

Admin By Request

ZERO TRUST PLATFORM

BRAND GUIDE 2026

Guideline Usage

Admin By Request Approval

Admin By Request assets are the property of Admin By Request and must only be used in accordance with these guidelines in order to best represent the Admin By Request brand. Any specific use of the Admin By Request brand assets not in accordance with these guidelines must be approved before use. If you are unsure of how to use our visual identity, would like to check what you have produced is correctly branded or have a question about these guidelines, email svd@adminbyrequest.com

Hard Copies Any hard copy versions of this document may not be up to date—please email svd@adminbyrequest.com for the current version of these guidelines.

Our name

The brand name 'Admin By Request' is always written in title case, in full.

Do:

- Admin By Request

Don't:

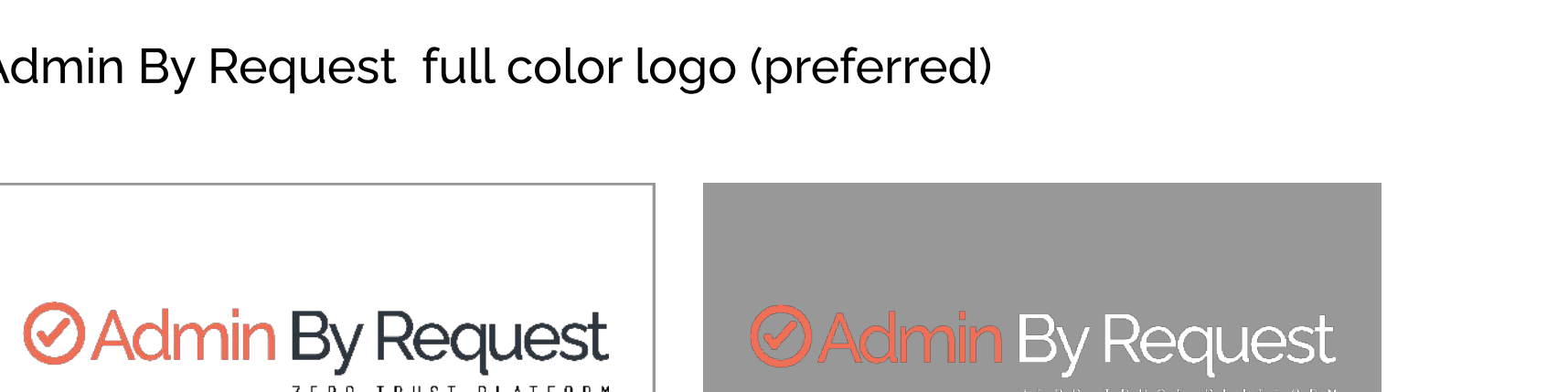
- Admin by request
- ADMIN BY REQUEST
- Admin by REQUEST
- Admin BR
- ABR

Admin By Request logo

The Admin By Request logo consists of an orange circle and checkmark and the brand name Admin By Request written in orange and white, or orange and Outer Space. The words 'ZERO TRUST PLATFORM' are preferably written beneath 'By Request' in either Black or White.

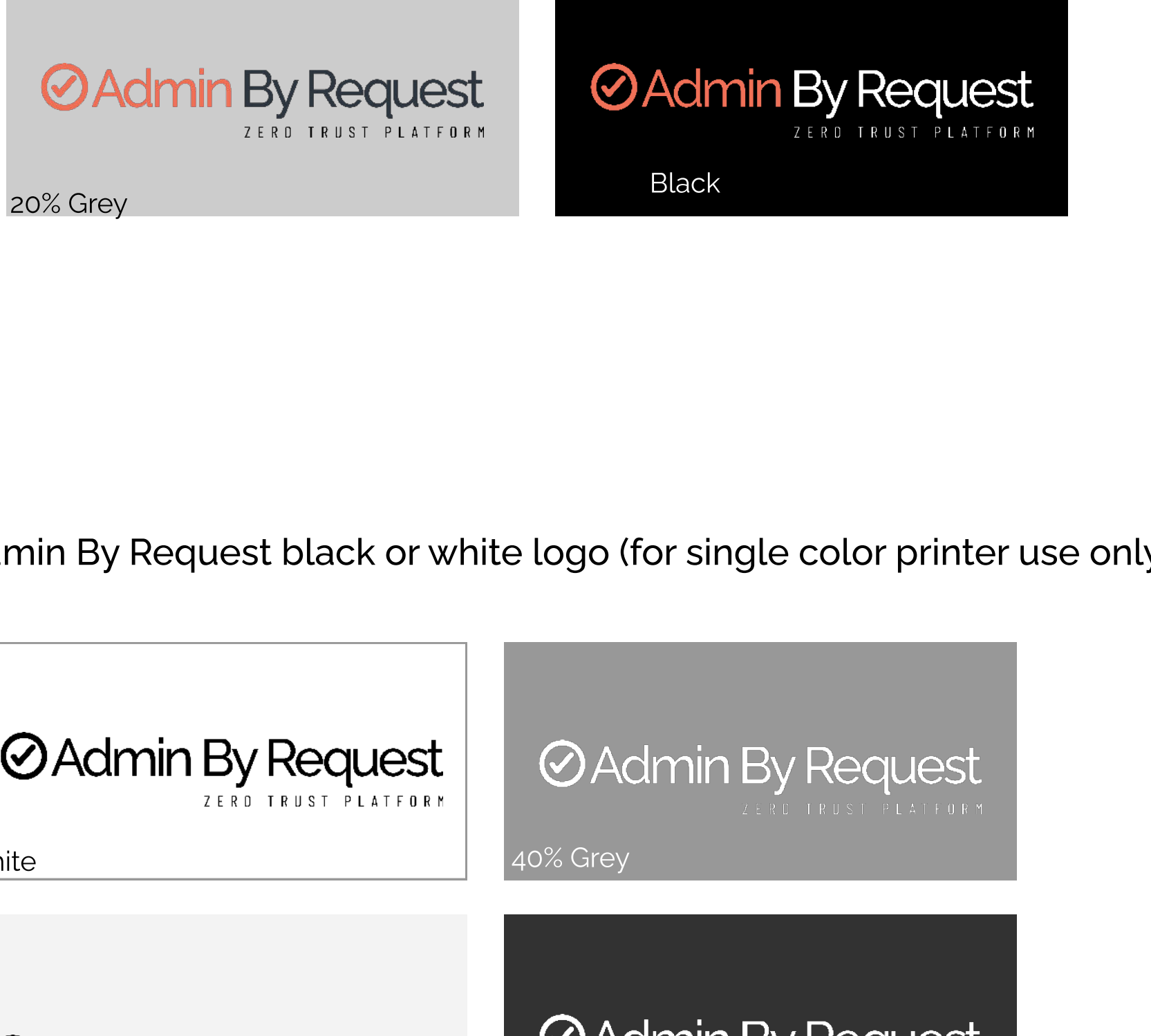
The ideal version of the logo is the three color Burnt Sienna, Outer Space and Black full version placed onto a white background. Do not create a fitted shape device, like a square or rectangle, to function as the background color. Do not attempt to change the colors of the logo.

Whenever possible the circle and checkmark, and the word 'Admin', should be displayed in orange. The words 'By Request' should be either Outer Space or White depending on the background (White when displayed on a dark background, black when displayed on a light background). The optional words 'ZERO TRUST PLATFORM' are always displayed in either Black or White. Use your best judgement, and ADA or WCAG guidelines for contrast, when deciding which version to use.

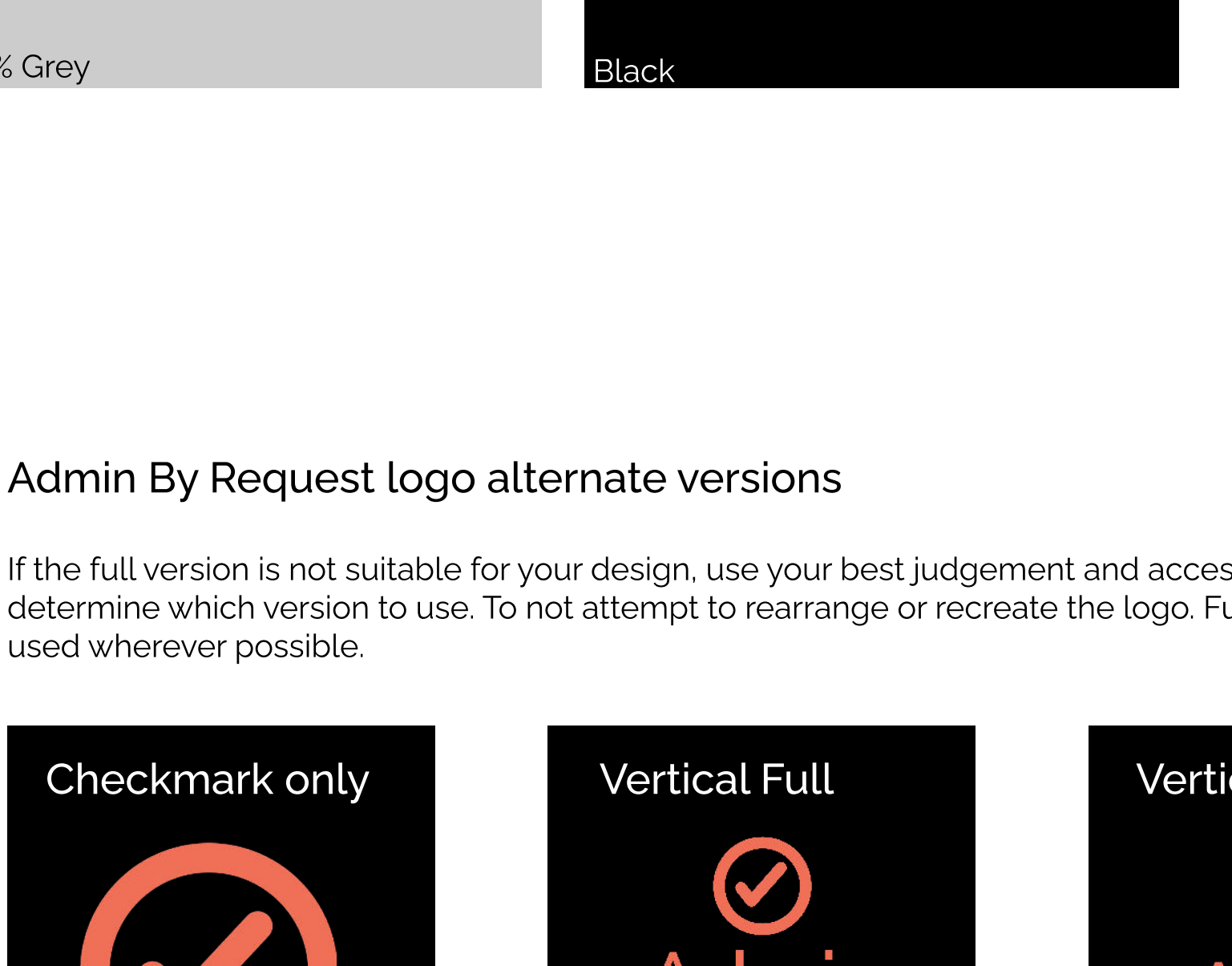


Admin By Request Padding around logo

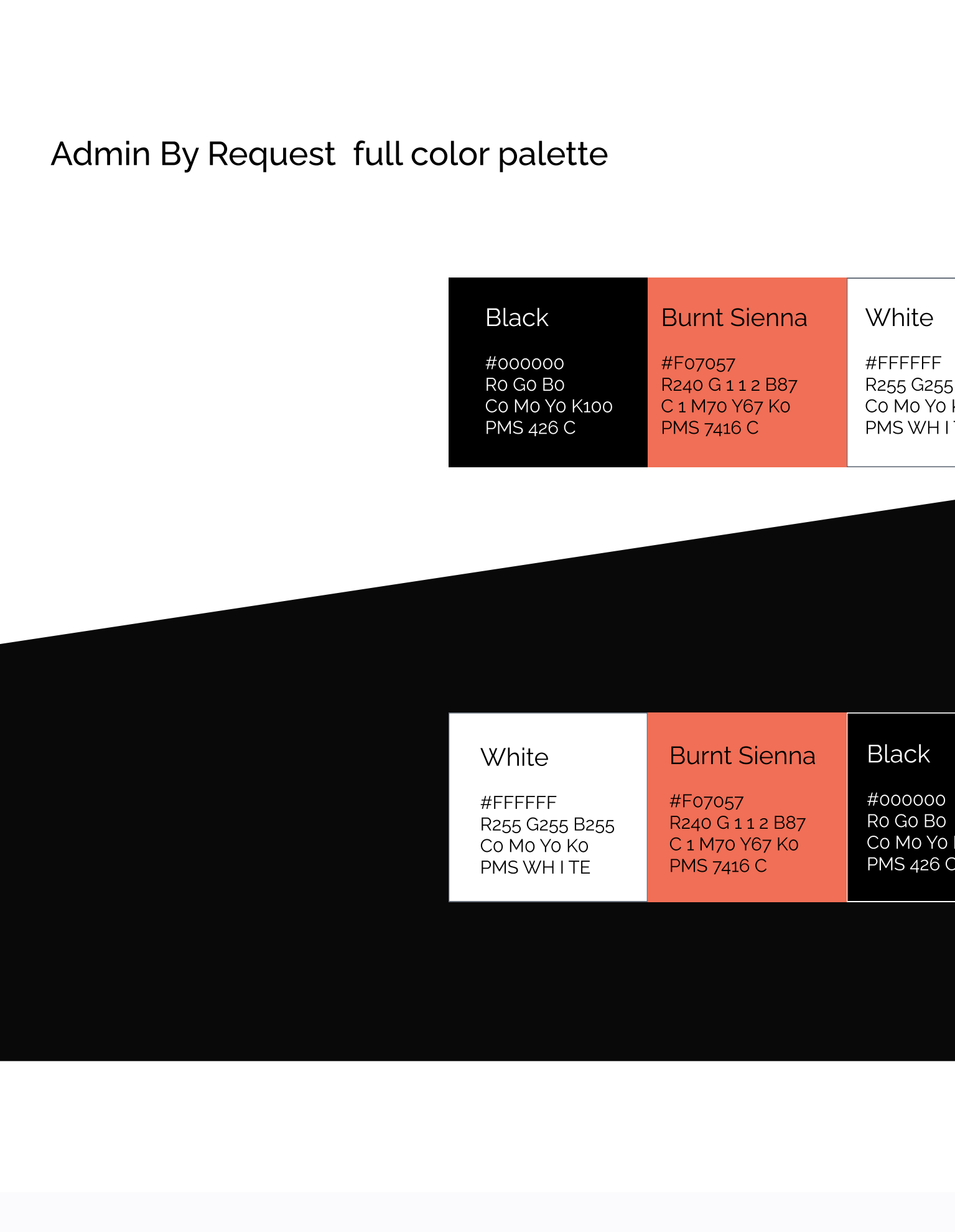
Ensure the logo is large enough, and with enough padding to be legible and visible in any application.



Admin By Request full color logo (preferred)



Admin By Request black or white logo (for single color printer use only)

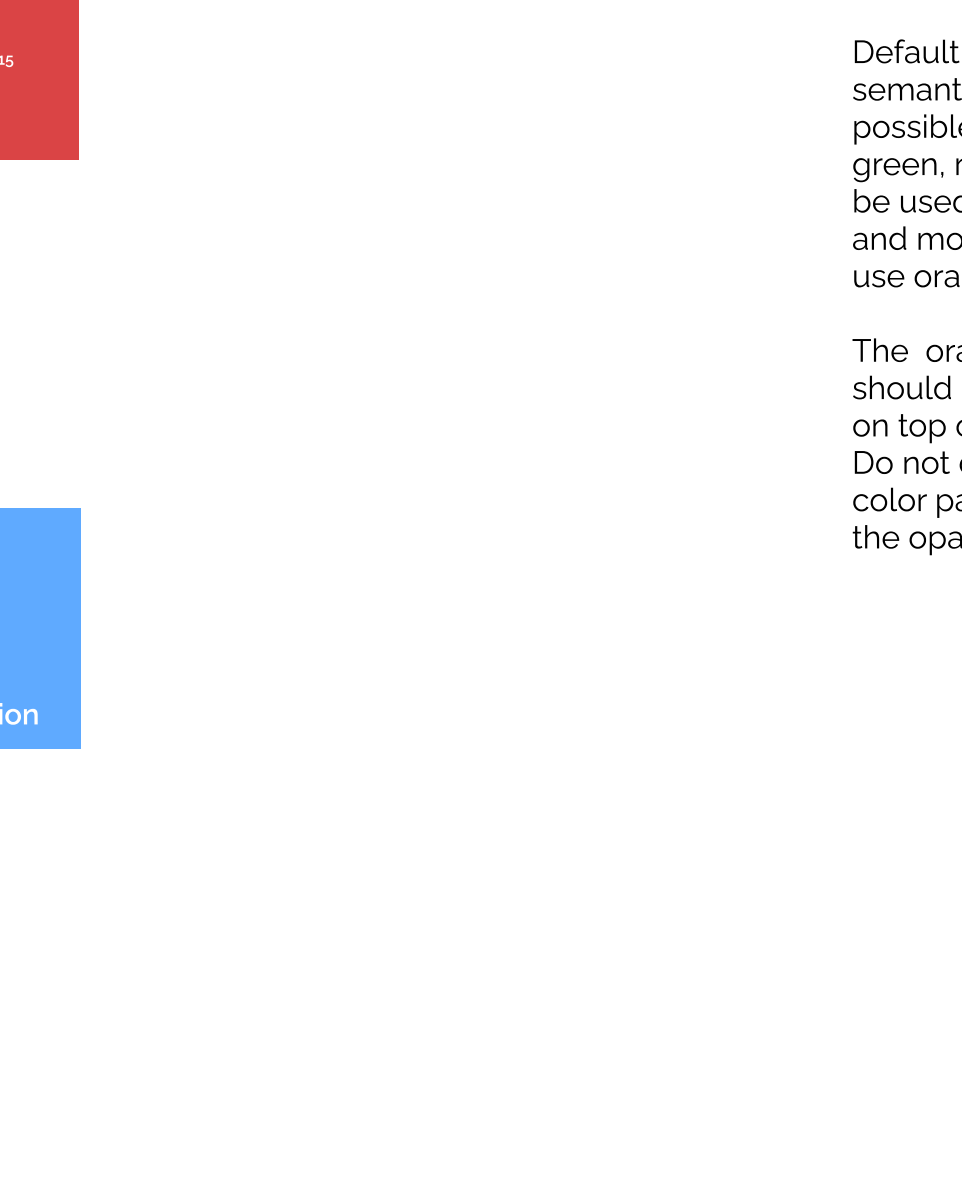


Admin By Request logo alternate versions

If the full version is not suitable for your design, use your best judgement and accessibility guidelines to determine which version to use. To not attempt to rearrange or recreate the logo. Full version should be used wherever possible.

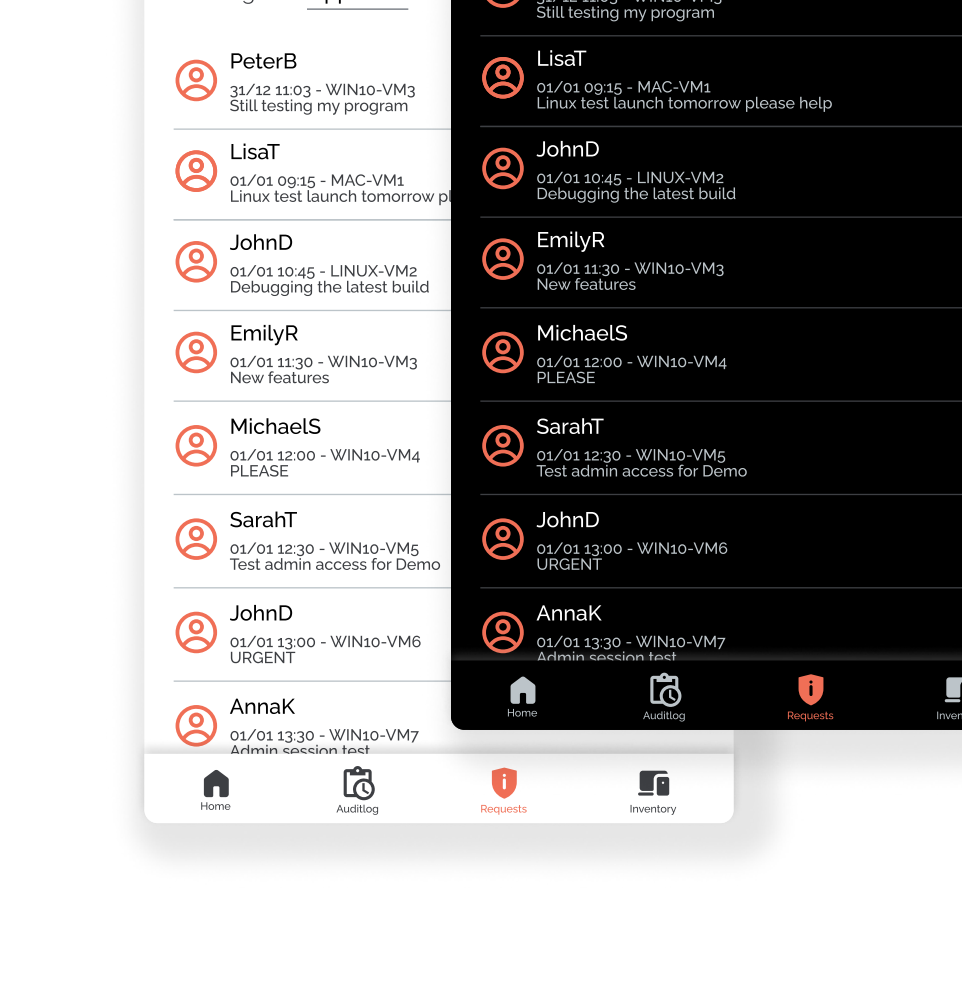


Admin By Request full color palette

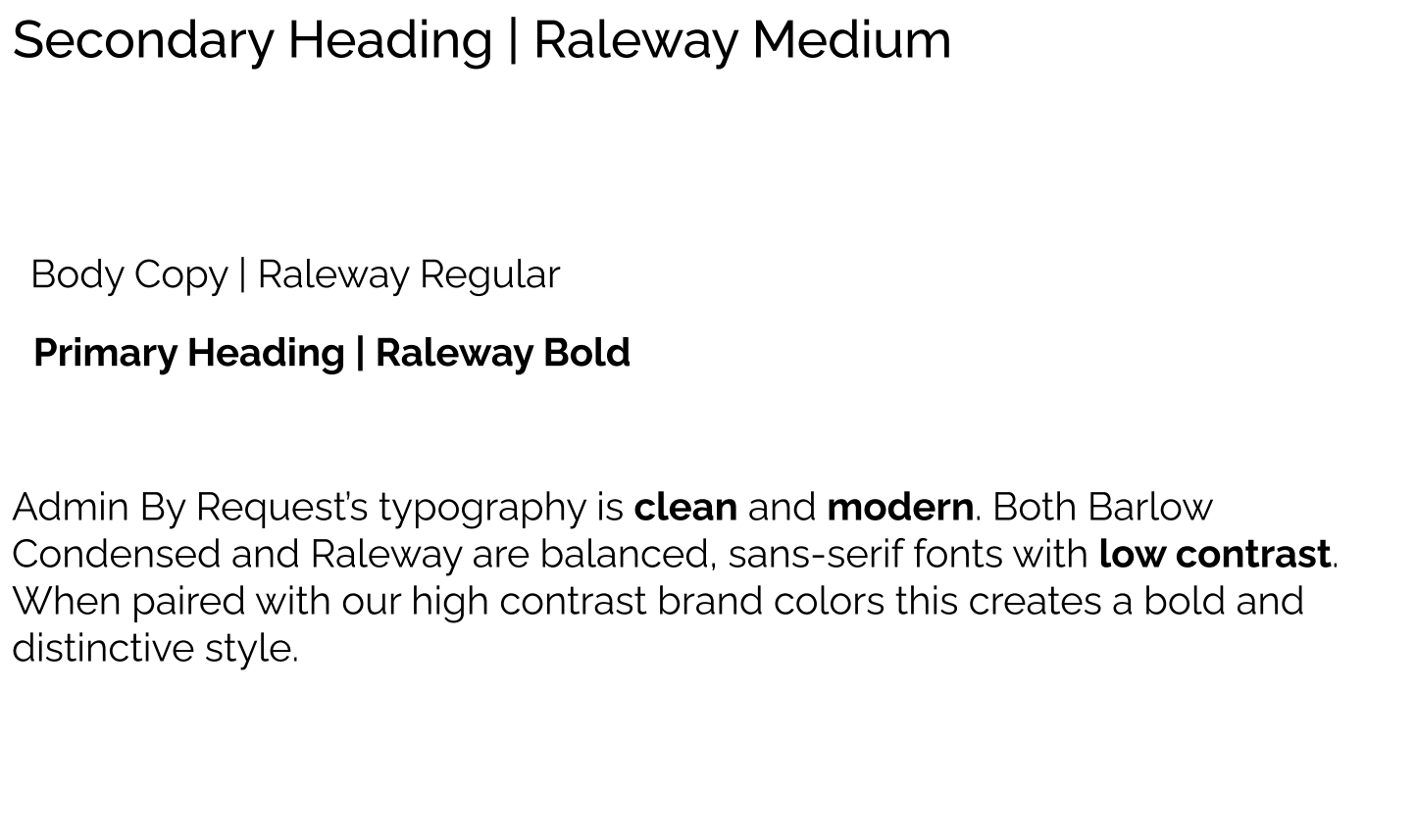


Admin By Request full color heirarchy

Use CMYK for all print and RGB for digital material. For best results when printing offset, PMS spot colors should be used. CMYK printing should adhere to the color breakdowns provided.



Admin By Request Expanded Color Palette



Expanded palette is for system and internal use only. The darker and lighter shades are for hover/selected states, image backgrounds and in UI use. Grey shades are for disabled states, text and image backgrounds.

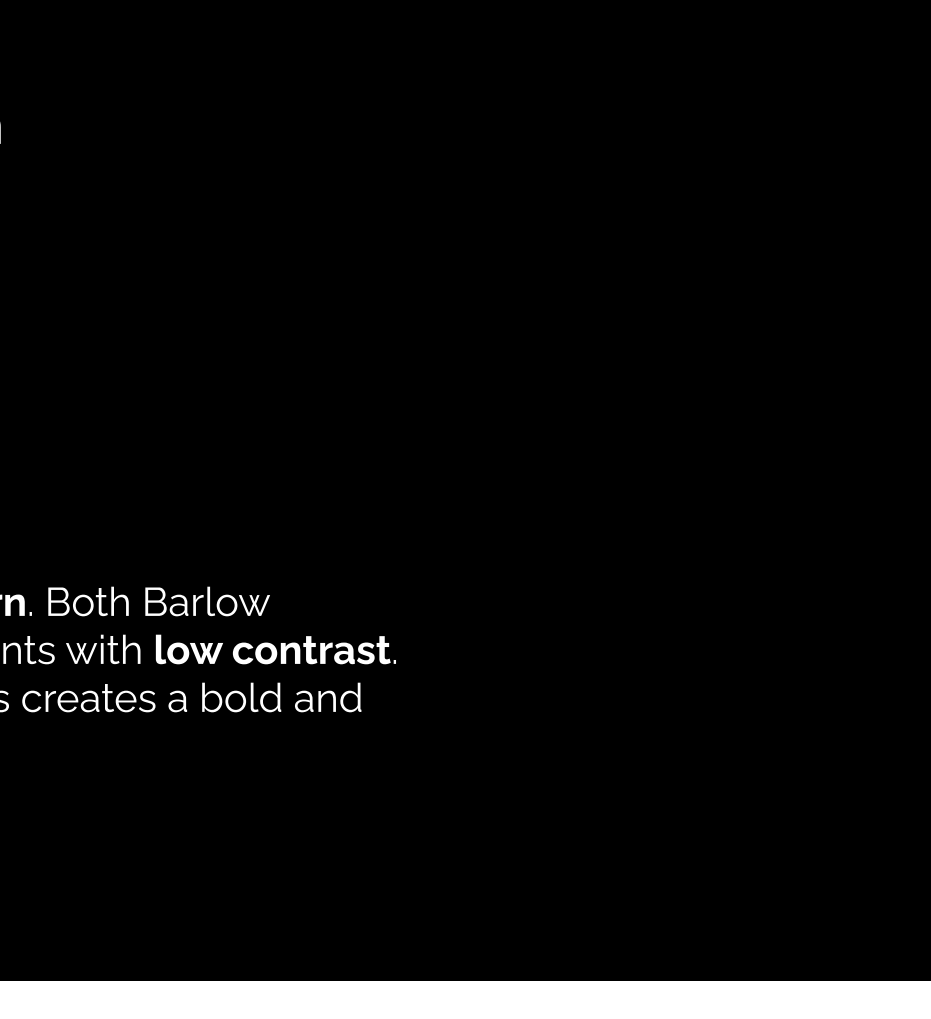
Default to brand colors for semantics whenever possible, but standard green, red and blue may be used within the portal and mobile app. Do not use orange for warning.

The orange check logo should only be displayed on top of black or white. Do not desaturate the color palette, or reduce the opacity.

Colour Guide Light



Colour Guide Dark



Admin By Request Typography

Primary Heading | Barlow Condensed Semi-Bold

ACCENT | BARLOW CONDENSED REGULAR, CAP TRACKING 400

Secondary Heading | Raleway Medium

Body Copy | Raleway Regular

Primary Heading | Raleway Bold

Admin By Request's typography is **clean** and **modern**. Both Barlow Condensed and Raleway are balanced, sans-serif fonts with **low contrast**. When paired with our high contrast brand colors this creates a bold and distinctive style.

Admin By Request Design Style

Clean MODERN
Edgy
TECH FORWARD
Futuristic Bold
Distinctive
Smart

Admin By Request Integrity and Legal Use

By using our brand assets, you agree to comply with these guidelines. Any use of our brand assets that violates these terms will result in the immediate revocation of your right to use them.

Your use must not imply any partnership, sponsorship, or endorsement by us which may mislead consumers, nor create confusion about our relationship with your organization, products, or services.

Our brand assets remain our exclusive property, and all goodwill generated through their use belongs solely to us. You agree not to take any action that undermines our ownership or rights in these assets. When used online, any mention of our name or use of our brand assets must include a hyperlink to our homepage: <https://www.adminbyrequest.com>.

Use of our brand assets must be respectful and aligned with our values. They may not be used in any context that damages our reputation, diminishes the value of our brand, or associates us with illegal, deceptive, or harmful activities.