AdaCore | Build Software that Matters

Brand Guidelines

Contents

The Guidelines & How To Use Them 3

Our Brand

Permitted Usage of the AdaCore Logo 4

Permitted Variations of the AdaCore Logo 5

Brand Colours 8

Corporate Typeface 9

Alternative/Digital Typeface 10

AdaCore Image Use 11

Branded Letterhead 16

Branded Business Card 17

Our Sub Brands

SPARK PRO Logo 19

GNAT PRO Logo 20

GNAT PRO and GNAT Pro Family Logos 21

GNAT DYNAMIC ANALYSIS SUITE Logo 22

CODESONAR® Logos 23

Additional AdaCore logos 24

Iconography 29

Sample Digital Styles 30

Advertising 31

The guidelines & how to use them

These guidelines are intended to introduce you to the AdaCore corporate identity to establish the use of the logo across a variety of applications.

The corporate identity must remain consistent at all times, thereby capitalising on our overall visual identity.

It is therefore vitally important that you refer to this manual whenever you have marketing or design decisions to make. Achieving a consistently strong brand image will create optimum benefit through the marketing spectrum and contribute to the overall success of AdaCore.

In all cases, whenever a new creative piece is being designed locally, Marketing must approve the new design concepts to ensure the corporate identity is adhered to.

Key elements

The following pages introduce the logo, how it is used, and the elements that work with it, to give the AdaCore brand its voice.

The new branding has been designed to give a contemporary image to AdaCore, to maintain a consistent and credible corporate image, the accompanying guidelines must be adhered to.

AdaCore logo

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text. A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity. To ensure good visibility, the logo should never be depicted less than 23mm or 130 pixels wide.

There is no upper size limit.

Master Logo





23mm / 87px

Permitted usage of the AdaCore logo

The primary logo of the company is pictured here in its only permitted formats.

The logo may be used on a variety of coloured backgrounds but dark or black backgrounds should be avoided wherever possible.

In advertisements or other media or materials that, for example, require a monochrome logo for economic reasons, the 100K version of the logo should be used primarily.

The white version is for use on dark backgrounds.

Only pre-set logos may be used and apart from sizing may not be modified.

AdaCore AdaCore





⊗ DO NOT

AdaCore

Do not distort the logo

AdaCore

Do not change the colour
(only pre-set logo variations are permitted)

AdaCore

Do not add border/
outline the logo

AdaCore logo with tagline

When using the AdaCore logo it can also be paired with the company tagline, ‘Build Software that Matters’ as per the example here.

The combined logo can be used in the orginal AdaCore blue format or reversed to work on a dark background.



AdaCore Avatar

The AdaCore ‘Logo Icon’ is used to create our social media and account profile pictures/avatars, as it works much better in this limited space.

When placing the image make sure to take into account the ‘clear zone’ of the icon.



Brand colours

This is the colour palette used for the reproduction of the logo and wider marketing materials.

It is the designer's discretion to alter the AdaCore colour values from a spot to the correct CMYK breakdown, when required as shown opposite.

Body copy should be primarily 75K. Colour values should be altered to suit the size and application (i.e. titles) to a breakdown of K.

Accent colours may occasionally be used in moderation as deemed appropriate.

AdaCore 'Lovelace' Blue
Logo Primary Colour

PANTONE 2767 C

C 100%
M 81%
Y 0%
K 51%

R 18
G 40
B 76

#12284C

AdaCore Pale Blue
Accent Colour

PANTONE 537 C

C 21%
M 7%
Y 2%
K 3%

R 185
G 198
B 215

#B9C6D7

AdaCore Orange
Accent Colour

PANTONE 1655 C

C 0%
M 78%
Y 94%
K 0%

R 254
G 80
B 0

#FA5000

AdaCore Mid Blue
Secondary Accent Colour

PANTONE 298 C

C 67%
M 2%
Y 0%
K 0%

R 21
G 152
B 203

#1F90BC

Corporate Typeface

The primary font for AdaCore's printed materials is **DM Sans**. DM Sans Bold is the default font for main headings and DM Sans Regular for body text. This should be used across all AdaCore documents.

It can be used in various weights as shown opposite.

The DM Sans font can be downloaded on request from the Google Fonts.

Download here →

DM Sans Black
DM Sans Extra Bold
DM Sans Bold
DM Sans Semibold
DM Sans Medium
DM Sans Regular
DM Sans Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()

Secondary Typeface

The secondary font for AdaCore's materials is **DM Mono**. DM Mono Regular is the default font for sub headings. This should be used across all AdaCore documents.

It can be used in various weights as shown opposite.

The DM Mono font can be downloaded on request from the Google Fonts.

Download here

DM Mono Medium
DM Mono Regular
DM Mono Light

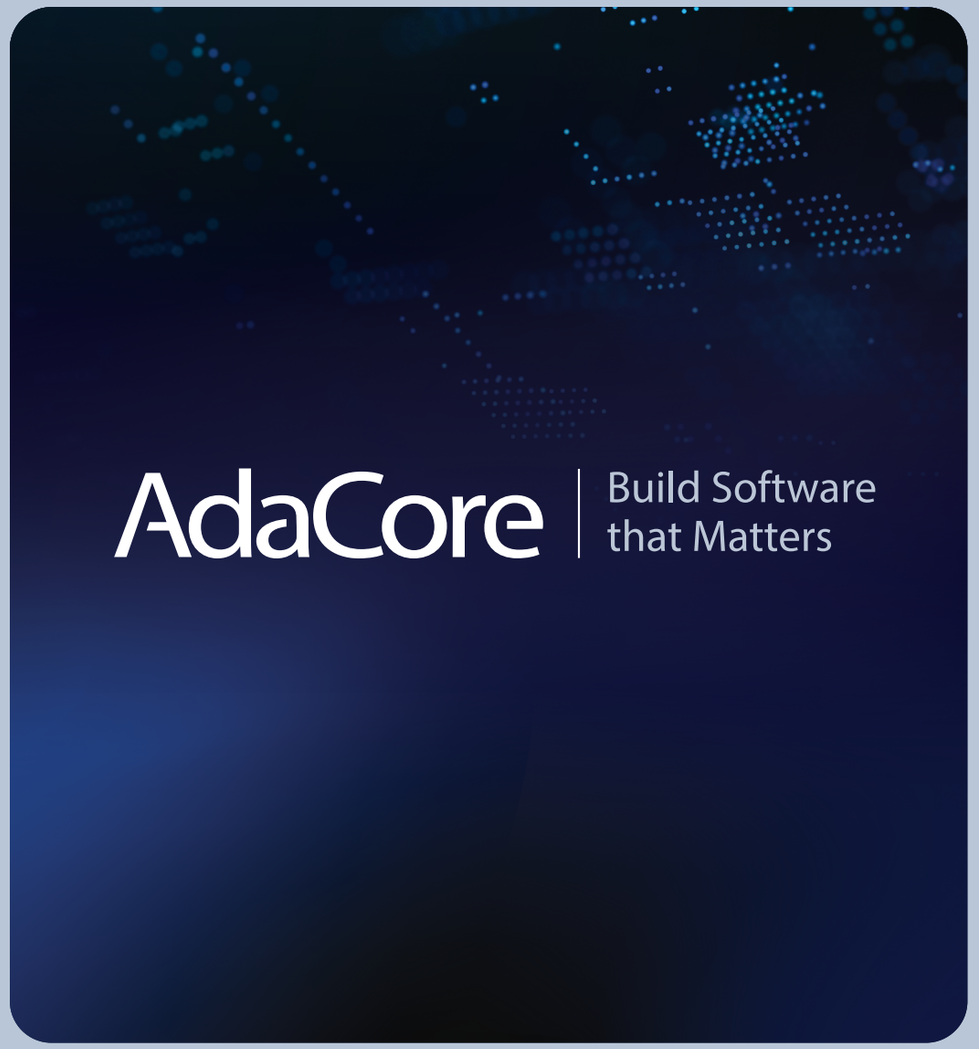
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@£$%^&*()

AdaCore image use

The image opposite is an example chosen to support the AdaCore brand and to enhance branded documents such as brochures and presentations.

The image, shown opposite, is derived from the corporate palette and uses a range of shades of blue to create depth and interest. The white version of the logo should be used over dark blue images.

The ‘AdaCore Lovelace Blue’ setting should be used primarily across all branded materials.



Code Snippets Usage

The snippets opposite are examples provided to support the AdaCore brand and to enhance branded documents such as brochures and presentations.

These snippets, covering Ada, Rust, C/C++, and SPARK, can be used across branded materials wherever a visual representation of code is needed to reinforce AdaCore's technical credibility.

They should be used as supplied, without alteration to colour, style, or formatting, to maintain consistency across all branded materials.



Ada



Rust



C/C++



SPARK

AdaCore image use

The images opposite are examples chosen to support the AdaCore brand and to enhance branded documents such as brochures and presentations.

Each image used is carefully selected to complement the wider AdaCore brand, and is converted into either a duotone image with the colours derived from the corporate palette, as shown opposite top, or with a colour overlay added in Lovelace Blue to allow some of the muted colours to display.

The ‘AdaCore Lovelace Blue’ setting should be used primarily across all branded materials.











Background usage



Gradient background

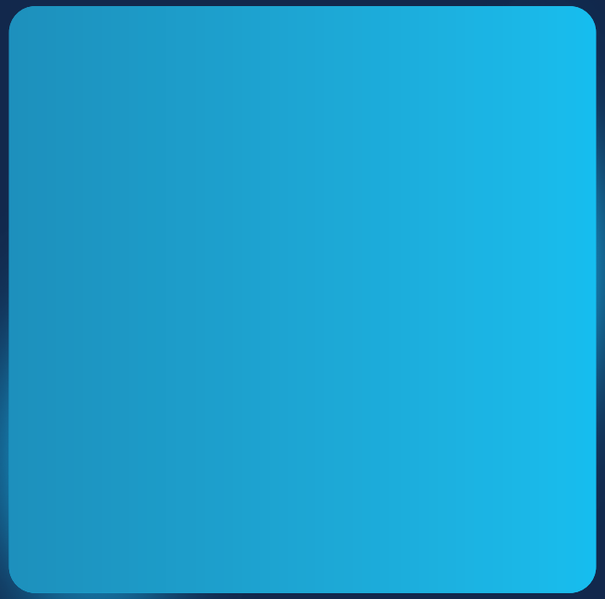


Gradient background with coding overlay
This should be added subtly

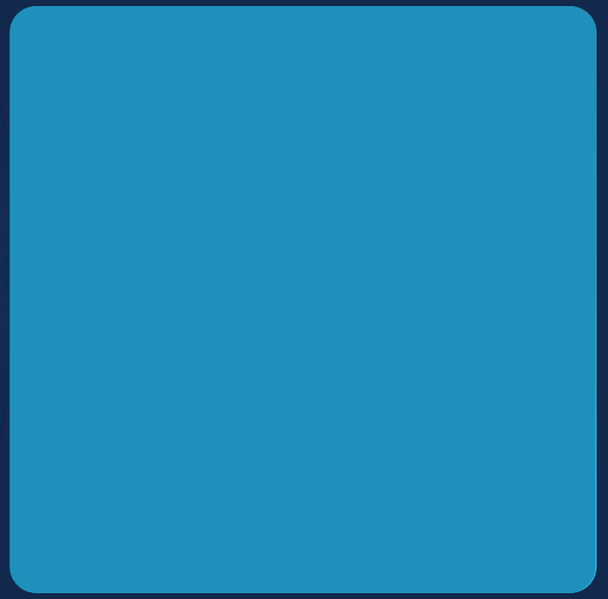


Lighter gradient background with border

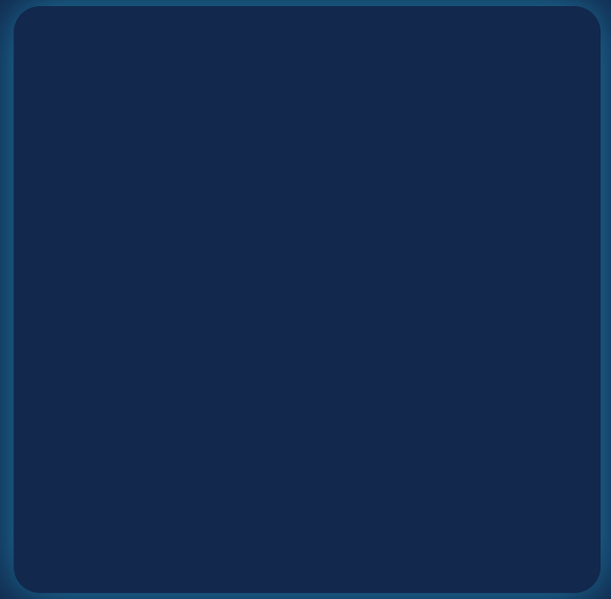
Box panel usage



Gradient background with subtle glow highlights added behind panel



Solid contrasting colour



Solid Blue background with subtle continuous glow

Panels with a curved edge border in contrasting brand colours should be used to highlight areas of interest or to separate topics.

Branded Letterhead

The AdaCore branded letterhead has been designed for use on both commercial and office printers.

Because of the ‘standard set up of a typical office printer, a minimum clear zone of 6mm is set at each edge to avoid clipping when independently printed.

This design accounts for the document clipping and retains a clean, carefully considered appearance.

Versions for New York, UK and Paris are shown opposite.



Branded Business Card

Business cards are to be printed in the corporate colour palette following the guides opposite.

Please note all addresses are to include the country code and country name.

Paper should be 400gsm silk board white.





AdaCore Sub Brands

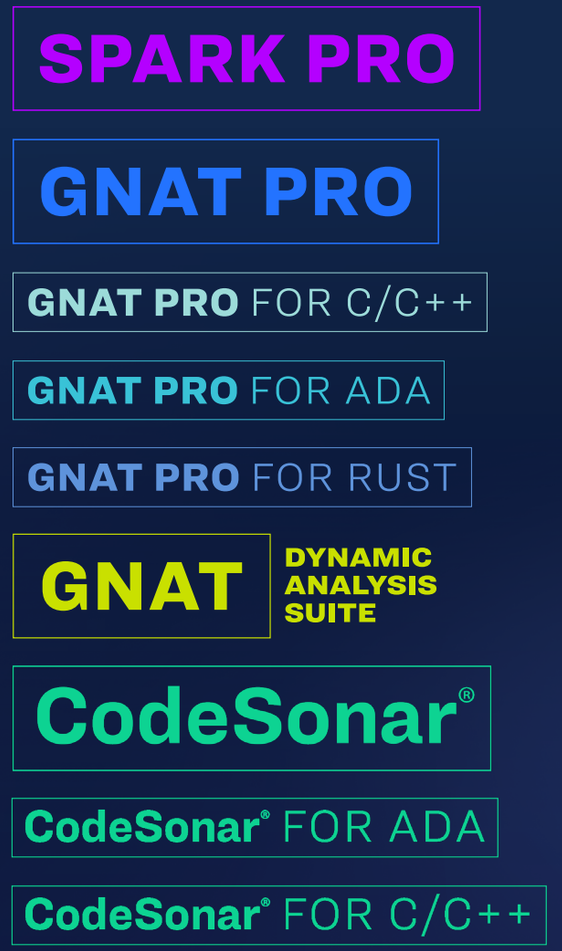
The supplementary logos, here and on the following pages, are associated with each of AdaCore's flagship products. The versions pictured are shown in their only permitted formats. The logos may be used on a variety of coloured backgrounds.

In advertisements or other media or materials that, for example, require a monochrome logo for economic reasons, the 100K version of the logo should be used primarily. The white version is for use on dark backgrounds. Only pre-set logos may be used and apart from sizing may not be modified.

The colours are defined if you would like to tailor a message to a specific product. The AdaCore logo may be paired with any of these colours in addition to the corporate 'Lovelace Blue'.

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text. A minimum clear zone must surround it as shown. The clear zone helps protect the status of the logo and maintain visual clarity.



SPARK PRO

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text.
A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

SPARK PRO logo with box enclosure

SPARK PRO

SPARK PRO Logo - stand alone

SPARK PRO

SPARK PRO Logo - white version

SPARK PRO



SPARK PRO Purple Primary Colour

PANTONE 2592 C

C 40	R 180
M 95%	G 0
Y 0%	B 255
K 0%	

#B400FF

GNAT PRO

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text.
A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

GNAT PRO logo with box enclosure

GNAT PRO

GNAT PRO Logo - minus border

GNAT PRO

GNAT PRO Logo - white version

GNAT PRO



AdaCore Gnat Pro Colour

PANTONE 2727 C

C 77%
M 55%
Y 0%
K 0%

R 35
G 115
B 255

#2373FF

GNAT PRO Family

The proportion of the logotype may never be altered and must always be as opposite.

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A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

GNAT PRO for C/C++ logo with box enclosure

GNAT PRO FOR C/C++

GNAT PRO for RUST logo with box enclosure

GNAT PRO FOR RUST

SPARK PRO for ADA logo with box enclosure

GNAT PRO FOR ADA

GNAT PRO FOR C/C++

PANTONE 324 C

C 35%
M 0%
Y 14%
K 0%

R 156
G 219
B 217

#9CDBD9

GNAT PRO FOR RUST

PANTONE 2381 C

C 61%
M 29%
Y 0%
K 0%

R 94
G 147
B 219

#5E93DB

GNAT PRO FOR ADA

PANTONE 637 C

C 65%
M 0%
Y 15%
K 0%

R 57
G 194
B 215

#3AC2D7

GNAT Dynamic Analysis Suite

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text.
A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

GNAT DAS logo

GNAT DYNAMIC ANALYSIS SUITE

GNAT DAS Logo - white version

GNAT DYNAMIC ANALYSIS SUITE



GNATfuzz

GNATcoverage

GNATtest

GNAT DAS
Logo Primary Colour

PANTONE
382 C

C 15%
M 0%
Y 80%
K 0%

R 201
G 224
B 0

#C9E000

CodeSonar®

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text.
A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

CodeSonar® logo

CodeSonar®

CodeSonar® logo - white version

CodeSonar®

CodeSonar® FOR C/C++

CodeSonar® FOR ADA



CodeSonar®
Logo Primary Colour

PANTONE
2268 C

C 75%
M 0%
Y 50%
K 2%

R 13
G 211
B 146

#0DD392

LEARN.ADACORE.COM

The proportion of the logotype may never be altered and must always be as opposite.

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The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

LEARN.
ADACORE.COM

LEARN.
ADACORE.COM

LEARN.
ADACORE.COM

LEARN.
ADACORE.COM

LEARN.ADACORE.COM colour variations

PANTONE 1655 C

C 0% M 78% Y 94% K 0%

R 254 G 80 B 0

#FA5000

PANTONE 2767 C

C 100% M 81% Y 0% K 51%

R 18 G 40 B 76

#12284C

PANTONE 7648 C

C 22% M 100% Y 0% K 16%

R 155 G 32 B 102

#9B2066

PANTONE 7713 C

C 81% M 0% Y 23% K 0%

R 0 G 130 B 142

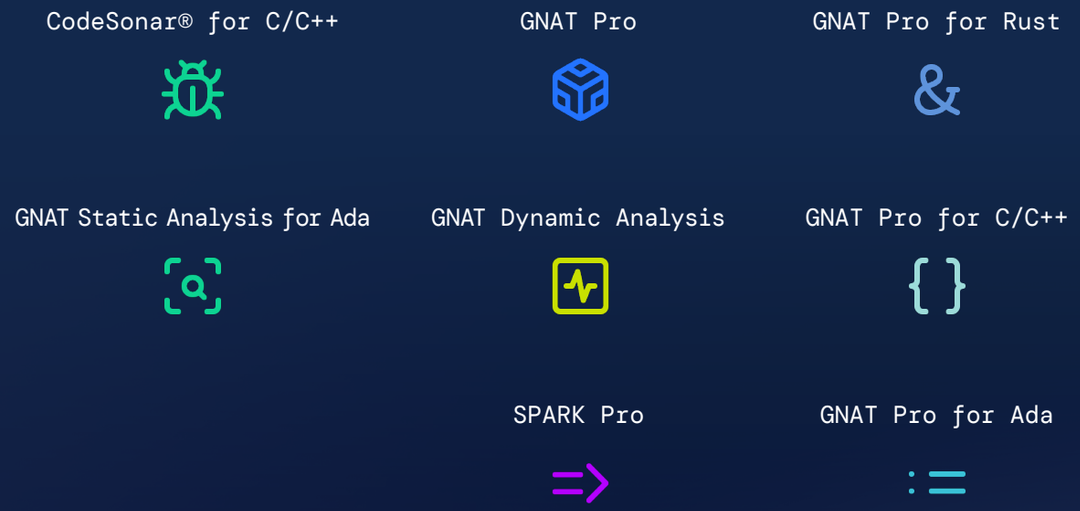
#04848E

Product Logos for Sub-brands

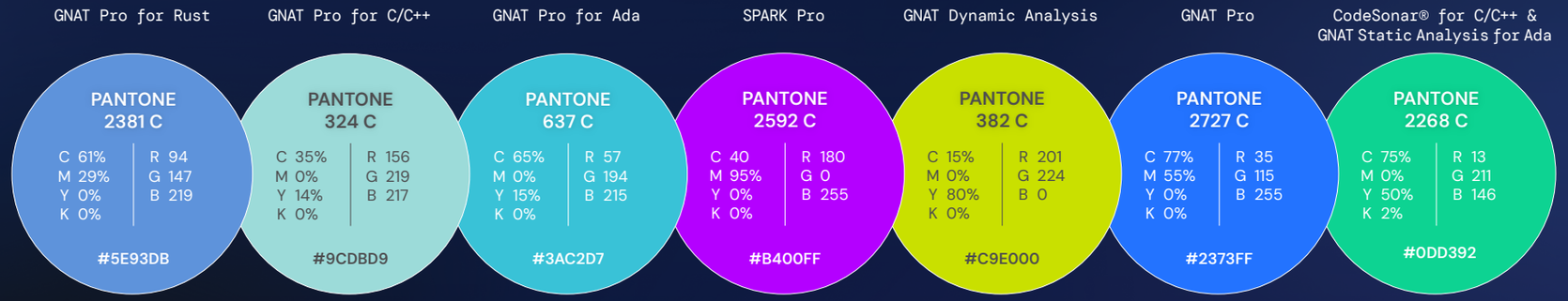
The proportion of each logo may never be altered and must always be as shown opposite.

The logo must be positioned in its own clear space, standing apart from other images and text. A minimum clear zone must surround it as shown. The clear zone helps protect the status of the logo and maintain visual clarity.

Each sub-brand logo is available in four variations: Lovelace Blue on pale blue, white on Lovelace Blue, white on product colour, and product colour on clear. The appropriate variation should be selected based on background colour to maintain contrast and legibility.



Product Logos for Sub-brands colour variations



Product Logos for Training and Mentorship

The proportion of each logo may never be altered and must always be as shown opposite.

The logo must be positioned in its own clear space, standing apart from other images and text. A minimum clear zone must surround it as shown. The clear zone helps protect the status of the logo and maintain visual clarity.

Each sub-brand logo is available in four variations: Lovelace Blue on pale blue, white on Lovelace Blue, white on product colour, and product colour on clear. The appropriate variation should be selected based on background colour to maintain contrast and legibility.

Mentorship



Public Training



Enterprise Training



Training / Mentorship
Logo Primary Colour

PANTONE 2767 C

C 100%
M 81%
Y 0%
K 51%

R 18
G 40
B 76

#12284C

AdaCore Events Logos

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text. A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

AdaCore
TECH DAY

AdaCore
WEBINAR

Tech Day / Webinar
Logo Primary Colour

PANTONE 2767 C

C 100%	R 18
M 81%	G 40
Y 0%	B 76
K 51%	

#12284C

AdaCore Tools Logos

The proportion of the logotype may never be altered and must always be as opposite.

The logo must be positioned in its own clear space, standing apart from other images and text.
A minimum clear zone must surround it as shown.

The clear zone helps protect the status of the logo and maintain visual clarity.

This is the colour palette used for the reproduction of the logo and wider marketing materials.

Libadalang

GNAT STUDIO

Libadalang / GNATStudio
Logo Primary Colour

PANTONE 382 C

C 100%	R 18
M 81%	G 40
Y 0%	B 76
K 51%	

#12284C

Icon Set

The icons have been tailored in order to complement the AdaCore brand on both printed and digital media.

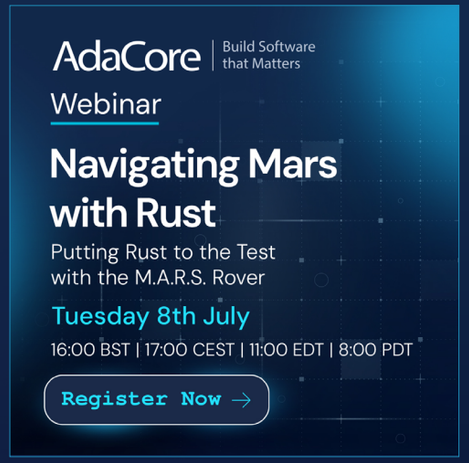
A full catalogue is available to download here:-
https://lucide.dev/icons/



Example Social Posts

Our social posts should reflect our corporate style and be engaging through limited use of text, modern imagery and a strong CTA. Neon colours from our brand palette can be injected to bring the posts to life, keeping colours to the relevant business sectors.

A line sits just below the AdaCore logo before adding copy.









Example Tech Paper

A sample cover illustration and layout utilsing the AdaCore colour palette and minimalist, clean layout.



Example Case Study

A sample cover illustration and layout utilsing the AdaCore colour palette and minimalist, clean layout.



Summary

BNP Paribas, one of the world's leading banking and financial services institutions, operates in a highly dynamic and risk-sensitive environment. An important aspect of its operations within its Global Markets division is the need for a robust and reliable risk calculation engine that can handle millions of daily requests with high accuracy, performance, and reliability. BNP Paribas adopted the Ada programming language to meet these demands for its risk calculation models within the equity pricer. This case study explores how Ada has been highly beneficial in BNP Paribas's ability to deliver reliable, high-performance solutions across its markets business.

The Critical Role of Pricer Software in Banking and Finance

In the banking and finance industry, a "pricer" typically refers to a computational tool or software application used to calculate the prices of financial instruments, such as derivatives, bonds, options, and swaps, and serves as a core component of trading operations. Precision and reliability are indispensable for maintaining operational integrity.

Beyond pricing, a pricer plays a critical role in risk management and regulatory compliance. Accurate valuations are essential for assessing market risks, setting appropriate capital reserves, and ensuring adherence to financial regulations.

Therefore, a pricer is more than just a computational tool; it's a foundational component that affects decision-making processes, risk assessment, and the institution's ability to navigate financial markets effectively. Investing in performant, precise, and reliable pricer software is not merely a technological choice but a strategic necessity that underpins competitiveness and stability in the financial sector.

BNP PARIBAS

Customer:

BNP Paribas, a global leader in banking and financial services, relies on high-performance, reliable software for risk calculations in its equity pricer. Their dedicated team of developers continually enhances this critical system.

Challenge:

BNP Paribas Global Markets' main challenge in this instance was to develop a risk calculation engine capable of accurately processing millions of daily requests quickly and reliably. The software has to support rapid development cycles with frequent releases and remain maintainable and adaptable, even while exploiting low-level efficiencies of the underlying hardware.

Solution:

They adopted the Ada programming language for its robust features, clear syntax, and ability to prevent common programming errors. With Ada, BNP Paribas was able to enforce a clear separation of concerns between quantitative analysts and software engineers, and the language supported their high-performance computing requirements. They also utilized AdaCore's open-source GNAT Pro compiler, aligning with their commitment to open-source software.

Results and Benefits:

Ada allowed BNP Paribas to develop and deploy a robust, efficient system capable of precise, high-volume processing. The language's safety features improved reliability, and the team experienced smooth onboarding of new developers. Using AdaCore's tools, they effectively manage multi-language development, and their ongoing commitment to Ada ensures continued software quality during system enhancements.

AdaCore | Build Software that Matters adacore.com

Seamless Onboarding to Ada:

BNP Paribas's Approach and the Value of a Quality-Driven Culture

Onboarding new developers to any software project presents challenges. With Ada, a manager might be concerned that the language is not as widely used as others in a particular domain. This can lead to the perception of a steep learning curve or difficulties in recruiting Ada developers.

"We have an interest in Ada programmers because of the way they think and their culture of safety."

David Sibai

The BNP Paribas team has a different perspective. "We don't have any problem onboarding new members in the team," said Mr. Ballabriga." People with prior C++ programming experience quickly identify by themselves how Ada avoids many of the C++ pitfalls. Others with Python experience are more surprised by the constraints of Ada, but they can adapt very quickly."

While BNP Paribas can onboard developers without prior Ada experience, it still actively seeks Ada programmers because they often bring a culture of safety and reliability that aligns with the company's standards. As Mr. Sibai expressed, "We have an interest in Ada programmers because of the way they think and their culture of safety."

Embracing Open Source:

How Global Markets Quantitative Research's Commitment Influenced Their Choice of GNAT Pro

Open-source software has long been a cornerstone for the Global Markets Quantitative Research team. It has been ingrained in their operational philosophy since the late 1990s when they began deploying Linux systems in production environments. This enduring commitment to open-source solutions reflects a broader value system that prioritizes transparency, flexibility, and collaborative innovation.

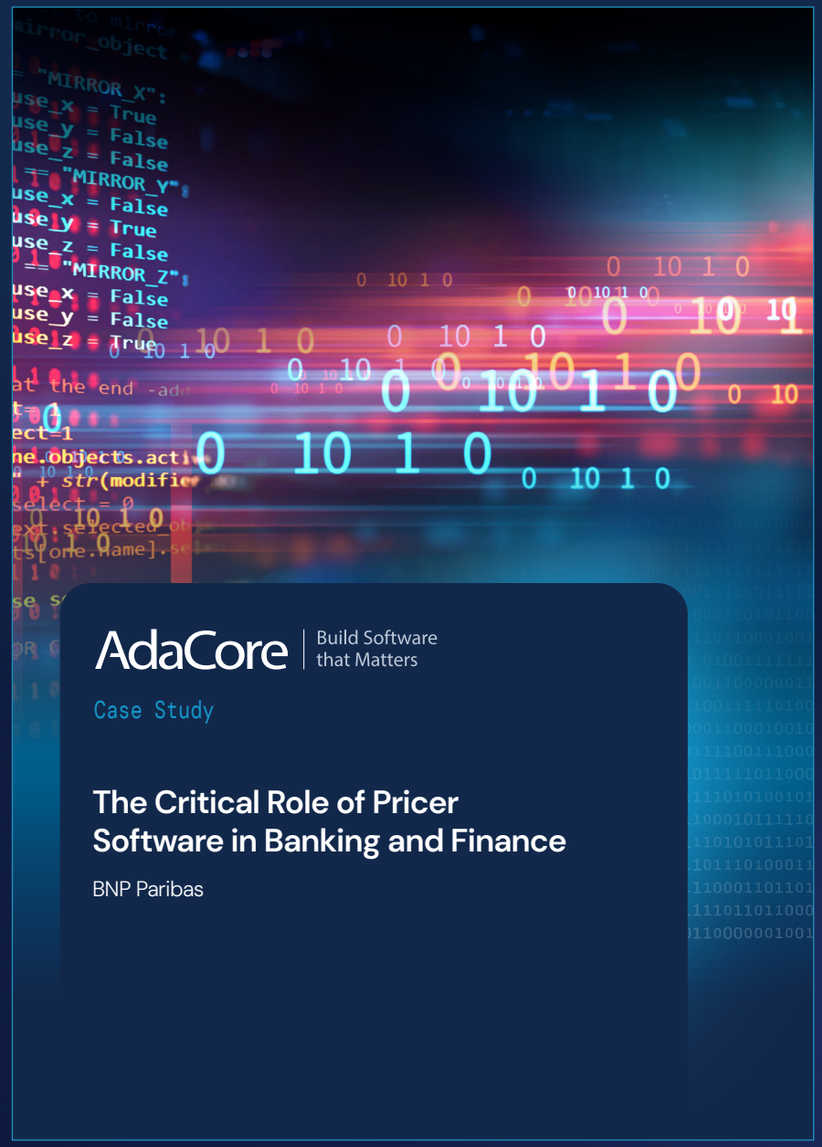
This foundational belief significantly influenced their decision to adopt GNAT Pro and partner with AdaCore. The choice was not merely about selecting a tool but aligning with a philosophy that empowers them with control and insight into the technologies they rely on. "Today, I would not trust a closed-source compiler," said Mr Sibai.

By utilizing an open-source compiler like GNAT Pro, Global Markets Quantitative Research gains several critical advantages:

- **Transparency:** Full access to the source code allows the team to understand the inner workings of the compiler and run-time libraries.
- **Security:** With the ability to inspect and modify the code.
- **Flexibility:** Open-source tools can be customized to meet specific project requirements, facilitating innovation and adaptation to changing needs.

The partnership with AdaCore further solidifies this commitment, as AdaCore is renowned for its support of open-source principles and provides robust, reliable tools that meet Global Markets Quantitative Research's rigorous standards. The unit's dedication to open-source software is not just a technical preference but a strategic choice that enhances its operational capabilities and aligns with its core values.

AdaCore | Build Software that Matters adacore.com



Example Advert Layout

A sample advert layout utilsing the AdaCore colour palette and minimalist, clean layout. A4 size shown.



AdaCore | Build Software that Matters



adacore.com



info@adacore.com