



Brand Book

AUGUST 2016



Social in Motion

AdParlor is the largest social and video advertising platform on the planet, helping brands and agencies improve campaign performance across Facebook, Twitter, Instagram, Tumblr, Pinterest and YouTube.

Reach across social networks to maximize your impact. We're experts in social and video advertising and can take insight from campaigns learned on one social media network and use it to better target your audience on others.



How We Look

Push a clean, fresh identity throughout the platform, website, decks and sales collateral.

UNDERSTATED

CLEAN

CLASSIC

MODERN

FRIENDLY

HUMAN

MINIMALIST

CONSISTENT

What We Convey

Leverage our new identity to convey values that make us appealing to customers.

BRAND SAFE

APPROACHABLE

FOCUSED

TRANSPARENT

TRUSTED

EXPERIENCED

RESULTS-DRIVEN

SUPERIOR TECHNOLOGY

Primary Logo

Our primary logo consists of the Trilateral in “accent pink” to the left of the image, lower case adparlor in “overlay” blue and a small registration to the top right.





adparlor®



adparlor®

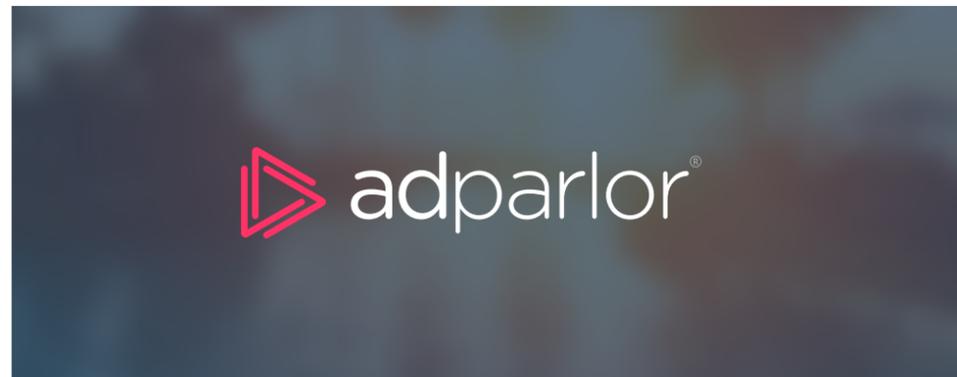


adparlor®



To protect the impact of our logo, clear space around the logo should be maintained. In this example, the AdParlor trilateral roughly represents two times the x-height, which is the minimum clear space around the logo.





Explanation

Do not place the logo on any surface that obscures the logo or makes it hard to see. Do not put a dropshadow to compensate.

Do not distort, recreate, or add any supporting elements to the logo.

Do not stack the two elements of the logo.

How We Use Color

Pink is our accent color. It's to be used in our logo, important CTAs and sparingly across collateral. Pink should only enhance content, not overpower it.



Accent
ff3366



Navy
34495e



AdParlor Black
323031



Caution
f39c12



Primary BTN / Link Blue
3498db



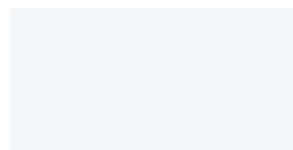
Progress Green
27ae60



Dark Grey (Subtitle + Paragraph)
667070



Blue Grey
7f8c8d



Background Grey
f4f7f9



Facebook
3b5998



Twitter
00aced



Instagram
33598a | bba475



YouTube
b31217

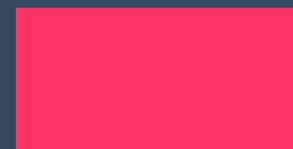


Pinterest
b31217

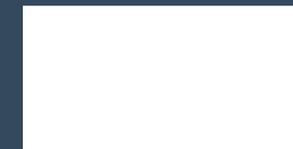


Tumblr
35465d

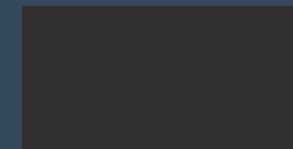
REVERSE



Accent
RGB - 255 51 102



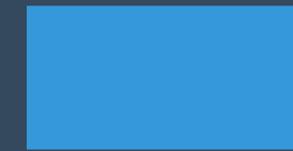
White
RGB - 255 255 255



AdParlor Black
RGB - 50 48 49



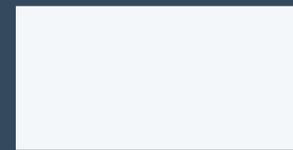
Caution
RGB - 211 84 0



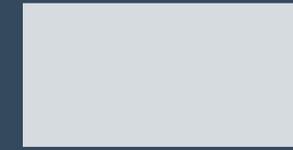
Primary BTN / Link Blue
RGB - 52 152 119



Progress Green
RGB - 39 174 96



Background Grey
RGB - 244 247 249



Heading on Blue
RGB - 214 219 223



Paragraph on Blue
RGB - 194 200 207



Navy
RGB - 52 73 94

How We Use Typography

The right typefaces, when used consistently, help to establish brand recognition.

Our typography is clear, crisp and legible. Letters should have adequate leading and tracking. Type should never feel squished.

Whenever text is displayed on a white background, we will use monochromatic color for headings and body paragraphs.

Sentences should also never use mixed weights unless there is a clear distinction, like a definition.

How We Capitalize Words

We spell our name as “AdParlor”.

We spell campaign as “campaign”

We use Title Case for headlines.

HDTV DISPLAY



Heading 1

Open Sans Light
Size 28pt
Tracking -25px



Heading 2

Open Sans Light
Size 18pt
Tracking -25px



Heading 3

Open Sans Light
Size 16pt
Tracking 0px



HEADLINE 4

Open Sans Bold
Size 12pt
Tracking 50px

PRINT READY

Heading 1

Open Sans Light
Size 24-28pt
Tracking -10px

Heading 2

Open Sans Regular
Size 12pt
Tracking 25px

Heading 3

Open Sans Regular
Size 14pt
Tracking 25px

Headline 4

Arial Regular
Size 9.5pt
Tracking 25px

WEB

Heading 1

Open Sans Light
Size 30-40px

Heading 2

Open Sans Light
Size 20px

Heading 3

Open Sans Light
Size 24px
Tracking -0.5px

Headline 4

Open Sans Light
Size 24px
Tracking 0px

POWERPOINT

Heading 1

Helvetica Regular
Size 26-28pt
Normal Letter Spacing

Heading 2

Helvetica Regular
Size 16pt
Normal Letter Spacing

Heading 3

Helvetica Bold
Size 13-14pt
Normal Letter Spacing

Headline 4

Helvetica Bold
Size 11-14pt
Normal Letter Spacing

HDTV DISPLAY

Helvetica Regular
Size 12pt
Leading 16pt
Normal Letter Spacing
Align Left

Main Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. Etiam at fermentum nisl, a congue lorem.

Use Small square bullets

- Mauris interdum: lacus nec aliquam venenatis, tortor sem posuere tortor, blandit faucibus eros lectus dui.

POWERPOINT

Helvetica Regular
Size 12
Align Left

Main Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. Etiam at fermentum nisl, a congue lorem.

Use Small square bullets

- Mauris interdum: lacus nec aliquam venenatis, tortor sem posuere tortor, blandit faucibus.

PRINT READY

Arial Regular
Size 11pt
Leading 16pt
Tracking 25pt
Align Left

Main Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. fermentum nisl, a congue lorem.

Use Small square bullets

- Mauris interdum: lacus nec aliquam venenatis, tortor sem posuere tortor, blandit faucibus eros lectus dui.

WEB

Arial / Helvetica Regular
Size 14PX
Leading 13pt
Tracking 0pt
Align Left

Main Paragraph

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. fermentum nisl, a congue lorem.

Quote (PDF)

“The biggest take-away was that across the advertiser’s large catalogue, there were specific pockets of “product categories” that when properly sequenced in a MPA Ad, drove significantly better performance results than the standard Link Ad format.”

Full Name
Position at Company

Quote (1080p)

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus mattis congue enim ut feugiat. Aenean magna leo, viverra vel metus in, auctor blandit ante. Curabitur semper ipsum nulla, quis pharetra tum nec.

FIRST NAME, LAST NAME - COMPANY

Text Over Solid Blue

Text should be clear and legible.

 Heading 1

 Heading 1

 Heading 1

 Heading 1

 **HEADING 5**

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. Etiam at fermentum nisl, a congue lorem.

Text Over Textured Backgrounds

We'll save this style for things that we want to highlight. Keep in mind that in this situation, we must be extra careful about making text clear and legible.

 Heading 1

 Heading 1

 Heading 1

 Heading 1

 **HEADING 5**

 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. Etiam at fermentum nisl, a congue lorem.

 In this exact situation, the accent color is hard to read. Use judgement.

Always leave a generous amount of space between and around objects. We want to keep things clean, simple, and easy on the eyes.

S

Space is Good.

Fusce placerat, odio eu sagittis

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem.

Etiam at fermentum nisl, a congue lorem. Fusce maximus, nulla id laoreet maximus, tortor libero facilisis nunc, quis luctus nisi lorem vel velit. Etiam at fermentum nisl, a congue lorem. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam bibendum augue a magna condimentum, sit amet tincidunt ex aliquet.

Alignment is Key.



BOLD BUTTON

Primary Button

See Through

Primary Link

Secondary Button

See Through

Start Button

Caution Button

See Through



Photography

We're human. We're real.

Whenever we display photographs of people at our company, the images should be professionally captured.

Photos shouldn't look photoshopped or digitally cropped in any way.

Most important photos should look consistent. They should be taken in real settings, rather than against solid backgrounds.

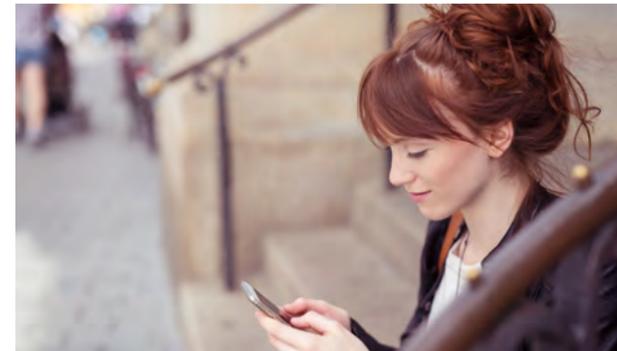




Use photos with realistic human interaction.



Close-ups of people using different devices.



Candid photos of people using devices.



Simple photos of devices.



Exaggerated expressions.



Patterned backgrounds.



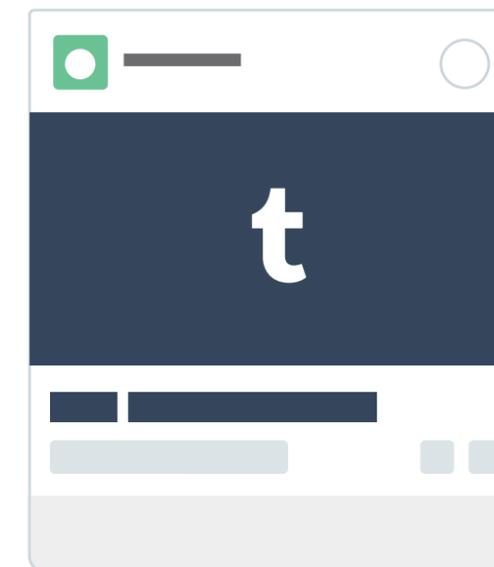
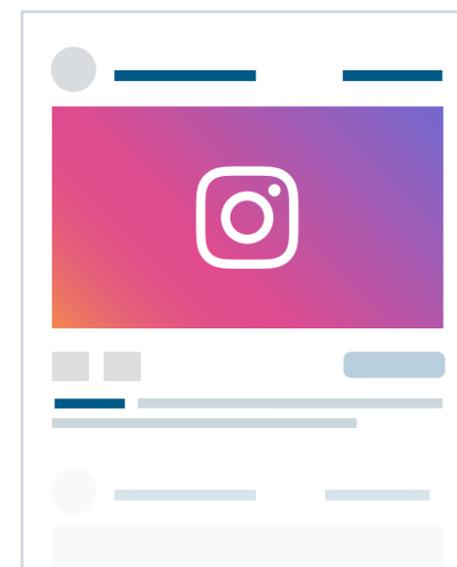
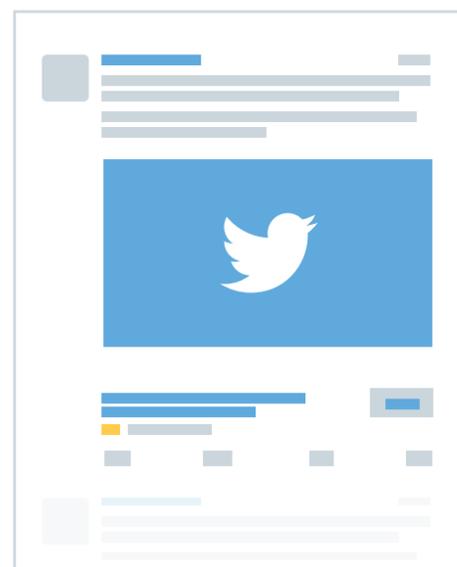
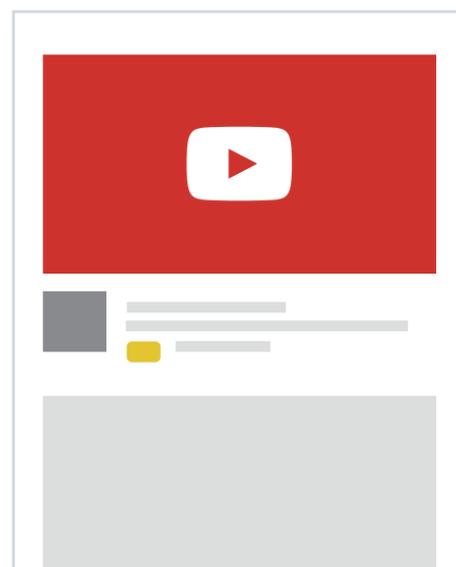
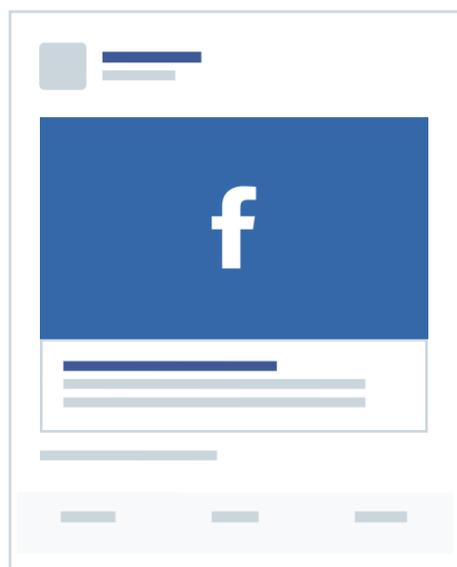
Staged group shots.



Overly colourful, bright, and staged photos.

Flat Ad Units

Whenever we are referencing a concept or idea (such as mutli platform ad creation) we will use flat ad mockups rather than real ones. This will protect graphics from ever looking out of date.



Realistic Ad Units

Whenever we are referencing a real campaign, we can use ad mockups that are a true representation of the real thing as seen on Facebook, Twitter and Instagram. When using real ads as shown below, we can show them in realistic device mockups.

Suggested Post

 **Nike Football**
Sponsored ⚙️

Proin massa nibh, tempor quis mauris non, bibendum pretium velit.



Get Your Gear Onli...
Best Prices
nikefootball.com

Learn More

1,447 Likes 67 Comments

Suggested Post

 **Nike Football**
Sponsored ⚙️

Like Page

Proin massa nibh, tempor quis mauris non, bibendum pretium velit.



Ger your gear online at nikefootball.com
Best Prices
nikefootball.com

Learn More

Like • Comment • Share 10,134 1,189 460

Sponsored ⚙️ [Create Advert](#)



Nike Football
Ger your gear online at nikefootball.com
Best Prices
nikefootball.com

Glyph Icons

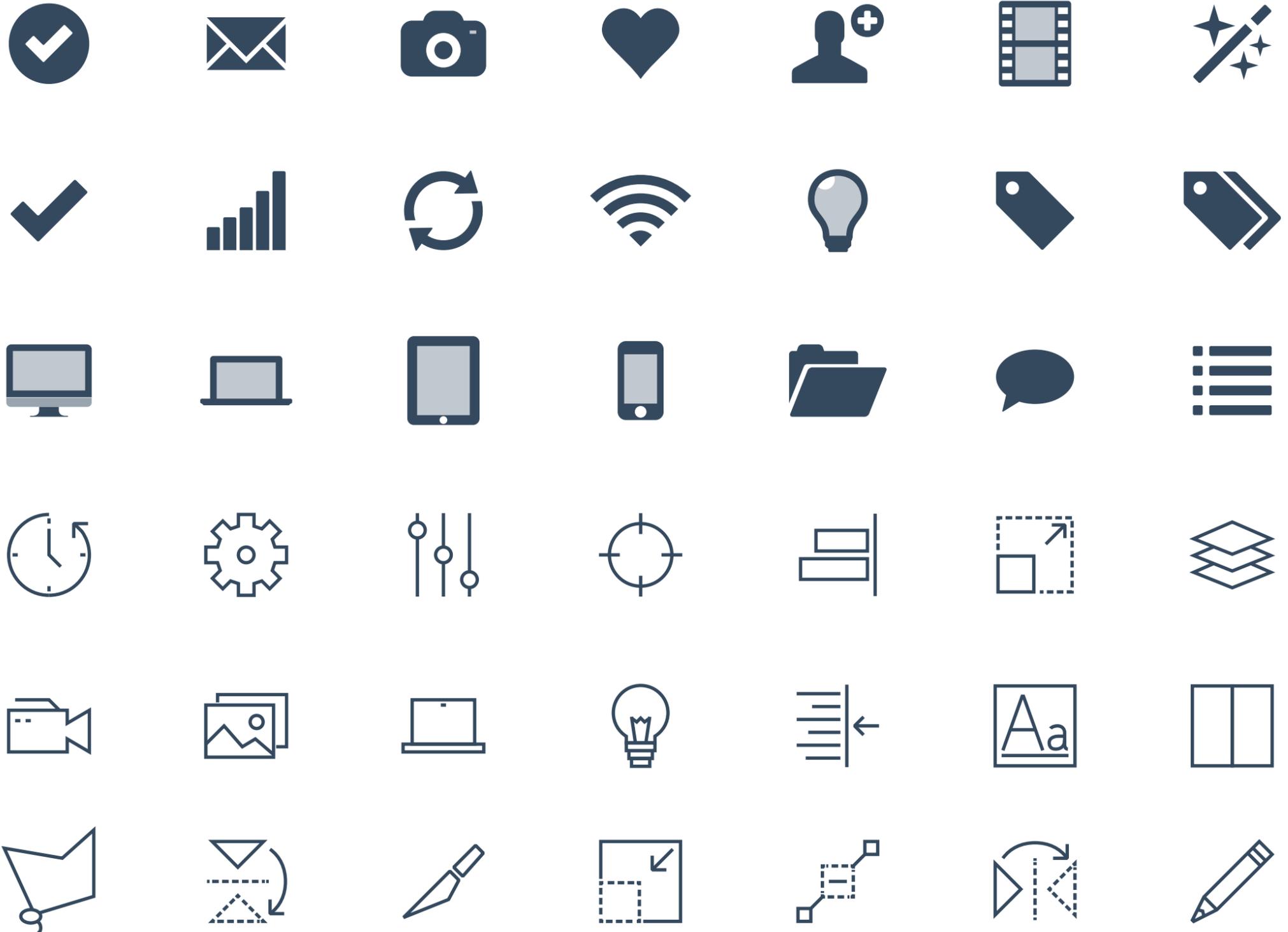
We use Glyphicons® with our brand. Our iconography is simple, clean, and friendly. We keep AdParlor's approachable feel ensuring the following is incorporated:

- Simple, clean icons with rounded edges where possible.
- Details should stay minimal.
- Glyph should never be too large on a page and should compliment text but never overpower it.

Line Icons

We use Line Icons throughout the platform brand materials in special situations.

- We can use Line Icons in large format



Iconography + Text

Glyph
Icons



GREY ICON WITH DARK TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



GREY ICON WITH ACCENT TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



GREY ICON WITH DARK TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



GREY ICON WITH ACCENT TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

Fancy
Lists



This changes everything A



Super feature X



Incredible value add Y



The best thing ever Z



ACCENT ICON WITH DARK TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



ACCENT ICON WITH DARK TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



ACCENT ICON WITH DARK TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



ACCENT ICON WITH DARK TEXT

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.



This changes everything A



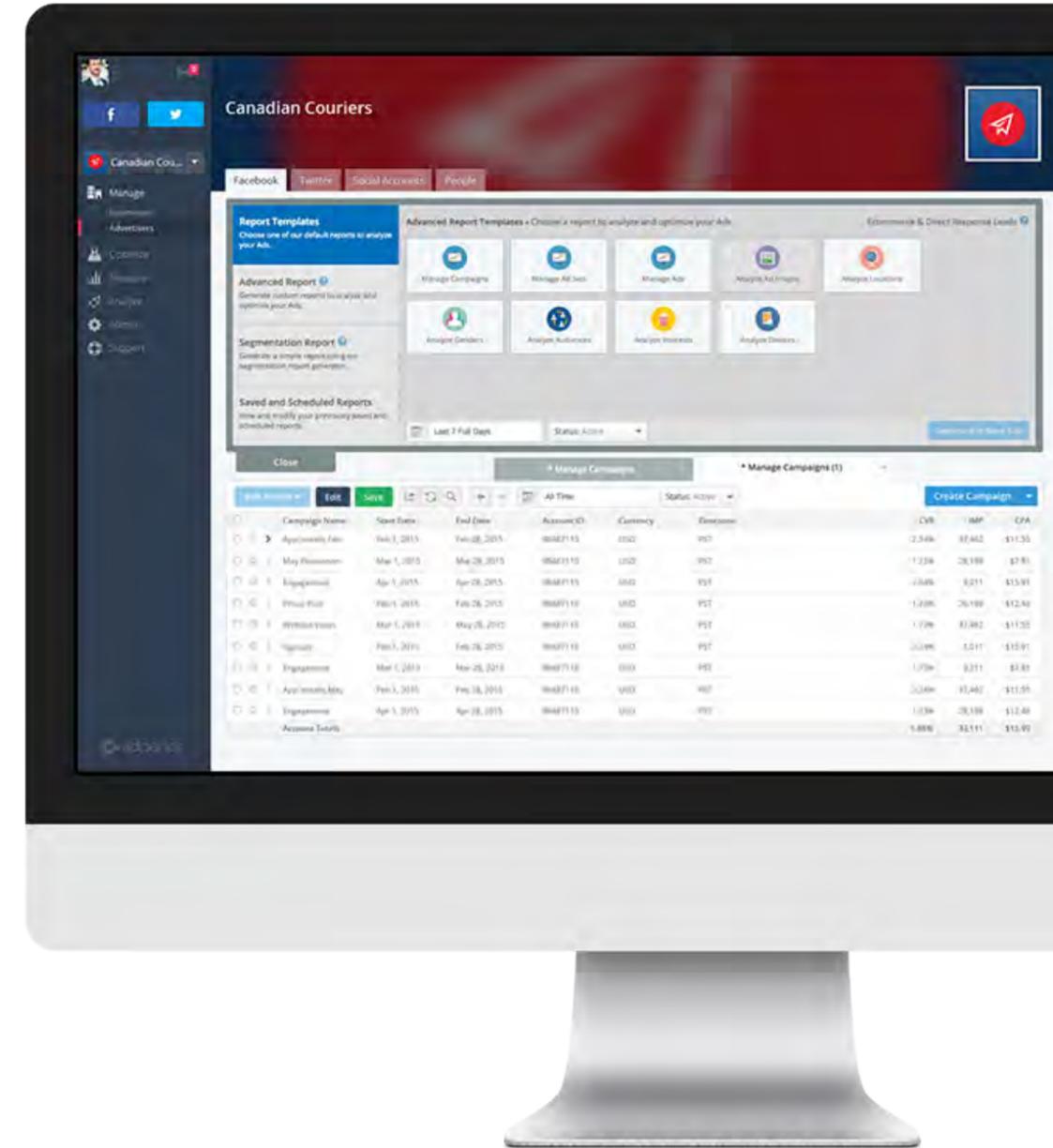
Super feature X



Incredible value add Y

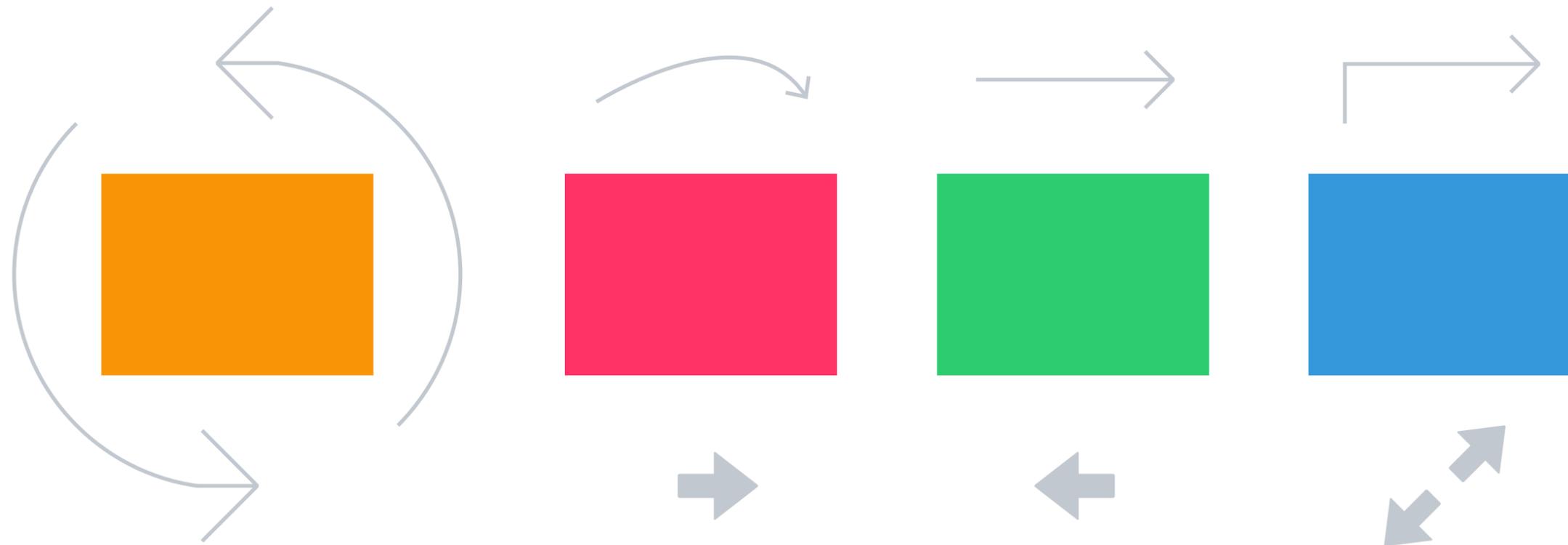


The best thing ever Z

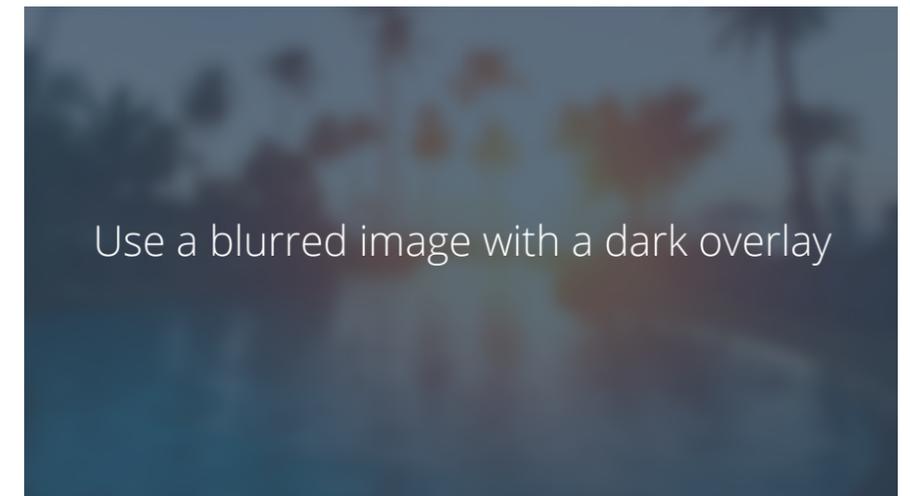
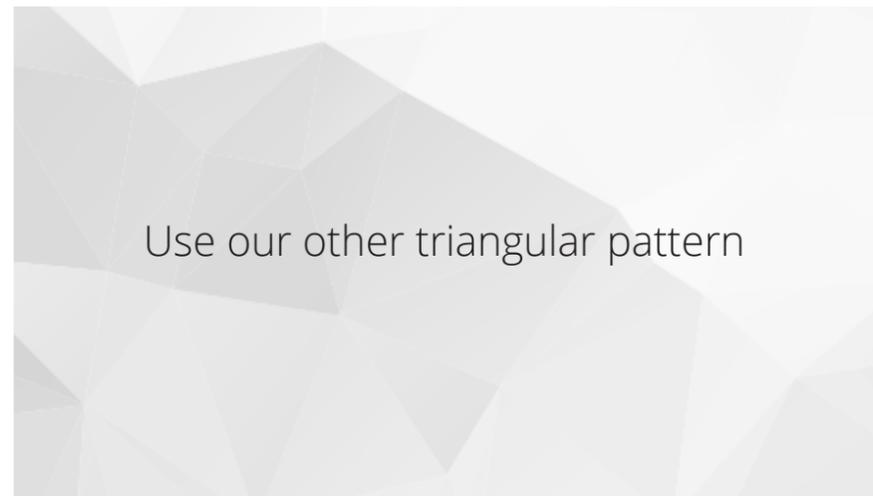
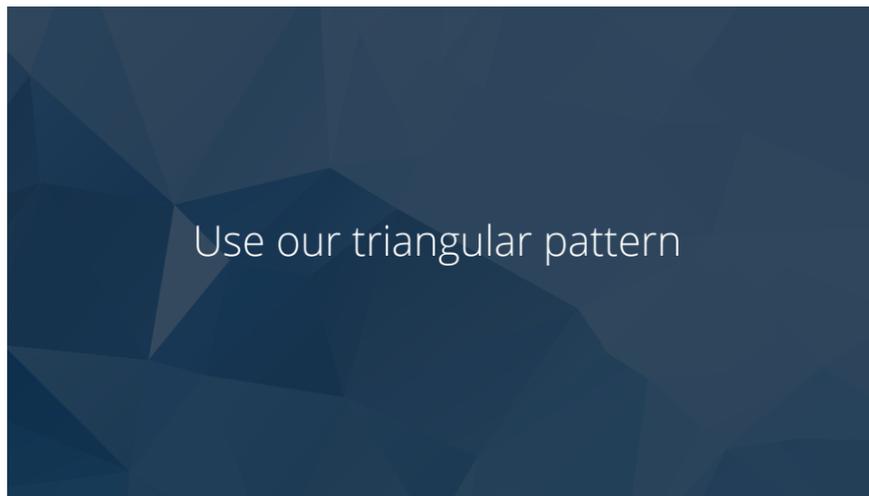


Arrows and Shapes

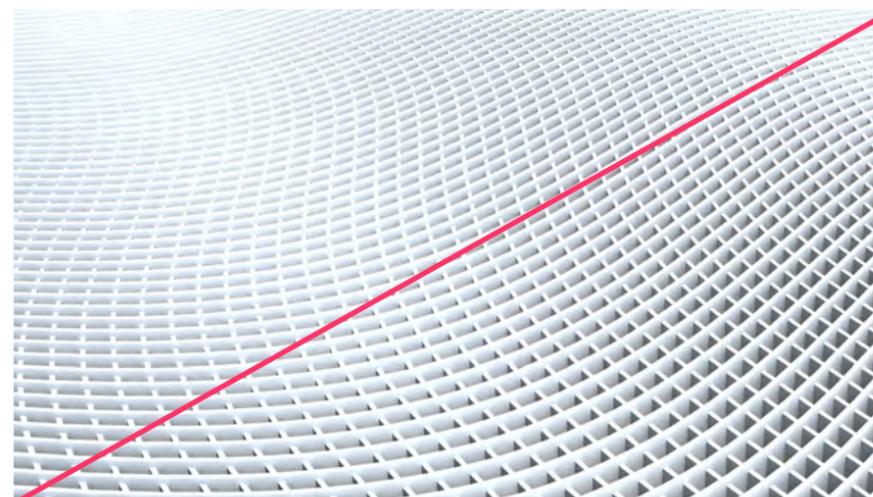
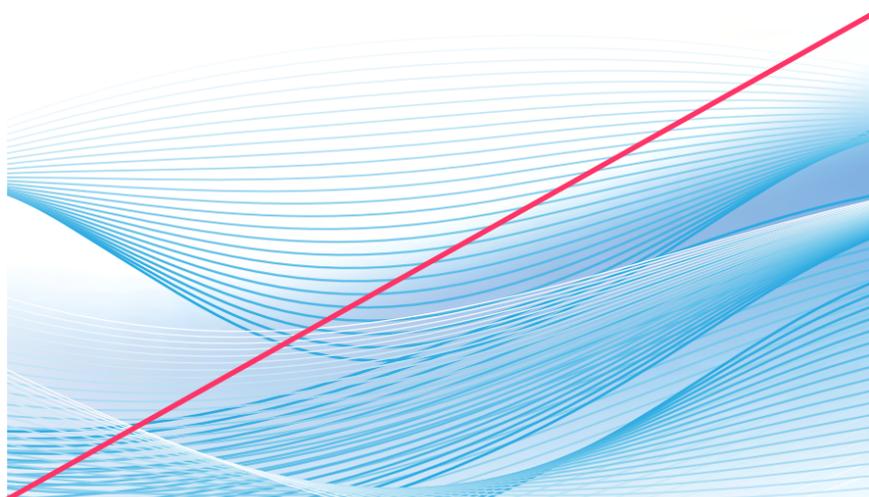
Arrows and shapes should be drawn in a minimalistic fashion with clean edges and solid fills / outlines.



✓ Backgrounds are the foundation of a page and set a general tone for the content. We want to stay consistent and clean.



✗ Don't use stock backgrounds as they are off brand and cluttered.





Use clean photographs with an overlay (if needed) for contrast and text clarity.

Example Heading.



Manipulate photographs by erasing or fading them into space completely.

Example Heading.





