

# Adalert



## Visual identity

# Logo



**adalert**

Logo

Typography and  
colours

Social media

Mark of recognition

Mark of shame

Banners

Guerilla media

# Logo



**adalert**

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# Logo with web address



**adalert**  
[propastop.org/adalert](http://propastop.org/adalert)

Logo

Typography and  
colours

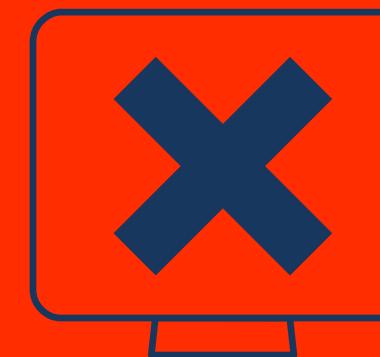
Social media

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**adalert**  
[propastop.org/adalert](http://propastop.org/adalert)

# Typography and colours

Headlines

**Roboto Bold**

**AaBbCc123456789**

**ABCDEFGHIJKLMNPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Bodycopy

**Roboto Regular**

**AaBbCc123456789**

**ABCDEFGHIJKLMNPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

Logo

**Typography and  
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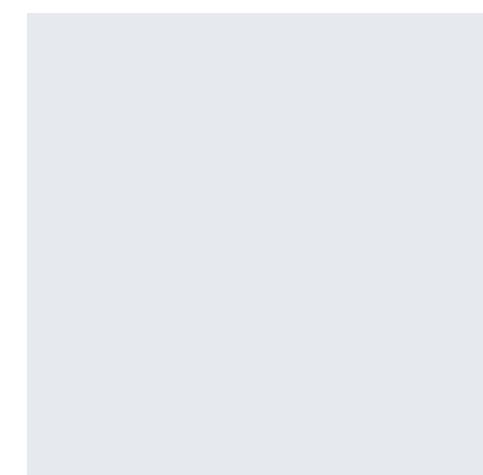
**AdAlert deep orange**  
HEX: #FF2D00  
RGB: 255, 45, 0  
CMYK: 0, 90, 80, 0

**Used for:**  
Graphics  
Headline  
Backgrounds



**Propastop blue**  
HEX: #18375E  
RGB: 24, 55, 94  
CMYK: 91, 57, 30, 19

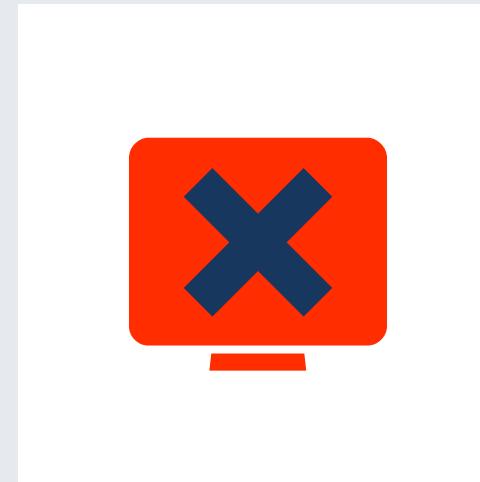
Graphics  
Bodycopy



**Background colour**  
HEX: #E6E9EE  
RGB: 230, 233, 239  
CMYK: 4, 0, 0, 4

Backgrounds

# Social media



Facebook profile avatar



Facebook post

**Stop  
feeding  
hostile  
media!**

[propastop.org/adalert](http://propastop.org/adalert)



**Stop funding  
hostile media!**

[propastop.org/adalert](http://propastop.org/adalert)



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Facebook cover image

# Mark of recognition (Eng)

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

[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of recognition (Est)

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

[propastop.org/adalert](http://propastop.org/adalert)



Logo

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# Mark of recognition (Rus)

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

[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of recognition (Lit)

**Mūsų įmonė  
nesireklamuoja  
priešiškos  
propagandos  
kanaluose**

[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of recognition (Lat)

**Mūsų įmonė  
nesireklamuoja  
priešiškos  
propagandos  
kanaluose**

[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of shame (Eng)

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

[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of shame (Est)

**See ettevõte  
avaldab reklami  
vaenulikes  
propaganda-  
kanalites**  
[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of shame (Rus)

**Эта фирма  
рекламируется  
на враждебных  
каналах**

[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of shame (Lit)

**Ši įmonė  
reklamuojasi  
priešiškos  
propagandos  
kanaluose**  
[propastop.org/adalert](http://propastop.org/adalert)



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# Mark of shame (Lat)

**Ši įmonė  
reklamuojasi  
priešiškos  
propagandos  
kanaluose**  
[propastop.org/adalert](http://propastop.org/adalert)



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# Banners

Logo

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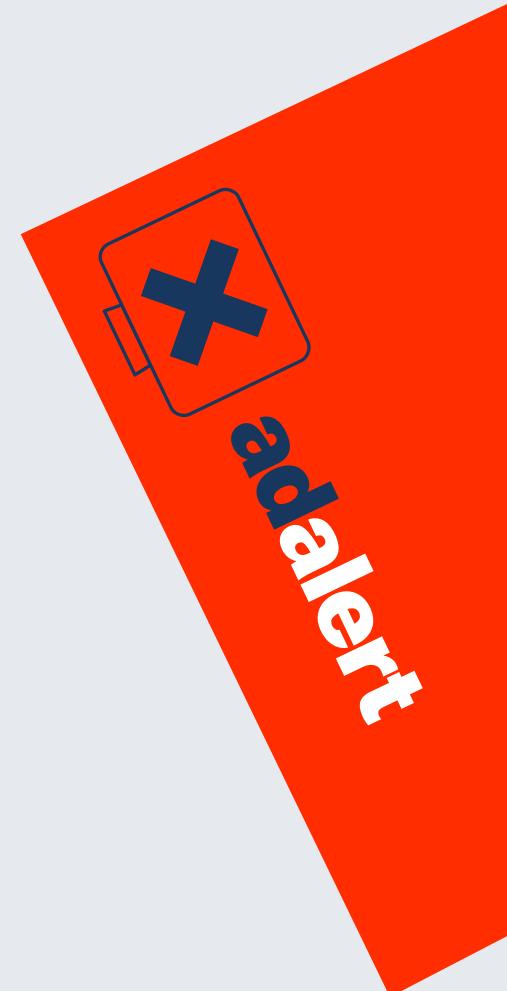
Social media

Mark of recognition

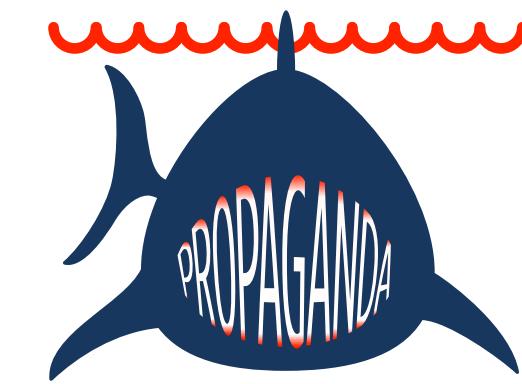
Mark of shame

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**Stop funding  
hostile media!**  
[propastop.org/adalert](http://propastop.org/adalert)



**Caution!  
Risk of suppor-  
ting hatred**  
[propastop.org/adalert](http://propastop.org/adalert)

# Banners

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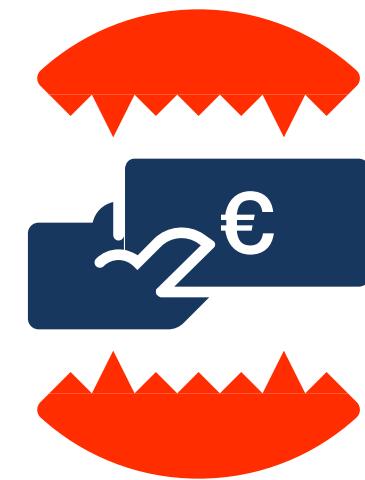
Social media

Mark of recognition

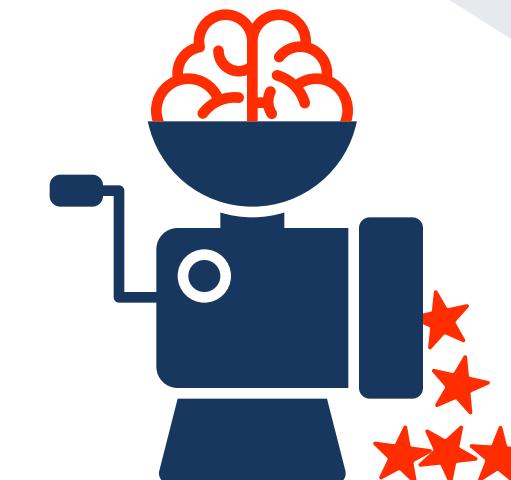
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**Stop feeding  
hostile media!**  
[propastop.org/adalert](http://propastop.org/adalert)



**Stop funding  
hostile propa-  
ganda!**  
[propastop.org/adalert](http://propastop.org/adalert)

# Banners

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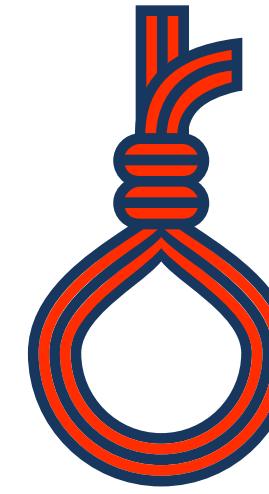
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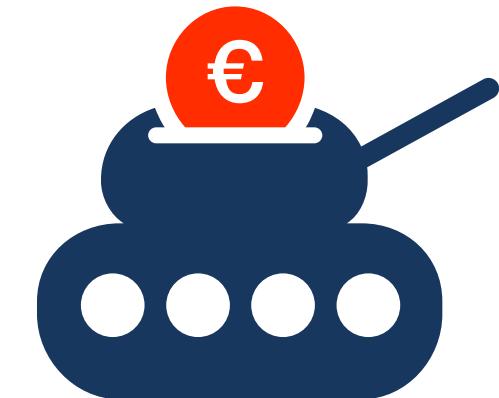
**Don't help hostile  
propaganda to  
strangle!**  
[propastop.org/adalert](http://propastop.org/adalert)



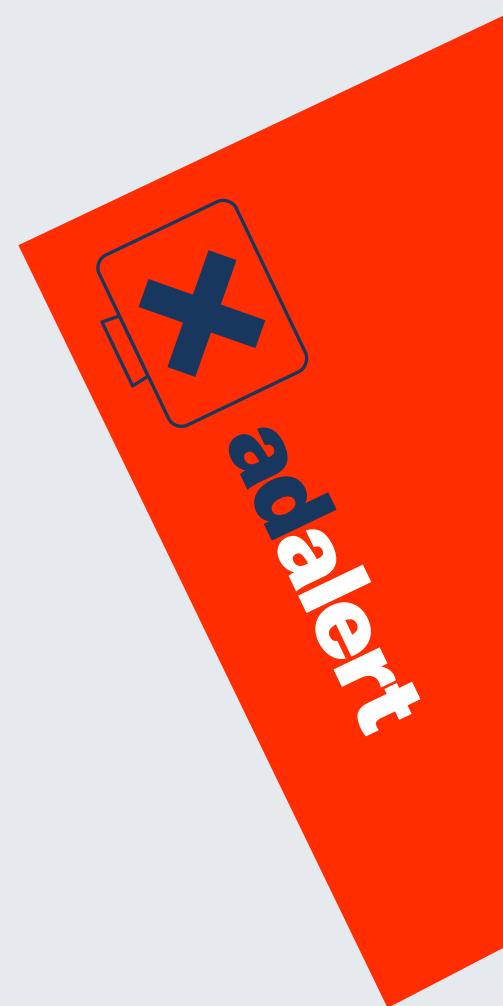
**Don't let your ad  
budget fund Kremlin  
propaganda!**  
[propastop.org/adalert](http://propastop.org/adalert)

# Banners

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**Don't let your ad budget fund war propaganda!**  
[propastop.org/adalert](http://propastop.org/adalert)



**Advertising in hostile propaganda channels funds Putin's war**  
[propastop.org/adalert](http://propastop.org/adalert)

# Guerilla media



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