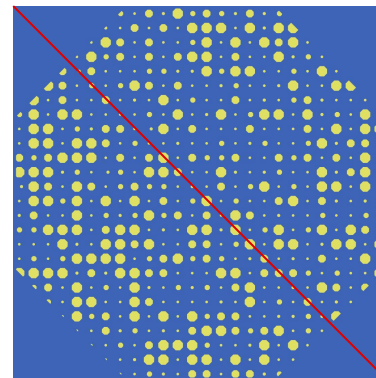
The Moment Grid should always be preserved in its core colorways and proportions. There are numerous ways the Moment Grid should not be used including, but not limited to, the following examples.



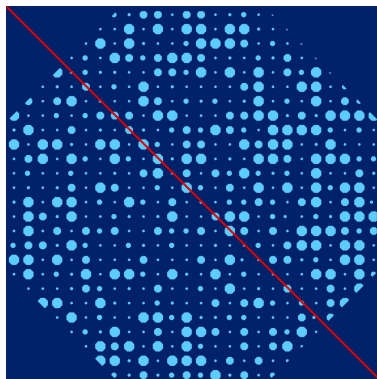
Do not use the Moment Grid over photography.



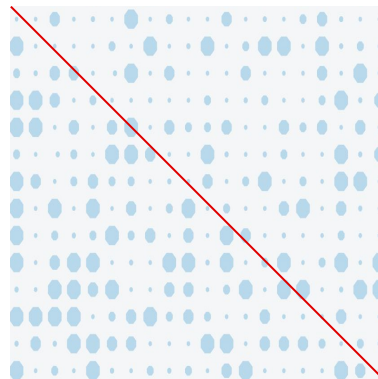
Do not use multiple colors inside the Moment Grid.



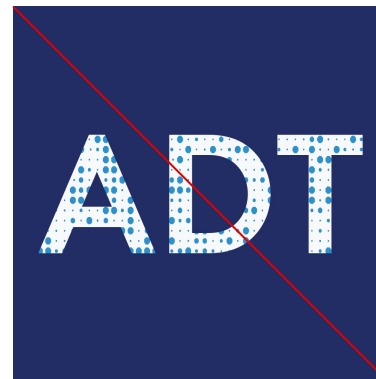
Don't use the moment grid in unapproved colors



Do not use a color combo that is high contrast in the Moment Grid.



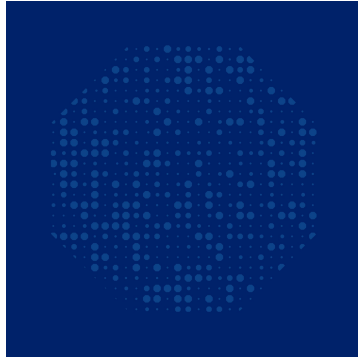
Do not distort the shapes inside the Moment Grid in any way.



Do not overlay the moment grid over text.

Moment Grid Dos

There are numerous ways to utilize the Moment Grid in terms of cropping and arrangement among other elements including, but not limited to, the following examples.



Do use the moment grid inside the octagon shape.



Do place images of products over the moment grid.



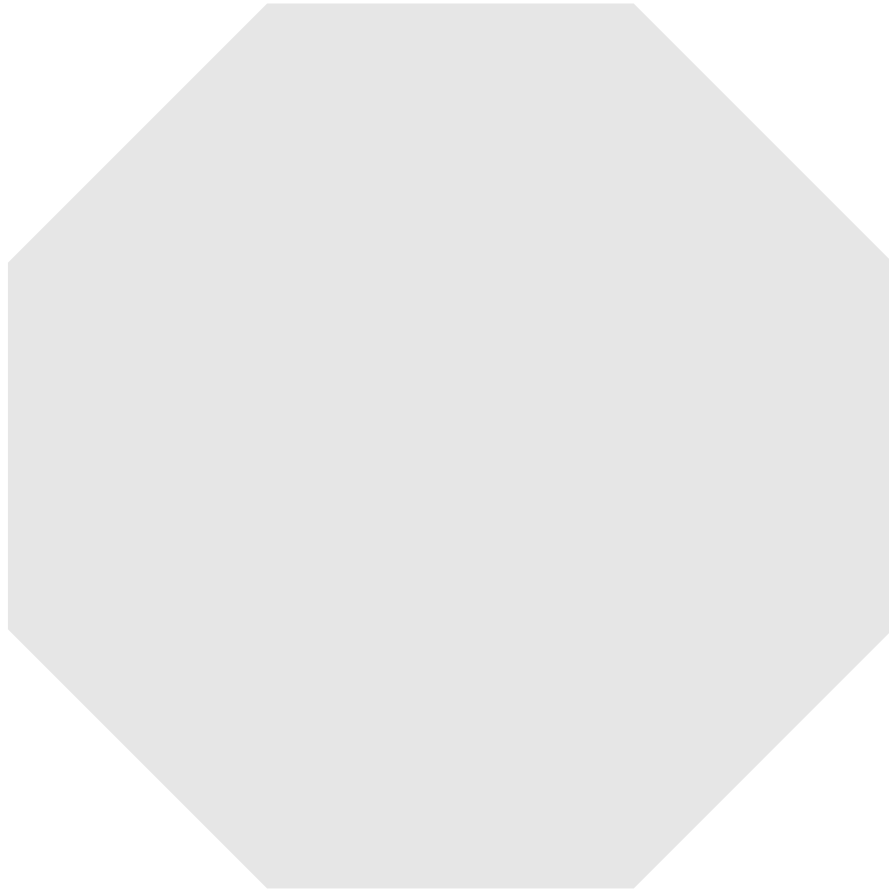
Do bleed the moment grid off the edges.



Do bleed the moment grid off the edges.

Octagon Badge

Our core brand shape, the octagon, transforms into a supergraphic as the main visual badge in brand communications.



Usage Examples

A wide variety of layouts can be created around the Octagon Badge. Here 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.

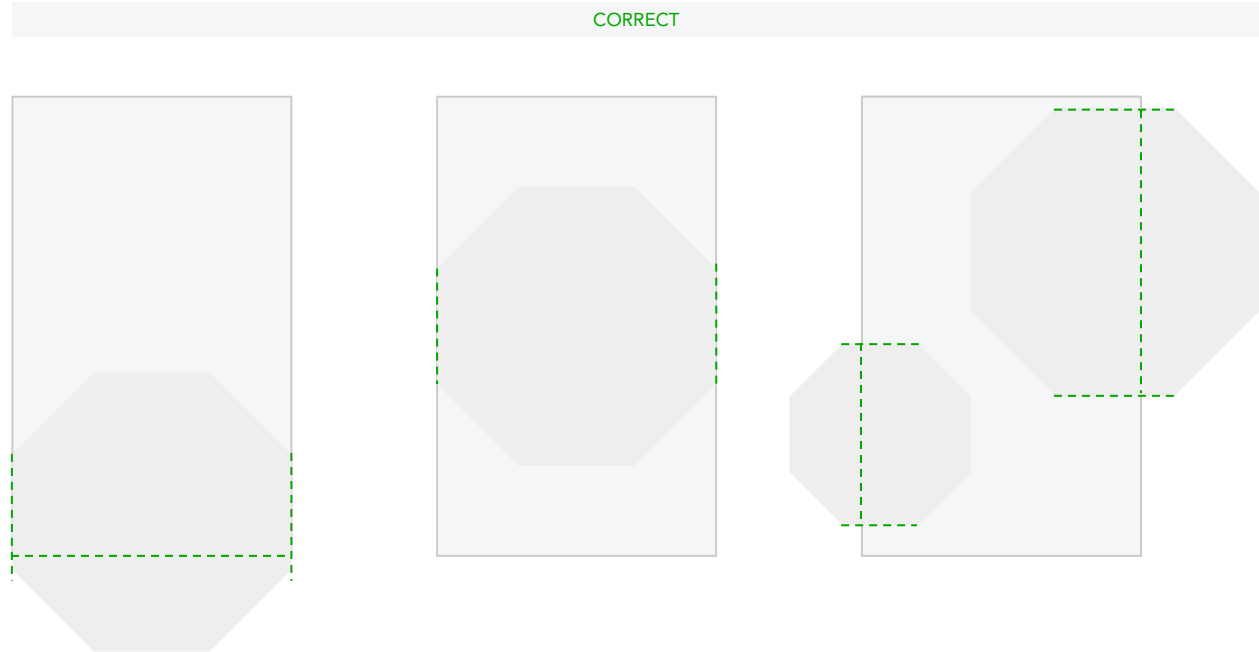


MULTIPLE IMAGES

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

Octagon Cropping

To preserve the proportions and recognition of our core brand shape, crop it inside the flat sides of the octagon.

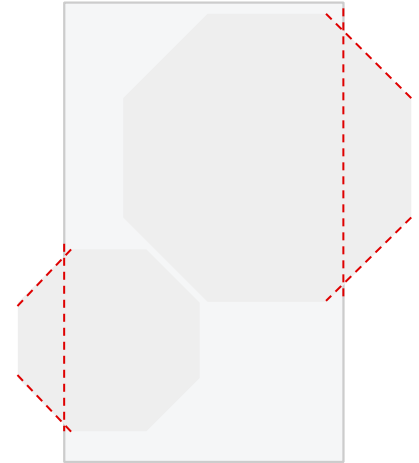
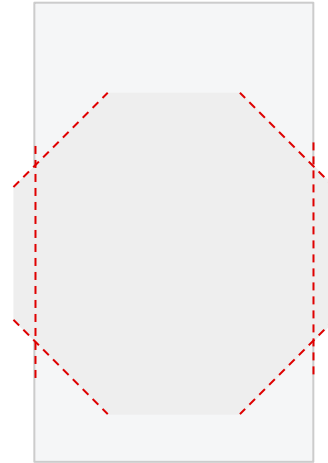
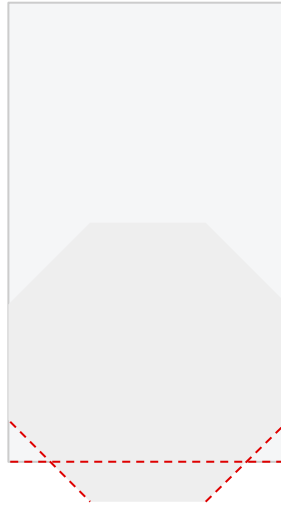


Octagon Cropping

To preserve the proportions and recognition of our core brand shape, crop it slightly inside the flat sides of the octagon.

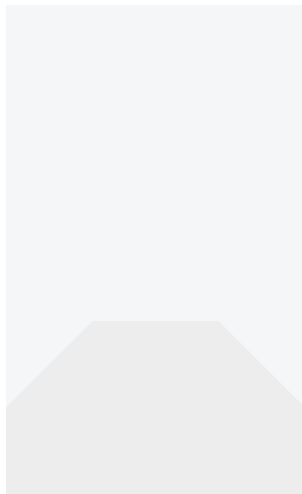
DO NOT crop the shape on the angled sides or too far along the flat sides. Doing so distorts the proportions of the octagon, making it less recognizable as our core shape.

INCORRECT



Octagon Dos

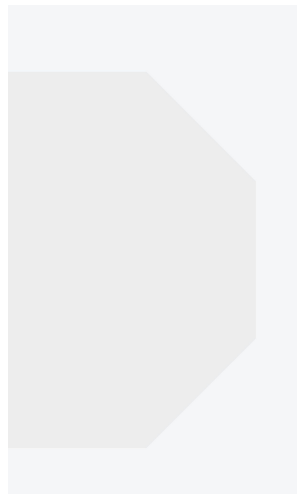
There are numerous ways to utilize the Octagon in terms of cropping and arrangement among other elements including, but not limited to, the following examples.



Do crop the octagon on the bottom or top using our cropping recommendations



Do combine multiple octagons using our cropping recommendations



Do crop the octagon on the sides using our cropping recommendations



Do float the octagon uncropped but only if there's a supporting cropped octagon

Octagon Don'ts

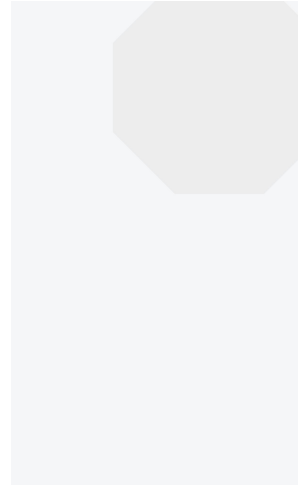
The Octagon should always be preserved in its. There are numerous ways the Moment Grid should not be used including, but not limited to, the following examples.



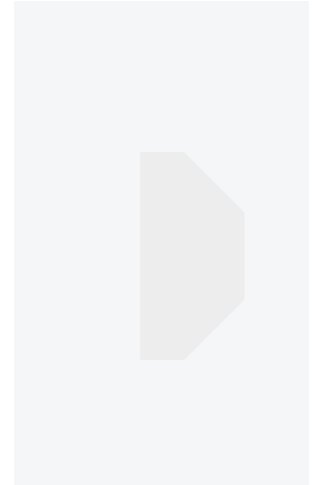
Do Not rotate the octagon



Do Not skew the octagon



Do Not crop the octagon in the corners and over the diagonal planes of the octagon



Do Not crop the octagon in the center. Octagon must be anchored to a side when cropped

Logo

Overview

Our logo is one of our most valuable visual brand assets. We must use the ADT logo thoughtfully so it drives premium perceptions and accurately represents our portfolio.

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



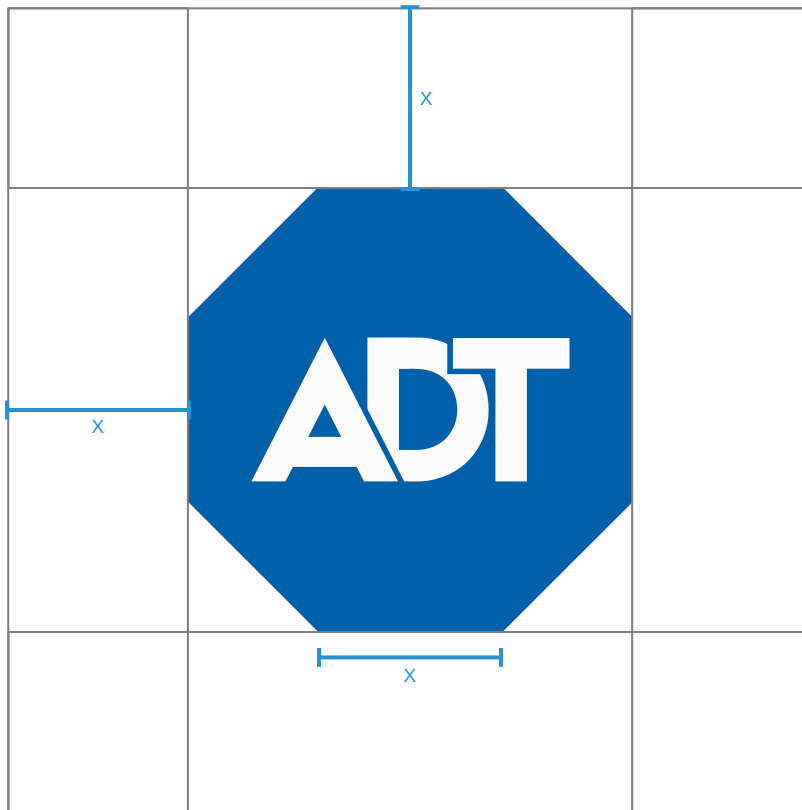
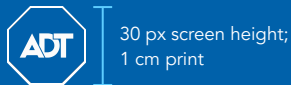
Clear Space

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

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

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.



Variations & Usages

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 or Safety 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.



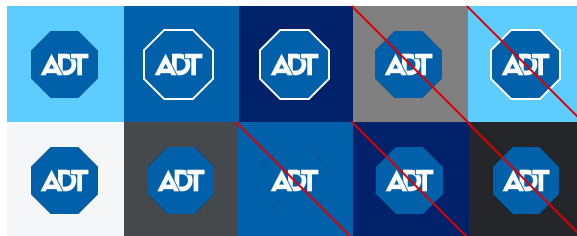
Primary Logo: For all applications except on solid ADT Blue and Safety Blue backgrounds



Secondary Logo: For solid ADT Blue and Safety Blue backgrounds

Proper Contrast

Our logo stands out well on a variety of backgrounds both light and dark. Ensure adequate contrast for our logo by adjusting the background color or the part of an image the logo is placed on, if necessary.



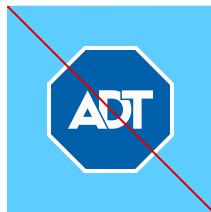
Logo contrast on color



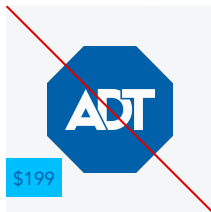
Logo contrast on imagery

Don'ts

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.



Do not use the outlined logo except on solid ADT Blue or Safety Blue backgrounds.



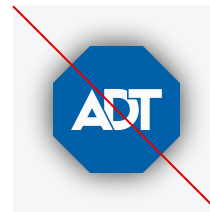
Do not crowd the area around the logo with other visual elements.



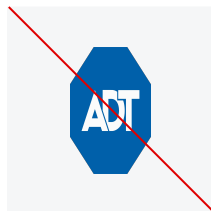
Do not rotate the logo.



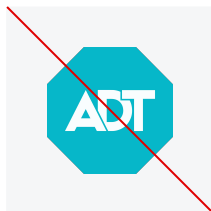
Do not place the logo on photography with insufficient contrast.



Do not add shadows to the logo. Subtly adjust the background to create contrast instead.



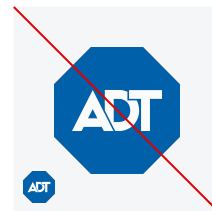
Do not distort the logo. Maintain the ADT logo proportions.



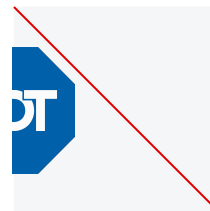
Do not change the color of the logo.



Do not place the logo on solid backgrounds with not enough contrast.



Do not overuse the ADT logo. Only use the logo once per layout.



Do not crop the ADT logo. Only represent the logo in its full shape.

ADT+ Logos

Our ADT+ app logo is one of our most valuable visual brand assets. It represents the innovation, trust, and protection at the heart of the ADT experience. We must use the ADT+ logo thoughtfully to reinforce our premium positioning and ensure it accurately reflects the strength and cohesion of our connected portfolio.

This means ensuring ADT+ appears consistently and cohesively across all touch points, with other marketing elements supporting and amplifying key messages about the app's role in the broader ADT ecosystem.

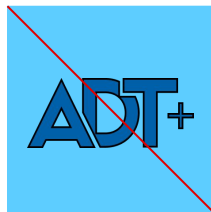


Color Alts:

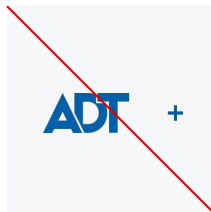


Don'ts

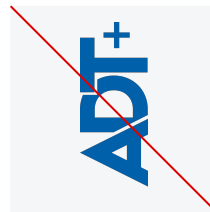
Consistent usage of the ADT+ logo is crucial in building brand equity. Follow these guidelines for proper application of our brand's most valuable visual asset.



Do not outline logo.



Do not detach '+' or move outside of the designated zone.



Do not rotate the logo.



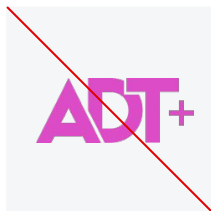
Do not place the logo on photography with insufficient contrast.



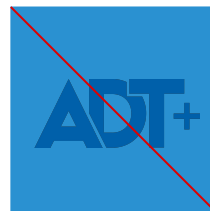
Do not add shadows to the logo. Subtly adjust the background to create contrast instead.



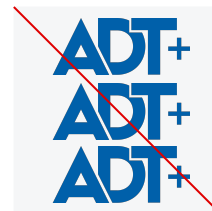
Do not distort the logo. Maintain the ADT+ logo proportions.



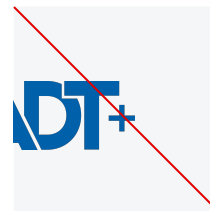
Do not change the color of the logo.



Do not place the logo on solid backgrounds with not enough contrast.



Do not overuse the ADT logo. Only use the logo once per layout.



Do not crop the ADT logo. Only represent the logo in its full shape.

Co-branding

Partnerships

In equity partnerships, another company with a complementary growth strategy makes an equity investment in ADT. Equal co-branding branding scenarios are expressed with a vertical divider between the logos.

MINIMUM SIZING

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.

Arrangement

Our logo should always come first in lockup in ADT-owned environments. The vertical divider should be the same height as the ADT octagon. Depending on the background, the vertical divider color may be adjusted within the brand palette to maintain visibility. For example, Background Gray may show up better than Strength Gray in some cases.



Clear Space

Clear space protects the integrity of both brands. A minimum clear space of half the ADT logo height is recommended. Be sure there is clear and equal distance between each logo and the vertical divider.



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.



Authorized Dealers

An authorized dealer is a third-party entity that is authorized to sell and install ADT services and products. These partners are required to use the proper program seal in all relevant communications.

MINIMUM SIZING

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.

Generic Program Seal Lockup

This lockup 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 Lockup

Use this version 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).

Arrangement

Our logo should be first in the lockup. The vertical divider should be the same height as the ADT octagon. In the vertical orientation of the lockup, the divider should be the same width as the Generic Program Seal lockup. Depending on the background, the vertical divider color may be adjusted within the brand palette to maintain visibility. For example, Background Gray may show up better than Strength Gray in some cases. Authorized dealers are never to lead with the independent ADT logo.

Clear Space

Clear space protects the integrity of both brands. A minimum clear space of half the ADT logo height is recommended. Be sure there is clear and equal distance between each logo and the vertical divider.



Color

Brand Colors

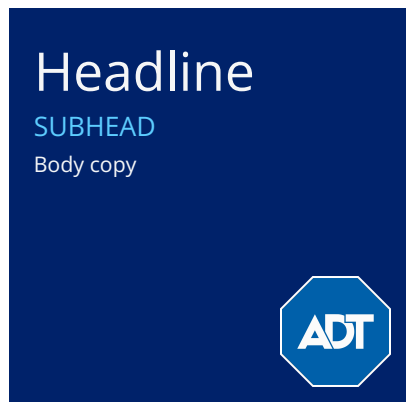
Our brand color is another valuable visual identity asset. The distinct shade of blue in the ADT logo evokes feelings of trust, security, and peace.

ADT Blue forms the foundation of our brand color palette. Our palette also includes two other Brand Blues: Alert Blue and Safety Blue. Our core brand palette is rounded out by a range of neutral grays. These colors provide clean options to incorporate text and other brand elements.

Alert Blue #5DCDFF RGB 93 205 255 CMYK 64 20 0 0 PMS 297 C	ADT Blue #0061AA RGB 0 97 170 CMYK 95 53 0 0 PMS 300 C	Safety Blue #00226A RGB 0 34 106 CMYK 100 68 0 58 PMS 280 C	Background Gray #F5F6F7 RGB 245 246 247 CMYK 3 1 1 0 PMS Cool Gray 1 C P 1-1 C (alternate)	Strength Gray #808080 RGB 128 128 128 CMYK 52 43 43 8 PMS Cool Gray 9 C	Copy Gray #46494B RGB 70 73 75 CMYK 68 59 56 39 PMS 7540 C	Promo Black #242629 RGB 36 38 41 CMYK 74 66 62 68 PMS 426 C
Alert Blue Dark #2A91D1 RGB 42 135 209 CMYK 75 31 0 0 PMS 7688 C						

Examples

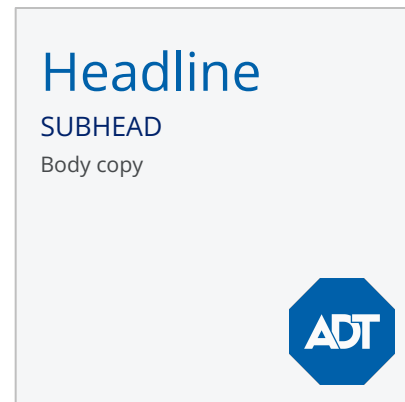
Here are three examples of color combinations that can be used for brand communications. These have been optimized and tested for accessibility. They provide a good range of options to keep our visual expression fresh while maintaining consistency. When only one text color can be used, choose the most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



Background: Safety Blue
Headline: Background Gray
Subhead: Alert Blue
Body Copy: Background Gray



Background: Alert Blue
Headline: Safety Blue
Subhead: ADT Blue
Body Copy: Safety Blue



Background: Background Gray
Headline: ADT Blue
Subhead: Safety Blue
Body Copy: Copy Gray

UX Colors

Our palette also includes UX utility colors that are used sparingly on dot-com and ecommerce as well as in other specific user-facing circumstances.

Alert Orange

#E26D00

RGB
226 109 0

Promo Cart Green

#05A500

RGB
5 165 0

Error Red

#DF0000

RGB
23 0 0

Examples

Benefits	ADT	vs	Ring
6-Months Money-Back Guarantee ¹	✓		✗
Theft Protection Guarantee – pays your insurance deductible (up to \$500) ²	✓		✗
150 Years of Experience	✓		✗
A+ BBB Rating	✓		✗

¹Applies after ADT has made attempts to resolve a system related issue. Requires purchase and continual monthly payment of both QSP and professional monitoring at time of activation to be eligible. See below for full terms.
²Requires purchase and continual monthly payment of professional monitoring from time of activation to be eligible. See terms below.

Get started with ADT:

Get a Free Quote

Call 855-925-3615

Save with additional ADT deals and special offers

- ✓ ADT 6-Month Money-Back Guarantee¹
- ✓ Up to \$500 Theft Protection Guarantee²
- ✓ Alarm monitoring certificate for potential insurance discounts³

¹Applies after ADT has made attempts to resolve a system related issue. Requires purchase and continual monthly payment of both QSP and professional monitoring at time of activation to be eligible. See below for full terms.
²Terms and conditions apply, see below for terms.
³Some insurance companies offer discounts on homeowner's insurance. Please consult your insurance company.

Claim this offer

Call 855-925-3615

ADJUSTED

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

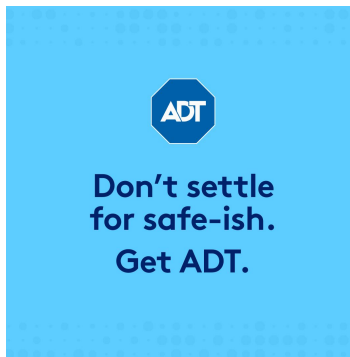
AA: Passes the accessibility requirement of 4.5:1 for normal text and 3:1 for large text

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.

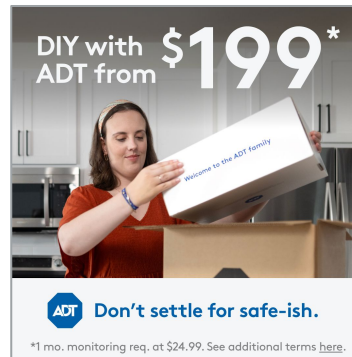
		TYPE COLOR							
		Promo	Copy	Strength	Background	Safety	ADT	Alert Dark	Alert
BACKGROUND COLOR	Alert	AAA	AAA			AAA	AA		
	Alert Dark	AA			AA	AA			
	ADT				AAA				AA
	Safety			AA	AAA			AA	AAA
	Background	AAA	AAA	AA		AAA	AAA	AA	
	Strength	AA			AA	AA			
	Copy				AAA				AAA
Promo			AA	AAA			AA	AAA	

Dos

There are numerous ways to utilize the ADT brand color palette in terms of typography and type arrangement against images and other elements. Correct usage is included, but not limited to, the following examples.



Do use accessible color combos and stick to AA/AAA-rated pairings for clear, readable text.



Do stay in the brand palette and only use approved blues and grays.



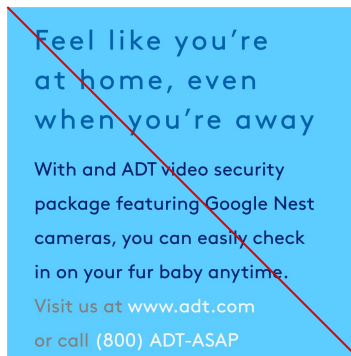
Do prioritize contrast and make sure text pops against backgrounds and images.



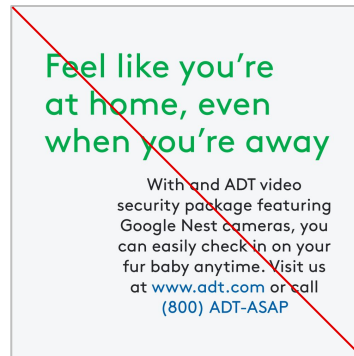
Do keep it clean and limit each layout to 2-3 brand colors max.

Don'ts

The ADT brand color palette should always be utilized in the approved pairings and methods. There are numerous ways the color palette should not be used including, but not limited to, the following examples.



Do not use too many colors in one layout.



Do not use colors outside of the brand palette.



Do not use a color octagon that blends into an image background. Either adjust the image or pick a different color to create contrast.



Do not use color combinations with little contrast. Reference the color accessibility chart for approved color combinations.

Typography

Brand Font

Typography represents our visual voice. When used consistently in harmony with our tone of voice, it builds trust and connection with our audience. We use Brown Regular in Sentence Case for headlines and Brown Bold in All Caps for subheads or eyebrows.

Brown Standard Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Brown Standard Bold

**A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9**

ALT Font

This is the one used for
google applications

Open Sans Regular

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Open Sans Bold

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9

Typesetting

tracking: -2%
line spacing: 100%
Regular - Bold

Lorem ipsum

LOREM IPSUM DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Headlines

Quattrocento Roman
Sentence Case
Tracking at 0

Subhead

Sculpin Bold
All Caps
Tracking at 150

Body

Sculpin Regular
Sentence Case
Tracking at 0

Examples

There are numerous ways to utilize the brand typography in terms of arrangement and pairing. Correct usage is included, but not limited to, the following examples.

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

Use a different color to highlight important information in a body of copy.

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

Bold certain phrases or words to emphasize and draw focus.

DIY WITH ADT

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

*Offer valid on Google Nest Doorbell (battery) and Google Nest Cam (outdoor or indoor, battery). Req. eligible system purchase with min. purchase of \$269 for DIY or \$599 for pro install & pro monitoring plan starting at \$39.99/mo. w/1 mo. min. w/DIY or \$49.99 for 36 mo. w/pro install (early cancel fees). Pro install not available for online orders. Terms & pricing here. Exp 5/7/25

Learn More

Use different font sizes and colors to establish visual hierarchy. This eyebrow is in All Caps, Bolded, in ADT Blue to serve as an accent in a layout. This disclaimer is in Strength Gray in a much smaller font to stay out of focus.

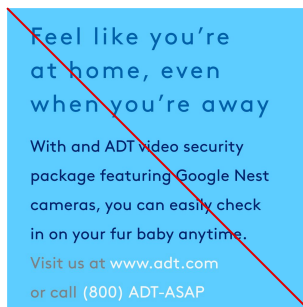
Feel like you're
at home, even
when you're away

With and ADT video security package featuring Google Nest cameras, you can easily check in on your fur baby anytime.

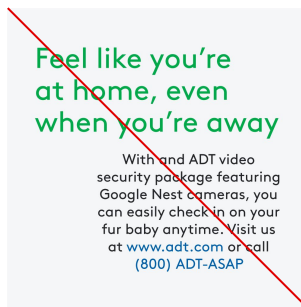
Keep a comfortable margin in a layout and prioritize even spacing around copy. Use 110% line spacing for headlines and 120% line spacing for body copy. Buttons are rounded, Bolded, and in Title Case.

Don'ts

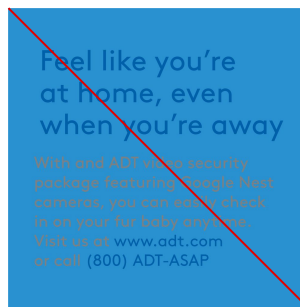
The Brand Font should always utilize the correct line and letter spacing as well as case settings and color combinations. There are numerous ways the typography should not be modified including, but not limited to, the following examples.



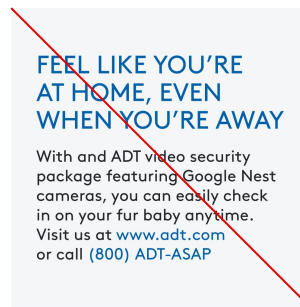
Do not adjust kerning. Keep it at zero. Do not overly increase line spacing. Do not place copy too close to the edges of a layout. Do not use too many colors.



Do not use multiple alignments in one layout. Do not use colors outside of the brand palette.



Do not use color combinations with little contrast. Reference the color accessibility chart for approved color combinations.



Do not use all caps in headlines. Use sentence case for headlines and body copy.

Photography

Overview

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

GUIDING PRINCIPLES

- Center the moment
- Use genuinely emotional moments
- Prioritize the real and relatable
- Show how products enhance the moment

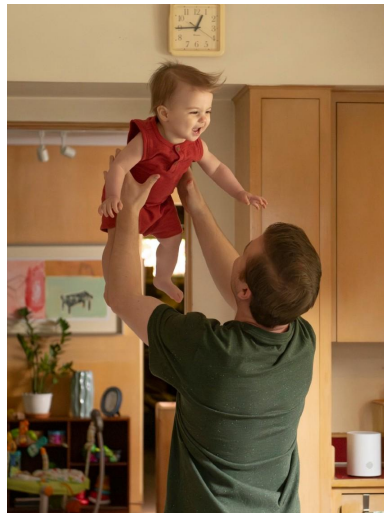


The Moment in the Middle

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

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

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



Moments of Genuine Emotion

Our emotions are what make moments memorable.

Our photography captures the instant those emotions are expressed.



Real, Relatable Moments

We show real people in real, relatable scenes.

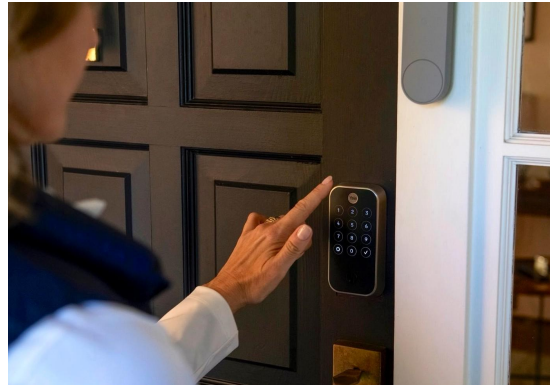
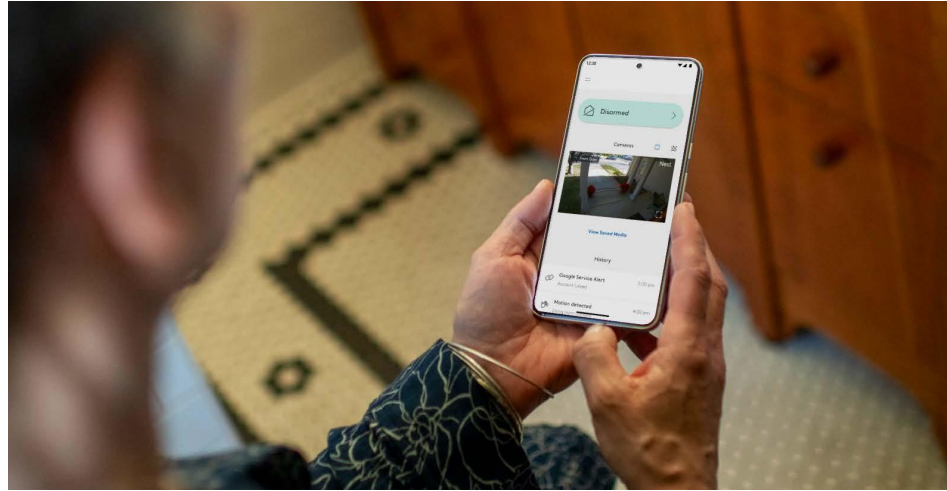
In addition to conveying authenticity, this principle ensures we represent the breadth of real humanity. The people who make up our workforce and our customer base come from a wonderfully diverse set of backgrounds, nationalities, races, and identities.

And when people see our marketing, they should be able to see themselves in it.



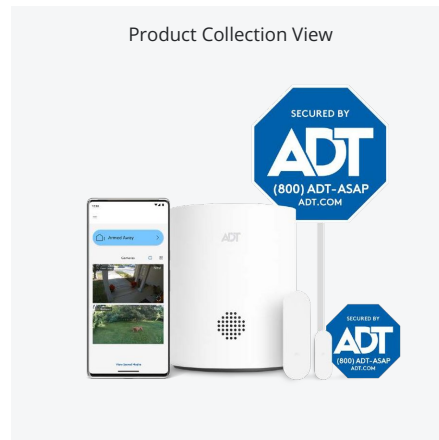
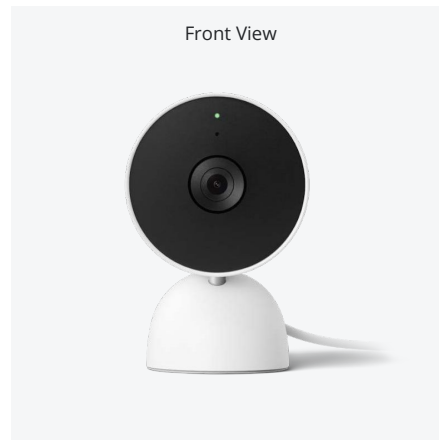
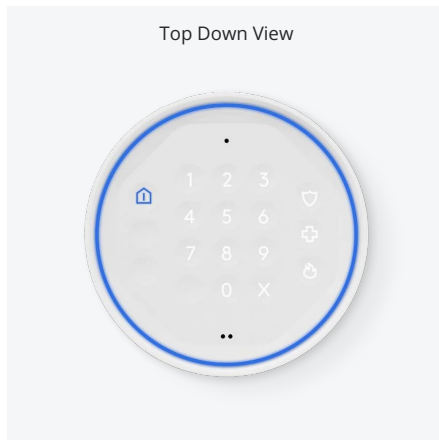
Products Exist in the Moment

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



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

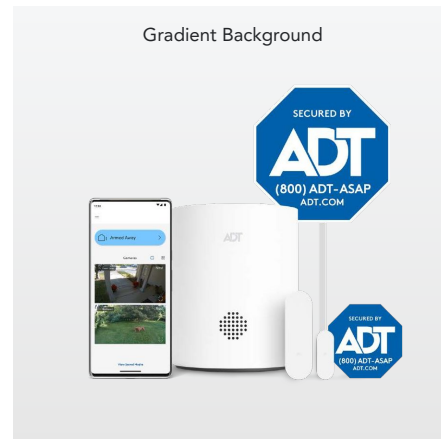
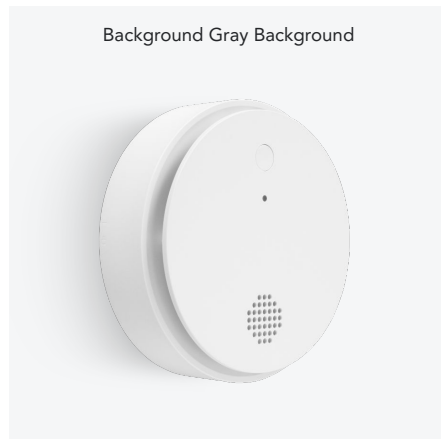
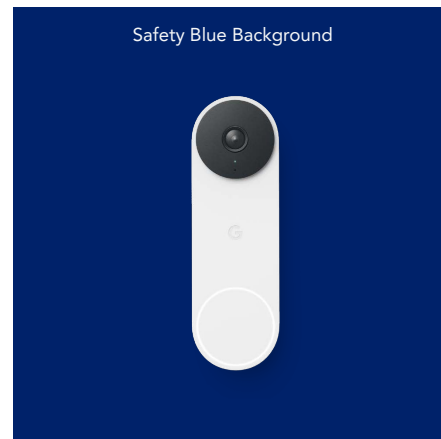
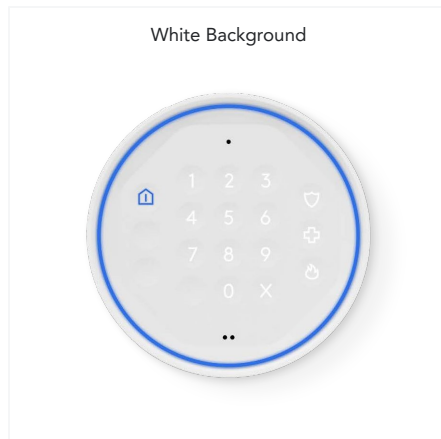
In situations where shadows need to be created/adjusted in post-production, they should be made from a black layer that has been adjusted to a semi-opaque value. The opacity value you choose (typically between 5% and 40%) will depend on the background layer. Make sure the shadows don't become ominous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

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.

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](https://bynder.com/adtassets.com).



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.

Don'ts

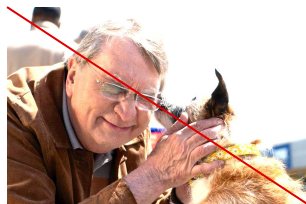
Photography should have a cohesive aesthetic and professional appearance that matches the overall look and feel of the brand. There are numerous ways that photography should not be utilized including, but not limited to, the following examples.



Do not place product shots next to each other with unrealistic proportions. They must be in scale relative to each other.



Do not overlap products on top of each other. The whole product must be shown, including the rendered shadows.



Do not use overexposed imagery.



Do not use images that are too dark. Color correct and adjust photos as needed.



Do not use photos that look staged, posed, or inauthentic.



Do not color correct photos in a way that looks unnatural.



Do not use imagery where the main subject is a person's back.



Do not crop out parts of the product. Show the products in full.



Do not crop out parts of the main subject in a photo.



Do not stretch or distort images.

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.



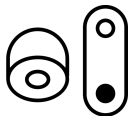
Monitoring &
Response Time



Flexible
Installation



Trusted
Neighbor



Google Nest
Compatibility



ADT+
App



Category
Leadership



Financing /
Contract Options



Customizable
Systems



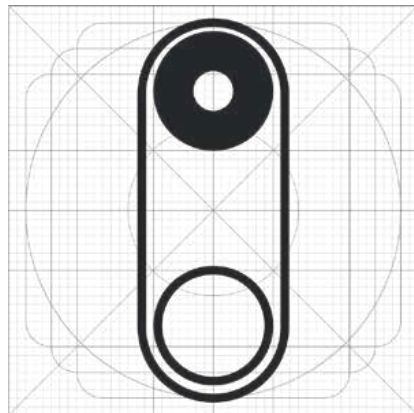
Security
Guarantee

Anatomy & Color

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

All ADT brand icons should have a 192 px version that's printer-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.

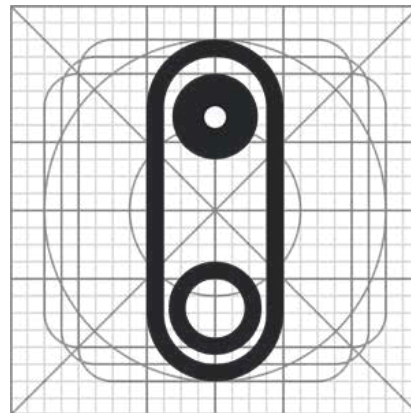
Refer to the accessibility chart to use the appropriate color for proper contrast. Use the same color icons when using multiple icons in an application.



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

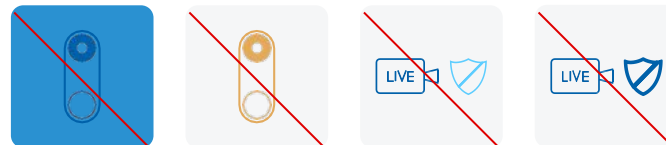
Mobile-friendly icons are best used for apps, small digital banners, and small columns for websites.

Dos



These are examples of correct color usage for icons.

Don'ts



Do not put icons on backgrounds with not enough contrast.

Do not use colors outside of the brand palette.

Do not use multiple colors in the same application.

Do not use different stroke widths in the same application.

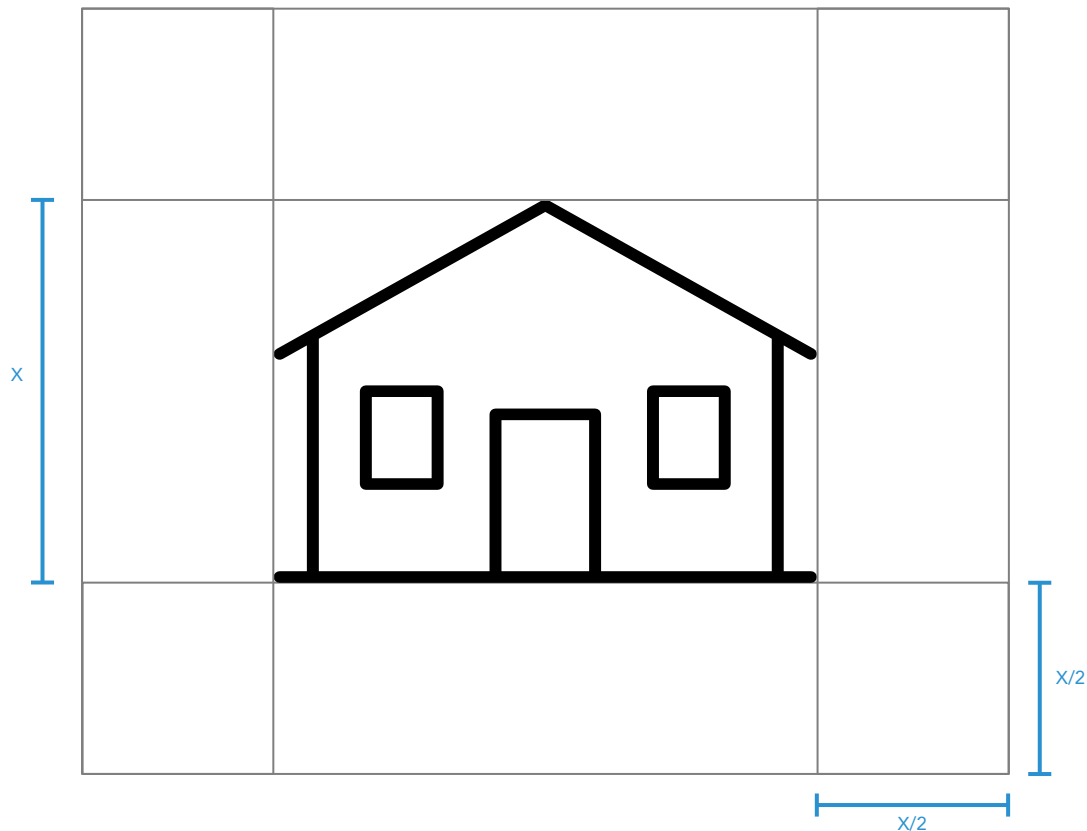
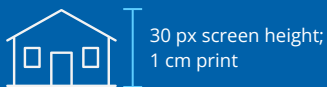
Clear Space

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 half of the height of the icon.

MINIMUM SIZING

To maintain legibility, the minimum sizing for our icons is 30 px high for digital applications and 1 cm high for print applications.



Applications

Out Of Home	71
Digital Ads	73
Social	80
Internal	88

Out-of-Home



ITP or OTP

ADT will help protect your perimeter.

Get pro install today. Visit adt.com to learn more.

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WOW
MEDIA



hoy

Medicine

ONLY
W. 101
S.E.

Widay Inn



NORTH AVE & DALLAS ST NE

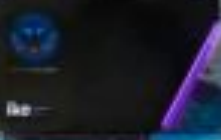



ADT

ITP or OTP?

ADT will help protect
your perimeter.

Get pro install today.
Visit adt.com to learn more.



Digital

Digital Best Practices

Be sure to be up-to-date on clearance space for digital ads

Legal should never be smaller than **6pts** on display assets

Digital web banners that use Background Gray as a background color need to have a 1px black outline.

Meta 9×16

ADT | adtsecurity | Sponsored

ADT | G

SEE MORE, SAVE MORE

Get a Google Nest Doorbell + Google Nest Cam on us*

*Offer valid on Google Nest Doorbell (battery) and Google Nest Cam (outdoor or indoor, battery). Req. single system purchase with min. purchase of \$249 for DIY or \$599 for pro install & pro monitoring plan starting at \$39.99/mo. w/ 1 mo. min. w/ADT or \$49.99 for 36 mo. w/pro install (early cancel fees). Pro install not available for online orders. Terms & pricing here. Exp. 5/7/25

LEARN MORE

250 pixels

250 pixels

Meta 1×1

ADT | G

Two extra cameras would cover a lot more ground.

Don't settle for safe-ish.

Get ADT.

*Offer valid on Google Nest Doorbell (battery) and Google Nest Cam (outdoor or indoor, battery). Req. min. system purchase of \$249 w/DIY or \$599 w/pro install & pro monitoring plan starting at \$39.99/mo. w/1 mo. min. w/DIY or \$49.99 for 36 mo. w/pro install (early cancel fees). Pro install not available for online orders. Terms & pricing here. Exp. 11/2/25.

ADT

ITP or OTP, ADT will help protect your perimeter.

Get two Google Nest cams on us*.

Learn More

Req. min. system purchase of \$599 w/pro install & 36 mo. pro monitoring plan starting at \$49.99 (early cancel fees). Pro install not available for online orders. Offer valid on Google Nest Doorbell (battery) + Google Nest Cam (outdoor or indoor, battery). Terms & pricing here. Exp. 11/2/25

Digital layouts

Design elements must stay within the recommended clearance space for each platform to maintain visual consistency and readability.

Disclaimers should be no smaller than 6 pt.

Images must be displayed either in full bleed or cropped within the brand octagon, without distortion or stretching of the shape.



Two extra cameras would cover a lot more ground.

**Don't settle for safe-ish.
Get ADT.**

*Offer valid on Google Nest Doorbell (battery) and Google Nest Cam (outdoor or indoor, battery). Req. min. system purchase of \$249 w/DIY or \$599 w/pro install & pro monitoring plan starting at \$39.99/mo. w/1 mo. min. w/DIY or \$49.99 for 36 mo. w/pro install (early cancel fees). Pro install not available for online orders. Terms & pricing here. Exp 11/2/25.



**Good boy.
Bad guard dog.**

Don't settle for safe-ish.

*1 mo. monitoring req. at \$24.99. See additional terms [here](#).




Two extra cameras would cover a lot more ground.
Don't settle for safe-ish.

*Offer valid on Google Nest Doorbell (battery) and Google Nest Cam (outdoor or indoor, battery). Req. min. system purchase of \$249 w/DIY or \$599 w/pro install & pro monitoring plan starting at \$39.99/mo. w/1 mo. min. w/DIY or \$49.99 for 36 mo. w/pro install (early cancel fees). Pro install not available for online orders. Terms & pricing here. Exp 11/2/25.



Digital layouts Small sizes


For small digital formats, such as web banners 300 px wide or less, clarity and simplicity are essential. To ensure legibility and maintain brand integrity, omit images and disclaimers, and instead focus on the headline, logo, and a clear call-to-action (CTA). Use high-contrast text, adequate padding, and maintain proper logo clearance to avoid visual clutter. All elements should be scaled proportionally, with a single, focused message prioritized to maximize impact within the limited space.



ITP or OTP, ADT will help protect your perimeter.

Get two Google Nest cams on us*.

[Learn More](#)




Req. min. system purchase of \$599 w/pro install & 36 mo. pro monitoring plan starting at \$49.99 (early cancel fees). Pro install not available for online orders. Offer valid on Google Nest Doorbell (battery) + Google Nest Cam (outdoor or indoor, battery). Terms & pricing here. Exp 11/2/25



Let ADT help keep an eye (or two) on your perimeter.

[Learn More](#)



Let ADT help keep an eye (or two) on your perimeter.

[Learn More](#)

For smaller web banners 300 px in width or less, remove the image and disclaimer and utilize headline, logo and CTA.

1200x1200

Nice fake camera.
Still not safe.



Don't settle
for safe-ish.

DIY with
ADT from **\$199***

*1 mo. monitoring req. at \$24.99. See additional terms [here](#).

960x1200

Nice fake camera.
Still not safe.



Don't settle
for safe-ish.

DIY with
ADT from **\$199***

*1 mo. monitoring req. at \$24.99. See additional terms [here](#).

1200x628

Nice fake camera.
Still not safe.



Don't settle
for safe-ish.

DIY with
ADT from
\$199*

*1 mo. monitoring req. at \$24.99.
See additional terms [here](#).

160x600



Cute, but not a guard dog.
Don't settle for safe-ish. Get ADT.

DIY with ADT from
\$199*



[Learn More](#)

*1 mo. monitoring req. at \$24.99. See additional terms [here](#).

300x600



Cute, but not a guard dog.
Don't settle for safe-ish. Get ADT.


DIY with ADT from
\$199*

*1 mo. monitoring req. at \$24.99. See additional terms [here](#).




[Learn More](#)

728x90




Cute, but not a guard dog.
Don't settle for safe-ish. Get ADT.




[Learn More](#)

300x250



Cute, but not a guard dog.
Don't settle for safe-ish. Get ADT.



[Learn More](#)

320x50



Cute, but not a guard dog.
Don't settle for safe-ish. Get ADT.



[Learn More](#)

300x50



Cute, but not a guard dog.
Don't settle for safe-ish. Get ADT.



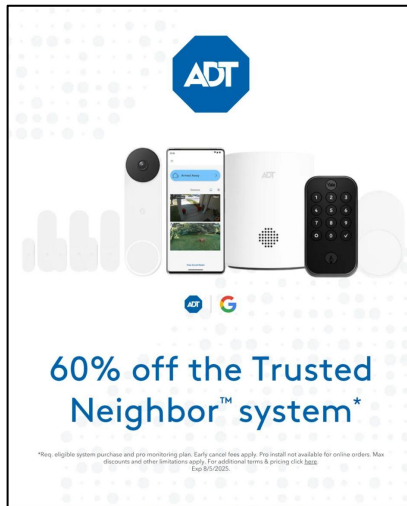
[Learn More](#)

Digital Ad Don'ts

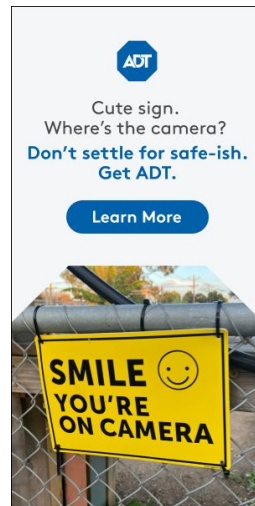
Digital Ads should always maintain the correct look, feel and aesthetic of the ADT branding. There are numerous ways that digital ads should not be showcase or formatted including, but not limited to, the following examples.



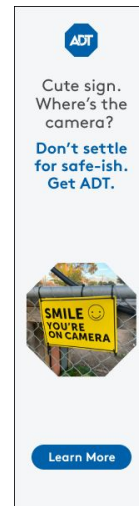
Don't use an image similar to the ADT logo in addition to the ADT logo. Remove image and just use the logo.



Do not have multiple logos or text smaller than 6 pt font.



Do not warp the octagon or crop along angled sides or in a way that makes the shape indistinguishable.



Do not untether octagon imagery, it must be anchored to edges.



Do not place text or logos outside the boundaries of the clearance space.

Social

2:33

adsecurity

ADT | G

SEE MORE, SAVE MORE

Get a Google Nest Doorbell + Google Nest Cam on us*

*Offer valid on Google Nest Doorbell (battery) and Google Nest Cam (indoor or indoor battery). Req. eligible system purchase with min. purchase of \$299 for DT or \$399 for pro install & pro monitoring plan starting at \$29.99/mo. or 1 mo. min. w/DT or \$49.99 for 36 mo. w-pro install (only cover fee). Pro install not available for online orders. Terms & pricing here Exp 8/5/25

LEARN MORE

6:00

ADT Sponsored

Goodbye, key hiding spot. Get 60% off ADT's Trusted Neighbor™ system and 30% off select systems right now.

Nice hiding spot. Still not safe.

ADT

Don't settle for safe-ish.

60% OFF Trusted Neighbor™ system*

30% OFF select systems*

*Req. eligible system purchase and pro monitoring plan. Early cancel fees apply. Pro install not available for online orders. Max discounts and other limitations apply. See additional terms & pricing below. Exp. 8/5/2025

ADT.com Stop Hiding the Key Start getting safe. Shop now

3.4K 16 comments 11 shares

Like Comment Save Share

6:00

ADT Sponsored

Protect your home with systems starting at just \$199. Get professional home security with an easy DIY setup.

ADT

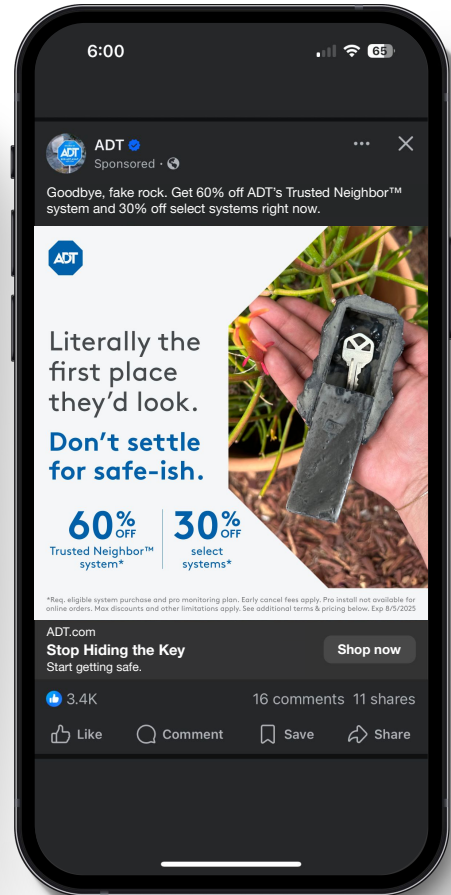
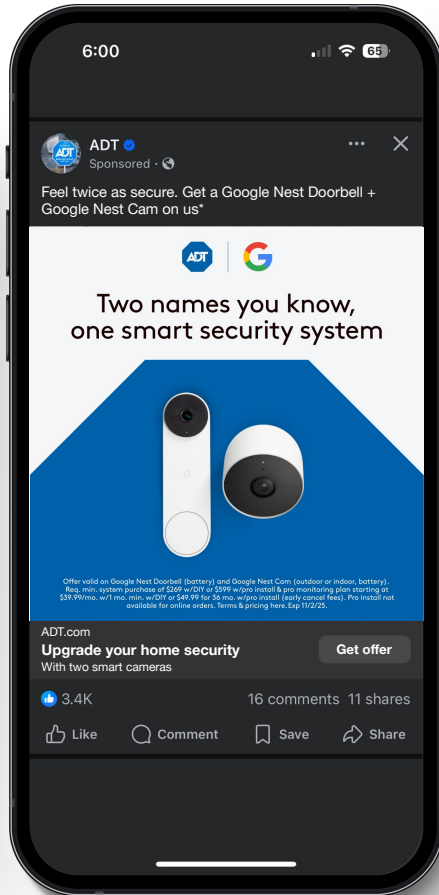
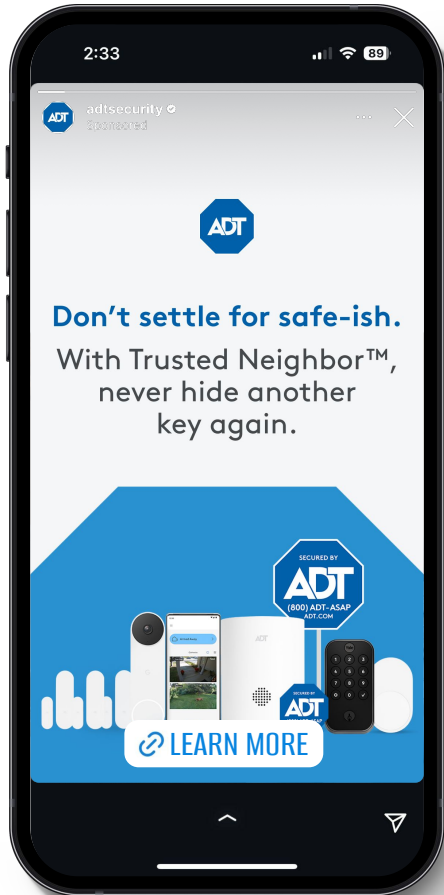
ADT DIY \$199*

1 mo. monitoring req. at \$24.99. See additional terms here.

ADT.com Save on safety With 50% off Get offer

3.4K 16 comments 11 shares

Like Comment Save Share



Thank you.

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

Casey Blair

caseyrea@adt.com