



Anti-Doping Administration & Management System

Logo Use Guidelines





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Introduction

The WADA ADAMS logo is a specific logomark to be used only to refer to the specific area of activity to which it applies (WADA's Anti-Doping Management and Administration System).

The ADAMS logo is never to be used in place of, or as a substitute for, the WADA corporate logo.

In recognition that the ADAMS logo will be used almost exclusively by WADA staff, these guidelines will contain only basic use instructions relating to the type of file that should be used under given circumstances. Should you ever be contacted by outside organizations regarding the ADAMS logo, please ensure that these and any other such queries are forwarded directly to the WADA Communications Director.

On the next page of this document you will find a complete list of the various ADAMS logos that have been produced for this set of guidelines, as well as specific instructions regarding where and when each file type should be employed. Please refer to this list when using the ADAMS logo for presentations, etc., avoid re-sizing the logo wherever possible, and please also refer to the basic scaling and color guidelines to ensure that you are representing the ADAMS logo appropriately.



ADAMS Logo: Quick Reference Usage Guide

For versions of the logo to be used against a black background, please contact the designer who will prepare it properly for the specific software being used.

PowerPoint

The following logos are included on the CD for use in **PowerPoint** presentations. If you need a larger size for a special slide please contact the designer:



ADAMS-on-wht_PP_full-text_3-inch.jpg



ADAMS-on-wht_PP_full-text_small.jpg
(smallest recommended size)



ADAMS-on-wht_PP_3-inch.jpg



ADAMS-on-wht_PP_small.jpg
(smallest recommended size)

MS-Word

The following logos are included on the CD for use in **MS-Word** documents:



ADAMS-on-wht_MSW_full-text_3-inch.jpg



ADAMS-on-wht_MSW_full-text_small.jpg
(smallest recommended size)



ADAMS-on-wht_MSW_3-inch.jpg



ADAMS-on-wht_MSW_small.jpg
(smallest recommended size)

Web

The following logos are included on the CD for use in web environments:



ADAMS-on-wht_web.gif



ADAMS-on-wht_web_small.gif
(smallest recommended size)



The ADAMS Logo

Basic Presentation

The ADAMS logo has two distinct basic forms for use on white or black backgrounds:



The full-text format is available in its English as well as a French version:



It is also possible to use the acronym-only version in certain contexts:



In general, the white-background, full-text version should be used whenever possible to help reinforce the overall ADAMS branding, but the acronym-only version is suitable for contexts where the viewing audience is already familiar with the ADAMS concept.

As different software applications can sometimes generate varying qualities of black, leading to inconsistencies between dark areas in printed or on-screen documents, WADA staff should consult with the graphic designer who will prepare special logos for any white-on-black ADAMS logo needs.



The ADAMS Logo

Black-only or grayscale versions

In the event that the logo will be appearing in a non-color document, a black-only version of the logo has been developed for this purpose:



Anti-Doping Administration & Management System





The ADAMS Logo

Color: Basic application guidelines

The following examples are presented as color and tonality guidelines for how and when the various ADAMS logos should be employed.

Color version

On a white or light-coloured background:



Grayscale version

On a white or light gray background:



Colour version

On a black or dark-coloured background:



Grayscale version

On a black or dark gray background:



Note: please see the logo list on page XX for a cross-reference of logo types and file names.



The ADAMS Logo

Color: Mixed-background Applications

In general, the use of the ADAMS logo over a mixed background should be avoided wherever possible. It is the responsibility of the user to produce original layouts that provide an open white, black, or monotone color background for logo placement and presentation purposes.

The following examples are presented as colour and tonality guidelines for how and when the appropriate ADAMS Logos should be employed when used over a photographic, illustrative or otherwise mixed background.

Mixed Colour Applications



Mixed Grayscale Applications

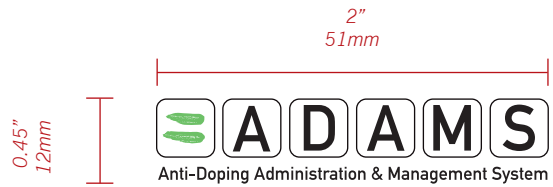




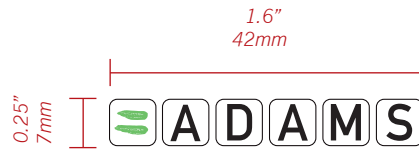
The ADAMS Logo

Minimum Size and Protective Zone

Due to legibility concerns with the text that accompanies the basic ADAMS logomark (written-out version of ADAMS beneath the acronym), the logo should never be shown smaller than the size indicated below on screen or in its printed form:



If the logo is being represented without its accompanying text, then the smallest possible size becomes limited by the line thickness around the letter boxes, giving us a smallest size of:



Protective Zone

The ADAMS Logo should always be spaced a minimum distance away from other logos or text. This distance should be equal to the size of one of the letter-boxes that surround the ADAMS acronym, regardless of its depicted size:

