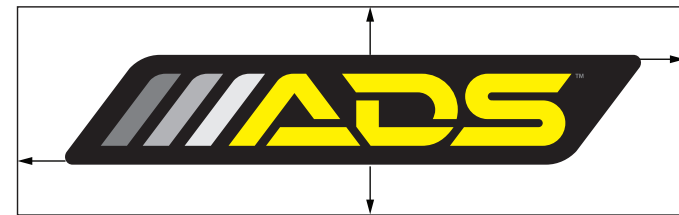//// ADS™

Primary Logotype
The ADS Logotype should be used where possible.

Depending on which logo is being used a "TM" always appears on the top of the "S" or on the lower portion of the "S."

Size Specification/Spatial Relationship
The Logotype must always have a minimum area of negative space that equals 1/4 inch of the total height. Nothing else should reside within that space.

ADS logo should always have 1/4 inch of white space all around.

.5"

ADS logo should never be smaller than 1/2 inch in height.

LOGO

Monochromatic Pantone Process Yellow C

Monochromatic with Pantone Cool Grays 10/6/2
It is acceptable to use a black Logotype in black and white print.

Monochromatic with Pantone Cool 10 C
It is acceptable to use a black Logotype in black and white print.

B&W Logotype | Monochromatic 100% Black
It is acceptable to use a black Logotype in black and white print.

Pantone
Cool Gray
10 C

Pantone
Cool Gray
6 C

Pantone
Cool Gray
2 C

Pantone
Process
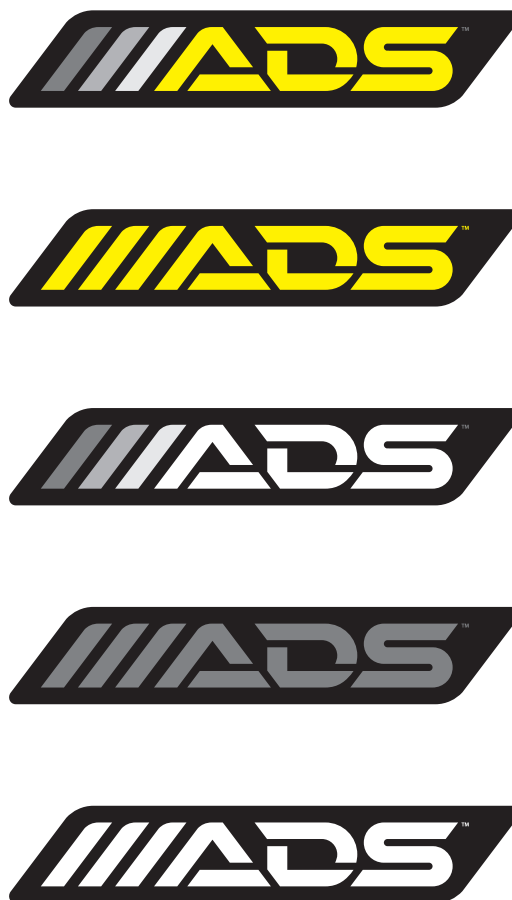Yellow C

Pantone
Process
Black C

LOGO

The ADS logo should always be presented clearly using the best available option for a given application. Here you can see which tone of darkness is ideal for either color, black or white logos.

Just match your background color against this diagram to ensure you select the right color combination.

Logo With Descriptor

Logo Badge Style

Logo Without Descriptor

COLOR PALETTE

The dominant colors for ADS is Pantone Process Yellow C, Cool Gray 10, Cool Gray 6, Cool Gray 2, and Process Black C
These colors are used to identify ADS on core items such as vehicle layout, advertising, signage, and official correspondences.

PRIMARY

PANTONE: Process Yellow C

CMYK: C: 0%   M: 0%
          Y: 100% K: 0%

RGB: R: 255 G: 242 B: 0

HEX: #fff200

PANTONE: Cool Gray 10 C

CMYK: C: 0%   M: 0%
          Y: 0%   K: 60%

RGB: R: 128 G: 130 B: 133

HEX: #808285

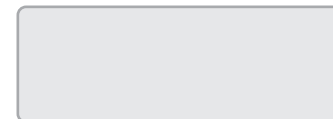**PANTONE:** Cool Gray 6 C

CMYK: C: 0%   M: 0%
          Y: 0%   K: 35%

RGB: R: 177 G: 179 B: 182

HEX: b1b3b6

PANTONE: Cool Gray 2 C

CMYK: C: 0%   M: 0%
          Y: 0%   K: 10%

RGB: R: 230 G: 231 B: 232

HEX: e6e7e8

PANTONE: Process Black C

CMYK: C: 0%   M: 0%
          Y: 0%   K: 100%

RGB: R: 35 G: 31 B: 32

HEX: #231f20

White

CMYK: C: 0%   M: 0%
          Y: 0%   K: 0%

RGB: R: 255 G: 255 B: 255

HEX: #ffffff