

Guideline Usage

Admin By Request Approval

Admin By Request assets are the property of Admin By Request and must only be used in accordance with these guidelines in order to best represent the Admin By Request brand. Any specific use of the Admin By Request brand assets not in accordance with these guidelines must be approved before use. If you are unsure of how to use our visual identity, would like to check what you have produced is correctly branded or have a question about these guidelines, email svd@adminbyrequest.com

Hard Copies Any hard copy versions of this document may not be up to date—please email svd@adminbyrequest.com for the current version of these guidelines.

Our name

The brand name 'Admin By Request' is always written in title case, in full.

Do:

- Admin By Request

Don't:

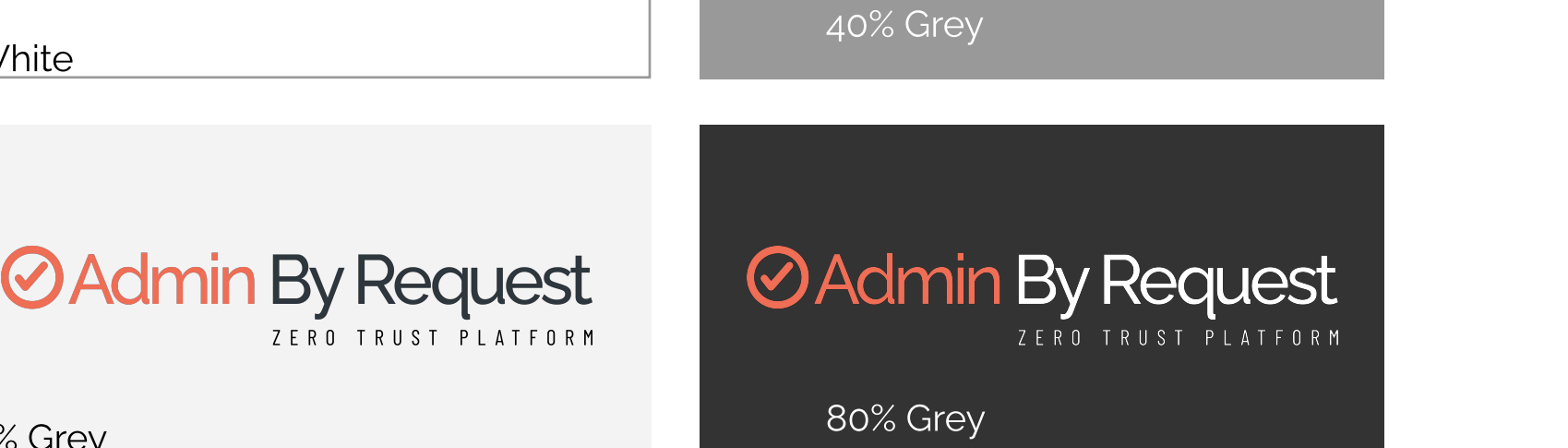
- Admin by request
- ADMIN BY REQUEST
- Admin by Request
- Admin BR
- ABR

Admin By Request logo

The Admin By Request logo consists of an orange circle and checkmark and the brand name Admin By Request written in orange and white, or orange and Outer Space. The words 'ZERO TRUST PLATFORM' are preferably written beneath 'By Request' in either Black or White.

The ideal version of the logo is the three color Burnt Sienna, Outer Space and Black full version placed onto a white background. Do not create a fitted shape device, like a square or rectangle, to function as the background color. Do not attempt to change the colors of the logo.

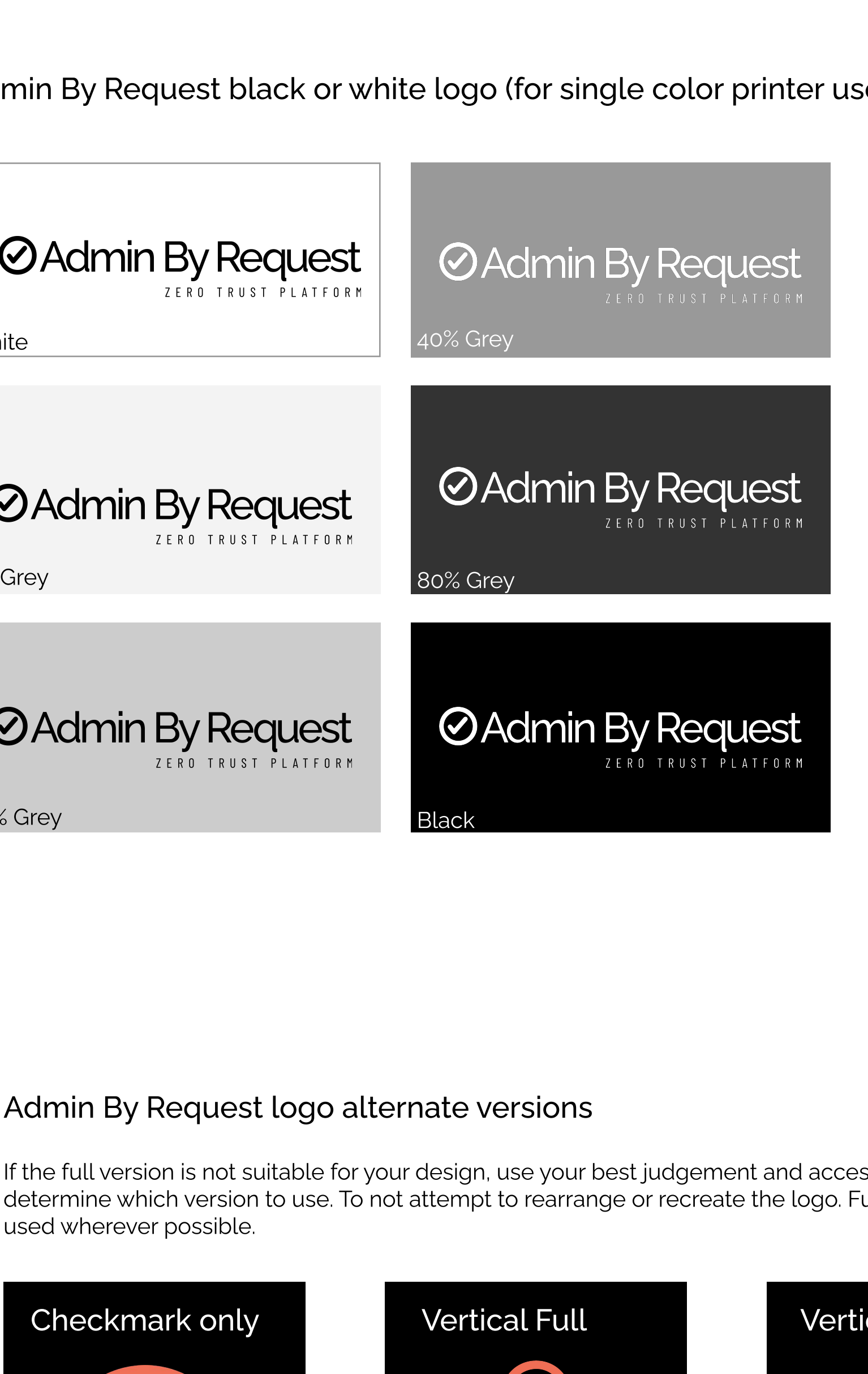
Whenever possible the circle and checkmark, and the word 'Admin', should be displayed in orange. The words 'By Request' should be either Outer Space or White depending on the background (White when displayed on a dark background, black when displayed on a light background). The optional words 'ZERO TRUST PLATFORM' are always displayed in either Black or White. Use your best judgement, and ADA or WCAG guidelines for contrast, when deciding which version to use.



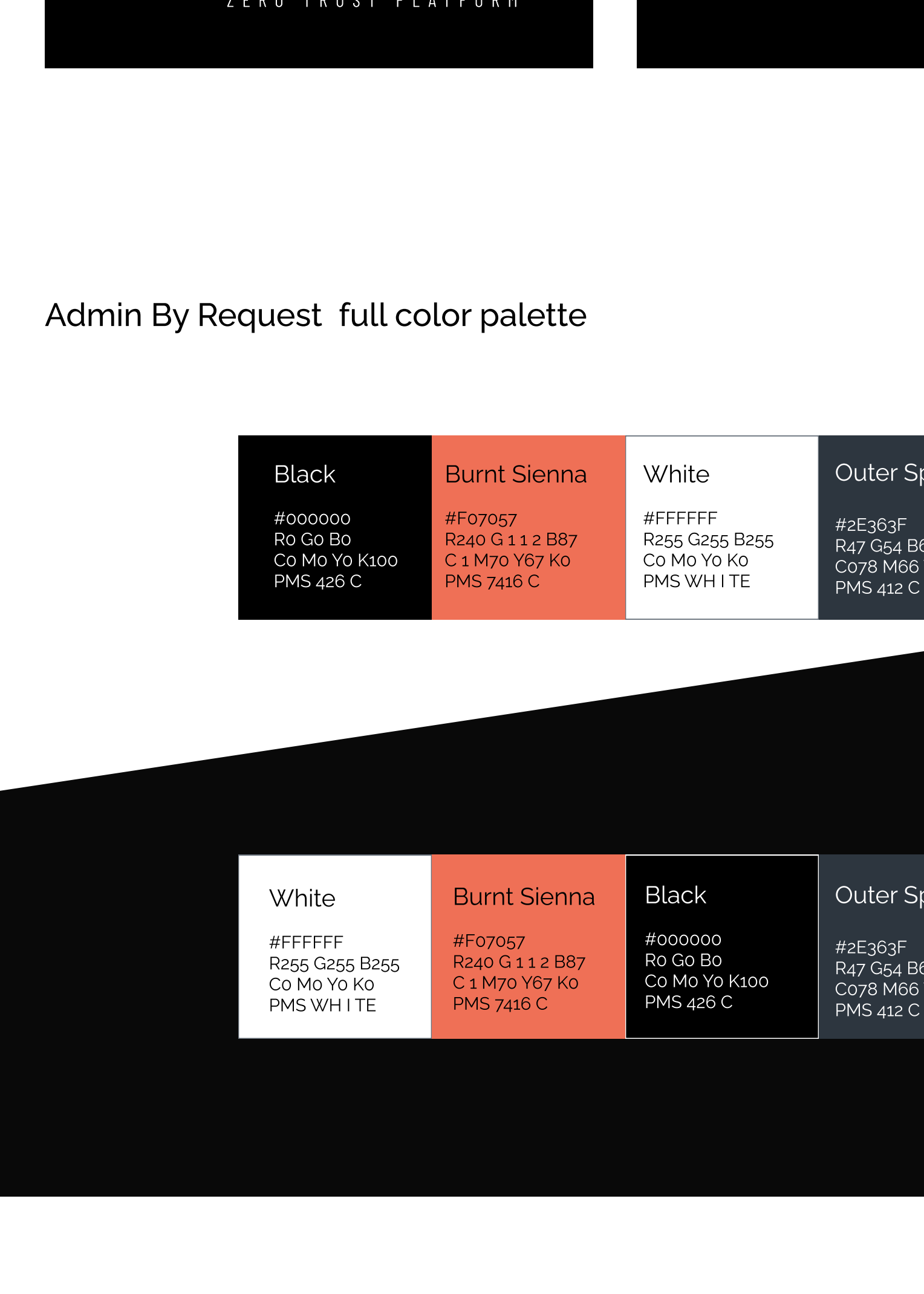
Admin By Request Padding around logo

Ensure the logo is large enough, and with enough padding to be legible and visible in any application.

Admin By Request full color logo (preferred)

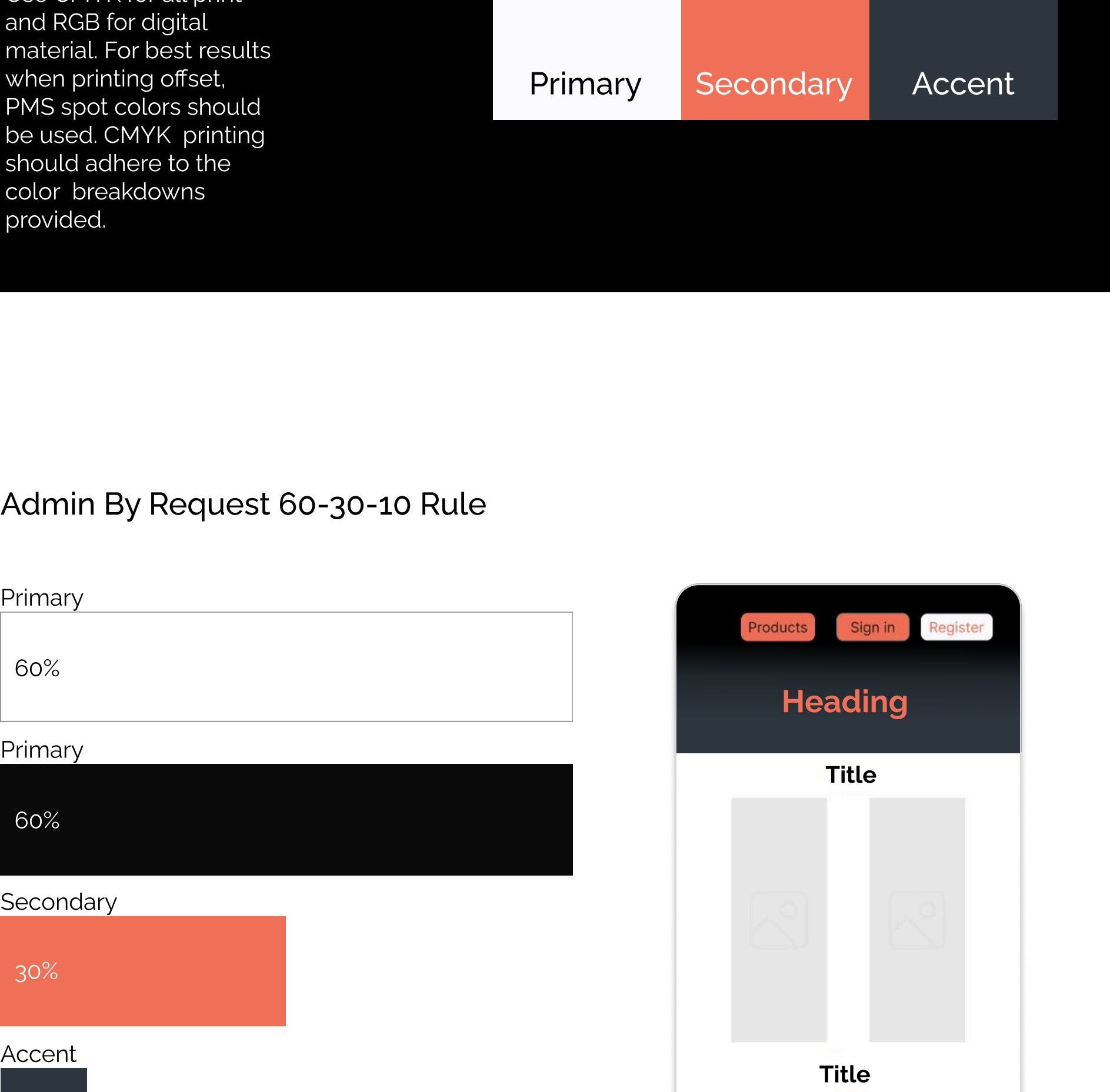


Admin By Request black or white logo (for single color printer use only)



Admin By Request logo alternate versions

If the full version is not suitable for your design, use your best judgement and accessibility guidelines to determine which version to use. To not attempt to rearrange or recreate the logo. Full version should be used wherever possible.



Admin By Request full color palette

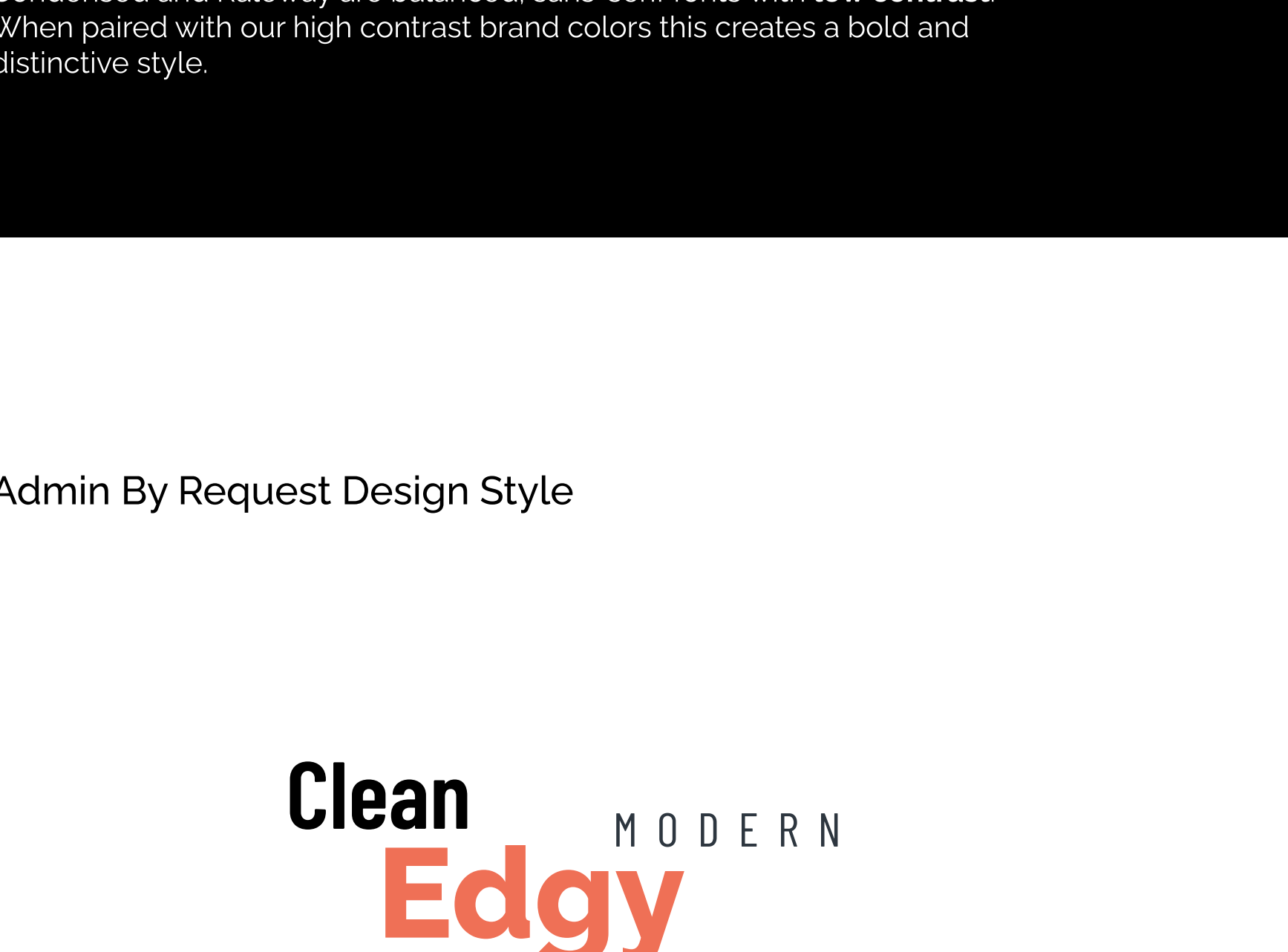
Black #000000 R0 G0 B0 C0 M0 Y0 K100 PMS 426 C	Burnt Sienna #F07057 R240 G112 B87 C1 M70 Y67 K0 PMS 7416 C	White #FFFFFF R255 G255 B255 C0 M0 Y0 K0 PMS WH1TE	Outer Space #2E363F R47 G54 B63 C078 M66 Y54 K50 PMS 432 C
White #FFFFFF R255 G255 B255 C0 M0 Y0 K0 PMS WH1TE	Burnt Sienna #F07057 R240 G112 B87 C1 M70 Y67 K0 PMS 7416 C	Black #000000 R0 G0 B0 C0 M0 Y0 K100 PMS 426 C	Outer Space #2E363F R47 G54 B63 C078 M66 Y54 K50 PMS 432 C

Admin By Request full color heirarchy

The accent color of Outer Space should only be used in the presence of both Primary and Secondary colors. It should never be used alone in a single context. It is restricted to the use of in UI applications and image backgrounds, or used sparingly when an expanded palette is needed.



Admin By Request 60-30-10 Rule



Admin By Request Typography

Primary Heading | Barlow Condensed Semi-Bold

ACCENT | BARLOW CONDENSED REGULAR, CAP TRACKING 400

Secondary Heading | Raleway Medium

Body Copy | Raleway Regular

Primary Heading | Raleway Bold

Admin By Request's typography is **clean** and **modern**. Both Barlow Condensed and Raleway are balanced, sans-serif fonts with **low contrast**. When paired with our high contrast brand colors this creates a bold and distinctive style.

Admin By Request Design Style



Admin By Request Integrity and Legal Use

By using our brand assets, you agree to comply with these guidelines. Any use of our brand assets that violates these terms will result in the immediate revocation of your right to use them.

Your use must not imply any partnership, sponsorship, or endorsement by us which may mislead consumers, nor create confusion about our relationship with your organization, products, or services.

Our brand assets remain our exclusive property, and all goodwill generated through their use belongs solely to us. You agree not to take any action that undermines our ownership or rights in these assets. When used online, any mention of our name or use of our brand assets must include a hyperlink to our homepage: <https://www.adminbyrequest.com>.

Use of our brand assets must be respectful and aligned with our values. They may not be used in any context that damages our reputation, diminishes the value of our brand, or associates us with illegal, deceptive, or harmful activities.