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How should it be used?

This brand book sets out each of the elements that make up Adevinta’s identity. By applying these guidelines correctly, you can contribute towards the success of the brand and ensure its clarity and coherence are maintained over time.

Together, we will be able to build a strong brand that will act as an asset at each touchpoint.

We are all responsible for protecting the brand so we ask you to take all the time you need to read this document in full and understand all the guidelines before using any of these elements.

If you have any queries, please contact communication@schibsted.com or share them in the #adevinta-brand Slack channel.
Introduction

What is it for?

This manual will help you understand the essence of the Adevinta brand. It give you insight into the brand concept that defines us, our values and the personality that sets us apart.

It will also help to ensure that the elements that go into making up our identity are applied correctly and coherently across all our messages and touchpoints.

This work is based on the Adevinta strategic plan. A strong, consistent brand helps us to optimize company resources as well as aids communication and marketing tasks.

To this end, this manual is an essential tool for ensuring our identity is always strong.
Who is it aimed at?

This manual has been created for use by everyone in Adevinta.

It is also for anyone who is directly or indirectly responsible for the management and correct application of our brand: partners, suppliers, designers, distributors and more.

We all share the responsibility for protecting and nurturing our brand. Only by pooling our efforts in this way can we ensure that Adevinta is a strong, coherent and unified brand that is widely recognized and admired, day after day.
Strategy

A. Brand platform
A.1 Why this? Why now?
We are a big digital player
One of the world’s biggest
And we love marketplaces.
We are a big digital player, one of the world’s biggest. And we love marketplaces.

For thousands of years, marketplaces have been essential to the development of economies, cultures and societies as a whole.

They are places where people from all different backgrounds come together to exchange information, goods, services, and ideas, and to improve their lives.

Every marketplace is unique. It reflects a given culture, which is enhanced as people and ideas connect across geographies and interests. It’s a place where every person, place and thing can find a new purpose and become more valuable.
At Adevinta, we draw on the principles of successful marketplaces to do our job well. We actively exchange ideas, and we’re always learning from each other. We are a company where everyone belongs, and our culture is based on mutual trust.

Above all, we keep a strong focus on creating and developing value -- because we believe every house can be a home, every person can be useful, and every object can live a second, third or fourth life.

And we leverage our scale to help build a sustainable future where everything can find its purpose- or a new one.
A.2 Brand narrative
A.2 Brand narrative

In Adevinta we are marketplace specialists. We help our local marketplaces thrive through global connections and networks of knowledge.

Our marketplaces help everyone and everything find new purpose—supporting local communities and building a sustainable future.

Just as our brands are founded on connections between people, we are a people-first organization. We create networks of talent who have matching needs across geographies and disciplines, working together towards our common purpose.

We serve people where they live, acknowledging what’s special about every culture and every place. That’s why we develop leading local brands which help local economies to grow sustainably.

We want to have a positive impact on people’s lives. We care about gaining and keeping the trust of our users and customers by acting responsibly, promoting sustainability and protecting the environment.
A.3 Brand purpose & mission
A.3

Purpose

Our end goal.
Why we do it.

Make a positive change in the world by helping everything and everyone find new purpose.
A.3

Mission

Create perfect matches on the world’s most trusted marketplaces
Brand pillars
A.4 Brand pillars

These are the three core ideas that underpin our objectives and define our various characteristics and benefits as a brand.

They can be felt as a palpable experience to anyone who comes into contact with our brand.

They constitute the key reasons to believe in our offering. When people interact with these pillars, they see our legitimacy as a brand and understand who we are.
A.4 Brand pillars

- **Matchmaking**
  We are in the business of transforming promising opportunities into great realities...

- **Vertical roots**
  By creating, curating and incorporating leading local marketplaces around the world...

- **New models**
  In a way that promotes and helps develop meaningful improvements.
A.4 Matchmaking

1. We are a people-first organization.

2. We are natural-born connectors.

3. We reach our goals through collaboration.
A.4 New models

1. We serve people where they live, and the way they live.

2. We leverage our great international talent, working together to improve.

3. We look after our users’ unmet needs to explore new opportunities.
A.4 Vertical roots

1. Transformation is in our DNA.

2. We care about gaining trust and being a positive factor.

3. We give our marketplaces the best tools to grow.
A.5 Brand personality
A.5

Brand personality

Brands bear an ever increasing resemblance to people: they have their own personality, tone of voice and behaviour, based on a series of principles or values. The personality of the Adevinta brand reflects the way we talk and the way we do things, whether internally among ourselves or externally with investors, journalists, external talent, etc.

To help us understand who we are, we can refer to our brand archetype.

Archetypes are standard personality types with universal characteristics that make them easily recognisable anywhere in the world and in any culture. They were created by the psychologist Carl Gustav Jung, and in today's world they are used in the field of branding to define a brand's role, i.e. how it affects the lives of all those who interact with it.
A.5

Transparent

We tell it like it is. There’s no posturing, politics or opaque jargon.

We are accountable for our decisions and our behavior, among ourselves and anybody else.
We care about other points of view and we treat others with respect.

We always try to be helpful and improve things for everyone.
We are:

Curious

We know there’s a big world out there, and we love to learn about and discover new things.

We are excited about the future and want to take an active part in it.
A.5

We are: Inclusive

We are interested in all those experiences and opinions that can make a positive contribution.

We want people to feel welcomed, valuable and empowered.
A.5

We are:

Focused

We are clear on our intentions and we do all we can to follow through on them. Once we are set on a goal we move quickly and decisively.
A.5

We are:

Responsible

We are well aware of our power and the responsibility that comes with it.

We do our best to leave things better that we found them.
A.6 Brand role
Adevinta provides value to our different stakeholders, adapting its role to best serve each audience.

**Employees**
Employees are part of Adevinta and should understand our guiding principles.

**Investors**
Investors should know and appreciate Adevinta's scope, our local brands and guiding principles.

**External talent**
Talent around the world should be aware of our work as a major employer brand, as well as being acquainted with our local brands.

**Advertisers**
Major advertisers in the automobile, real estate and recruitment markets should be aware of Adevinta, our scope and commercial synergies.

**Media**
Financial and general media should be aware of Adevinta and should see us as a legitimate speaker in Euro/Latam/North African digital business.
B. Architecture

Strategy
B.1 Architecture
B.1 Architecture

Adevinta should work as the **sole corporate brand for all markets**, while local brands maintain their standalone status.

This solution streamlines our brand architecture and helps communicate our global scope & network, while retaining our distinctive local approach.

In practical terms, that means:

- Adevinta will be present in local brands’ site as a web footer and in “about us” sections, but we don’t recommend a visual endorsement in local brands’ logos.

- “Mid-corporate brands” such as Schibsted Spain will not face external stakeholders, as this role is best served by Adevinta itself (in case of legal issues, those mid-corporate brands will remain as a pure trade name for legal purposes).

- Leboncoin Group will maintain its status and visibility for the French market until Adevinta’s brand recognition grows beyond Leboncoin’s.
B.2 Team logos
B.2 Introduction

There are two formats for creating logos for internal use.

Format one has a more corporate visual style, while format two can be created more freely.
B.2.1

**Format 1:**
The team names should be descriptive and may include the name Adevinta.

The delta icon shall be used across the board for the construction of all logos.

The logos will be designed with the Adevinta look, using the same colors and typography.
B.2.1

Format 1:
Example of a logo constructed on two lines.

Format 1:
Weight 5pt
Roboto Regular/Normal typography

75% of X

Adevinta xxxx
second line

Adevinta Brand Book
B.2.2

**Format 2:**
This is the level that offers the greatest amount of creative freedom for generating product logos.

**Typography:**
Roboto Light corporate typography. Always in the main brand color.

**Symbol:**
The designer is completely free to choose any animal and to apply whatever colors they like, which will give it a special touch.

Just stay within the limits of the grid and stick to the weight of 5pt to maintain visual coherence with the rest of the logos.

**Naming:**
The names can be created from scratch, but we recommend continuing with the animal symbolism or choosing a name that can be used to create the rest of the products.

*Note: A product name that is not very descriptive could lead to confusion, but if it is too descriptive it could be rather boring.*

Adevinta Brand Book
B.2.2

Format 2:
Example of a logo constructed on two lines.

Format 2:
Example of a logo constructed on two lines.

Weight 5pt
Roboto Regular/Normal typography

33% of X

75% of X
Area for constructing the symbol

Roboto Light typography

Name level 1

Personalisation
second line
Visual identity

A. Elements
When used correctly, these elements transmit and project a coherent brand image.

Elements summary:
- Logo
- Colors
- Corporate typeface
- Pictograms
- Grid
- Serendipity

Files tied to the Adevinta brand are stored in a shared Google Drive folder.
A.1 Logo & symbol
A.1.1 Logo

The Adevinta logo is a brand expression and therefore an element that should be respected and treated with care at all times.

This section lists each of the logo versions and the guidelines for application, all of which aim to ensure its visibility in any type of media.

This is the main version for general use. Its shape, proportions and composition should never be altered.
A.1.2 Reverse logo

The Adevinta logo is a brand expression and therefore an element that should be respected and treated with care at all times.

This section lists each of the logo versions and the guidelines for application, all of which aim to ensure its visibility in any type of media.

This is the main version for general use. Its shape, proportions and composition should never be altered.
A.1.3 Logo symbol

Like the Adevinta logo, the symbol is an expression of the brand and therefore something that should be treated with respect and care at all times.

This section gives details of its versions and the guidelines for using it, all of which aim to ensure its visibility in any type of media.

This is the main version for general use. Its shape, proportions and composition should never be altered.
A.1.4 Reverse symbol

Like the Adevinta logo, the symbol is an expression of the brand and therefore something that should be treated with respect and care at all times.

This section gives details of its versions and the guidelines for using it, all of which aim to ensure its visibility in any type of media.

This is the main version for general use. Its shape, proportions and composition should never be altered.
A.1.4 Logo on dark backgrounds

The version of the logo that should be used will depend on how dark the background color is.

When the blue does not offer enough contrast, the white version should be used.
A.1.5 Logo over secondary background colors

When using secondary corporate colors for the background, the logo must be applied in its main blue version.

The secondary color palette has been chosen to ensure sufficient contrast with the logo, so it can be seen clearly.
A.1.6 Logo on photographic backgrounds

Photographic backgrounds can cause problems when applying the logo, so legibility should be ensured.

The texts should always be in blue or white, with the designer responsible for deciding which color best contrasts with the photographic background.
Photographic backgrounds can cause problems when applying the logo, so legibility should be ensured.

The texts should always be in blue or white, with the designer responsible for deciding which color best contrasts with the photographic background.
A.1.7 Area of isolation

An area of isolation is established to ensure the correct use and legibility of the logo. A space at least the size of a delta icon must always be left around the logo and the symbol.

The delta icon is used as a unit of measurement to calculate the area of isolation around the logo.
Adevinta speaks with a strong voice. Our priority is to always use the logo in a large font, but given the range of formats that can be used, we have established some minimum sizes.

The minimum sizes for printed and digital media are those shown on this page.

Note:
The symbol is constructed within a pixel perfect grid to ensure it is perfectly legible in very small sizes.
A.2 Text
A.2 Text

We fill it with life and purpose – over time, our story will color **Adevinta** with meaning.

The name Adevinta must never be written in the versions that are shown crossed out on this page.

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Adevinta Brand Book
A.3 Colors
A.3.1 Read before printing any material

To ensure a strong digital color that provides us with powerful recognition and uniqueness means we have to take into consideration a few different scenarios.

As a digital native brand, Adevinta takes inspiration from RGB colors. We have come up with our own RGB blue, much brighter and more modern than the Schibsted blue.

This creates a hurdle when it comes to offline applications, for which we need to find a CMYK and Pantone reference that matches the RGB color.

The industry has yet to come up with a perfect solution to match colors. The screen colors (RGB) will always be brighter and more vivid than CMYK and Pantone (offline applications), as RGB colors are lit up from behind. CMYK and Pantone will always be a bit paler.
That said, please consider the following rules:

1. Offline executions such as business cards, folders, brochures & other small elements: use Adevinta’s Pantone 286C.

2. Vinyls for office decorations and other window designs: use Adevinta’s RAL breakdown (5002).

3. In large offline formats like banners or roll-ups, where we can only print in CMYK and where direct printing is not available, we can do two things:
   - Use the gradient of the two blues instead of the full blue over large areas of color (background colors) with geometric shapes.
   - Use the secondary palette and photography elements instead.

4. When printing in the office with regular printers: use Adevinta’s RGB breakdown (R41 G0 B210). Note that the color will always suffer a bit.
A.3.2

Main color

Bludevinta A.3.2 Main color

Bludevinta is the most prominent color within the brand’s visual universe. Whenever possible, it should be present. It is important to stick to the rules for using colors, which is why you are asked to have a careful read of the information on page 22.

Bludevinta

Pantone 286c
C100 M80 Y0 K0
R41 G0 B210
HTML #2900d2
VINYL Avery 708 PF Cosmos blue
RAL 5002
A.3.3 Secondary colors

**Sugarcotton**
- Pantone 7429c
- C0 M35 Y5 K0
- R236 G179 B199
- HTML #ecb3c7

**Sky**
- Pantone 2975c
- C40 M0 Y0 K0
- R189 G226 B234
- HTML #bde2ea

**Wiggins**
- Pantone 141c
- C0 M25 Y75 K0
- R255 G214 B132
- HTML #ffd684

**Jungle**
- Pantone 2404c
- C35 M10 Y40 K0
- R145 G180 B149
- HTML #91b495

**Kiwi**
- Pantone 379c
- C20 M0 Y65 K0
- R226 G235 B120
- HTML #e2eb78

**Surfer**
- Pantone 429c
- C20 M20 Y20 K20
- R162 G170 B173
- HTML #a2aaad

**Lavender**
- Pantone 2705c
- C50 M30 Y0 K0
- R167 G164 B224
- HTML #a69af7
A.3.4 Stat colors

Chili
R255 G109 B105
HTML #ff6d69

Apple
R69 G180 B128
HTML #45b480
Graduated colors, when used together with flat colors, add movement and volume to compositions. They can be used in any type of marketing material.

They are always applied at a 90º angle, with the centre point of the color gradient 36% of the way down the composition.

**Gradient**

Pantone 286c
C100 M80 Y0 K0
R41 G0 B210
HTML #2900d2

Pantone 280c
C100 M80 Y0 K50
R1 G35 B105
HTML #012369

Adevinta Brand Book
A.4 Typography
A.4.1

Corporate typeface

Our corporate typeface is Roboto.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.

Adevinta only uses two versions of the Roboto typeface: Regular/Normal and Bold.

Bold type is used exclusively to highlight sections within continuous text.

The hierarchy within texts is established by text size. Remember that Adevinta is a brand with a strong voice, so it is important to use a large font size, without going over the top.
A.4.2

It is important to create graphic consistency across texts in order to transmit a unique and differentiated brand personality.

Tracking

The kerning shall always be −50pt for all text sizes.

Leading

Headings: Headings are easier to see, so their leading can be compressed slightly.

The leading used should be 90% of the default leading for the typeface.

Continuous text: The leading used should be 95% of the default leading.

Roboto has a dual nature. It has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves. While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn’t compromise, allowing letters to be settled into their natural width. This makes for a more natural reading rhythm more commonly found in humanist and serif types.
A.4.3

In terms of text colors, the same criteria shall apply as for the logo and symbol.

Whenever possible, the text should be in the main brand color.

When the background is in the main color, the text should be white.

Color type

Life is all about change – as we well know!
A.4.4

Photographic backgrounds can cause problems when applying the logo, so legibility should be ensured.

The texts should always be in blue or white, with the designer responsible for deciding which color best contrasts with the photographic background.

Life is all about change – as we well know!
A.4.5

Color backgrounds

Life is all about change – as we well know!

When using secondary corporate colors for the background, the typeface must be applied in its main blue version.

The secondary color palette has been chosen to ensure sufficient contrast with the text, so it can be seen clearly.
A.4.6

System typography

Welcome, Adevintans!

Annual meeting

Remember that Adevinta is a brand with a strong voice and this must be conveyed by using a large font size, above all for headings.

Texts must always be presented in Roboto Regular/Normal, with the corresponding tracking and leading.

The text colors will be chosen depending on the background tones, to optimise legibility as effectively as possible.
Our new look

Our logotype is inspired by the Greek letter delta Δ, a symbol of reinvention, evolution and continuous change.

To express progress and adaptation in our business, our visual identity plays with matchmaking as an exciting contact between two elements, showing the magic, fun and excitement of connections.

 уровням. Буква "X" высота "l". 

**Level 2:**
The size of level 2 will be 35% of "X".

**Level 3:**
The size of level 3 will be 25% of "X".

Distance between levels.
Between the heading and the other levels, there must always be a distance of "X".
A.5  Pictograms
A.5.1 Introduction

Our corporate pictograms are characterized by their simplicity. They dispense with superfluous decorative elements, conveying personality through their shapes to optimize their appearance in all types of media.

By following the same style, we guarantee uniformity and coherence across all the brand touchpoints.
A.5.2 Grid

The icons are constructed on a grid to ensure a correct result and an appearance that is both distinctive and coherent.

The icons must be created within the construction area. A workspace of 56x56px should be used with a basic 1x1px grid.

The weight of the pictogram will be 1px. The weight of the pixel will always be proportional to the size of the pictogram.
A.5.3 Examples on the grid
A.5.4 Positive pictograms

Visual identity > Elements > Pictograms
A.5.5 Negative pictograms
A.5.6

Secondary background colors
A.5.7 Overview
A.6 Photographic style
A.6.1 Introduction

This document sets out the guidelines and recommendations that must be followed when taking photographs of our employees, so we can achieve a uniform style and internal coherence with the brand.
A.6.2 Technical aspects
A.6.2.1

All pictures should have natural lighting to create scenes that are as natural as possible, avoiding dark settings with high contrast.

Steer away from very saturated or garish colors.
The attitude of the models should reflect the good atmosphere of the workspace and the satisfaction of Adevinta employees. The attitudes should not be too overacted or too forced, avoiding the typical stock photography look.

We want to look:
- Natural
- Proactive
- Confident
- Happy
- Full of personality

**Light**  **Attitude**  **Diversity**
A.6.2.3

To highlight the value of diversity it should be reflected in a way that is natural and not too forced or obvious. We need to reflect the variety of gender, ethnicity and age, but without forcing this to appear in all images.
A.6.3 Scenes
A.6.3.1

For indoor shots there should be a wide diversity of scenes that reflect different moments within the day-to-day of an Adevinta employee and the company's dynamics and processes. These scenarios should be set up so that people are never looking directly at the camera or posing in an obvious manner. Rather, the image should capture a moment of their daily life without giving the impression of being a staged photo.
A.6.3.2 Meetings

It is important to show scenes of groups of people cooperating and interacting. This includes meetings, training, catch-ups in front of a computer, creative processes, etc.
A.6.3.3

We can also show moments where a single person appears. We can play around with a variety of shots, from general shots to details of hands or faces. Steer away from models looking at the camera in order to avoid artificial scenes.
A.6.3.4

It is important that the pictures do not only reflect people at work. Free time is also important in the day-to-day of Adevinta’s employees - that’s why it should be part of our brand imagery. A variety of leisure and winding down moments can be shown, both of individuals and groups.
Outdoor scenes should also be shown, either on the street or on a terrace. These photos can show anywhere from one to several people, and they don’t always have to be working - they can show colleagues chatting on their way to the office or taking a relaxing break.

It’s important to include plants or natural elements whenever possible.
A.6.4 Portraits
A.6.4.1 Backgrounds

The portraits of our employees will be taken in our offices.

For the background, use flat colors as close as possible to our secondary palette.

Change the background color to create a more colorful and informal overall effect.

- **Wiggins**
  - Pantone: 141C
  - C0 M25 Y75 K0

- **Sky**
  - Pantone: 2975C
  - C40 M0 Y0 K0

- **Surfer**
  - Pantone: 429C
  - C20 M20 Y20 K20

- **Lavender**
  - Pantone: 2705C
  - C50 M30 Y0 K0

- **Kiwi**
  - Pantone: 379C
  - C20 M0 Y65 K0

- **Sugarcotton**
  - Pantone: 7429C
  - C0 M35 Y5 K0

- **Jungle**
  - Pantone: 2404C
  - C35 M10 Y40 K0
A.6.4.1 Backgrounds

Use a soft light that won't create noticeable dark shadows around the employee or on the background.

**Dos**

- Soft, uniform light

**Don'ts**

- Strong light/shadow contrast
- Shadow on the background
- Background too dark
A.6.4.2

For individual employee photographs, you can choose between two different types of shot depending on how the photo is going to be used.

Head shot: for photos to be used for card profiles, ID cards, etc.

Medium shot: for web, digital environments, presentations, etc.

Shots

For profile pictures on digital or print media

For other uses

Lorem ipsum


Adevinta Brand Book
You don't need to use a studio to take employee photos - you can obtain very good results in our own offices using a few simple resources.

Using sheets of cardboard similar to the Adevinta colors, a well-lit office wall and a good mobile device or camera, you can achieve great results.
We want people to feel comfortable in Adevinta and that must be reflected in our portraits, so the photos should convey a natural, spontaneous and positive attitude.

Attitude

We want to look:

- Natural
- Proactive
- Confident
- Happy
- Full of personality
In terms of clothing, avoid clothes with prints, fine lines or pictures and opt for plain, non-garish colors.

Avoid an overly formal look, including ties.
Visual identity

B. Visual system
B.1 Introduction

Adevinta adapts its visual system to connect as effectively as possible with its audiences.

The versatility of the visual system means we can establish certain guidelines for the different scenarios that are relevant to the Adevinta brand and cover all the needs that may arise.

These usage guidelines should be applied when creating any type of material (banners, ads, etc.).
B.2 Serendipity
B.2 Serendipity

The brand imagery is about pushing the boundaries of matchmaking. It plays with matchmaking as an exciting contact between two elements, showing the magic, fun and excitement of new or unexpected connections.
B.2.1

Criteria for using photographs

There are two criteria for creating serendipity images.

1. Morphology

The matches we propose here are created purely by shape or form, with no conceptual relationship between the two elements.

2. Concept

Matches can also be achieved by combining two images that, when brought together, have a shared meaning not only in terms of their shape but also conceptually. This will awaken interest and surprise.

Two things that apparently have nothing to do with each other, but, when brought together, reveal something new or something in common.

Note:
To avoid problems with copyright, don’t search for images on Google.

Royalty-free images can be found on the following websites:

- https://unsplash.com/
- https://pixabay.com/es/
- https://www.pexels.com/
B.2.1.1
1. Morphology
Visual identity > Visual system > Serendipity > Criteria using photographs

B.2.1.1 1. Morphology
B.2.2.1

2. Concept
2. Concept
B.2.3 Don’ts

Try to avoid images that, even though they fit together in some way, may cause unnecessary tension on the conceptual level.
B.2.3 Don'ts
B.2.3  Don’ts
B.2.3 Don’ts
B.3 Audiences
The visual system has been created to reach Adevinta’s two audiences as effectively as possible, bearing in mind the great variety of touchpoints as well as their potential impact.
B.3.1 Style

The range of graphic solutions cannot be simplified into just two variations of the visual system.

There will always be cases where both of the two audiences are targeted, making it necessary to combine the different graphic resources.

This section looks at this type of situation, where the resources used will always be at the discretion of the designer.

If there is any uncertainty as to which resources should be used, one or the other of the end cases should be applied.
B.3.1 Style

Creativity  Elegance  Serenity
Diversity  Serenity

Executive audience

Expressive audience

Anatomy of a Marketplace.

Adevinta Brand Book
B.3.1.1

Executive style

Anatomy of a Marketplace.

Creating perfect matches on the world’s most trusted marketplaces.
B.3.1.2

Expressive style (soft)

Creating perfect matches on the world’s most trusted marketplaces.
B.3.1.2 Expressive style (soft)
Expressive style (full)

Anatomy of a Marketplace.
Adevinta

April 2020
B.3.1.4

Expressive style (full)

Hello world

Adevinta operates digital marketplaces in 16 countries in Europe, Latin America, and North Africa.

Adevinta

Creative Digital Trends

Learn how to boost your team’s productivity with new techniques from our Creative Team.

Meet space:
visit advintateam.com/webinars for more info.

Creative

Webinar

Feb 14th

10 am
B.4 Executive style
B.4.1 Overview

With the aim of creating a more informal attitude for Adevinta, we have a range of graphic resources for the brand that allow it to express itself in a fresher, more dynamic way.

When used appropriately, these allow us to express our values, stay aligned with our internal audience and project a coherent brand image.

Summary of elements:
- Logo
- Typeface
- Colors
- Gradient
- Geometric shapes

Our corporate typeface is Roboto.
B.4.2

The visual system is applicable to all communications.

It is based on certain design and size considerations.

**Margin:**
The margin will always be 5% of the longest side of the piece.

**Text:**
The text will be at the discretion of the designer. It must be borne in mind that Adevinta speaks with a strong voice, without going over the top.

The texts can be placed in the pink areas to create a wide variety of pieces.

**Logo:**
It can be applied in two sizes. In the same size as the headings, or 75% of the size of the first capital letter of the heading.
These guidelines can be used effectively for any type of format or media to ensure the consistency and effectiveness of the brand.
B.4.3 Construction of geometric shapes

The concept of serendipities can also be applied using geometric shapes placed at angles.

In this case, they are created using two shapes – either the same or different ones.

Rounded shapes and angles can be combined to create more dynamic compositions, also using the brand's secondary colors.
B.4.4 Color of geometric shapes

Unlike the geometric shapes used for internal audiences, in the case of executive audiences they may only be used in the main brand color.
Example of how to use geometric shapes in a piece.

Remember that Adevinta speaks with a strong voice, without going over the top.

Following this rule, geometric shapes can be used generously, but without covering the majority of the surface of the piece.
B.4.6 Gradient

Pantone 286c
C100 M80 Y0 K0
R41 G0 B210
HTML #2900d2

90º angle
Position 36%
B.4.6 Gradient

Example of how the piece would look with all the elements in place.
B.4.7

These images give examples of the visual system applied to communication materials for an executive audiences.

Examples

Anatomy of a Marketplace.

Creating perfect matches in the world’s most trusted marketplaces.
B.5 Expressive style
B.5.1

With the aim of creating a more informal attitude for Adevinta, we have a range of graphic resources for the brand that allow it to express itself in a fresher, more dynamic way.

When used appropriately, these allow us to express our values, stay aligned with our internal audience and project a coherent brand image.

Summary of elements:
- Logo
- Typeface
- Colors
- Photography
- Geometric shapes

Our corporate typeface is Roboto.
B.5.2 Layout

The visual system is applicable to all communications.

It is based on certain design and size considerations.

**Margin:**
The margin will always be 5% of the longest side of the piece.

**Text:**
The text will be at the discretion of the designer. It must be borne in mind that Adevinta speaks with a strong voice, without going over the top.

The texts can be placed in the pink areas to create a wide variety of pieces.

**Logo:**
It can be applied in two sizes. In the same size as the headings, or 75% of the size of the first capital letter of the heading.
These guidelines can be used effectively for any type of format or media to ensure the consistency and effectiveness of the brand.
B.5.3 Background colors

Sugarcotton
Pantone 7429c
C0 M35 Y5 K0
R236 G179 B199
HTML #ecb3c7

Sky
Pantone 2975c
C40 M0 Y0 K0
R189 G226 B234
HTML #bde2ea

Wiggins
Pantone 141c
C0 M25 Y75 K0
R255 G214 B132
HTML #ffd684

Jungle
Pantone 2404c
C35 M10 Y40 K0
R145 G180 B149
HTML #91b495

Kiwi
Pantone 379c
C20 M0 Y65 K0
R226 G235 B120
HTML #e2eb78

Surfer
Pantone 429c
C20 M20 Y20 K20
R162 G170 B173
HTML #a2aaad

Lavender
Pantone 2705c
C50 M30 Y0 K0
R167 G164 B224
HTML #a69af7
B.5.4 Photography
B.5.5 Construction of geometric shapes

The concept of serendipity can also be applied using geometric shapes placed at angles.

In this case, they are created using two shapes – either the same or different ones.

Rounded shapes and angles can be combined to create more dynamic compositions, also using the brand’s secondary colors.
B.5.6

Color of geometric shapes

The concept of serendipity can also be applied using geometric shapes placed at angles.

In this case, they are created using two shapes – either the same or different ones.

Rounded shapes and angles can be combined to create more dynamic compositions, also using the brand’s secondary colors.
Hello world

Adevinta operates digital marketplaces in 16 countries in Europe, Latin America and North Africa.

Anatomy of a Marketplace.

Examples

Landing

Anatomy of a Marketplace.

Poster

B.5.8 Examples

These images give examples of the visual system applied to communication materials for expressive audiences.
Visual identity

C. Print applications
C.1 Stationery
C.1.1 Business card

Measurements
85x55mm

Name Longname
Position
+00 000 00 000
name@adevinta.com
adevinta.com
C.1.2

Letterhead

Measurements

210x297mm

Adevinta

Dear sir/madam


Kind Regards,

Peter

Adevinta Brand Book
C.1.3

Envelopes 215x110

Measurements
215x110mm
C.1.4

Envelopes 228x325

Measurements
228x325mm
C.1.5

Folder

Measurements

Open:
426x303mm

Closed:
213x303mm
C.2 Merchandising
Stickers

Adevinta
C.2.1 Stickers
C.2.2 Notebook

Measurements

**Cover:**
286,8x220mm

**Closed:**
1430x220mm
C.2.2 Notebook Covers

Covers

Adevinta Brand Book
“When the whole world is silent, even one voice becomes powerful.”
Malala Yousafzai

“Words may show a man’s wit, but actions his meaning.”
Benjamin Franklin
C.3 Communications
C.3.1 Rollups

Measurements

One:
600x1800mm

Two:
700x1800mm
Visual identity

D. Digital applications
D.1 Mail signature
D.1.1 Mail signature

Name Longname
Position
+44 0000 00 0000
nlongname@adevinta.com

Adevinta
www.adevinta.com

Typography: Roboto bold
14px
Color: #2900d2

Typography: Roboto bold
14px
Color: #333333

Typography: Roboto Regular/Normal
14px
Color: #333333
D.1.1 Mail signature

Local brand + Adevinta

Typography: Roboto bold
Color: #333333

Name Longname
Position
+44 0000 00 0000
nlongname@adevinta.com

Typography: Roboto
Regular/Normal
14px
Color: #565655

Height: 39px
Width: 150px

Adevinta

Height: 39px
Width: 11,5px

Visual identity > Visual system > Digital applications > Mail signature
D.2 Presentation templates
D.2. Presentation templates

Adevinta Brand Book

Key Leboncoin highlights

- Leading generalist marketplace site in France
- Deep vertical position
- Solid growth and margin profile benefiting
  From clear #1 positions across verticals
- Advanced data driven offerings for customers

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla
vehicula arcu vel diam luctus rhoncus. Donec non
porta est vel, lacinia

Continually increasing monetisation with a focus on
moving along the value chain

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nulla
vehicula arcu vel diam luctus rhoncus. Donec non
porta est vel, lacinia
D.3 Newsletter
D.3.1 General newsletter

Happy Monday,
Marketplaces teams!

Feb 25
2020

Life is all about change – as we well know!

It’s about discovering your own path. Making decisions. Following folks who can lead.
Always moving forward.
Today marks a new beginning for our company. We have an open window to new possibilities, with a new brand where we all belong, and which belongs to all of us.

A name to be part of

On its own, the word Adevinta doesn’t have much meaning yet. We fill it with life and purpose – ever time, our story will color Adevinta with meaning.
The word is inspired by our purpose. It originates from the ideas of advancement and new beginnings. We are always moving forward, always looking into the future.
It’s a name for everybody: simple and easy to pronounce in our many languages, distinctive and attractive. A name to remember and to be part of.
D.3.3

Executive updates newsletter

Message from Firstname Lastname

Join title

Dear team,


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vehicula scelerisque sapien, vel bibendum tortor imperdiet ac. Fusce nec imperdiet sem, et finibus quam. In non convallis eros.
D.3.4 Internal team newsletter

Message from....

Chameleon Team

Dear [Name],

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vehicula scelerisque sapien, vel bibendum tortor imperdiet ac. Fusce nec imperdiet sem, et finibus quam. In non vestibulum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vehicula scelerisque sapien, vel bibendum tortor imperdiet ac. Fusce nec imperdiet sem, et finibus quam. In non vestibulum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vehicula scelerisque sapien, vel bibendum tortor imperdiet ac. Fusce nec imperdiet sem, et finibus quam. In non vestibulum,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer vehicula scelerisque sapien, vel bibendum tortor imperdiet ac. Fusce nec imperdiet sem, et finibus quam. In non vestibulum,