ADP LOGO GUIDELINES

February 2025

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Logo and Tagline

The logo and tagline use visual design elements and words to tell ADP's complete brand story. The logo is our brand brought to life through graphics and typography, while the tagline is a memorable and emotional statement that resonates long after it's heard.

ADP®

Always Designing for People®

Overview: Logo

The logo with its solid letters, modern face, and forward orientation, suggests dependability, advanced methodology, and progress.

The ADP logo is a registered trademark and service mark of ADP, Inc., which has approved these guidelines for its use. The ® mark indicates that the ADP logo is registered with the U.S. Patent and Trademark Office and must always be used with the logo in the position shown herein. It must also be accompanied by the attribution clause, "ADP and the ADP logo are registered trademarks of ADP, Inc."

ADP Red

Preferred

Reversed

Restricted use on dark backgrounds

Black

Restricted use in case of limited print production

Overview: Tagline

Always Designing for People means we never stop reimagining a better world at work where everyone can focus on doing what they do best. It also means we're designing for tomorrow to create platforms that transform how great work gets done — unlocking a world of opportunity.

The ADP tagline should appear in ADP Midnight whenever possible.

It must also be accompanied by the attribution clause, "ADP, the ADP logo, and Always Designing for People are trademarks of ADP, Inc."

ADP Red

Preferred

Reversed

Restricted use on dark backgrounds

Black

Restricted use in case of limited print production

ADP Red logo

For maximum legibility, the background should provide enough contrast with the logo. The options shown on this page are the primary approved background colors.

We prioritize the ADP Red logo on ADP Light Gray backgrounds.

The ADP Red logo can also be used on ADP Light Pink and White, but these are considered secondary and should be used less frequently.

Conceptually, ADP Light Pink suggests humanity and ADP Light Gray evokes technology and professionalism.

ADP Red logo on ADP Light Gray

ADP Red logo on ADP Light Pink

ADP Red logo on White

Reverse logo

The reverse logo is used when a background does not allow for the color logo.

For maximum legibility, the background color should provide enough contrast with the logo. The options shown on this page are **the only approved reverse logo and background color pairings.**

The reverse logo on an ADP Red background is used most frequently.

The reverse logo on ADP Midnight should be used **in digital applications and events only.**

Reverse logo on ADP Red

Reverse logo on ADP Dark Gray

Reverse logo on ADP Midnight

ADP Red logo
with tagline

Use the logo with tagline mainly on ADP Light Gray backgrounds, with ADP Light Pink and White used secondary.

Only use logo and tagline artwork that has been provided. Do not recreate or use in any other color combinations.

The tagline should appear in ADP Midnight whenever possible and must also be accompanied by the attribution clause, "ADP, the ADP logo, and Always Designing for People are trademarks of ADP, Inc."

ADP Red logo with tagline
on ADP Light Gray

ADP Red logo with tagline
on ADP Light Pink

ADP Red logo with tagline
on White

Restricted use ADP logos

In addition to the ADP Red logo and the reverse logo, we have a black logo. This logo is reserved for use when our one-color ADP Red logo cannot be used. It has restricted use in case of limited print production. It can be used on White or ADP Light Gray backgrounds.

Our reverse logo can be used (also restricted use) on ADP Dark Gray, ADP Midnight and Black.

Black logo on White background

Black logo on ADP Light Gray background

Reverse logo on ADP Dark Gray background

Reverse logo on Black background

Black logo with tagline on White background

Black logo with tagline on ADP Light Gray background

Reverse logo with tagline on Black background

Reverse logo with tagline on Black background

Clear space

For recognition and impact, ADP logo should not be crowded by other visual elements.

The minimum clear space for the ADP logo is half the height of the logo.

Do not place graphics or typography in the clear space area.

.5x
.5x
.5x
x
.5x

.5x
.5x
.5x
x
.5x
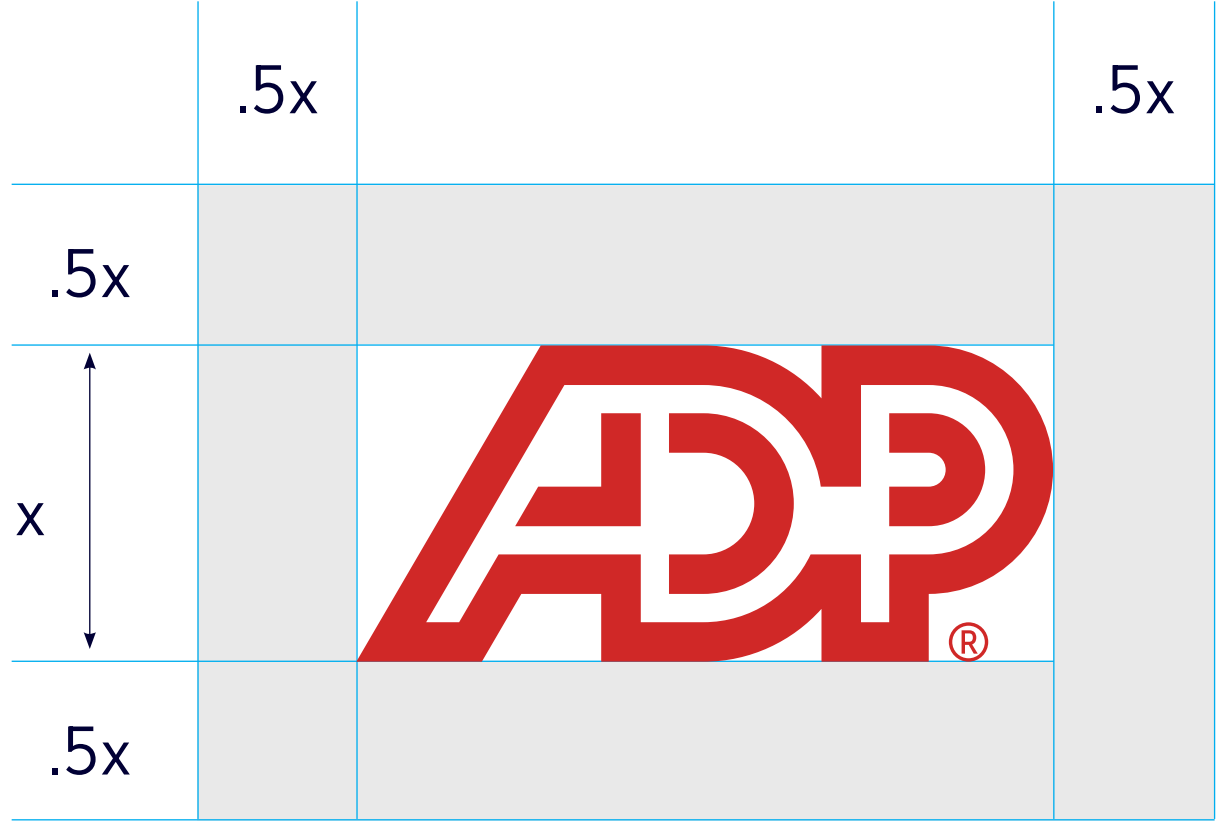
x = Height of the ADP logo
Clear space is .5x around the logo
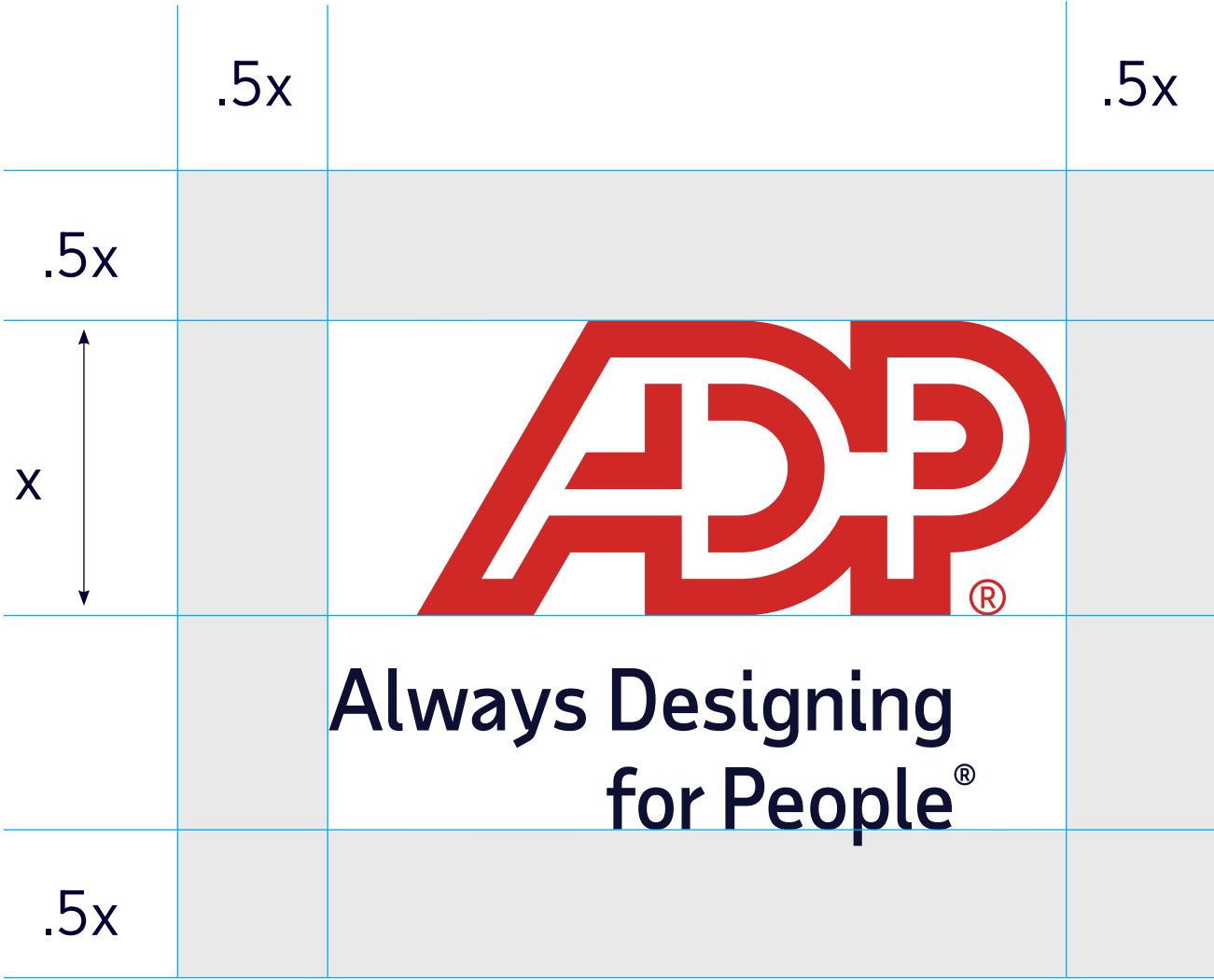
x = Height of the ADP logo
Clear space is .5x around the logo
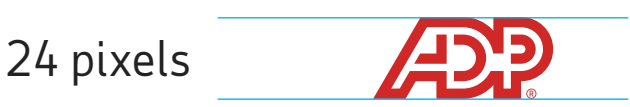
Minimum size

To ensure legibility and impact, never reproduce the ADP logo's height smaller than .262 inches (6.665mm) for print or 24 pixels for digital.

For the ADP logo with tagline, minimum size is .5 inches (12.7mm) for print and 64 pixels for digital.

**The logos featured on this page are not to scale.**

For print

.262"
6.665mm

.5"
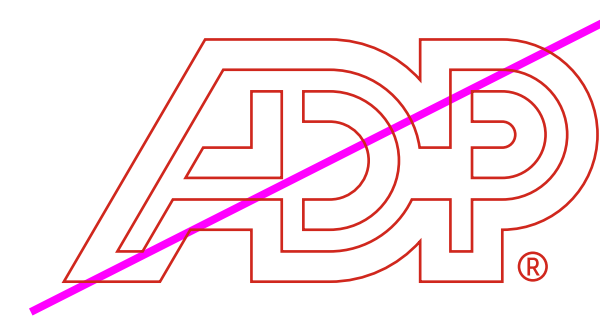12.7mm

For digital

24 pixels

64 pixels

Things to avoid

A strong identity depends on consistent presentation. Misuse of the logo may cause people in the marketplace to misinterpret or not easily recognize the ADP brand. When using the ADP logo or logo with tagline, **avoid the misuse cases shown here.**
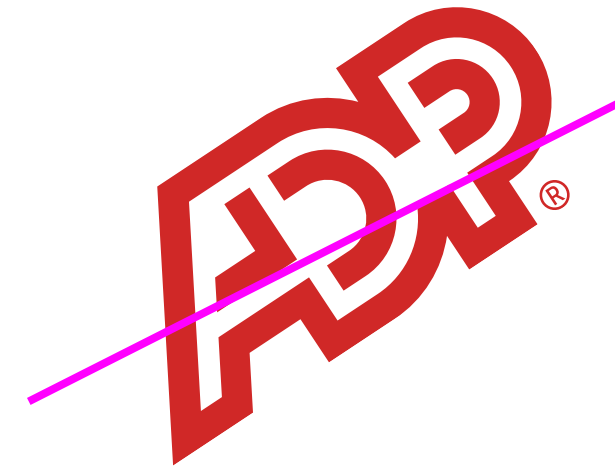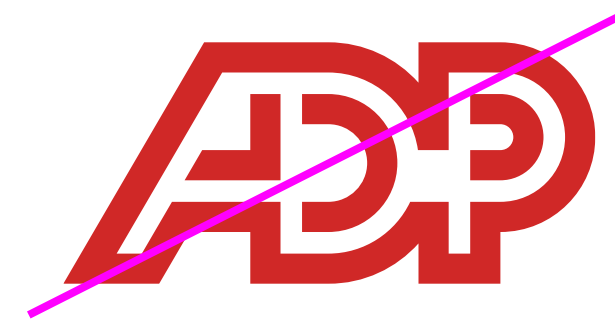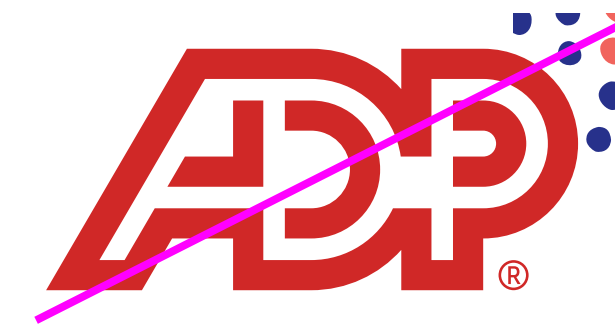
Do not rotate the logo
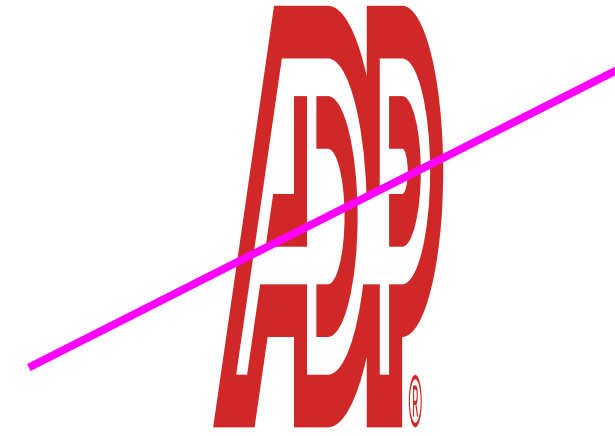
Do not stretch the logo

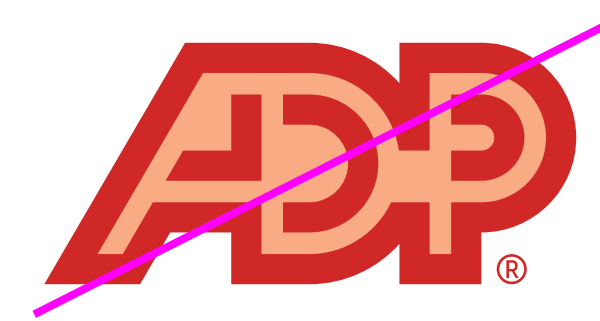Do not create outlined version

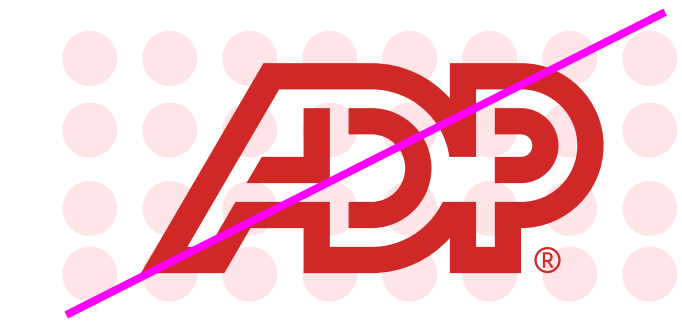Never change the color of the logo

Do not eliminate ® mark

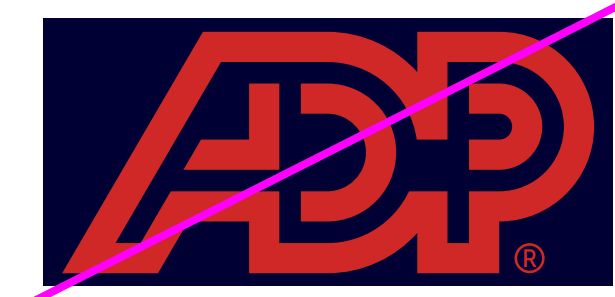Do not place elements within the clear space

Do not fill the inside of the logo with color
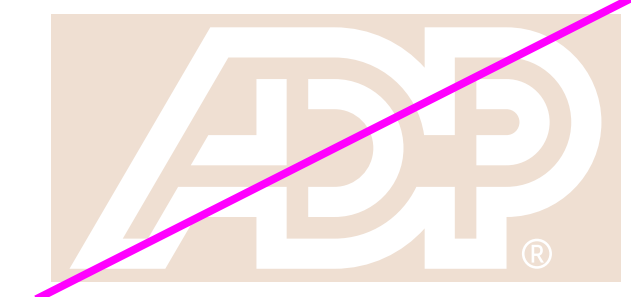
Do not place logo on a pattern

Do not place the logo on an image background

Do not place ADP Red logo on an unapproved background color

Do not use black logo when ADP Red or reverse options are available

Do not use reverse logo on a light background

Thank you.

Complying with these guidelines is critical.
Thank you for your stewardship and for taking your
role seriously to ensure we are one ADP brand.

If you have questions, please contact the ADP
Brand Team at brand@adp.com

ADP®