



Work  
**Without Boundaries**

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**01.**

**About Us**

# About Us

Adeva is a global talent network that connects organizations with distributed tech talent across the world. Using a community-driven approach, we engage some of the brightest talents in the industry, enabling organizations to onboard skilled talent within 1 week.

Hundreds of companies like Hopin, IQVIA, Imgur, Slice, and Johnson & Johnson work with Adeva to scale their engineering teams quickly and effectively. With 250% YOY growth, Adeva is changing the way work works.

Adeva is on a mission to enable work without boundaries for 1 million people across the globe by 2030.

02.

Our Logo

## Our Logo

Our logo represents our diverse members working from different parts of the world, yet connected through Adeva's network. We are very proud of it and we require that you follow these guidelines to ensure it always looks its best.

Our logo is the combination of a simple and modern wordmark with the icon.

When the primary logo doesn't fit your composition, use the vertical lockup.

PRIMARY LOGO



SECONDARY LOGO



ICON



## Logo color variations

It's important to consider the different ways to use our logo. The full-color logos should be used only on white, black, or dark blue backgrounds.

Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.

The main rule for choosing the right logo version to put over a background is contrast. The logo must be clearly readable.



On black or dark blue backgrounds, use our full-color logo with white text.



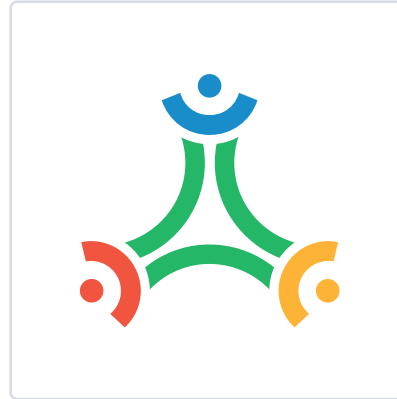
On other darker-colored backgrounds, use our white logo.



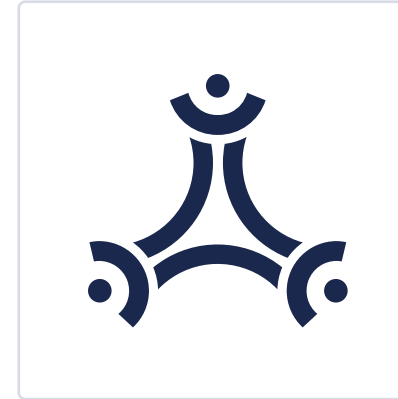
Printing one color? Use our *Regal Blue* logo.

## Icon

In cases when the Adeva brand has already been established, we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



On light backgrounds, use our full-color icon.



Printing one color? Use our *Regal Blue* icon.



On darker colored backgrounds, please use our colored icon most of the time.



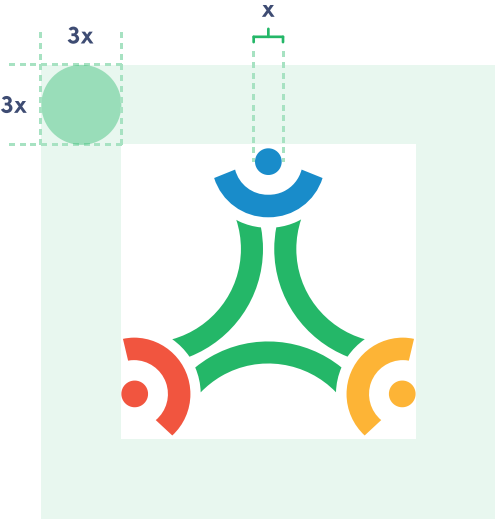
Use the one-color icon on photographs and color backgrounds within the Adeva color palette.



# Logo clear space

All forms of the Adeva logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

The icon's exclusion zone is equal to three times the size of the circle.



## Incorrect Logo applications

The logo may not be altered outside of the visual identity guidelines. It is to be clearly displayed on both print and web usages.

Do not stretch the logo. Maintain the proper clear space and align the logo appropriately with the medium.



The logo should never be altered in color outside of its color scheme.



The logo should never be placed in a container shape.



Add an outline to the logo or display the logo as an outline.



Change the logo's orientation or rotation.



Disproportionately scale or resize the logo.



Add special effects to the logo.

03.

# Color Palette

# Color system

Consistent use of these colors will contribute to the cohesive and harmonious look of the Adeva brand identity across all relevant media. Check with your designer or printer when using the corporate colors so that they will always be consistent.

## PRIMARY COLOR



### Regal Blue

HEX #1A284D  
RGB 26, 40, 77  
CMYK 98, 88, 41, 40

## SECONDARY COLORS



### Curious Blue

HEX #198CCA  
RGB 25, 140, 202  
CMYK 79, 34, 1, 0



### Jungle Green

HEX #24B768  
RGB 36, 183, 104  
CMYK 76, 0, 81, 0



### Flamingo

HEX #F1553F  
RGB 241, 85, 63  
CMYK 0, 82, 80, 0



### Supernova

HEX #FDB436  
RGB 253, 180, 54  
CMYK 0, 33, 89, 0

04.

# Typography

# Primary font

Poppins is the primary typeface in our system and its large distinctive capital letters are there to grab attention. Its main use is headlining.

## POPPINS BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890!@#\$%**

## POPPINS SEMIBOLD

**Aa Bb Cc Dd Ee Ff Gg  
1234567890**

## POPPINS REGULAR

Aa Bb Cc Dd Ee Ff Gg  
1234567890

## Secondary Font

Muli is the secondary typeface in our system and is used to complement and contrast utilizing various weights. Its main use is body copy.

### MULI BOLD

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy  
Zz 1234567890!@#\$%

### MULI SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg  
1234567890

### MULI SEMIBOLD

Aa Bb Cc Dd Ee Ff Gg  
1234567890

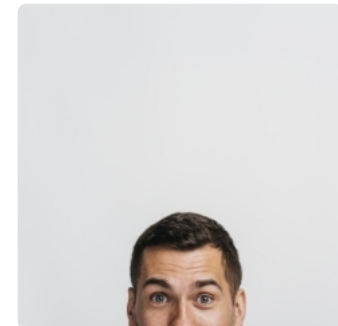
05.

# Photography



# Photography

At Adeva we prefer to use bright, bold photography that conveys optimism, humanity, and authenticity.





# A better way to hire developers.

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Adeva Brand Guidelines

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## ADDRESS

### New York

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## CONTACT

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