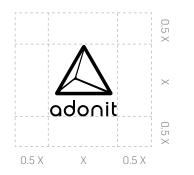adonit

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This will be your guide to Adonit's design standards. Our core design elements will help in branding communications, assets, and marketing materials that match Adonit's beliefs.

Our Primary Logo

When developing Adonit related communications, the "stacked" logo is the primary logo and should be your first choice.
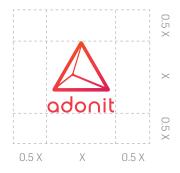
How to use it:

When our product is present

Use the all black version of the "primary" Adonit logo.

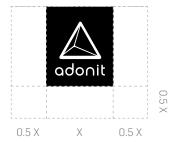**When our product is not present**

Use the full color gradient version of the "primary" Adonit logo.

Our Secondary / Tab Logo

This is the primary logo, but has a "tab" for it to live inside of. Use this logo when the primary logo is not applicable.

Secondary logo usage:

If there is a busy background, like a photograph or pattern, use the tab logo.

It should mark the upper part of any communication or design with non white photography or colored artwork. The tabbed effect adds a separation of the brand to the elements on the page, while keeping it legible.

Do

1. Example of the primary color logo used correctly with a graphic featuring a non–image based background and with no visible products.

2. Example of the primary black logo used correctly with a graphic featuring a product shot and a non–image based background.

3. Example of tab logo used correctly with a graphic featuring a product shot and an image based background.

Don't

1. Change the logo gradient.

2. Change the tab color.

3. Place the logo on a busy background without use of the "tabbed" logo.

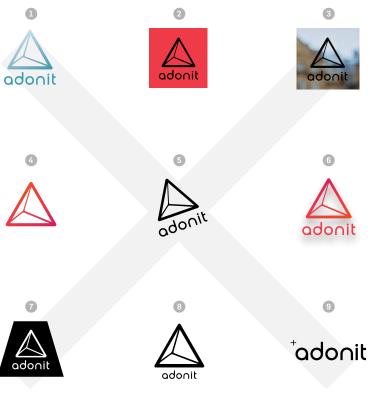4. Remove the wordmark or pyramid.

5. Rotate or skew the logo.

6. Add a drop shadow or any other effect the logo.

7. Place the logo within any other container or shape.

8. Alter the proportions of the logo.

9. Use the old logo.

Our typographic set

We have two typefaces that we use for any and all Adonit related communications. Jubilat and Flama have specific weights within their supporting families and are carefully used to create the perfect and approved levels of heirarchy and contrast.

Jubilat

1. **Bold italic** - Headline usages and "dualpurposed" headers.

2. **Light italic** - Header supporting text, or "dualpurposed" headers.

Flama

3. **Bold** - Headline usage. All cap can be used for 5 words or less as header.

4. **Medium** - All sub-headers and any supporting call-outs within body copy.

5. **Light** - Basic body copy. This is the most generic and widely used typeface.

Jubilat

Energetic, Fun, Artisitc.

① ***Bold italic***

② *Light italic*

Flama

Clean, Bold, Legiable.

③ **Bold**

④ **Medium**

⑤ Light

Our Color Palette

Our color palette matches our values of bold, passionate, and purposeful.

Black

CMYK: 75 / 68 / 67 / 90

RGB: 0 / 0 / 0

HEX: 000000

Adonit Ruby

CMYK: 0 / 92 / 72 / 0

RGB: 239 / 58 / 71

HEX: EF3A47

Our Gradient

The Adonit gradient is an element of energy. It's not a perfect vertical gradient, but is horizontally affected by color ranging from orange to pink at an 120° angle.

120° Angle Gradient

Gradient Orange

CMYK: 0 / 86 / 98 / 0

RGB: 239 / 75 / 36

HEX: EF3A47

Adonit Ruby

CMYK: 0 / 92 / 72 / 0

RGB: 239 / 58 / 71

HEX: EF3A47

Gradient Pink

CMYK: 12 / 100 / 49 / 0

RGB: 214 / 28 / 92

HEX: D61C5C

THANK YOU

If you have any questions or need help, please feel free to contact help@adonit.net.