
Adalert

Visual identity

Logo



Logo

Typography and
colours

Social media

Mark of recognition

Mark of shame

Banners

Guerilla media

Logo



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Logo with web address



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Typography and colours

Headlines

Roboto Bold
AaBbCc123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Bodycopy

Roboto Regular
AaBbCc123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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AdAlert deep orange

HEX: #FF2D00

RGB: 255, 45, 0

CMYK: 0, 90, 80, 0

Used for:

Graphics

Headline

Backgrounds



Propastop blue

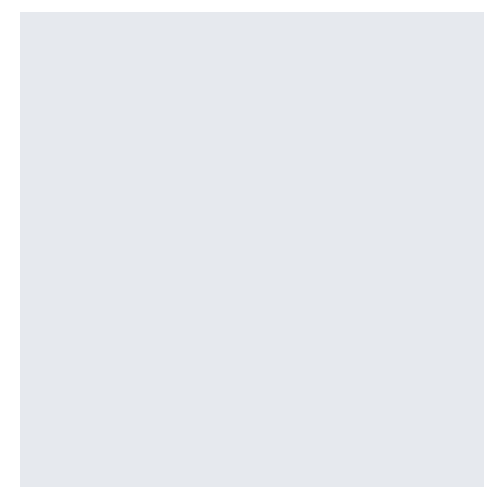
HEX: #18375E

RGB: 24, 55, 94

CMYK: 91, 57, 30, 19

Graphics

Bodycopy



Background colour

HEX: #E6E9EE

RGB: 230, 233, 239

CMYK: 4, 0, 0, 4

Backgrounds

Social media



Facebook profile avatar

Facebook post



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Facebook cover image



Mark of recognition (Eng)

**Our company
does not adver-
tise in hostile
propaganda
channels**



propastop.org/adalert



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Mark of recognition (Est)

**Meie firma ei
avalda reklaami
vaenulikes
propaganda-
kanalites**



propastop.org/adalert



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Mark of recognition (Rus)

**Наша фирма
не размещает
рекламу на
враждебный
каналах**



propastop.org/adalert



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Mark of recognition (Lit)

**Mūsų įmonė
nesireklamuoja
priešiškos
propagandos
kanaluose**



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adalert

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Mark of recognition (Lat)

**Mūsu ģimone
nesireklamuoja
priešiškos
propagandos
kanaluose**



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Mark of shame (Eng)

**This company
advertises on
hostile propa-
ganda channels**

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Mark of shame

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Mark of shame (Est)

**See ettevõtte
avaldab reklaami
vaenulikes
propaganda-
kanalites**

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Mark of shame (Rus)

**Эта фирма
рекламируется
на враждебных
каналах**

propastop.org/adalert



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Mark of shame (Lit)

Ši įmonė
reklamuoja
priešiškos
propagandos
kanaluose

propastop.org/adalert



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Mark of shame (Lat)

**Ši įmonė
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propagandos
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Tape fragment



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