



# ADEPT DYNAMICS

A digital transformation consultancy

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# INTRODUCTION

The Adept Dynamics brand aesthetic was designed to reflect the mission and values of the company and its incredible people. All our visual communications need to match the intelligence of our people and the modernity of our solutions.

To ensure that all Adept Dynamics-branded materials reflect our unique personality, and maintain brand cohesion, we have created brand guidelines.

*Please adhere to these brand rules to ensure you always uphold the integrity and professionalism that Adept brings to every client engagement.*



## ADEPT'S VISUAL STYLE RELIES ON



Colors that evoke feelings of modernity and progress (dark and bright blues interact with crisp whites and soothing grays). Frequent color blockages convey Adept's transformative strategies converging with our clients' people, business models, and organizational objectives.



Calm and sophisticated typography communicates our team's professionalism and real-world business experience.



Photography of contemporary architecture, optimized technological hardware, and international business capitals further communicate Adept's mission to modernize organizations everywhere. Abstract textual images, using Adept's brand colors, are used in conjunction with more literal photographic images.

*Please use this book as an example to show how these elements come together in Adept's signature style.*

# THE ADEPT LOOK



# PHILOSOPHY

Adept's core competencies, differentiators and its world view are rooted in the lived experiences and professional backgrounds of its people. The brand comfortably exists between two worlds: technology applications and business success.

At its core, our brand is that of a highly confident, if not slightly bold, upstart that understands the business rationale and objectives that our clients are looking to solve or enhance through technology. The visual style, design, imagery and writing that comprises our brand identity reflect these qualities.

# NARRATIVE

Business leaders today can no longer afford to be reactive when it comes to their technology strategies.

As the business landscape continues to digitize at nearly every level, teams that don't keep pace with digital transformation standards risk falling behind the competition.

At Adept Dynamics, we partner with organizations of all sizes and across all industries to modernize their operations, enhance their digital presences, and prepare their people for the business opportunities of tomorrow.

Our team takes pride in our ability to rapidly identify and implement transformative technology solutions that help our clients realize their unique organizational objectives.

Adept Dynamics was founded with a commitment to bring transformative technology to teams everywhere. Helping organizations achieve lasting success through technology is what drives us.

When a team chooses to partner with Adept Dynamics, *it's choosing more than improved technology – it's choosing to realize its full potential.*

# BRAND ATTRIBUTES

Our five core principles guide us in everything that we do as a company.

From how we engage our clients to how we treat one another. Our principles guide and enable our success.

MODERN

We utilize the most cutting-edge technology and problem-solving strategies to identify and create solutions that address our clients' most pressing business needs.

PROFESSIONAL

A great consultancy is comprising of selfless professionals who are dedicated to serving the interest of their clients while ensuring that everyone they work with feels supported and has equal opportunity to succeed.

EFFICIENT

Our team comes from a diverse background of technology companies, agencies and consultancies. At Adept, we've applied lessons learned so that we can deliver the highest quality work as efficiently as possible.

STRATEGIC

We approach each client engagement through a strategic lens. By taking the time to understand our clients' unique business models, culture, and objectives, we create solutions that achieve impactful and lasting results.

OBJECTIVE

To realize lasting transformation for our clients, we first aim to understand their business models, cultures, and long-term objectives. In our daily work, we foster a culture of asking hard questions and challenging set assumptions.



# MESSAGING

## BRAND MESSAGING/TAGLINE

Used sparingly. Adept's mission and point of view.

Business technology solutions for a rapidly changing world.

## BRAND MESSAGING/TAGLINE

Used in places where we want to connect our solutions and offerings to a larger narrative story.

Our team of industry-leading strategists and technologists create and apply custom strategies that help solve our clients' most important business objectives. We set ourselves apart through our unparalleled technology-capabilities and real-world business experiences.

Whether we're optimizing a client's core business functions or overhauling their website, we ensure that we are positioning our clients for success, both today and tomorrow. More than project facilitators, business partners.

## COMPANY DESCRIPTION

Used when describing our company to people in the industry, or your parents,

- Adept Dynamics is a technology consultancy that partners with organizations everywhere to modernize their operations, enhance their digital presences, and prepare their people for the business opportunities of tomorrow.
- Our team of industry-leading strategists and technologists create and apply custom strategies that help solve our clients' most important business objectives.
- Adept provides its services from two separate, yet highly collaborative teams: The Microsoft Business Applications Group and The Webflow Design and Development Group.
- Relying on the deep professional experience and expertise of our team members, we serve as true partners to our clients; ensuring that their technology is in direct support of their most critical business objectives.

## CORPORATE BOILERPLATE

Used if you're a lawyer or when talking to the press.

At Adept, we modernize our clients' business so that they can succeed in a rapidly changing world. Our team of industry-leading engineers, strategists, developers, and designers excel at technology consultation, application, optimization strategies. We serve our client professionally, efficiently, strategically, and confidentially from offices in Dallas and New York City.

Our unique combination of deep technology-industry experience and real-world business knowledge sets us apart. To learn more about how we help prepare our clients for a rapidly changing, technology-driven economy, visit us at [AdeptDynamics.com](https://www.adeptdynamics.com) and follow us on LinkedIn at [www.linkedin.com/company/adept-dynamics/](https://www.linkedin.com/company/adept-dynamics/)



# THE LOGO

The Adept Dynamics logo is one of the most important expressions of our brand, and it's the focal point of our brand identity. Proper usage of the logo is essential in upholding the integrity of the Adept brand identity.

Apply the logo correctly every time you use it.



**ADEPT DYNAMICS**

## CORE LOGO

This logo is ready to use on any external-facing assets.



## LOGOMARK

This logo mark is ready to use on external-facing assets, but should only be used in special instances.

**ADEPT DYNAMICS**

## LOGOTYPE

The logotype is from the font family TT Norms. Never present the logotype by itself. Only use certified logo lockups from this brand identity guidance.

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# THE LOGO USAGE

## SIZE



**ADEPT DYNAMICS**



100px minimum

## DEFAULT LOCKUP

Digital: 100 pixels (px) wide minimum (mobile)

Print: 1.25" (31.75mm) wide minimum



**ADEPT DYNAMICS**



120px minimum

## HORIZONTAL LOCKUP

Digital: 120 pixels (px) wide minimum (mobile)

Print: 1.25" (31.75mm) wide minimum

## SPACE

Maintain clear space equal to the height of the Adept logo mark around the logo.



# THE LOGO USAGE

## COLOR AND USE



Over solid color or an image, the Adept logo may appear in white. When placing over an image, take care to ensure the surrounding area doesn't distract from or interact with the logo.



Use the Midnight Blue or White monochromatic logo variations when in need of a more minimal presentation. These are the only permitted color variations when using the Adept logo.

## PLACEMENT

Maintain clear space equal to the height of the Adept logo mark around the logo.



In digital applications, position the logo top left (preferred) or top right. Insert the logo at least 16px from any edges.



In print applications, position the logo with a minimum of .5' (12.7mm) margin.

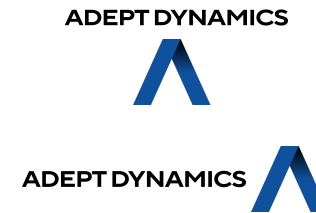
# THE LOGO USAGE

## THE ADEPT LOGO DON'TS

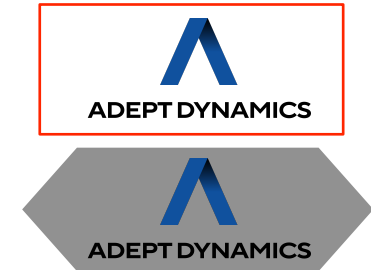
- Don't use the logo in any accents or colors other than Core, White or Midnight Blue



- Don't use the logo in any presentations or lockups that aren't officially approved.



- Don't place a focus frame or holding shape around the logo.



- Don't add effects like drop shadows, bevels, gradients, etc. to the logo.



- Don't use the logo as part of a phrase, sentence, or paragraph.

In the beginning  
there was   
ADEPT DYNAMICS  
a digital transformation  
agency.

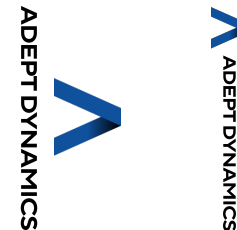
- Don't use the Adept logotype on its own.

**ADEPT DYNAMICS**

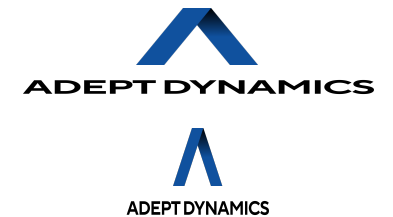
- When using the logo over imagery, don't place the logo over any area that is busy or may obscure the logo.



- Don't place the logo vertically unless using it as a book spine or similar application.



- Don't stretch the logo horizontally or vertically. Always maintain the logo's original proportions.



# TYPOGRAPHY

Good typography is the foundation of professional, confident design - a core building block for making any design truly great. Always follow these typographic standards when designing for the Adept brand.

## *FONTS*

We use a modern, geometric, sans serif font for Adept brand-related design materials: TT Norms, Highly versatile and widely adores. TT norms can be used for display treatments when our message needs to be bold and confident, as well as long-form treatments where maximum legibility is required.

# HEADLINE

Adept Bright Blue, All-caps

Size varies, but keep internally consistent in document. Weight: Thin

## *Callout Treatment 1*

Adept Bright Blue, size pt 13,

Sentence case. Kerning normal (1)

Size: pt 13, Weight: Regular Italic

## CALLOUT TREATMENT 2

Color varies. Often Bright Blue or Blue 620

All-caps, with kerning at 1.8pt

Size: pt 10, Weight: Light

## Body Text

Black

Sentence Case. Kerning normal (1)

Generally 11-13 pt sz. Can vary but keep internally consistent within document. Weight: Light

# BRAND COLORS PRIMARY

FOLLOW THESE GUIDELINES  
WHEN USING THE ADEPT BRAND  
COLORS IN INTERFACE AND  
PRINT:

AD Dark Blue 1  
#000B27

Primary brand color.

AD Bright Blue  
#0075FF

Primary brand color.

AD Dark Blue 2  
#0F2652

Primary brand color.

AD Blue 620  
#10519E

Primary brand color.  
Used as default brand  
logo color.

White  
#FFF

Standard white. Primary  
background in Adept  
Dynamics interfaces and  
pages.

Cloud 970  
#F2F5F7

Secondary background  
section color. Subtle  
background for  
secondary interactive  
elements.

Cloud 700  
#E1E3E5

Placeholder text color  
for input field values.

AD Black  
#000

Standard black. Primary  
text color.



# BRAND COLORS SECONDARY

## GRADIENTS:

Bright Blue Gradient  
#0075FF - #10519E

Optional use for graphic materials and backgrounds.

Dark Blue Gradient  
#062140 - #10519E

Optional use for graphic materials and backgrounds.

## SECONDARY PALETTES:

Use these colors to add variety for secondary interface elements and graphic materials

Veridian  
# 48A259

Used when indicating notification of success.

Crimson  
#9E1010

Used when indicating notification of error.

Cheddar  
# FFC000

Used when indicating notification of alert.

Toffee  
#FAD547

Optional use for graphic materials and backgrounds.

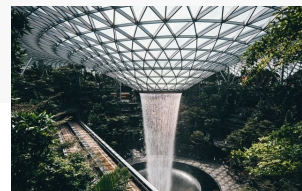
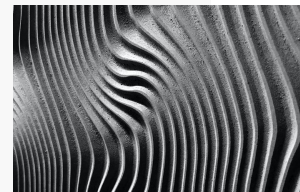
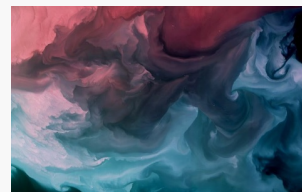
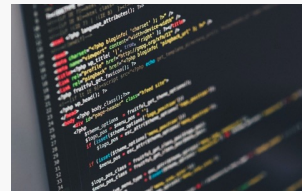
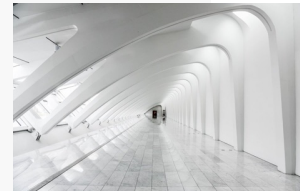
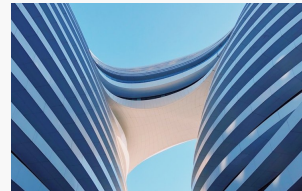
# IMAGERY

We use imagery to give personality and visual support to the Adept brand. It makes us relatable and helps give context to how we see our position in the wider world. Through imagery, we craft metaphors that take complex ideas and solutions and make them easily-understandable.

Follow these rules when selecting and using imagery in all Adept brand-related works.

## *SUBJECT MATTER*

Use these subjects when selecting imagery for the Adept brand. If you're in need of new imagery, search for the terms at right on Adobe Stock, Unsplash, or a similar resource:



## People and the human experience

Choose settings that match our target client base. People on the move, or at work. Confident, professional look. Cutting-edge industries such as tech, finance, etc. Avoid direct facial images.

## Modern/futuristic cities and buildings

Choose high vantage points, or perspectives looking upwards.

## Minimalist architecture

Choose clean, minimalist architecture.

## Technology

Choose images of coding in action or people working with technology and computers. Try to ensure the technology and its use are the focus.

## Abstract art and visuals

When choosing abstract images, make sure they are clearly associated with a modern look and feel.

## Airports and travel hubs

When choosing images of airports or travel hubs, make sure they are major international hubs with a clean aesthetic. Think Heathrow Airport (London), Hong Kong Intl. Airport, Abu Dhabi Intl. Airport, etc.

