

ADOM

BRAND IDENTITY GUIDELINES



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INTRODUCTION

MEET THE ADOM LOGO

Most visualizations of the atom in popular culture are based on the orbital Bohr model, which, while super cute, has been outdated for 100 years. It's so prevalent that few people are likely to recognize the Adom logoshape as an atom at all. But that's what it is — a 2D rendering of the Schrödinger wave function for the hydrogen atom. (You'll notice that atomic precision is echoed in the bonds between the custom-designed-font as well.)

Updating old models is kind of our thing.

But to avoid any accusations of pedantry, we spelled it wrong. Added bonus: the trademark was available.

Because the person we want to talk to at the party is the one that's not gonna call us out on a harmless typo.

That's Adom. This is our logo.

With proper care and some simple best practices, it should provide you with quality identity service for years to come.

Come create with us.



PRIMARY LOGO

This is the official logo. Use it whenever you can, unless the space and requirements make one of the variants more suited.



ONE COLOR LOGO

Use this one when the context makes the full color version too busy looking. On a color photo background for instance (also consider the reversed out black and white versions in that context). Or when it costs too much to print full-color process.



GRAYSCALE LOGO

Use this one when the logo is printing on something that isn't in color.



BLACK AND WHITE LOGO

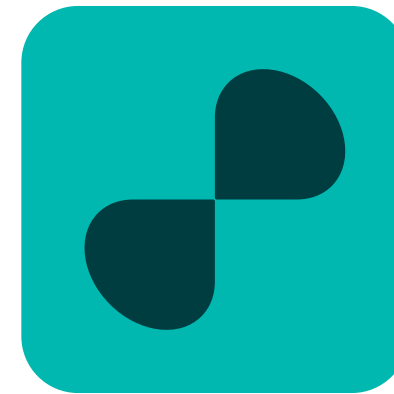
Another option for non-color printing, it may feel best depending on the space. No hard and fast rules for choosing between this and grayscale.



FAVICON

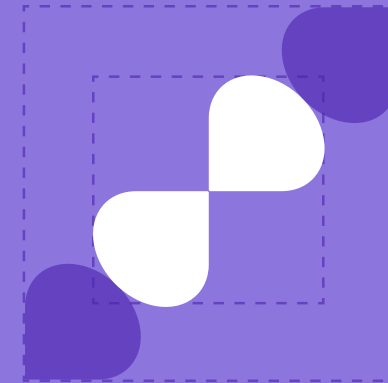
BRAND GUIDELINES

When the working space is too small to accommodate the full logo, use this one.

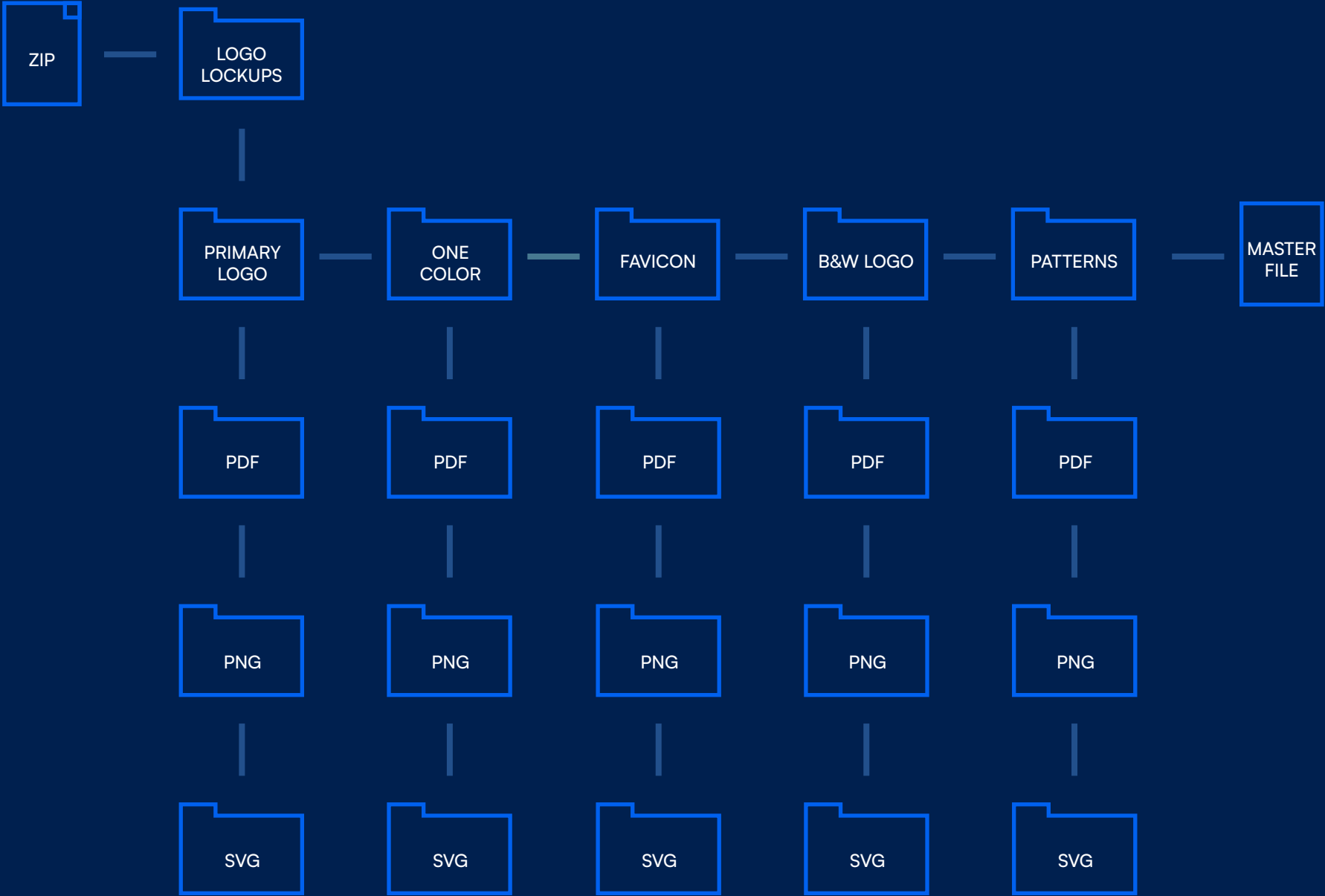


CLEAR SPACE

It is important to keep the space around the logo of other graphic elements. The minimum safety margin is obtained by using one electron cloud.



FILE NAVIGATION



These logo variations are found in the Logo Lockups folder under PNG, SVG, and PDF.

COLORS

These are your colors. Use RGB for anything digital, on screen. Use CMYK whenever you can for printing.

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Gradient	#64ABFF C54 M25 Y0 K0 R100 G171 B255	#8FD3D4 R143 G211 B212 C33 M0 Y0 K17	#C5B3FF R197 G179 B255 C23 M29 Y0 K0
	#0061EF R0 G97 B239 C83 M64 Y0 K0	#00B8B1 R0 G184 B177 C74 M1 Y37 K0	#8C6BF7 R140 G107 B247 C59 M63 Y0 K0
#191919 R25 G25 B25 C73 M67 Y65 K79 Black	#00204F R0 G32 B79 C100 M91 Y37 K40 Navy	#003C3F R0 G60 B63 C93 M57 Y60 K50 Teal	#4323AD R75 G35 B173 C84 M92 Y0 K0 Purple

TYPOGRAPHY

These are our recommended
complementary fonts.

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Use this one for big, bold headlines.

AaBbCc

Familjen Grotesk Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 7 8 9 0

Use this one for longer paragraphs.

AaBbCc

Satoshi Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 7 8 9 0

JOHN LAUER
Founder

john@adom.inc
123.456.7890
adom.inc



JOHN LAUER
Founder

john@adom.inc
123.456.7890
adom.inc



JOHN LAUER
Founder

john@adom.inc
123.456.7890
adom.inc





