# The Ada Brand Book

**Logo**
Explanation
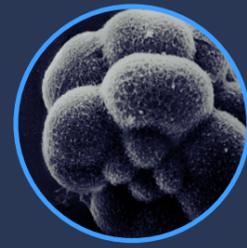
Neural networks

Cells
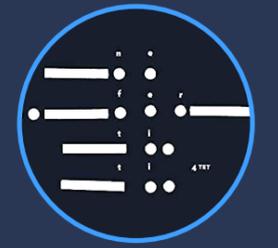
Morse code
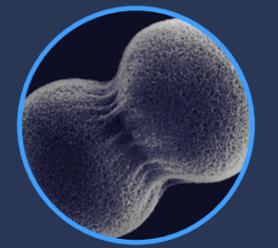
Contigs

Our logo represents the science, technology, and humanity at Ada's core.

The logomark is inspired by the folds of the cerebral cortex. Each element references shapes observed in science, technology, and coding.

Mitosis

Consisting of 3 speech bubbles, our logotype is inspired by Ada's dialogue with users.

ada

## Logo
Clear space and construction

Our logo was meticulously
designed with elegance in mind.

Consisting of a separate logomark and logotype, the carefully
spaced elements have room to breathe.

The ideal space surrounding the logo is twice the height
of the letter 'a' in the logotype.

Logomark

Logotype

X

ada

**Logo**
Color

## Full color and monochromatic options mean we're covered for all contexts.

Where possible, use the primary full-color logotype. There's also a reversed version for dark backgrounds.

If the full-color version doesn't fit, we have logos in Nitrogen and Hydrogen. Choose the color that will be most clear for the background.
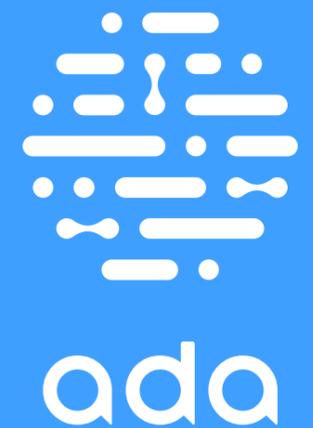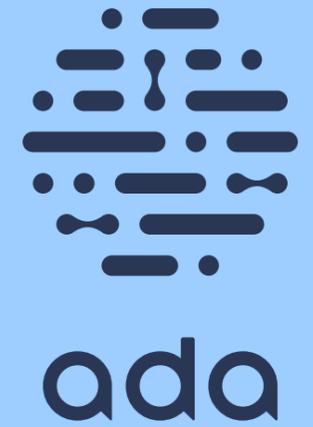
# Logo
## Color

We named our brand colors based on the popular CPK coloring convention for distinguishing atoms of different chemical elements in molecular models.

The scheme takes its name after the CPK molecular models designed by chemists Robert Corey and Linus Pauling and improved by Walter Koltun.

Our primary brand colors are Nitrogen and Helium. The bright secondary colors and functional colors are for detailing and complementing the primary brand colors. To meet contrast accessibility demand, we developed a darker color palette.

## Primary colors

### Nitrogen

**HEX**
#1B2A44

**HEX**
#293754

**CMYK**
58/38/0/73

**PMS** 534 C

#617694
CMYK 60%

#97A7BF
CMYK 35%

#D3DDE8
CMYK 10%

#EFF3F7
CMYK 5%

**HEX**
#FFFFFF

**Hydrogen**

### Helium

**HEX**
#1266C7

**HEX**
#3F9FFF

**CMYK**
65/11/1/0

**PMS** 2925 C

#6FB7FF
CMYK 75%

#9DCEFF
CMYK 50%

#C5E2FF
CMYK 25%

#E0F0FF
CMYK 15%

## Secondary colors

### Magnesium

**HEX**
#0093A6

**HEX**
#00DBCC

**CMYK**
52/0/29/0

#ADF3EF
CMYK 40%

### Iron

**HEX**
#EF4636

**HEX**
#FF9173

**CMYK**
0/50/53/0

**PMS** 1635 C

#FFDCD2
CMYK 30%

## Functional color

### Oxygen

**HEX**
#DA325C

**HEX**
#FF4575

# Logo
## Misuse

## Our logo must be used correctly, every time.

Here are some examples of mistakes we've seen in the past. Please do not do these things.

If you have any questions about how to use our logo, get in touch: **marketing@ada.com**
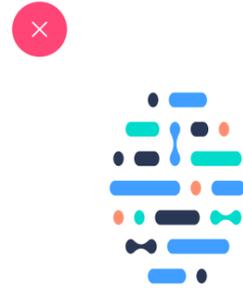
Do not stretch, skew, or rotate.

Do not change the logomark/ logotype ratio.
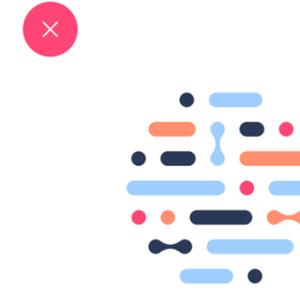
Do not change the colors.

Do not use the logotype as a standalone element.
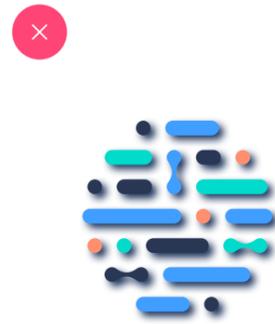
Do not apply drop shadow, gradients, or other special effects.
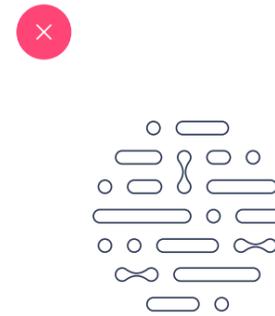
Do not apply outlines.
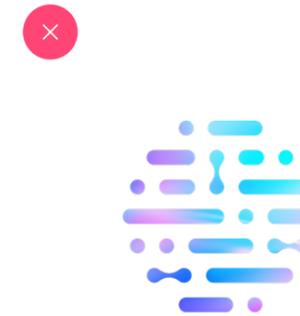
Do not fill in with patterns or images.
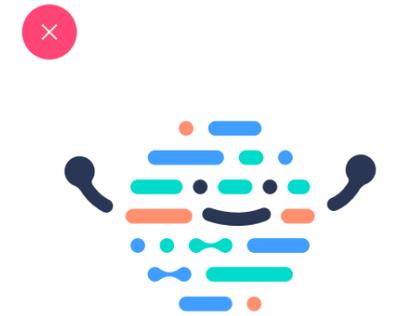
Do not personify the logo or alter it in any way.
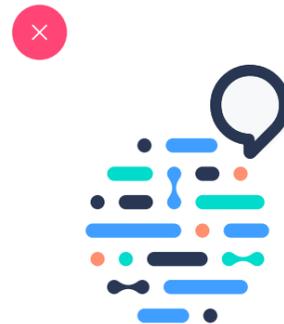
Do not add elements.
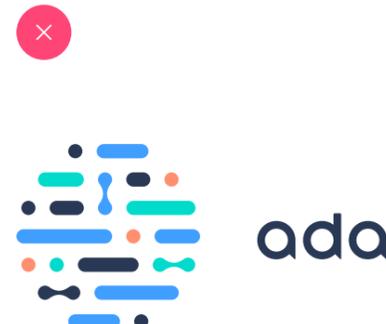
Do not place the logomark and logotype horizontally.

Do not have low contrast between the background and the logo.
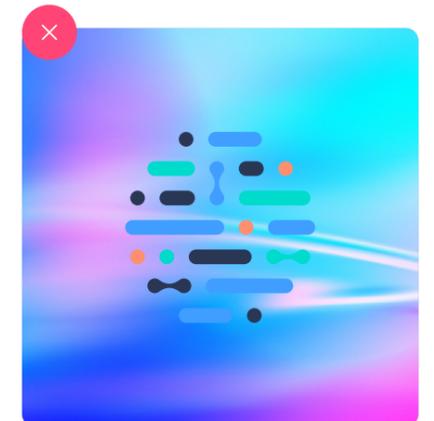
Do not use backgrounds that obscure the logo.

## Logo
Placement

The logo should sit in the upper left corner of documents. Keep a margin of at least twice the height of the logotype 'a' surrounding the logo.

Bottom align headlines with the logotype if they sit on the same line. If the headline is lower down the document, left align it with the logo.

Our letterhead is the base for our company documents. The logo should be in the upper left corner. Don't forget to include company details in the footer at the bottom.

2x

**ada**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Vertical layout

2x

**ada**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

**Ada Health GmbH**
Karl-Liebknecht-Straße 1
10178 Berlin
Germany

**Ada Digital Health Ltd.**
Office 3.07, TOG
81 Rivington street
EC2A 3AY
United Kingdom

**Ada Health, Inc.**
745 5th Avenue,
5th Floor
New York City, NY 10151
United States

Managing Director: Daniel Nathrath
Commercial register court: Munich
Commercial register: HRB 189710
EU VAT: DE 276 580 695
hello@ada.com

**ada.com**

Company documents layout

2x

**ada**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

2x
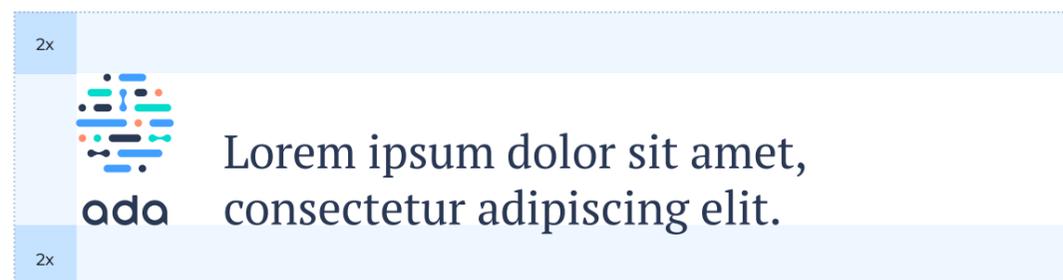
Horizontal layout

7

**Design principles**
Typography

We carefully selected typefaces that create a seamless experience for our users as they move through our brand touchpoints.

Where possible, stick to the title and body copy ratios shown here.

**Title**
PT Serif (Regular)
size 3xX

**Body copy**
Noto Sans (Regular)
size X

**Subtitle**
Noto Sans (Bold)
size X+2

**Quotes**
Noto Sans (Italic)
size X+2

**Codes**
Fira Code (Regular)

# This is how to write a title.

This is how to write body copy.

**This is how to write a subtitle.**

*This is how to write a quote.*

```
/This is how to write code/
```

Powered by Ada

Our co-branding logo references the
Ada logo's most recognizable elements.

powered by ada

powered by ada

Our co-branding logo has the most impact when there's room to breathe.

Keep a minimum margin of at least twice the height of the logomark circle surrounding the logo. More is better.

powered by ada

X
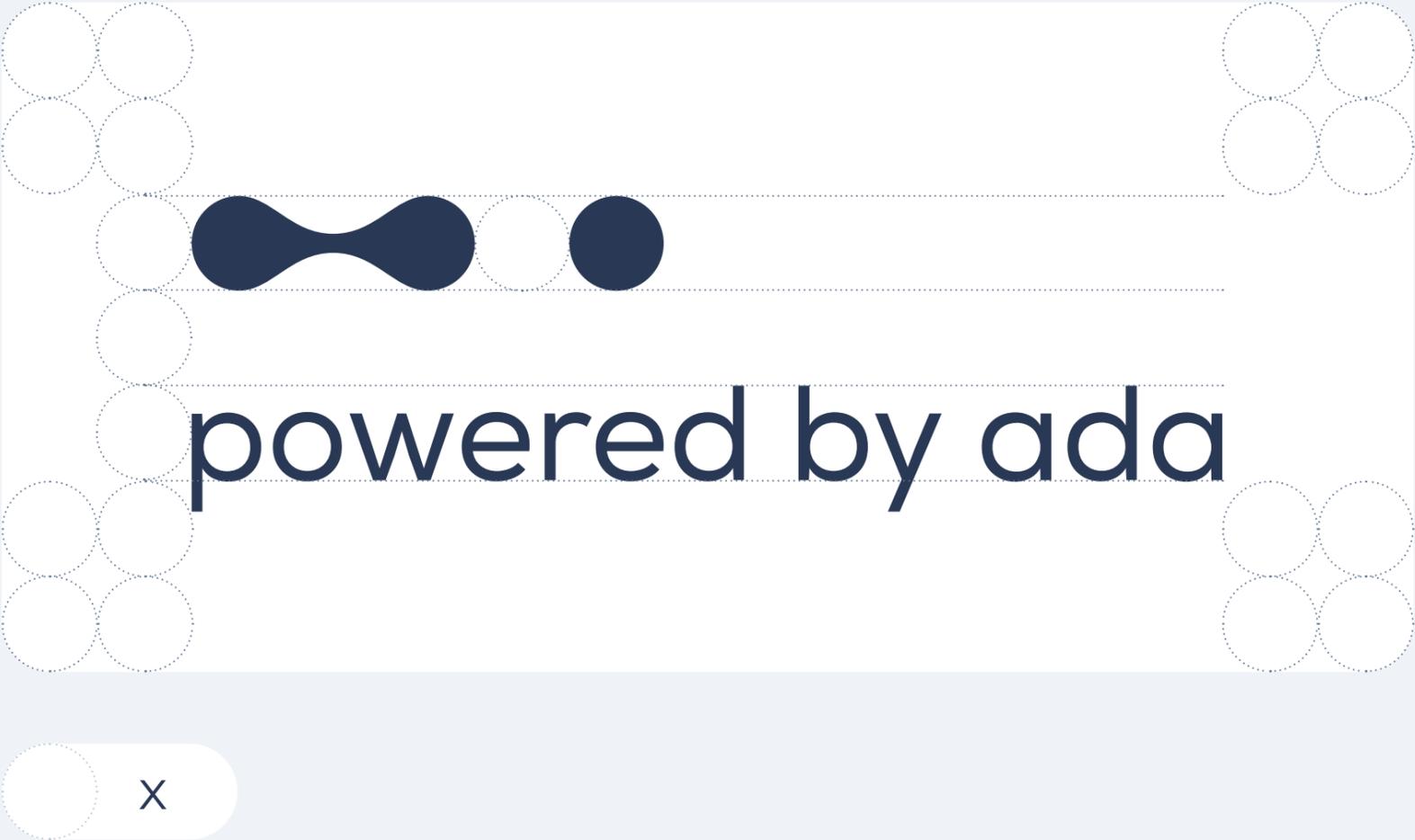
## Enterprise design
Logo misuse

## Do not alter the logo, its orientation, color, or composition. Stick to the guidelines.

Here are some examples of common mistakes to avoid. Do not do these things.

Do not stretch, skew, or rotate.

Do not change the logomark /logotype ratio.

Do not change the colors.

Do not change the type.

Do not use the logotype, as a standalone element.

Do not change the order of the elements.

Do not apply shadow, gradients, or other special effects.

Do not apply outlines.

Do not add or remove elements.

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.

# Enterprise design

## Logo implementation

The co-branding logo should sit on the bottom left corner of the screen in the app and in the bottom right corner on desktop.

On desktop, make sure the 'About' hyperlink and up-to-date copyright claim are on the bottom left corner of the screen.

Partner logo    COVID-19 assessment

powered by ada

About this screener

© Ada Health GmbH 2020

powered by ada

Click on the logo
for more information
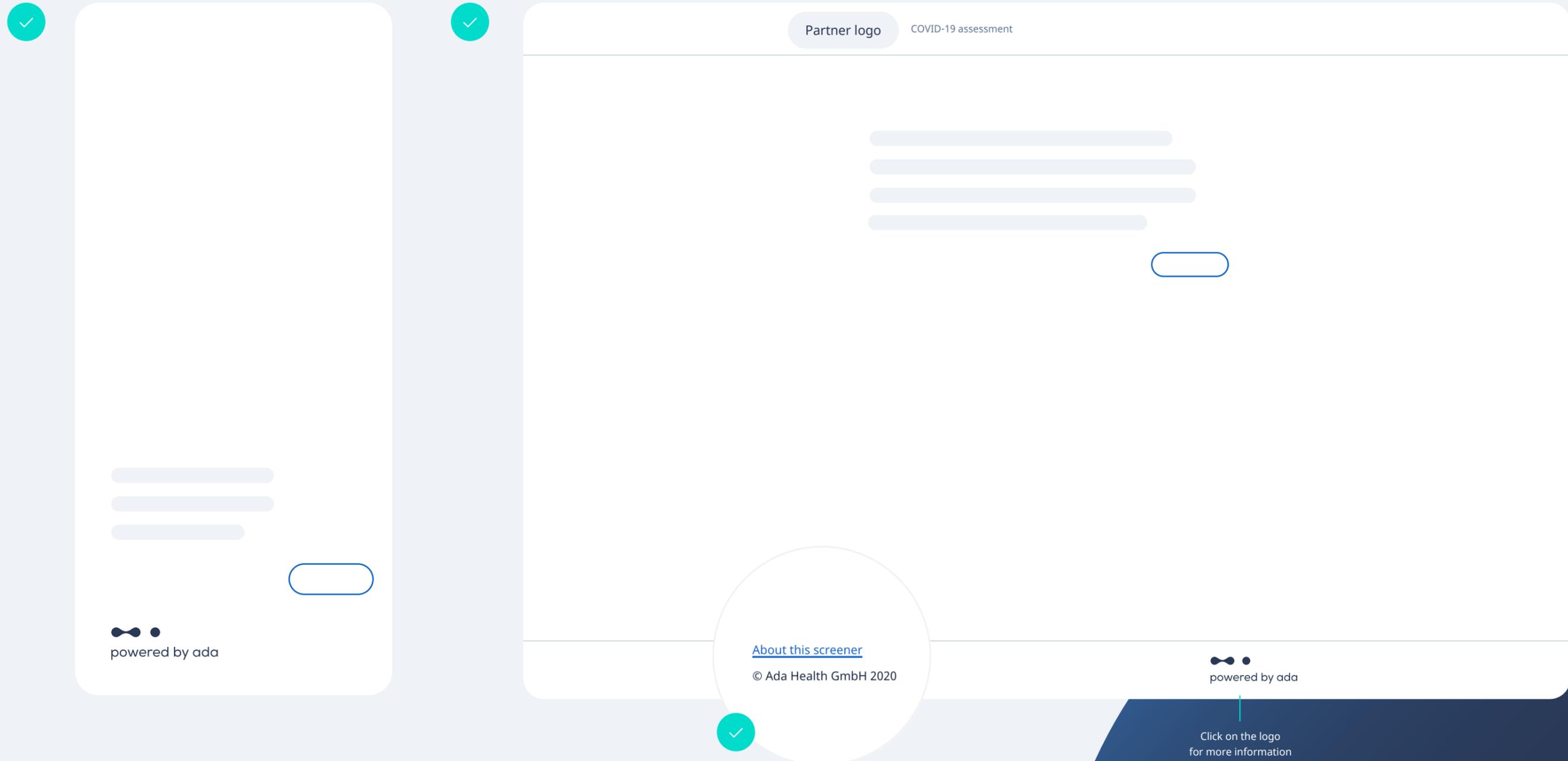
# Thanks.

Any questions?
Get in touch at **marketing@ada.com**