

# **AdGuard product logo usage guidelines**

# About this guide

This guide provides the official rules for using AdGuard's logos.

## Who it is for

Designers, partners, media, and other people creating materials featuring the AdGuard brand.

## What it includes

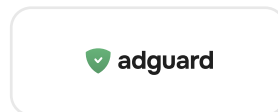
Approved logo versions, color specifications, safe area requirements, and logo usage guidelines.

# DOs & DON'Ts

Always use the logo in these approved ways.

Do 

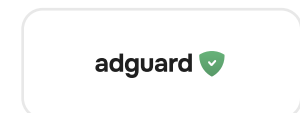
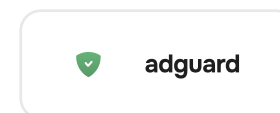
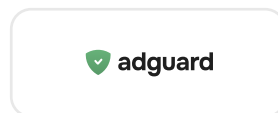
Proportions



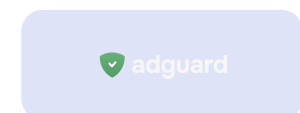
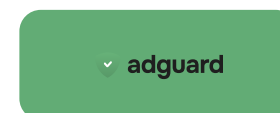
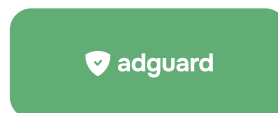
Don't 



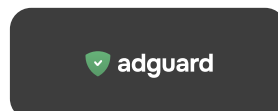
Layout and spacing



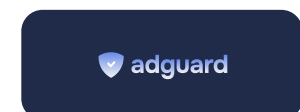
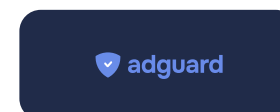
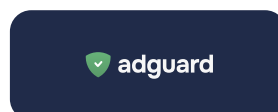
Background contrast



Outline and effects



Color



# Safe area

To ensure legibility and maintain the visual integrity of the logo, always leave sufficient clear space around it.

The minimum clear space is  $0.5H$ , where  $H$  is the height of the logo.

No text, graphics, other logos, or decorative elements should appear within the clear space area.



Do ✓



Don't ✗

# Minimum size

To preserve legibility and brand recognition, the logo should never be reproduced below **24px** in height for digital use, or **8mm** for print. At smaller sizes, detail is lost and the logo becomes difficult to read.



# Approved colors

Each AdGuard product has a defined color palette. Use it consistently across the product's logo, interface, and brand materials. The palette typically includes a primary accent color (or gradient) and a key color for text and supporting elements.

The following sections outline the approved colors for each product. Use these colors for product logos, supporting visuals, and brand materials. Consistent use helps maintain a unified visual identity.



**adguard**



**adguard vpn**



**adguard dns**



**adguard mail**



**Gradient**

#67B279 > #589968



**Accent**

#67B279



**Key color**

#3B3F44



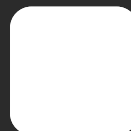
**Gradient**

#67B279 > #589968



**Accent**

#67B279



**Key color**

#FFFFFF



**Accent**  
#3E3F4C



**Accent (additional)**  
#74A352



**Key color**  
#3E3F4C



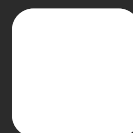
**Additional color**  
#6A6C81



**Accent**  
#FFFFFF



**Accent (additional)**  
#74A352



**Key color**  
#FFFFFF



**Additional color**  
#C4C5CF





**Gradient**

#3C81F6 > #3169C7



**Accent**

#3C81F6



**Key color**

#333E4C



**Additional color**

#5C6E84



**Gradient**

#3C81F6 > #3169C7



**Accent**

#3C81F6



**Key color**

#FFFFFF



**Additional color**

#BFC8D4



**Gradient**

#FFBF1A > #FF9036



**Accent**

#FF9F2D



**Shadow**

#FF9F2D



**Key color**

#373E48



**Additional color**

#5E6773



**Gradient**

#FFBF1A > #FF9036



**Accent**

#FF9F2D



**Shadow**

#FF9F2D



**Key color**

#373E48



**Additional color**

#5E6773



# adguard tempmail



**Accent**

#788BA2



**Shadow**

#586C84



**Key color**

#333E4C



**Additional color**

#5C6E84



# adguard tempmail



**Accent**

#788BA2



**Shadow**

#586C84



**Key color**

#FFFFFF



**Additional color**

#BFC8D4



**Accent**

#3972AA



**Key color**

#333E4C



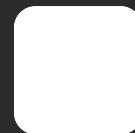
**Additional color**

#5C6E84



**Accent**

#3972AA



**Key color**

#FFFFFF



**Additional color**

#BFC8D4

# adguard wallet



**Gradient**

#8B9AFF > #3E57FF



**Accent**

#3E57FF



**Key color**

#374353



**Additional color**

#5D7089

# adguard wallet



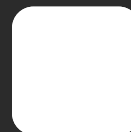
**Gradient**

#8B9AFF > #3E57FF



**Accent**

#3E57FF



**Key color**

#FFFFFF



**Additional color**

#C5CDD8