

Digital Advertising Alliance (DAA)

# DAA Icon Ad Marker Creative Guidelines

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# DAA Icon Ad Marker Creative Guidelines

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## What is it?

The Ad Marker is the visual representation of a link presented to users to learn more about the ad they are currently viewing. Consistent and proper usage of the Ad Marker will reinforce the application of consumer-friendly standards for Interest-Based Advertising (IBA) across the Internet.

The DAA Icon Ad Marker Creative Guidelines cover a proposed creative specifications standard; however, this remains an iterative process designed to include feedback from the online advertising industry.

# Ad Marker Elements

The Ad Marker consists of three elements:

1. The DAA Icon (see Figure 1)
2. Approved accompanying text, and
3. A container to isolate the icon and/or text from the surrounding creative when being presented within an ad.

This icon (Figure 1) was chosen by the DAA and is considered to be the standard graphical implementation. It may not be altered in any way.



## Approved Text

The DAA has developed and chosen the following phrases for the DAA icon's accompanying text. This text should not be modified nor should any alternate text be substituted for the approved text. The approved font for this text is Arial Regular. The text color may be black or grayscale.

Why did I get this ad?

Interest Based Ads

Ad Choices

## Ad Marker Sizes & Dimensions

To ensure legibility of the Ad Marker, a minimum size has been determined. The DAA icon cannot be less than 12 pixels by 12 pixels (12x12). The minimum font size is 10-pixels. The Ad Marker text should be placed 2 pixels to the left of the icon and centered vertically.

Why did I get this ad? 





Interest Based Ads 

Ad Choices 

If the Ad Marker takes up more than 10% of the overall creative size, then it can be presented as either just the icon or an expandable version of the Ad Marker. The expandable Ad Marker presents users with only the DAA icon (on a gray transparent background) until they hover over it, at which time the entire Ad Marker expands to include the accompanying text. The width of the expanded notice should never be larger than the width of the ad. If the Ad Marker takes up less than 10% of the ad, it should include the icon and text.

## Containers

The following are minimum dimensions of the container for a 12x12 pixel icon and 10-pixel font size. There should be two (2) pixels of space around the text and/or icon.

Why did I get this ad? 	115x16 pixels
Interest Based Ads 	103x16 pixels
Ad Choices 	71x16 pixels
	16x16 pixels

# Ad Marker Placement

The Ad Marker can be used for two different purposes: To serve ad level notification or page level notification, on any computer or computing device<sup>1</sup>.

## Ad Level Notification

For ad level notification, the Ad Marker can be placed either inside or outside of the ad.



When the Ad Marker is placed outside of the ad, it must be placed 3 pixels from the edge of the ad. The default position should be the upper right hand corner; however, because the intent is for the Ad Marker to replace existing markers, such as "Advertisement," the specific horizontal placement of the marker is at the discretion of the party serving the notice.



When the Ad Marker is placed inside the ad, the default choice should be the upper right hand corner. However, if this placement causes visual or functional interference with the underlying creative, then it can be placed in any of the four corners of the ad at the discretion of the party serving notice. There should be no space between the Ad Marker and the ad corner.

## Page Level Notification

For use of the Ad Marker in page or application level notification, the recommended position is in the footer. All creative specifications above apply except for those governing color and font of the approved text. In this case, the approved text can be allowed to inherit the font characteristics of the existing footer elements.

# Ad Marker Color Palette

Consistent color usage across all media is integral to the increased familiarity of the Ad Marker. It should always be presented using the approved and recommended color formulas listed below. However, except as prohibited below, the color of the DAA icon can be changed from one of the color formulas below when there is a valid creative reason for doing so. The DAA icon must not be presented in any color in the red or pink spectrum, which includes any color in the range of +30° and -75° on the color spectrum wheel provided in Appendix A.

## DAA Icon

PANTONE: 632

CMYK: C=74 M=9 Y=15 K=01

RGB: R=0 G=174 B=205

HEX: 00AECB

Grayscale: 30-100%

## Text

CMYK: C=0 M=0 Y=0 K=100

RGB: R=0 G=0 B=0

HEX: 000000

Grayscale: 30-100%

## Gray Transparent Container

CMYK: C=19 M=15 Y=15 K=0

RGB: R=204 G=204 B=204

HEX: CCCCCC

Grayscale: 20

Opacity: 60—90%

# Unacceptable Ad Marker Applications



Do not outline the Ad Marker.



Do not modify or recreate the Ad Marker.



Do not place the Ad Marker on a busy background.

Important info



Do not modify Ad Marker text in any way.




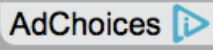
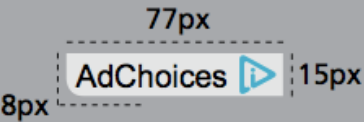
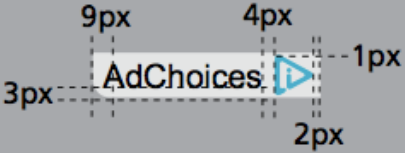
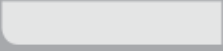
Do not create patterns or backgrounds with the DAA Icon.



Do not combine colors in the Ad Marker.

# Addendum: Implementation Recommendation for Ad Marker Collision Prevention

For consistency in wording and placement, the use of AdChoices—no space between the words—is the recommended ad marker text.

<p><b>Icon Color Palette</b></p> <p>The following color palette is strongly recommended.</p> <p>PANTONE: 632 CMYK: C=74 M=9 Y=15 K=01 RGB: R=0 G=174 B=205 HEX: 00AECD</p>	
<p><b>Icon &amp; Text Dimensions</b></p> <p>Icon: 13x13.747px Text: 11px with -50 horizontal character tracking</p>	
<p><b>Ad Marker Container Dimensions</b></p> <p>77x15px Rounded lower left corner radius: 8px</p> <p>Benefits: Aesthetically preferable and less likely to be confused with a button associated with the ad creative.</p>	
<p><b>Container &amp; Ad Marker Spacing Dimensions</b></p> <p>Text Top and Bottom: 3px Text Right: 4px Text Left: 9px (from top left edge of “A,” to accommodate the rounded corner)</p> <p>Icon Top and Bottom: 1px Icon Right: 2px</p>	
<p><b>Container Transparency</b></p> <p>White, 70% Opacity</p> <p>In a transparency collision instance, it's likely that the container background may appear more opaque—or, in some cases, white. The end-user experience isn't significantly impacted if the advertiser/agency/network is adhering to all other recommended collision prevention implementation guidelines.</p>	



# Addendum: Implementation Recommendation for Ad Marker Collision Prevention

The initial phase of the Ad Marker technical implementation does not yet include a communication mechanism (such as metadata) between multiple ad marker serving entities. As a result, it is possible in some instances that **an Ad Marker could be served more than once inside the same ad, resulting in a “collision”**—multiple ad markers served on top of each other or in different corners of the ad. This could impact both the ad creative and the consumer experience.

To help avoid this scenario, a technical working group supporting the Cross-Industry Program has proposed this **implementation recommendation for all deployments**. This implementation recommendation addresses all the variable elements of the current DAA Icon Ad Marker Creative Guidelines. Such a uniform interim approach helps ensure that all ad markers served would overlay exactly on top of each other, thereby avoiding any “collision” scenarios.

While not mandatory, **use of this implementation is strongly recommended** for all entities deploying Ad Markers. For the convenience of program participants, the Cross-Industry Program will make available assets that meet these criteria.

To whom does this information apply?

- All entities engaged in serving notice inside an ad.
- Agencies responsible for the development of ad creative. Creative agencies can use the following specifications for placing elements that are important for brand recognition and/or ad functionality.

## In-Ad Container Placement

When the ad marker is placed within an ad, it should be placed in the top right corner and there should be no space (0px) between the edge of the container and the edge of the ad/ creative.

## File Type

Transparent .PNG

The IAB has developed a transparent .PNG file to help companies deploy the interim implementation recommendation. Please email [daa@aboutads.info](mailto:daa@aboutads.info) for information about obtaining this file.



# Addendum: Implementation Recommendation for Ad Marker Collision Prevention

## Icon Only with Container

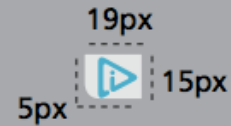
19x15px

Rounded lower left corner radius: 5px

If the Ad Marker takes up more than 10% of the overall creative size, then it can be presented as either just the icon, or an expandable version of the Ad Marker. The expandable Ad Marker presents users with only the icon until they hover over it, at which time the entire Ad Marker expands to include the accompanying text. The width of the expanded notice should never be larger than the width of the ad. If the Ad Marker takes up less than 10% of the ad, it should include the icon and text.

### Eligible IAB Ad Unit Sizes for Icon-Only Usage

88x31, 120x60 and 120x90



**88x31**

**120x60**

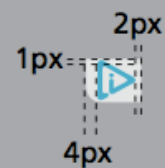
**120x90**

## Icon Only with Container Spacing Dimension

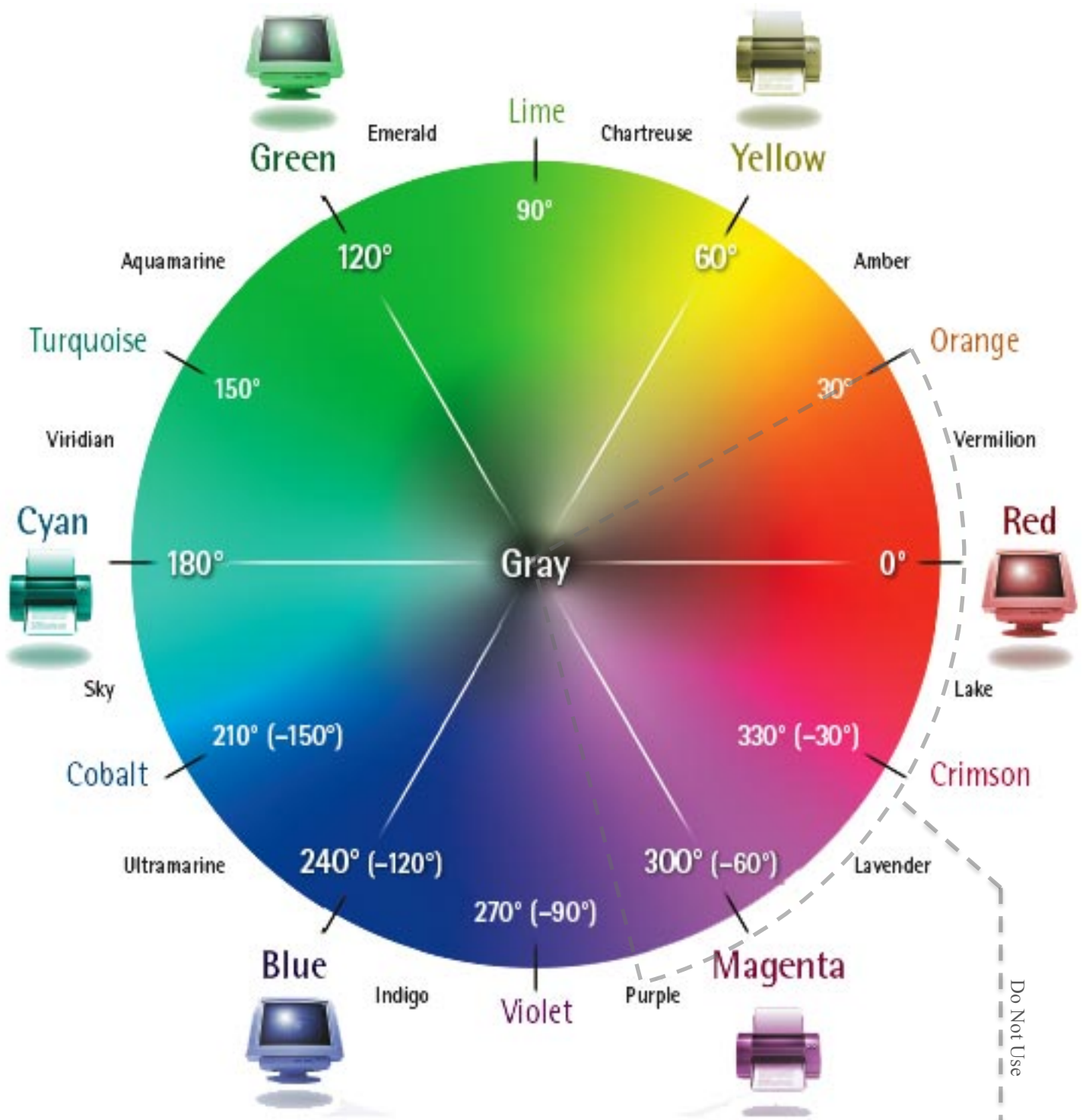
Top and Bottom: 1px

Right: 2px

Left: 4px (to accommodate the rounded corner)



# Appendix A: DAA Icon Color Spectrum Wheel



The DAA icon must NOT be presented in any color in the red or pink spectrum, which includes any color in the range of +30° and -75° on the color spectrum wheel above.