Brand Guidelines

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You're making history
with drive, determination and a dedication to detail.

We've always been at the forefront of our industry, helping solve the world's water challenges with one groundbreaking product after another.

Now it's time for our brand to step forward yet again with a renewed emphasis on service, sustainability and growth.

The spirit of looking ahead is embedded in everything you'll find in this guide, from our design approach to how we write. Together, we deliver an experience that affirms why Advanced Drainage Systems is a global leader in water management solutions.
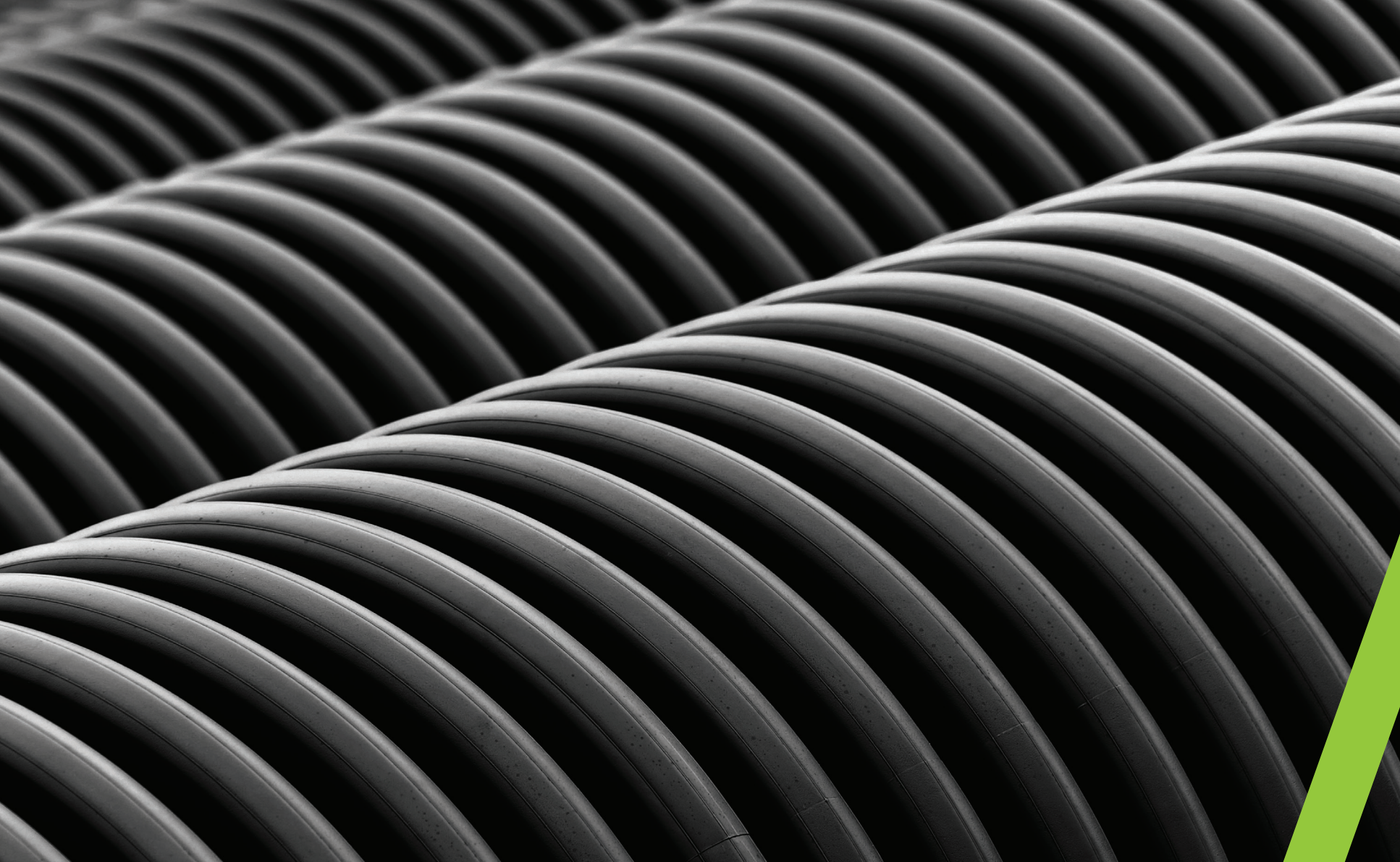
Hello there.

Brand Introduction

To protect and manage water, the world's most precious resource, safeguarding our environment and communities.

Brand Matrix

OUR VALUES	BUSINESS FOUNDATION	BRAND FOUNDATION	BRAND PROOF
People	**Our Vision** — Advancing quality of life through sustainable solutions to water management challenges.	**Our Logo** — ///ADS™	**Brand Tagline/Statement** — Our reason is water.
+			
Process	**Our Mission** — Provide clean water management solutions to communities and deliver unparalleled service to our customers.	**Brand Promise** — To protect and manage water, the world's most precious resource, safeguarding our enviornment and communities.	**Brand Expression** — Corporate Marketing Campaigns Foundation Sponsorships/Partnerships
=			
Performance	**Our Principles** — We are process oriented and disciplined. We hold ourselves to the highest expectations and are accountable for our decisions.	**Brand Voice** — Passionate Influential Confident	**Attributes** — Competent | Experts in the Field Reliable | Disciplined | High Energy Innovative | Intellegent

At Our Core

Our Purpose

VISION   Advancing quality of life through sustainable solutions to water management challenges.

MISSION   Provide clean water management solutions to communities and deliver unparalleled service to our customers.

Our Values

PEOPLE   Our employees are the enablers of our success. Each of us has the ability to drive results.

PROCESS   Our commitment to safety, customer service and quality is in all that we do. We have a disciplined approach to attack complacency and continuously improve.

PERFORMANCE   We grow and flourish as a company, as community partners and as individuals by providing a safe, productive work environment that allows us to offer industry leading products and customer service.

OUR CULTURE   We are a company that values focused execution, rewards performance and drives change.

At ADS, passion, innovation and continuous improvement will always be at the heart of our work.

We believe it's this spirit that positions us to be an industry leader.

We value diverse perspectives because they lead to better ideas.

Better ideas lead to better processes.

Better processes lead to better performance.

Better performance leads to more opportunities for all.

We believe our employees are the enablers of our success, and each of us has an important role in creating a more diverse and inclusive environment at ADS.

Together we commit to creating a workplace where every employee:

Feels valued, heard and respected

Can bring their whole self to work

Carries a personal responsibility to be an active participant in our culture

Influences others to drive positive impact

Trusts we are a company that lives what we believe

Understands how we collectively contribute to tomorrow

Messaging
Basics

Learn the language of our
leading edge company.

Marketing Messaging Map

To maintain consistency in our marketing, we have created three tiers of messaging that differentiate ADS in the water management solutions space. For downloadable messaging map, log in to the WebDam: **assets.ads-pipe.com.**

CORE COMPETENCIES

Industry-Leading Service

One company to count on for manufacturing, logistics, and transportation needs on the front- and back-end.

ADS EXPERTISE	GEOGRAPHICAL COVERAGE	OPERATIONAL EXCELLENCE	CENTRALIZED INFORMATION & TECHNOLOGY	SOLUTION-DRIVEN
300+ field sales professionals and 50+ field engineers partnering with more than 3,000 distributors.	48 manufacturing facilities and 32 distribution centers across the U.S. and Canada, as well as a company-owned fleet of 750 trucks and 1,350 trailers.	Supply chain planning to predict demand and support growing markets.	Tools and resources ensure customers have the support they need 24/7 for a cohesive and connected process from start to finish.	1:1 customer service from sales staff with deep technical product knowledge.

Unparalleled Efficiency

Optimized at every level to get products where and when they need to be for project success.

End-to-End Product Line

Best-in-class products that accommodate the full water management lifecycle.

HISTORY OF HIGH-PERFORMANCE PRODUCTS	ADVANCED DESIGN	COST-EFFECTIVE INSTALLATION	COMPREHENSIVE PORTFOLIO
With over 50 years of manufacturing experience, we continue to build a varied portfolio of durable products to support our customers.	Enduring commitment to developing and acquiring cutting-edge solutions.	Three times faster installation with reduced labor and equipment for less overall hassle for those at every level of the project.	One place for all the water management solutions and products a project would need.

Solution Driven

Right-fit products for any scenario, from unique project types to regional geography.

A Priority on People and the Enviornment

Sustainable water management solutions that are vitally important to our enviornment and quality of life.

ENVIRONMENTAL STEWARDSHIP	SUSTAINABLE SOLUTIONS	CHARITABLE GIVING & COMMUNITY INVOLVEMENT	DIVERSITY & INCLUSIONS
Our sustainability efforts reduce pollution, maximize green space, and keep over 550 million pounds of plastic from landfills.	Continually improved products and processes that set the standard for the industry.	From events to philanthropic initiatives, we support and give back to communities nationwide.	We champion an inclusive society of "all" by creating a diverse workforce and leveraging our influence to drive positive impact.

Social Responsibility

Committed to minimizing our environmental footprint and giving back to communities through charitable donations, volunteerism, and supporting employees.

VALUE PROPOSITIONS

Knowledge across diverse markets and project sizes.	High quality, cost effective and efficient delivery.	Rapid, national accessibility with reduced downtime.	Convenience from customization, configuration, and transparency.	Problem-solving from experts that consider specs and government regulations.

Customer Experience / Service

Proven performance from resilient products with long-term staying power.	Proactive adoption of new and sustainable products.	Increased revenue and reduced project timelines.	Dependability and reduced hassle from products that are already compatible with one another.

Product / Solution

Reduced health risks and flourishing communities.	Supporting future generations to come, which is at the heart of sustainability.	Benefitting directly from funding, and secondarily by playing an active role in community betterment.	Respect and empowerment of all individuals through equal opportunity.

Impact / Philosophy

Our Personality

The inner workings of an industry leader.

We're experts in our field. Customers trust our highly competitive experience that has helped transform the industry.

As high-energy and passionate workers, we don't sacrifice service or quality for speed. We always get the job done right.

Our Voice and Tone

VOICE CHARACTERISTICS	DESCRIPTION	DO	DON'T
Passionate	We create sustainable stormwater management solutions that reduce pollution for a cleaner, greener environment and higher quality of life in the communities we serve. Shared purpose and a sense of unity is important to us. Our diverse and inclusive culture inspires partnerships with customers on highly efficient product that ensure results.	Use action-oriented words Be vibrant in descriptions Be environmentally conscience. Be caring	Use passive words. Be tone deaf
Influential	As experts in the field of stormwater, we recognize that our decisions are closely evaluated. We don't pride ourselves in being first, but we pride ourselves in being right. Concise by nature, we're continually testing and optimizing our products and processes. This philosophy extends to people as we seek out new connections and nurture existing relationships. It's important that our brand voice reinforces our influential standing through both confidence and thoroughness.	Be thorough Exude confidence Lead the industry	Be unsure Be opinionated Act careless
Confident	We're fearless and believe in challenging the status quo with a self-assured, experienced demeanor. You won't find us resting on our laurels, though you will find us always pushing forward—questioning, challenging and evolving.	Be authoritative Drive forward Be courageous	Be tyrannical Be egotistical Be uncertain

Our Writing Style

We know those reading our content are busy, whether it's an associate or customer. That's why it's important to get straight to the point through language that's clear, concise and without superfluous sentence structures. Our writing is action-oriented and never passive. While we're a leader in water management solutions, we project passion and authenticity over arrogance. The work and facts speak for themselves.

Our Writing Style

Using the proper brand language.

To ensure proper brand guidelines are adhered to, we must remember to differentiate between these three things:

1. Company
2. Brand
3. Products

COMPANY: ADVANCED DRAINAGE SYSTEMS, INC.

Inc. serves as the trademark. It's always abbreviated, preceded by a comma and treated as a proper noun. Note that all associates work for Advanced Drainage Systems, Inc.

When is it used: Official documents (ex. legal, fiscal)

Correct: ADS associates sell Nyloplast products

Incorrect: Nyloplast associates

MASTERBRAND: ADVANCED DRAINAGE SYSTEMS

Advanced Drainage Systems is not a product nor a company. It's our personality, vision and mission. It's who we are today and who we'll be tomorrow. It's the passion and determination of all our associates.

PRODUCT EXAMPLE: STORMTECH STORMWATER CHAMBERS

The product reflects the brand. It's not who we are, but what we sell.

Correct: StormTech® Stormwater Chambers offer the most cost-effective method to save valuable land and protect water sources.

Incorrect: StormTech® offers the most cost-effective method to save valuable land and protect water sources.

Social Media

We're visual storytellers that supplement copy with photography, infographics and links. Be conversational but not long-winded.
Keep these other basic points in mind:

- Resist jargon and "chat speak"

- Introduce acronyms after first reference of a phrase. Acronym should be in paratheses

- Use Emoji and hashtags sparingly

Quick Style Pointers

Important references to account for concerning grammar, legalities and more. The organized, to-the-point side of our brand is easy to reinforce through simple writing rules like these.

COMPANY VS BRAND

When referring to the company:
Advanced Drainage Systems, Inc.

When referring to the brand:
Advanced Drainage Systems

TRADEMARKS

Trademark symbols should only be used at first mention and not used again unless part of a designed logo.

Example:
Both innovative and cost-effective, StormTech® chambers are the most revolutionary stormwater products in the world. StormTech chambers are manufactured to be used under parking lots, roadways and heavy earth loads while providing a superior and durable structural system.

PRODUCT NAME CAPITALIZATION

We do not capitalize entire names of products, like Mega Green and Inserta Tee. FlexStorm has a capitalized S in the middle of its name.

GENERAL GRAMMAR AND PUNCTUATION

Oxford Commas
Do not use.

Pipe vs. Pipes
Never write pipes. Pipe is the plural form.

Stormwater vs Storm water
Spell as one word.

Headline Treatment

It's optional to use green somewhere in the headline for both print and digital.

If you do use it, the ADS green can be used either at the beginning or end of the headline, and/or if you feel a word anywhere in the sentence should be emphasized or "punched" up.

Green should never be used across a full sentence or headline.

The nature of high performance.

Engineered for the if, ready for the when.

Custom connection off the shelf.

Logo Guidelines

More than a mark. It's our identity.

Our Logo

Logo Clearspace

x 2

Logo Use on Color

Use the standard dual-color logo for white and light value backgrounds.

Use the reversed logo on black and dark value backgrounds.

Use the dual-color white and green logo on forest green/summer green from the sub-palette.

Use the reversed solid white logo in rare instances of the single-color logo on a dark background.

Use the solid black logo in rare instances of the single-color logo on light value backgrounds.

Use the reversed solid white logo in rare instances of the single-color logo on ADS green backgrounds.

Logo with Wordmark

Incorporating a wordmark on the logo is exclusive to financial materials, stationary and first mention on long-form marketing materials.

COMPANY PRIMARY:

COMPANY SECONDARY:

Logo with Tagline

Our tagline is a consistent statement used to uphold the image and thinking of our brand as a whole.

Please always use the tagline files located on the server so that our tagline is always consistent in spacing and tracking.

When using the tagline with logomarks and wordmarks always maintain the logo clear spacing around the entire lockup, including the tagline. When used in the logo, the tagline should be in a regular weight to give prominence to the logo and remain black or white.

When using the tagline on its own, the tagline should always be in bold. When used without the logo, the word "water" can be green depending on the design.

WITH LOGOMARK:

///ADS™
Our reason is water.™

///ADS™ Our reason is water.™

ALONE:

Our reason is water.™

Our reason is water.™

Our reason is water.™

Our reason is water.™

Incorrect Usage

The ADS brand logo should be used in a way that keeps it legible and maintains design integrity. To the right are unacceptable uses of the logo.

(X) Never rotate logo or show at and angle that isn't considered part of a mockup.

(X) Never use a shadow or glow behind logo to increase contrast.

(X) Never add a color to the stripe that is not part of the brand color palette.

(X) Never change the color of the 'ADS' part of the logo to any color that isn't black, white, or approved gray.

(X) Never put logo on a color that is not part of the brand.

(X) Never put two color logo on ADS green.

(X) Never skew or stretch logo.

(X) Never use a secondary green in logo stripe.

Incorrect Usage

The ADS brand should never be represented in unapproved lockups. This includes adding elements or icons to the logo or wrapping the logo around elements.

To the right are past examples like this.

Logo
Lockups

Your role in creating a
unified brand experience.

Sub-brands

Reserved for the StormTech and Nyloplast sub-brands. These marks keep equity from these brands as they are folded into the overarching ADS branding.

STORMTECH:

NYLOPLAST:

FOLTZ:

Secondary Lockup

Reserved for specific areas of the ADS business that require independent sub branded lockups to streamline navigation and communication.

DESIGN TOOL:

//ADS™
Design Tool

RECYCLING:

//ADS™
Recycling

Foundation Lockup

The ADS Foundation is the primary philanthropic vehicle of the company. It is a nonprofit corporation incorporated March 2020. When speaking to our charitable donations under the ADS Foundation umbrella, the ADS Foundation Logo is the primary logo and takes precedence over the ADS logo.

FOUNDATION:

Corporate Lockup

Reserved for specific corporate groups and events within the ADS business.

CORPORATE EVENTS:

///ADS™ / Annual Golf Tournament

CORPORATE GROUPS:

///ADS™ / Women's Network

///ADS™ / Women's Network

Corporate Partner Lockup

In cooperation with partner brands, the ADS logo must appear equal to the partner and appear first in the sequence. Placement of partner logo(s) must also adhere to their brand guidelines.

CORPORATE PARTNERSHIPS:

///ADS™
SILVER SPONSOR

///ADS™
PREMIUM PARTNER

Products

Products should not be locked up with the ADS logo. Instead, the product name or logo should appear elsewhere on the communication, but the ADS logo should adhere to the logo clearspace requirements from surrounding design elements.

In addition, our recommendation is that product logo marks should not continue on future ADS communications like websites, packaging or sales materials.

A product logo mark can distract and cheapen the ADS brand mark and overall experience. Consistent type treatment can and should be used for each product name and created from the ADS brand fonts starting on **page 39.**

Barracuda® Stormwater Separator

COPY TREATMENT: When mentioning a product name, the "ADS®" should appear before the product name in the first instance.

FIRST INSTANCE: ADS® **Barracuda**® Stormwater Separator

SECOND INSTANCE: FORMAL: **Barracuda**® Stormwater Separator
INFORMAL: **Barracuda**®

EXAMPLES: **SaniTite**® HP-PP Pipe
MegaGreen® HDPE Pipe

Products

All products should be in the same product lockup, as the previous page. Below are those products that should follow this treeatment.

PRODUCTS:

ADS-3000 Triple Wall® pipe

AdvanEdge® Drain Pipe

Arc™ Chambers

Barracuda® **Max** Stormwater Separator

BayFilter® Stormwater Media Filters

BaySeparator Stormwater Treatment System

BioDiffuser® Chamber

Connector Pipe Screen

Duraslot® Slotted Drains

EcoPure BioFilter®

FlexStorm Lite™ Inlet Filter

FlexStorm Catch-It™ Inlet Filter

FlexStorm Pure™ Inlet Filter

Grain Aire® Pipe & Screen

HP Ag Lift Station & Pumps

HP Storm Dual Wall Pipe

Inserta Tee® Lateral Connection

Inserta Tee® OneFit®

LandMax® Stormwater Management System

Mega Green® HDPE Pipe

N-12® Dual Wall HDPE Pipe

N-12® Low Head Irrigation Pipe

Nyloplast® Catch Basins

Nyloplast® Curb Inlets

Nyloplast® Drain Basins

Nyloplast® Envirohood®

Nyloplast® Fittings

Nyloplast® Grates

Nyloplast® Inline Drains

Nyloplast® PVC Fittings

Nyloplast® Riser Section

Nyloplast® Road & Highway

Nyloplast® Water Level Control Structure

Nyloplast® Weir and Outlet Control

ADS PolyFlex® Pipe

SaniTite® **HP** Pipe

SB2® Pipe

Septic Stack® Chamber Systems

Smoothwall Pipe

Stormexx® Clean Catch Basin Filter

StormTech® Stormwater Chamber System

StormTech® SC-160LP

StormTech® SC-310

StormTech® SC-740

StormTech® DC-780

StormTech® MC-3500

StormTech® MC-4500
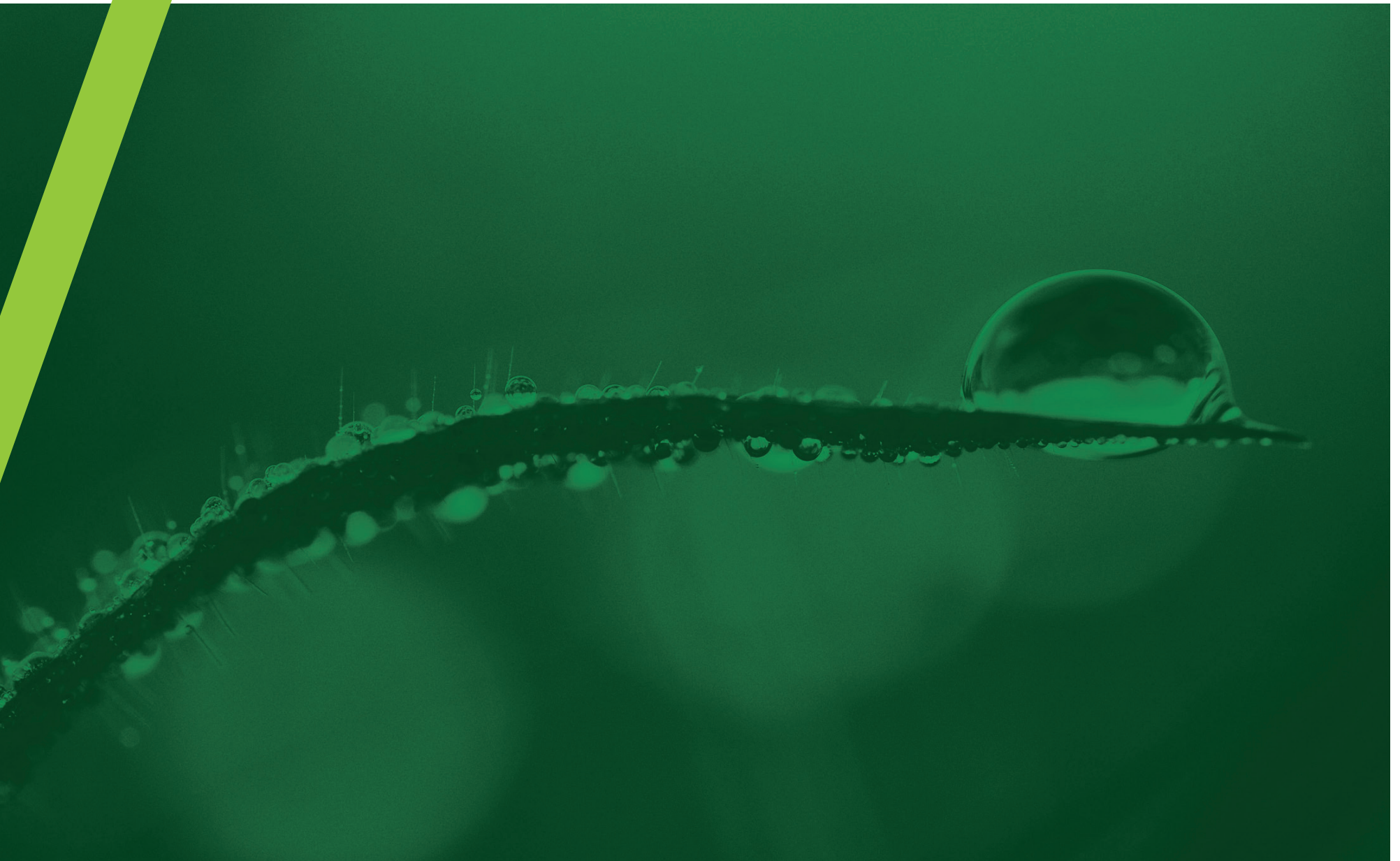
StormTech® MC-7200

StormTech® Isolator® Row

StormTech® Flamp®

StreamFilter® Catch Basin Media Filters

Color Use

Get to know our true colors.

Color Use

The inner workings of an industry leader.

ADS Green should be used at all times, with the exception of black and white or single color documents. While it is our brand color, use sparingly. Over reliance could clutter the layout and take away from the design integrity. Black and Storm Gray should never be used as fills. These colors are reserved exclusively for text or icons.

The neutrals in the primary palette should be used most in brand elements. This palette should be supported by the secondary palette to create an ownership of the color green for the ADS brand. The tertiary palette should be used only to represent: sub-brands, departments, services or call-outs in the elements.

Primary Palette

ADS Green

PMS 375 C | **CMYK** 50,0,100,0 | **RBG** 141,198,63 | **Hex** #8DC63F

Storm Gray

PMS 426 C | **CMYK** 74,65,62,57
RBG 37,40,42 | **Hex** #25282A

Mist Gray

PMS Cool Gray 1 C | **CMYK** 10,7,5,0
RBG 217,217,214 | **Hex** #D9D9D6

Cloud White

PMS Cool Gray 1 C (50%) | **CMYK** 10,7,5,0 (50%)
RBG 217,217,214 (50%) | **Hex** #D9D9D6 (50%)

ADS green should be used at all times with the exceptions being black and white or single color documents.

Other neutral tones should be used heavily throughout the document to complement the ADS green.

For print use: spot colors or CMYK.
For digital use: hex codes or RGB.

Secondary Palette

Forest Green

PMS 7731 C | **CMYK** 78,3,84,22
RBG 34,136,72 | **Hex** #228848

Text Green

PMS 2294 C | **CMYK** 49,0,100,8
RBG 115,163,0 | **Hex** #73A300

Summer Green

PMS 357 C | **CMYK** 80,9,88,60 | **RBG** 33,87,50 | **Hex** #215732

The secondary palette is to be used to enhance the definition of ADS green.

Summer green and forest green are both exclusively used with or behind ADS green. They are never used by themselves.

Text green is solely used in text for print on white and in digital headers. Its purpose it to increase contrast and readability.

Tertiary Palette

The tertiary palette should be used only to represent: sub-brands, departments, services or call-outs in the elements.

When using tertiary colors, NEVER add ADS green text over these colors, or have text that is the colors of the tertiary palette over ADS green. This will cause muddiness in the layout.

Indigo

PMS 3591 C | **CMYK** 100,87,0,25
RBG 3,37,126 | **Hex** #03257E

Aqua

PMS 2925 C | **CMYK** 77,25,0,0
RBG 0,156,222 | **Hex** #009CDE

Sky

PMS 325 C | **CMYK** 54,0,20,0
RBG 100,204,201 | **Hex** #64CCC9

Sustainable

PMS 7473 C | **CMYK** 81,20,52,2
RBG 39,152,137 | **Hex** #279989

Sunshine

PMS 143 C | **CMYK** 0,27,85,0
RBG 241,180,52 | **Hex** #F1B434

Digital Color Use

When using palettes in a digital format, make sure colors provide enough contrast for the visually impaired.

Please use the following guide to help determine ADA color contrast compliance.

For more color combinations check other the link below to help determine AA contrast compliance.

In digital use, Storm Gray should be used on white at all times to create a less harsh contrast that is easier on the user's eyes.

ADA CONTRAST COMPLIANCE CHECKER:

https://accessible-colors.com

ADS Green

Black #000000   **Storm Gray** #25282A   (X) **White** #FFFFFF

Black

(X) Storm Gray #25282A   **ADS Green** #97D700   **White** #FFFFFF

Storm Gray

(X) Black #000000   **ADS Green** #97D700   **White** #FFFFFF

Mist Gray

Black #000000   (X) **ADS Green** #97D700   (X) White #FFFFFF

Cloud White

Black #000000   (X) **ADS Green** #97D700   (X) White #FFFFFF

White

Black #000000   (X) **ADS Green** #97D700   **Storm Gray** #25282A

Digital Color Use

When using palettes in a digital format, make sure colors provide enough contrast for the visually impaired.

Please use the following guide to help determine ADA color contrast compliance.

For more color combinations check other the link below to help determine AA contrast compliance.

ADA CONTRAST COMPLIANCE CHECKER:

https://accessible-colors.com

*Use at least 18 px bold typefaces.

Summer Green
(x) **Black** #000000   **ADS Green** #97D700   **White** #FFFFFF

Forest Green
(x) **Black** #000000   **ADS Green** #97D700   **White** #FFFFFF

Text Green
Black #000000   (x) **ADS Green** #97D700   **White** #FFFFFF*

Indigo
(x) **Black** #000000   **ADS Green** #97D700   **White** #FFFFFF

Aqua
Black #000000   (x) **ADS Green** #97D700   **White** #FFFFFF

Sustainable
Black #000000   (x) **ADS Green** #97D700   **White** #FFFFFF

Sky
Black #000000   (x) **ADS Green** #97D700   (x) **White** #FFFFFF

Sunshine
Black #000000   (x) **ADS Green** #97D700   (x) **White** #FFFFFF

Typography

Our fonts channel energy through minimalism.

Typography

Aeonik

Aeonik Bold

**abcdefghijklmnopqrstuvwxyz
0123456789**

Aeonik Regular

abcdefghijklmnopqrstuvwxyz
0123456789

Aeonik Light

abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Tablet Gothic

Tablet Gothic Bold
abcdefghijklmnopqrstuvwxyz
0123456789

Tablet Gothic Regular
abcdefghijklmnopqrstuvwxyz
0123456789

Tablet Gothic Light
abcdefghijklmnopqrstuvwxyz
0123456789

Tablet Gothic Bold Oblique
abcdefghijklmnopqrstuvwxyz
0123456789

Tablet Gothic Oblique
abcdefghijklmnopqrstuvwxyz
0123456789

Tablet Gothic Light Oblique
abcdefghijklmnopqrstuvwxyz
0123456789

Typography

Noto Sans

Noto Sans Bold
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Regular
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Bold Italic
abcdefghijklmnopqrstuvwxyz
0123456789

Noto Sans Italic
abcdefghijklmnopqrstuvwxyz
0123456789

Font Usage
in Print and Digital

Headlines

FONT FAMILY	Aeonik
WEIGHT	Bold
SPACING	0
LEADING	1.15x font size
TEXT STYLE	Sentence case, no punctuation

Subhead

FONT FAMILY	Aeonik
WEIGHT	Regular
SPACING	0
LEADING	1.15x font size
TEXT STYLE	Sentence case, with punctuation

Subhead Alternate

FONT FAMILY	Aeonik
WEIGHT	Light
SPACING	0
LEADING	1.15x font size
TEXT STYLE	Sentence case, with punctuation

SMALL SUBHEADS

FONT FAMILY	Tablet Gothic
WEIGHT	Bold
SPACING	115
LEADING	1.40x font size
TEXT STYLE	ALL CAPS

CTA's in Aeonik Bold

FONT FAMILY	Aeonik
WEIGHT	Bold
SPACING	0
LEADING	1.15x font size
TEXT STYLE	Title Case Without Punctuation

Copy

FONT FAMILY	Noto Sans
WEIGHT	Regular
SPACING	0
LEADING	1.6x font size
TEXT STYLE	Sentence case, with punctuation

URLS: ads-pipe.com

FONT FAMILY	Noto Sans
WEIGHT	Regular
SPACING	0
LEADING	1.6x font size
TEXT STYLE	Camel case. Should always write the address without the "www."

Websafe Fonts for Email and PowerPoint.

Arial

Arial Bold

abcdefghijklmnopqrstuvwxyz
0123456789

Arial Regular

abcdefghijklmnopqrstuvwxyz
0123456789

Arial Italic

abcdefghijklmnopqrstuvwxyz
0123456789

Websafe Fonts for Email and PowerPoint.

Headlines

FONT FAMILY	Arial
WEIGHT	Bold
SPACING	0
TEXT STYLE	Sentence case, no punctuation

Subhead

FONT FAMILY	Arial
WEIGHT	Regular
SPACING	0
TEXT STYLE	Sentence case, with punctuation

Subhead Alternate

FONT FAMILY	Arial
WEIGHT	Italic
SPACING	0
TEXT STYLE	Sentence case, with punctuation

SMALL SUBHEADS

FONT FAMILY	Arial
WEIGHT	Bold
SPACING	115
TEXT STYLE	ALL CAPS

Copy

FONT FAMILY	Arial
WEIGHT	Regular
SPACING	0
TEXT STYLE	Title Case, with punctuation

Brand
Elements

Improving upon the past
while forging new paths.

Brand Imagery

Imagery must have a professional appearance or be purchased from a stock photography vendor. When people are present in the shot, proper safety uniforms and helmets must be worn. Images should not be overly casual or posed to the extent that they appear generic.

Product silos should be captured and angled appropriately for catalog or online usage. At job sites, the products should be the focal point in the image, with equipment blending into the background.

When representing sustainability, natural settings like lakes or ponds are preferred. We never show oceans or bodies of water that look dirty. All images should contain angles or patterns with visual interest.
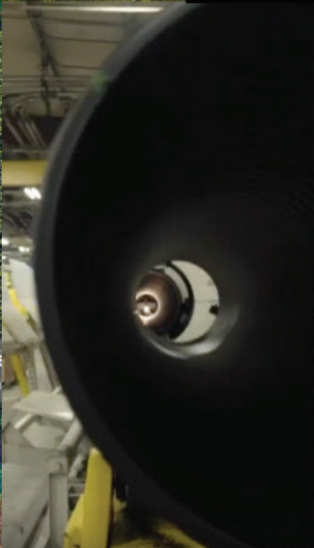
Duotone

We recognize the brand equity of the color green with ADS. As a company, it is important we continue to own this color through the use of our green stripe, not only on our pipe, but in our logo and designs. To complement our brand color, we will implement a secondary green palette.

Utilizing the secondary greens in duotone imagery is a great way to continue to "own" the green.

NEVER show our pipe in a duotone image. Our pipe and products are to remain full color.

To create a duotone image, always use the photoshop batch located on the web dam: **assets.ads-pipe.com.**

Icons

In marketing and investor materials we want to use icons to help highlight and enhance statistics.

These icons should come from our existing icon library and look like those found on this page. This unique design with movement and personality helps differentiate them from other icons.
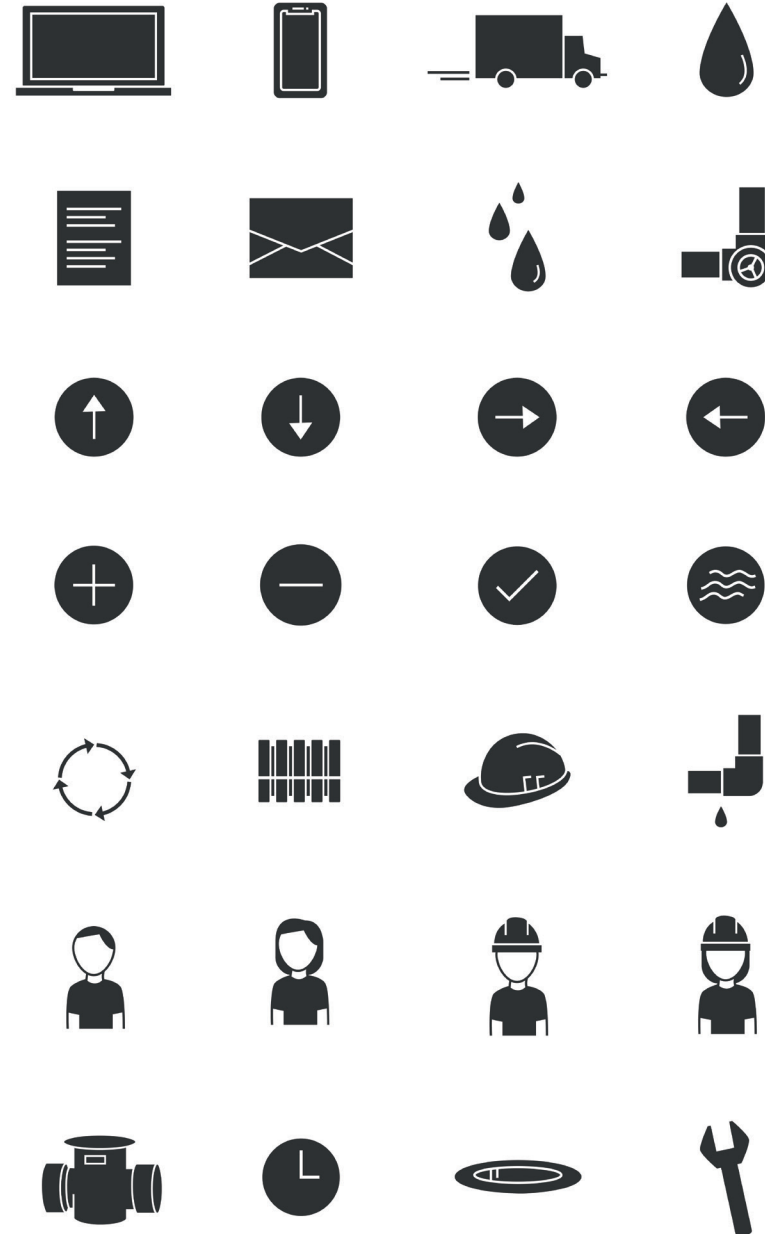
Illustrations

Product illustrations can be used throughout our site and in product campaigns to highlight product in a way that can't always be photographed.

Products should always be to scale with their environment and in relation to other products. Illustrations should be realistic in style, preferably created by a 3D illustrator. Cutaways can be utilized to show the product underground, within buildings or the flow of water through products.

When illustrated with other products, we should never connect or show a product being used in a way that it wouldn't be able to be used in the field.

When showing products in their environment plant life can be used to refer to ADS creating resilient and sustainable products. People or animal life can be utilized to show how products effect (or don't effect) the everyday and wildlife.
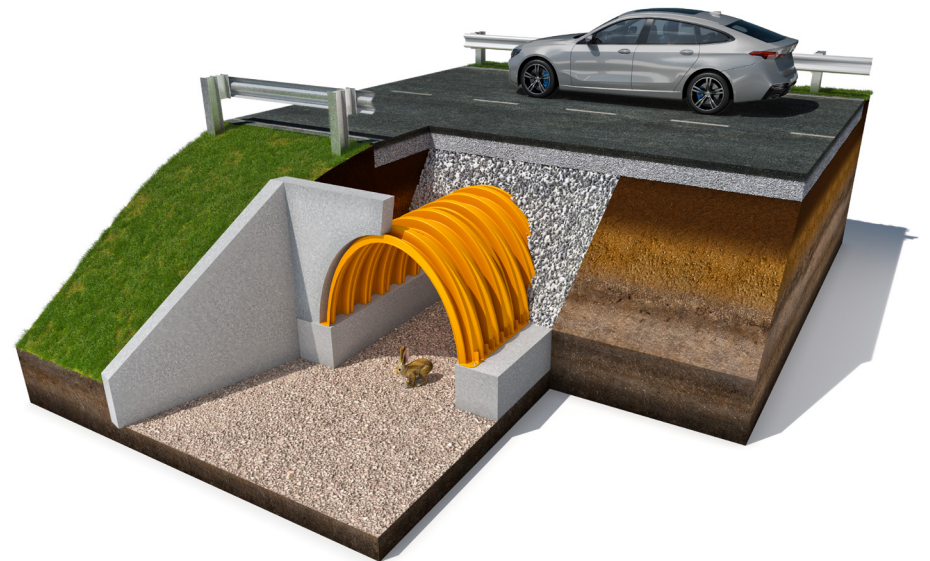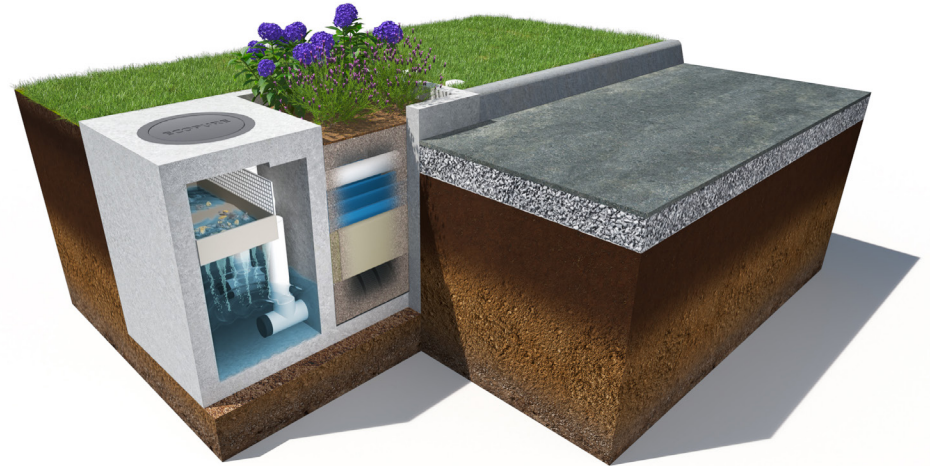
The Green Stripe

Since the beginning, Advanced Drainage Systems has been synonymous with the distinct green stripe found on our pipe. This product branding is recognized instantly by associates, customers and investors alike.

More than an identifier, it's a piece of brand equity visually associated with properties like long lasting, sturdy and reliable.

We want to continue to build the brand equity of the stripe by incorporating it in new ways. As shown here, it can be a focal point in design without taking away from the message.
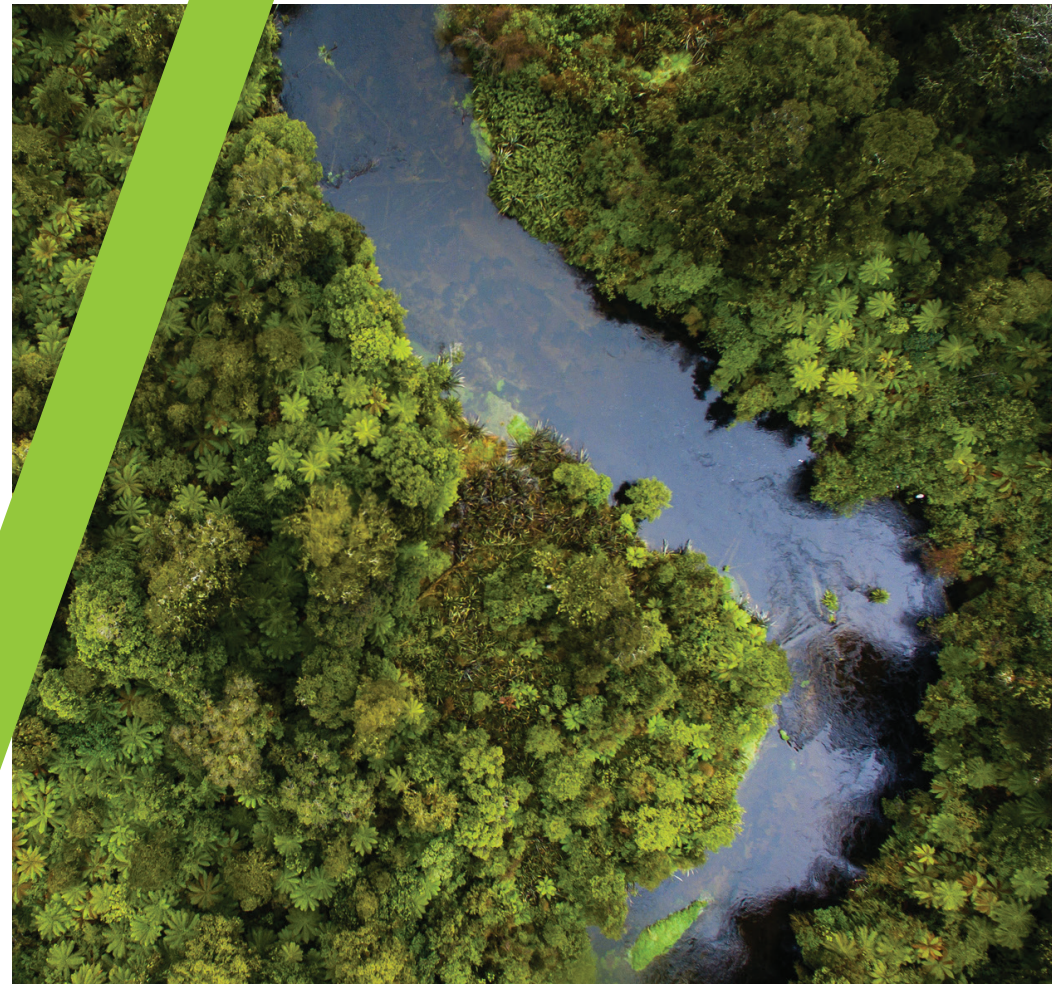
The Green Stripe

ROTATION ANGLE

-19.625°

WIDTH

6 times the width of one of the stripes in the ADS logo used on the document

//ADS ™
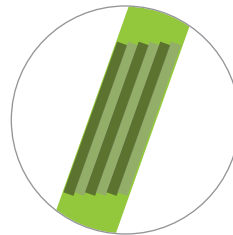
The Green Stripe in Use
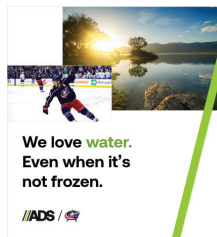
The green stripe should be used on most, if not all, advertising and design layouts. It is a disrupting element that keeps ADS a recognizable brand, though it never takes away from the main message of the layout.

There should only be ONE stripe. The stripe should ALWAYS be ADS green and never run over or behind text. It can be above or below an image but should never run through the focal point of the image.
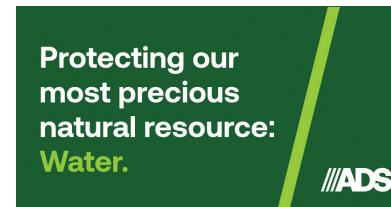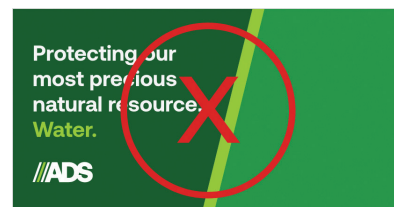
The stripe should ONLY be used with colors within the approved guidelines.

Layouts and Rules

Layouts should always keep a minimal look. Make the headline and image (when used) the prominent focus.
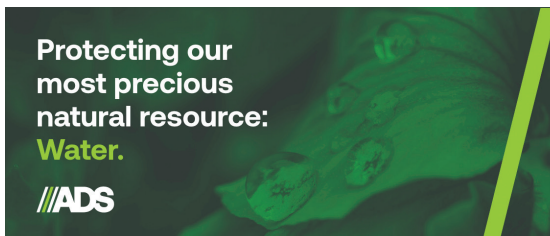
FULL IMAGE

Always keep the image full bleed and, if used, keep a duotone image consistent to the brand by following the directions on **page 49**.

Typography should work with the image and never obscure faces.

FULL COLOR

The color should be completely opaque and never use a gradient or shadow to create visual contrast.

A full color layout should never contain an image and only contain copy, the stripe and the ADS logo.

PARTIAL IMAGE & COPY

Images should never touch more than three sides of the layout and can be full color or duotone.

Subheads, body copy, CTA and logo should only be shown in the white space in the layout. NEVER on the image.

HEADLINE GUIDELINES

It's optional to use green somewhere in the headline for both print and digital
If you do use it, the ADS green can be used either at the beginning or end of the headline, and/or if you feel a word anywhere in the sentence should be emphasized or "punched" up
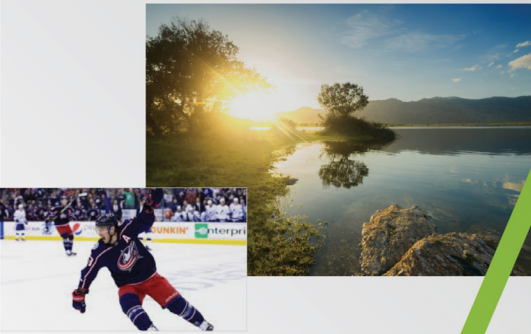
Brand
Applications

Using contemporary style
to create a consistent look.

Office Supplies

Posters

Billboards

Flags

Advertisement
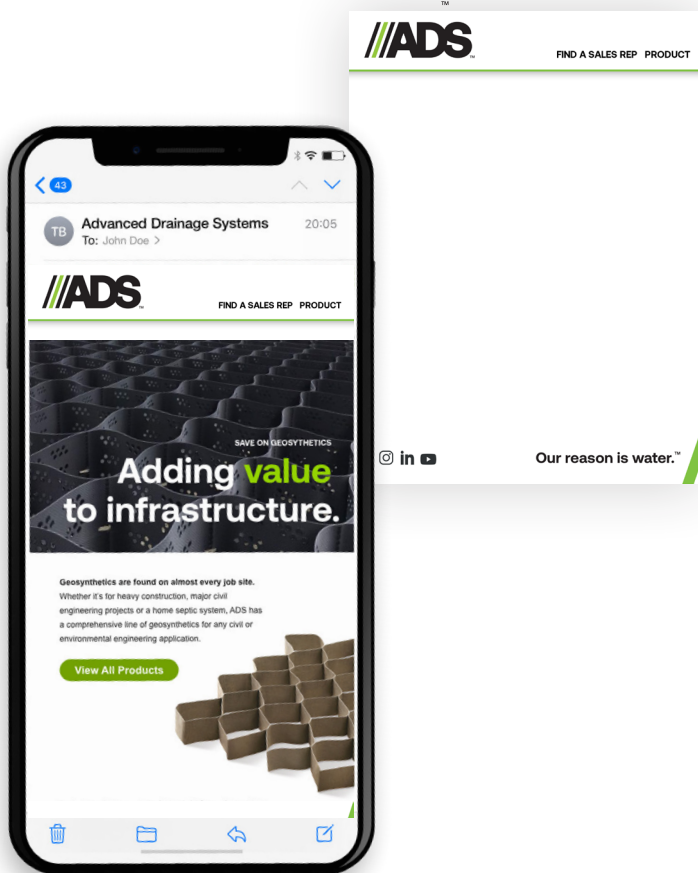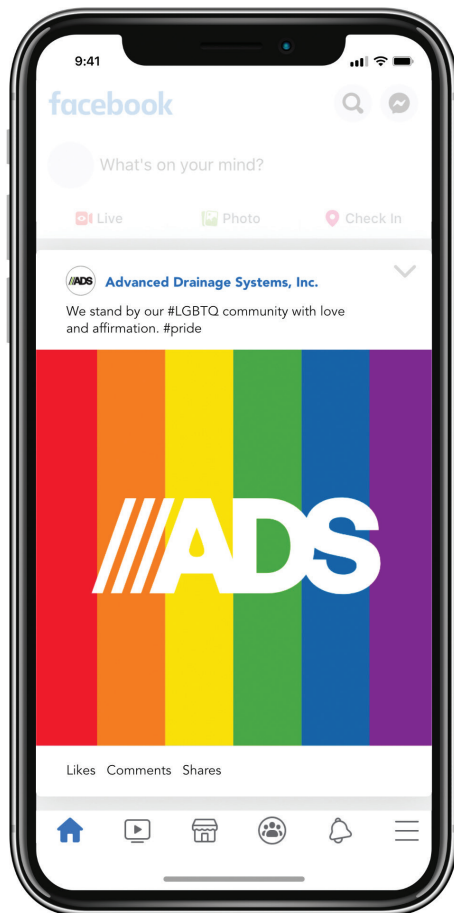
PowerPoint Deck

*Using different imagery, you can create specific section intros for each section of the business (sales, manufacturing, sustainability, etc.).
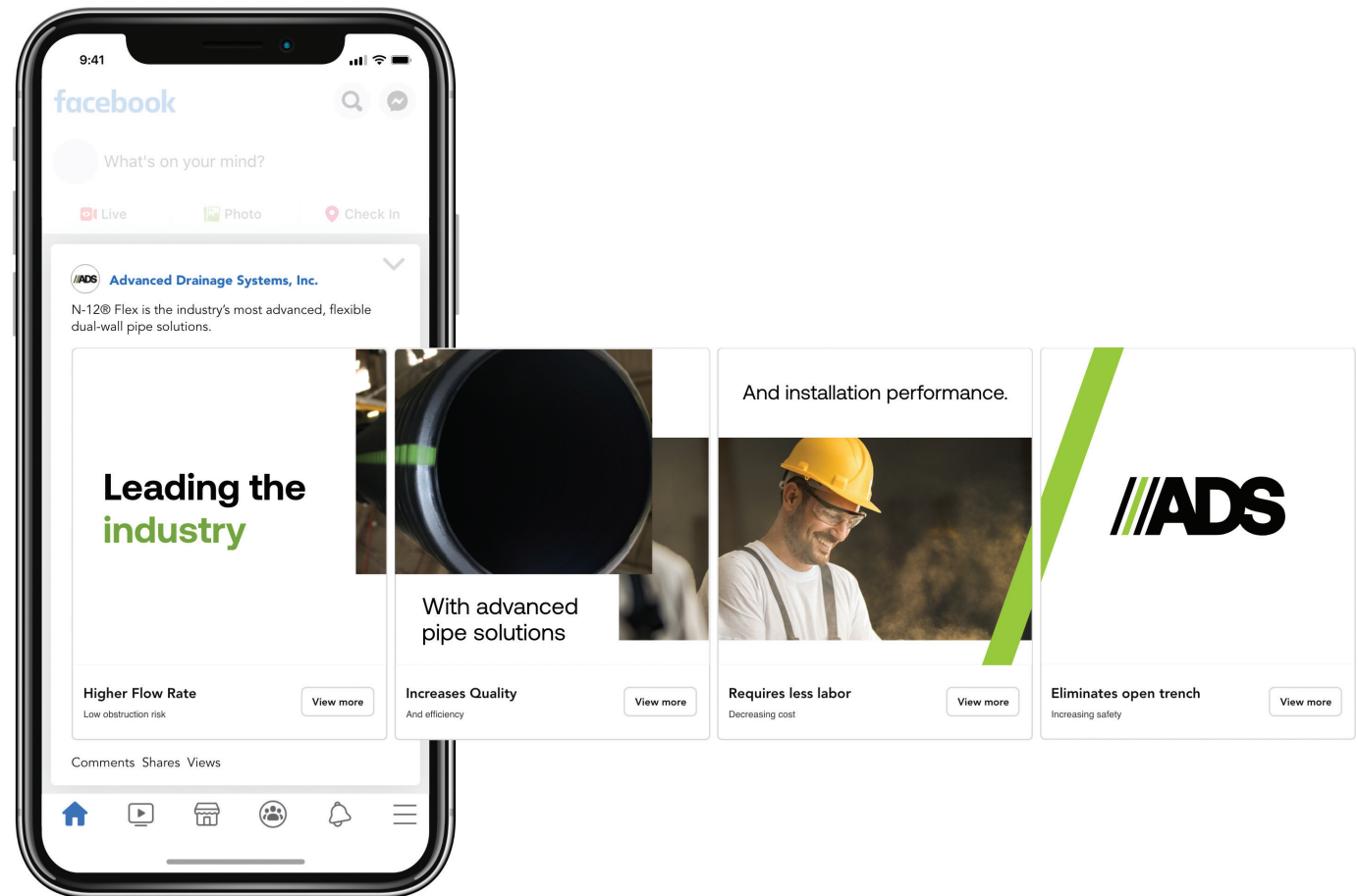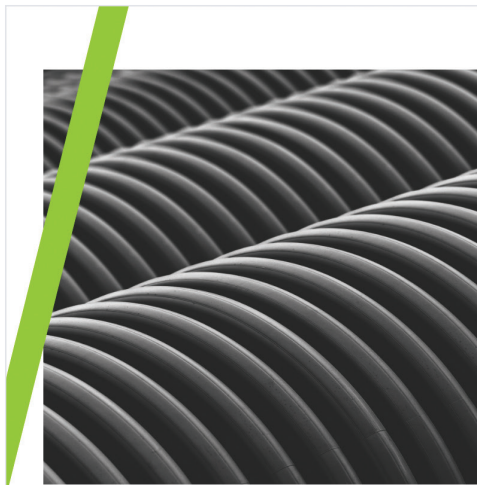
Email and Toolkit

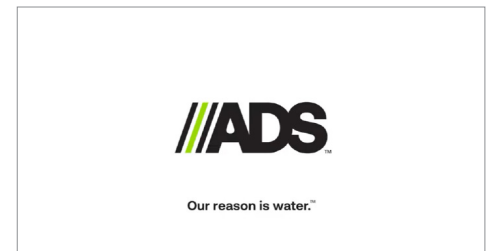# Social

ORGANIC

PAID

Digital Advertising

Video

There are two approved ADS logo unveils: the water drop into the "A" of the logo, and the ADS logo with a water splash and bubbles. Please use one as a title slide at the beginning of ADS brand videos.

All lower thirds content, including fonts, should adhere to ADS brand guidelines and complement the tone of the video. Lower thirds should briefly fade in and fade out.

Every video should close with an end slide of the ADS logo and URL.