



ada

Brand guidelines

Logo

Our logo consists of a logomark and a logotype.

Our logomark is affectionately referred to as the “genome” due to its numerous modular organic forms and the way they interact with each other.

Our logotype has been designed to complement the mark in both weight and form as well as have enough personality of its own to be used in isolation.



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Logo

Versions

The configuration of the logo will depend on the context it will be placed in, so there are multiple ways to use it.

Our preferred configuration is the vertical one displayed to the left: with the logomark on top of the logotype, with these specific proportions and distance between both elements.

If necessary, there is also horizontal configuration, and the logomark and logotype can be used as standalone elements.

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Primary logo lockup



Horizontal disposition



Standalone logomark

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Standalone logotype

Logo

Color

The color options of the logo shall be selected depending on the context it is used in.

The preferred options are the two primary colored logomark versions with respective choice of the logotype.

The monotone versions are to be used only in extraordinary situations and when the use of the colored logomark is not possible (for more information on this, consult the section regarding logo misuses).

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Primary colored logomark on bright background



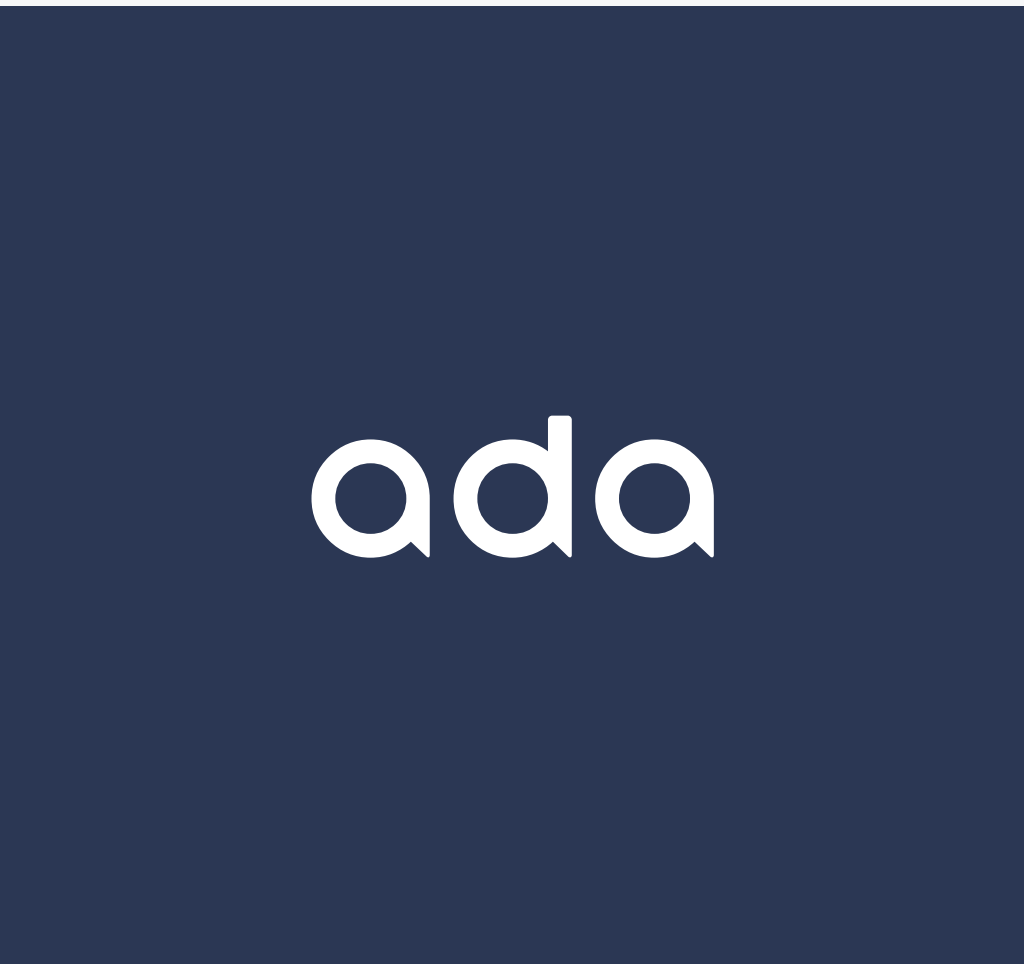
Logotype in navy blue on bright background



Monotone logomark in navy blue on bright background



Primary colored logomark on dark background



Logotype in white on dark background



Monotone logomark in white on dark background

Logo

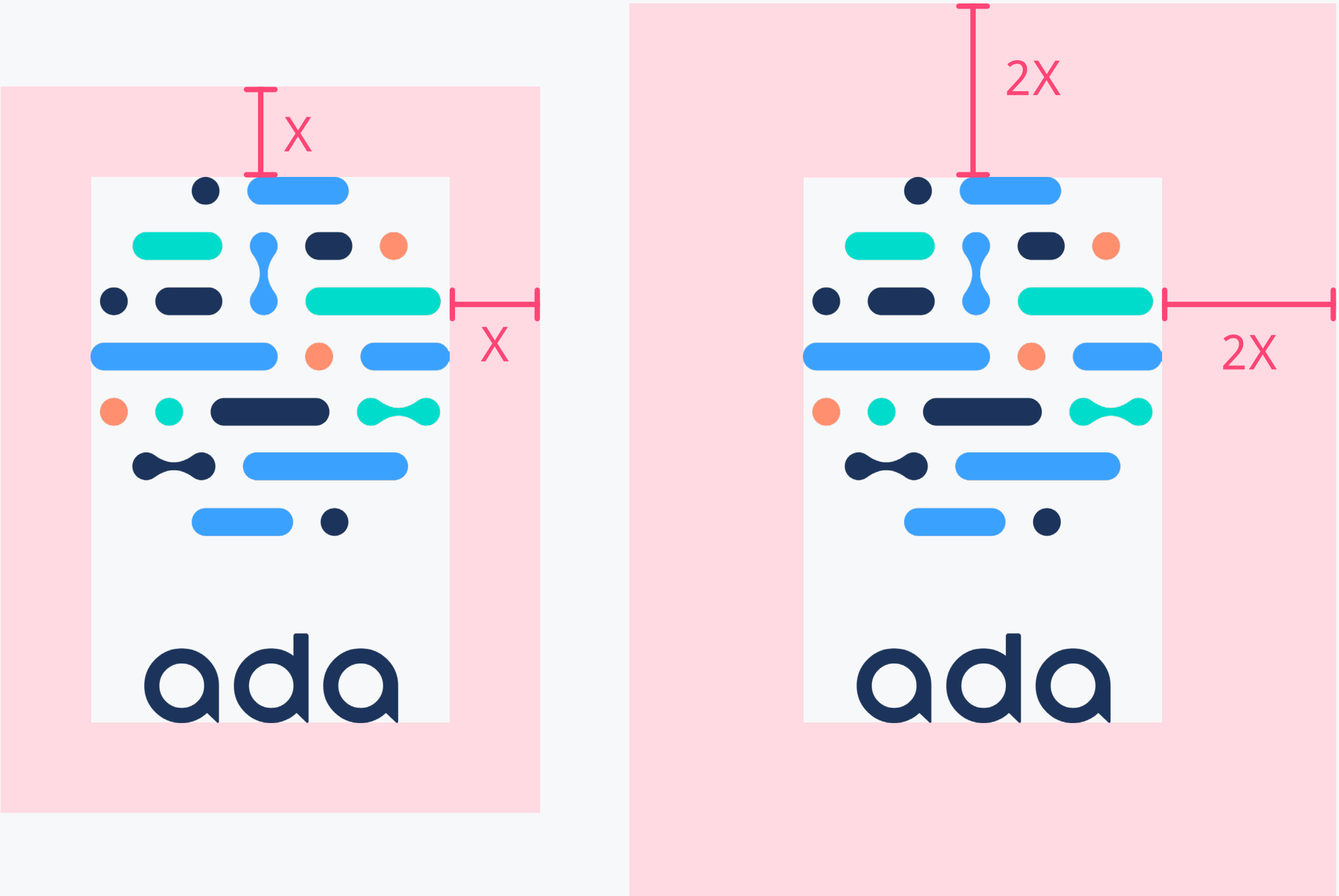
Clear space & minimum size

The logo should have some room to breathe when used in different contexts.

The minimum clear space around the logo is equal to the height of the “d” in the logotype (of the size the logo is used in), measured from the top to the bottom of the letter. The ideal clear space surrounding the logo is twice the height of the letter “d” in the logotype.

However, to create more impact allow even more space around the logo.

The minimum size should be of 30 px width if using the combo of the logotype and the logomark or just the logomark alone. If using only the logotype it should be of 20 px width.



Minimum free space around the logo

Ideal free minimum space around the logo

minimum size:

 30 px width
ada

ada 20 px width

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dIx

Logo
Misuse

The following examples are some of the mistakes that should be avoided. These rules apply to both the logomark and the logotype.

If you have any questions about how to use our logo, please get in touch at marketing@ada.com.

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Do not stretch, skew or rotate

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Do not change the colors

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4kids

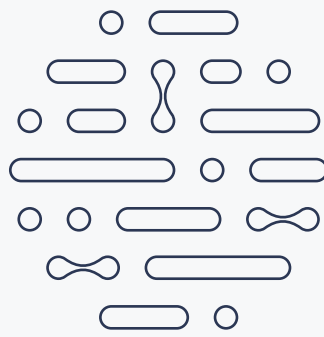
Do not lock up the logo with other copy, headlines and logos



Do not add elements



Do not apply drop shadow or other special effects



Do not apply outlines



Do not fill in with patterns or images



Do not personify our logo or alter it in any way



Do not use our old logo



Do not contain in a shape



Do not have low contrast between the background and the logo



Do not use backgrounds that obscure the logo

Color palette

Our color palette reflects the precise medical aspects of our product as well as instilling trust and providing reassurance.

Our main colors are the blue, the navy and the white. We use them for main elements in the product, the website and all sorts of other assets.

The additional vibrant and neutral colors are meant for detailing and complementing the main colors.



<div>Blue</div> <div>#3F9FFF</div>	<div>Navy</div> <div>#293754</div>	
<div>Teal</div> <div>#00DBCC</div>	<div>Snow</div> <div>#F8F8F9</div>	
<div>Purple</div> <div>#AAA2D6</div>	<div>Zinc</div> <div>#EBEFF3</div>	
<div>Watermelon</div> <div>#FF4575</div>	<div>Aluminium</div> <div>#C6CCD5</div>	
<div>Orange</div> <div>#FF9173</div>	<div>Steel</div> <div>#97A2B9</div>	
<div>Yellow</div> <div>#FFCA6C</div>	<div>Black</div> <div>#000000</div>	<div>White</div> <div>#FFFFFF</div>

Typography

Our typefaces are selected to reflect friendly, human qualities yet have the flexibility to be more formal, precise, intelligent and considered when necessary.

This duality is in part achieved by using a serif to represent Ada’s voice and a sans serif from the same family to denote the user and functional app interactions. Furthermore, we also have a third font for Marketing & Communication purposes that is used in headlines and the website and as text overlay for social media posts, for example.

Hello, I am Ada.

PT Serif Regular

Used for Ada’s voice only.

Start symptom assessment

Noto Sans Regular
Bold

Used for every other context (copy, headlines in the app, etc).

Your personal health guide

Montserrat Medium
Light

Used as headlines in the website or as text overlay in social media posts.



Any questions?

Get in touch at marketing@ada.com