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# Brand Personality & Identity System

Directions for establishing a distinctive master brand for all types of communication.

# Our Brand

The Adapta brand is more than a logo and color palette. It's the embodiment of what our company is about, including the quality of our product, the personality of our team members and the feeling clients have working with us as a trusted technology partner.

## Brand Personality

What makes us unique? We are:

1. **Creative** but strategic
   We think oustide the box without sacrificing usability.
2. **Knowledgeable** but down-to-earth
   We educate our clients using everyday language that's easy to understand.
3. **Transparent** but uncomplicated
   We take ethics seriously. There are no "hidden costs" or bait-and-switch tactics.

## Adapta Culture

Our company fosters an environment that allows us to produce brand results. The Adapta team is:

1. **Dedicated**
   We're committed to great work and superior customer service.
2. **Collaborative**
   We are skilled communicators, facilitating positive outcomes between our two offices and for clients.
3. **Adaptable**
   We craft smart, original solutions based on clients' specific goals and budget.

## Our Voice

Adapta's voice is familiar and conversational. We use contractions like "we're" instead of "we are" because that's how real people speak to one another. We pride ourselves in our accessible, approachable style. This makes discussing and explaining our technology products both efficient and enjoyable.

# Logo

Our logo is the foundation of our brand and a visual expression of the Adapta identity. When used cohesively, it will build recognition and reinforce our professional image. It's the primary identifier of Adapta Interactive and should be used in all communications.

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## Primary Logo

The Adapta master logo is the most important element of our visual identity.

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## Secondary Logo

Our secondary logo is meant to be an "abbreviated" version of the master logo. This logo is used best when the length of the primary logo isn't appropriate.

## Logo Mark

Our logo mark is meant to act as an icon for our company. It can stand alone, especially on pieces used for current clients who are already familiar with our brand.

Good Ideas.
Even Better Results.

## Tagline

Our tagline communicates a strong, clear and concise message to our audience. It represents what we're known for – amongst our clients and the industry as a whole.

# Colors

Color plays a key part in brand recognition. The signature color for Adapta Interactive is orange. It represents the energy and vibrance of the company. Teal and green accent colors are to be used sparingly as punches of color to enhance the signature color. Grey is used for text in body copy.

Adapta Orange

C0 M80 Y95 K0
#f73e21
PMS 1665 C

Adapta Teal

C73 M80 Y31 K0
#bbc42c

Adapta Green

C27 M6 Y100 K0
#bbc42c

Adapta Text Grey

C54 M52 Y66 K30
#524a3c

# Typography

Consistent typography further reinforces brand identity. The primary typeface used for all Adapta materials is Proxima Nova. Professionally designed print collateral should utilize the hierarchy below. These typefaces help convey our flexible and professional approach in all that we do.

Proxima Nova Light

Proxima Nova Regular

**Proxima Nova Bold**

### Proxima Nova

Use for taglines, main headlines and intro text. Also use for bodies of web content.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@$%&

Museo Slab 500

### Museo Slab 500

Use for page titles.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@$%&

### Calibri Regular

Use for bodies of print content.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890@$%&