

brand guidelines

identity manual

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who we are



purpose

adworks functions to build a community of students interested in advertising, connect them with local professionals to gain industry experience, and prepare them for their career.

values



Creativity

We will view advertising from unique perspectives rooted in creative ideas

Teamwork

In our project teams, in our organization-wide meetings, members should feel like a team, free & comfortable expressing their wildest ideas

Curiosity/Learning

We will always seek feedback, be curious about the industry and the world around us. We are always learning

Inclusivity & Support

adworks will foster a community for all ASU students to learn and thrive and provide a support system for each of our members

tone



Following in the footsteps of the ASU Charter, adworks strives to continue setting a high standard for our work, while promoting our values of Teamwork, Inclusivity, and Support.

We're the new kid on the block, who quickly becomes your best friend.

Our tone is...

- ▶ Confident
- ▶ Supportive
- ▶ Familial
- ▶ Friendly
- ▶ Learning
- ▶ Appreciative
- ▶ Concise

But not...

- ▶ Cocky
- ▶ Competitive
- ▶ Exclusive
- ▶ Unprofessional
- ▶ Know-it-all
- ▶ Entitled
- ▶ Wordy, wordy, wordy

logo



logo



The main logo consists of the 'aw' monogram and wordmark.

The logo can be used in both its horizontal and vertical lockup.



logo meaning

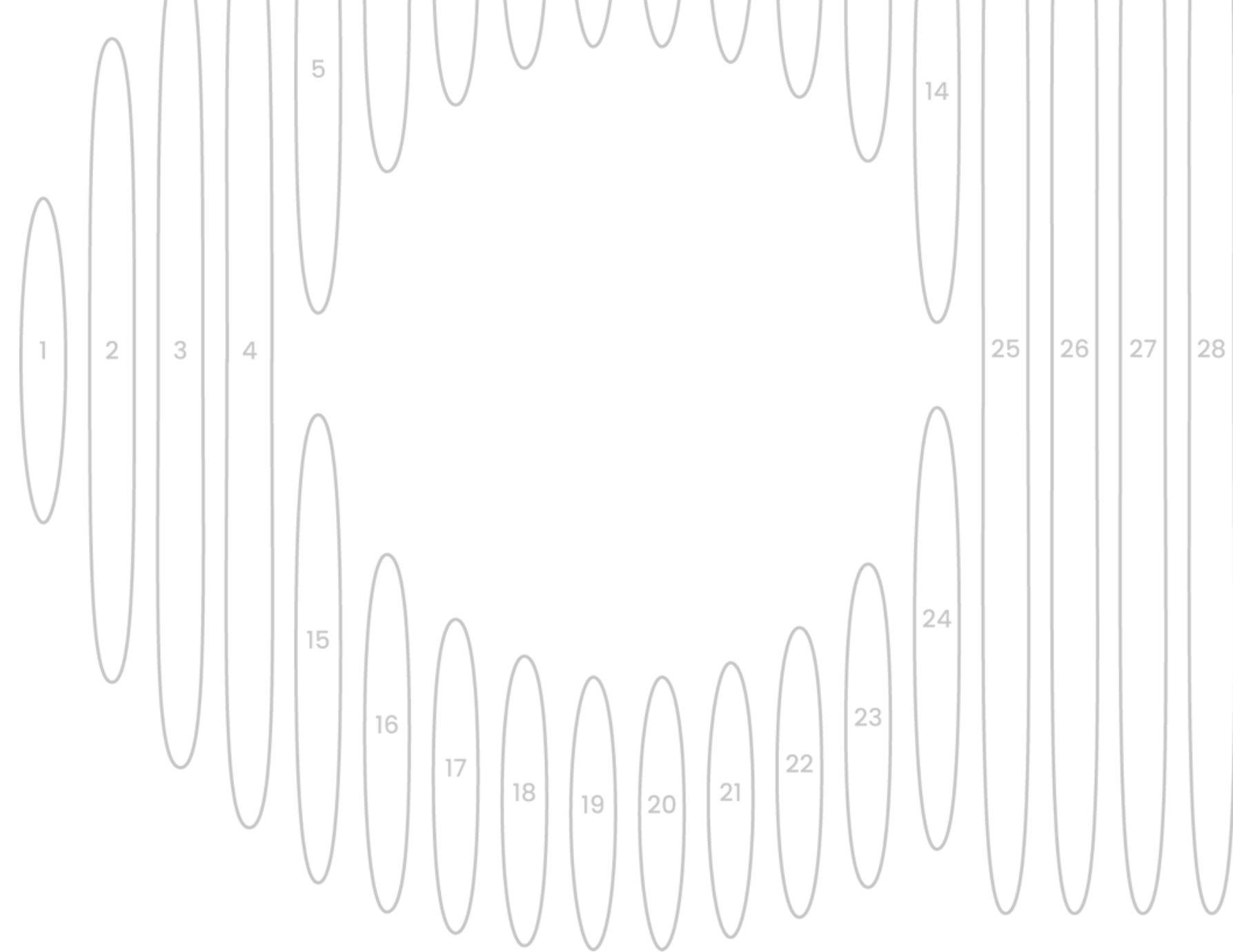
"We all should know that diversity makes for a rich tapestry, and we must understand that all the threads of the tapestry are equal in value no matter what their color."

- Maya Angelou

logo meaning

The monogram's individual ellipses represent two of AdWorks core elements.

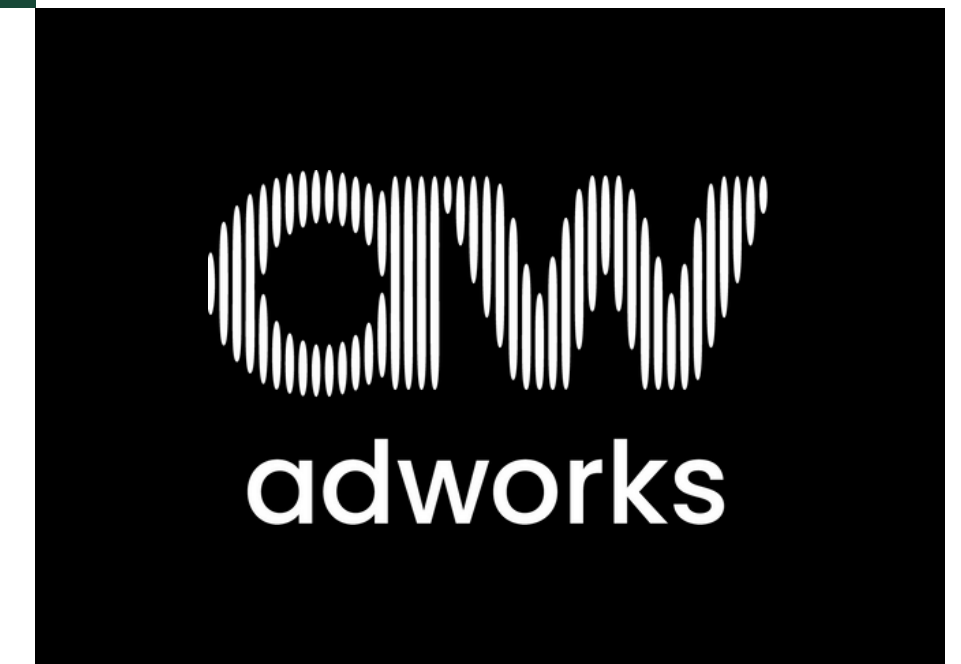
- 1) Representing the 53 current members, in their varying shapes, sizes, and colors.
- 2) Symbolizing stepping stones, as each member enters with their own unique skills and exits with a wide array of new skills & experiences.



logo usage

The monogram & wordmark may be used on their own, but the wordmark will be used by itself only in very rare circumstances.

The logo may be used in black, white, or heritage green, but the gradient logo is preferred in most cases.



logo usage

The Don'ts.

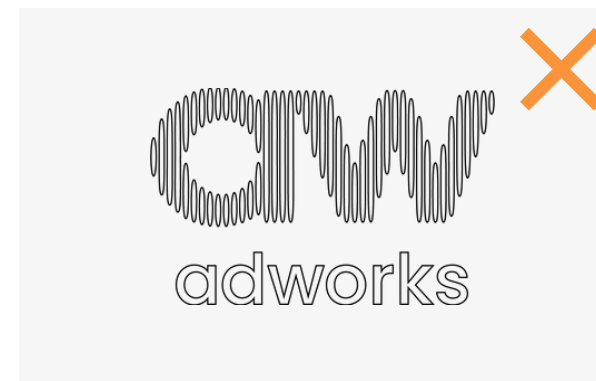
In other words, let's make it look good.



Don't distort the logo in any way



Don't use the logo against any photo that doesn't create contrast



Don't outline the logo when in use



Don't add effects to the logo, such as drop shadows or glows



Don't alter typography, such as using different fonts, uppercase, or kerning



Don't change the gradients or the logo colors for any reason

typography



typeface

Our typeface is Poppins, a Google font.

Poppins can be downloaded for free here:
<https://fonts.google.com/specimen/Poppins>

Poppins

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

00 01 02 03 04 05 06 07 08 09

~ ! ? . @ # \$ % ^ & * () [] { } < > / \ " ' |

Poppins Medium

Aa Bb Cc 01 02 03

Poppins Light

Aa Bb Cc 01 02 03

typography usage

The upper/lowercase may be difficult to remember at first, but is important to include as it shows our warmth & friendliness. The all lower case text usage differentiates us from other orgs,

Proper nouns, like ASU, will remain lowercase in styles 1 - 3, but upper & lowercase can be used in styles 4 - 6.

adworks will always be written in lowercase, no matter the usage.

1 **title**

Poppins Medium (all lowercase) - Size 130

2 **alt title**

Poppins Medium (all lowercase) - Size 100

3 **subtitle**

Poppins Medium (all lowercase) - Size 74

4 **Heading**

Poppins Light (upper & lowercase) - Size 40

5 **Body Text**

Poppins Light (upper & lowercase) - Size 22

6 **Caption Text**

Poppins Light (upper & lowercase) - Size 16

tagline



the future
of advertising

color



primary palette

Color is central to adworks' brand identity, because it represents the entire spectrum of individuals and the potential they begin to realize in their time in AdWorks.

Our spectrum gradient should be used mainly as an accent, and should never be altered.

The accent gradient and color should be used to highlight items, such as dividers, buttons, CTAs, bullet points, numbers, etc.



Heritage Green

#174837

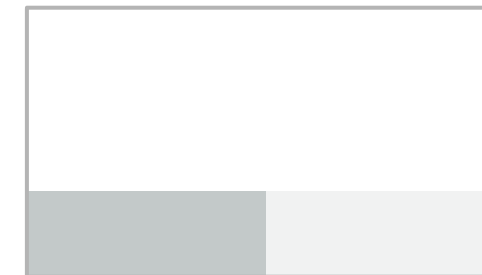
Darkest: #0B2D1E / Dark: #123F2D
Light: #1E5640 / Lightest: #2D6C4D



Pure Black

#000000

Dark: #212323 / Light: #3E4344



Pure White

#FFFFFF

Dark: #C3C9C9 / Light: #F1F2F2



Spectrum Gradient

Assets in Shared Folders



Sunset Orange

#ED7948

gradients

These gradients are an extrapolation of our flagship spectrum gradient. These gradients can be used as backgrounds or as graphic elements.



secondary palette



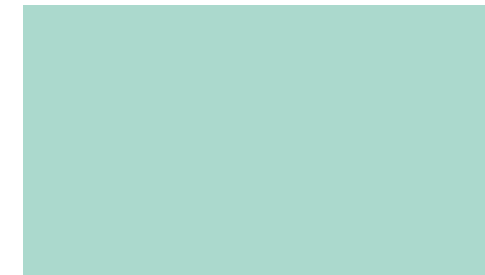
The secondary palette will be used very rarely, when we need to emphasize specific elements.



Sunset Orange
#ED7948



Sun Devil Gold
#FFCD6A



Tempe Town Lake Green
#ABD9CD



Sky Blue
#53B9CC



Deep Sky Blue
#4F86AD

when to use

adworks brand guidelines must be used on all recruitment assets and social media posts. They may also be used on project team slide decks, however the team has the option to create their own deck resembling their campaign.

Adobe is the primary tool for creating adworks branded work, but Canva can also be used for quick templates. Unlock your creativity and use these guidelines as your starting point.