

adkorly

The agentic layer for all media buying.

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A quick guide to the do's and don'ts of the Adkorly identity. Everything you need to build consistent, premium brand assets across product, web and decks.

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01 · BRAND AT A GLANCE

Sharp, calm, built for scale.

PERSONALITY

Premium and precise. Adkorly is an operator's tool: confident, uncluttered and quietly powerful. No noise, no gimmicks.

THE MARK

Three descending bars: campaign, ad set, creative. A stack that builds downward, mirroring how work flows through every ad platform we run.

SIGNATURE COLOR

A warm coral ramp signals energy and urgency, the pulse of performance marketing, while staying sophisticated against deep ink and generous space.

NAME

Written **Adkorly** in sentences, always **adkorly** in the wordmark. Never "AdKorly", "ADKORLY" or the old name "adkory".

02 · LOGO SUITE

Logo suite

The Adkorly identity has three assets: the primary lockup, the stack icon and the standalone wordmark. The stack always sits to the left of the wordmark, optically centered to its height.



PRIMARY LOCKUP
Default, use everywhere



STACK ICON
App, favicon, avatar

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WORDMARK
Body, footers, legal, when the mark is already present

03 · CONSTRUCTION

Built on a ramp

The three bars descend in both length and tone. Brightest coral on top, stepping to the lightest tint at the base. Bars are equal height with equal gaps; lengths step at 100% / 71% / 42%, with a 3-unit corner radius on a 10-unit bar.



48 · 34 · 20 units

Coral 500 #FF4A2E · top bar, dominant brand color

Coral 400 #FF7A5C · middle bar

Coral 200 #FFB5A3 · base bar

03 · LOGO COLOR

Four ways to wear it

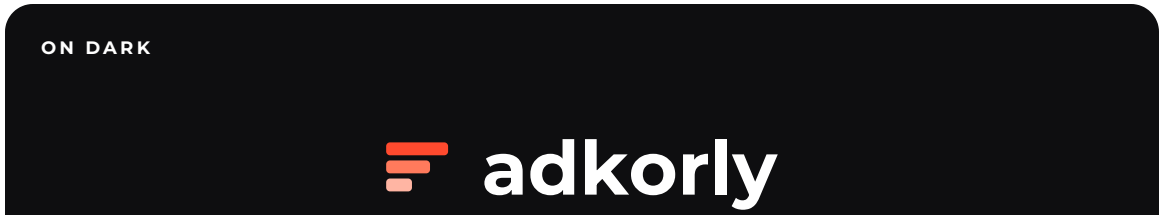
Lead with the coral ramp on light or dark. For single-color contexts, print, stamps or reversed out on imagery, use the solid black or solid white lockup. No tints, no greys.

ON LIGHT



Wordmark in near-black #111111. Coral ramp unchanged.

ON DARK



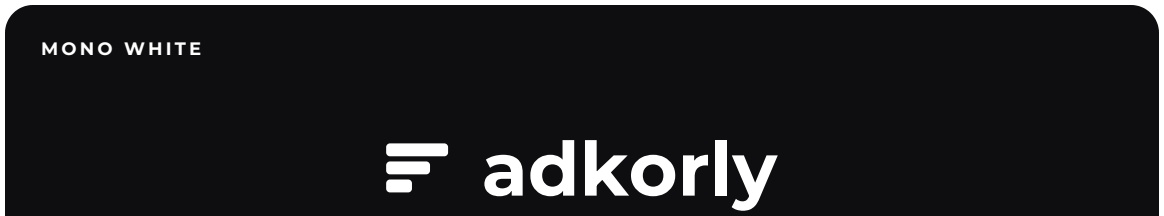
Wordmark in white. Coral ramp unchanged.

MONO BLACK



Solid black. One-color print and stamped docs.

MONO WHITE



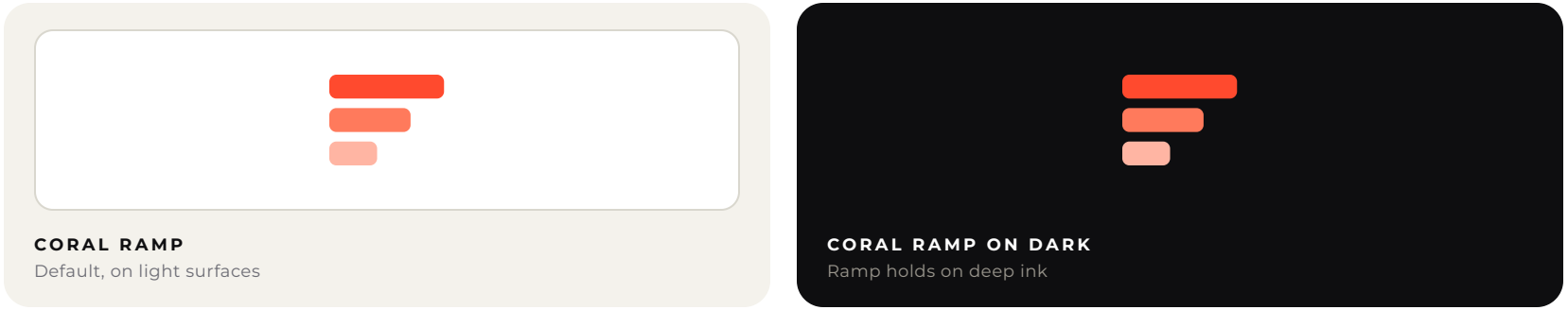
Solid white. Reversed out on photos or dark fills.

04 · ICON USAGE

The bars, on their own

The stack works as a standalone icon once the brand is established, for example a favicon, app icon, avatar or loading state. Lead with the coral ramp. On busy or single-color surfaces, switch to **solid black** or **solid white**, whichever holds contrast.

Always keep the descending, unequal lengths. Never stack the bars equal, and never separate them.



CORAL RAMP
Default, on light surfaces

CORAL RAMP ON DARK
Ramp holds on deep ink



SOLID BLACK
Single-color light backgrounds

SOLID WHITE
Single-color dark backgrounds



ON BRAND CORAL
Use solid white. Never the ramp on coral.

05 · LOGO MISUSE

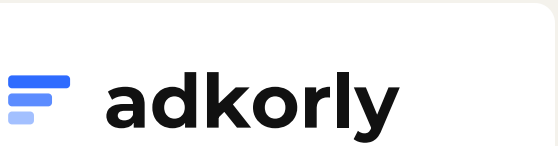
Don't do this

The mark's strength is its restraint. Keep the bars **descending and unequal**. Equal bars read as a menu icon, and angled bars drift toward sportswear marks. Never recolor, restyle or add effects.

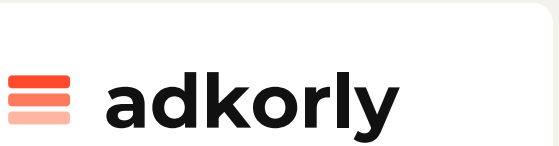
× Don't stretch or distort



× Don't recolor the ramp



× Don't make the bars equal length



× Don't angle the bars



× Don't add shadows or effects



× Don't change the wordmark font



06 · CLEAR SPACE

Give it room

Keep clear space around the lockup equal to the height of the stack icon. Call it **X**. Keep this margin on all sides as the logo is resized. The minimum sizes below keep the bars distinct.

CLEAR SPACE · X EQUALS THE STACK HEIGHT



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MIN DIGITAL
120px wide / 24px tall

MIN ICON
16px favicon

07 · COLOR PALETTE

Color

The coral ramp is the heart of the system. Coral 500 leads, with two tints for depth and data. Ink and cream carry the surfaces; deep coral is reserved for hovers and pressed states.

Coral 500
#FF4A2E
R255 G74 B46
Dominant · links · buttons

Coral 400
#FF7A5C
R255 G122 B92
Secondary · charts

Coral 200
#FFB5A3
R255 G181 B163
Tint · backgrounds

Deep Coral
#C7351E
R199 G53 B30
Hover · pressed

Ink
#0E0E10
R14 G14 B16
Text · dark surfaces

Cream
#F4F2EC
R244 G242 B236
Light surfaces

Gray
#D9D7CE
R217 G215 B206
Borders · dividers

White
#FFFFFF
R255 G255 B255
Base · reversed type

08 · TYPOGRAPHY

One typeface

Adkorly runs on a single family, **Montserrat**, across headlines, UI and body. A modern geometric sans that's clean, neutral and freely available. When Montserrat isn't supported, fall back to Inter, then system sans-serif.

The wordmark is drawn artwork. Always use the logo files, never type it out.

Aa

Montserrat · Geometric Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 €$%&@

Regular	Medium	SemiBold	Bold	ExtraBold
400 · body	500 · UI	600 · labels	700 · headlines	800 · display

09 · TYPE IN USE

Hierarchy

A simple scale keeps everything legible. Display in ExtraBold and headlines in Bold, with tight tracking; body in Regular at comfortable leading. Eyebrows go uppercase in SemiBold with wide tracking and coral fill.

Copy is playful, short, to the point and smart. No em dashes.

EYEBROW · SEMIBOLD 600

Launch 100 creatives in one drag.

Sub-headline in Medium for supporting context.

This is body copy in Montserrat Regular. Build your campaign structure, drag in a zip of creatives tied to each ad set, and Adkorly unpacks them and pushes them to the platform, fair-queued across every customer.

Fine print and captions in Regular at 13px on screen.

10 · MOTION

The bars move

The stack is built for motion. Three signature behaviors for loaders, transitions and brand moments. Keep motion quick and eased, 200 to 400ms; never bounce or spin.



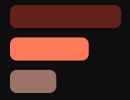
STAGGER-IN

Bars slide out left to right, top first. Logo reveal and page loads.



EQUALIZER

Bar lengths pulse like a level meter. Loading and processing states.



RIPPLE

Opacity cascades down the stack. Subtle idle and ambient states.

11 · ASSET KIT

The kit

Every lockup ships as scalable SVG, plus PNG at 400, 800 and 1600px. Ready to drop into product, web, decks and app stores.



Primary lockup, on dark
adkorly-primary-on-dark-transparent.svg



Primary lockup, on light
adkorly-primary-on-light-transparent.svg



Primary lockup, mono black
adkorly-primary-black.svg



Primary lockup, mono white
adkorly-primary-white.svg



Stack icon, dark tile
PNG 512 · app, favicon, avatar



Stack mark, coral ramp
PNG 512 · standalone, tonal

TYPEFACE
Montserrat · 400 / 500 / 600 / 700 / 800 · fonts.google.com/specimen/Montserrat



Build boldly.

Questions on using the Adkorly brand, or need an asset that isn't here? Say hi before you ship: hi@adkorly.com