

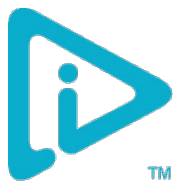


Digital Advertising Alliance of Canada (DAAC)

AdChoices Icon & Ad Marker Creative Guidelines

How Companies Should Use the AdChoices Icon & Text in Canada

Revised July 2019



AdChoices Icon and Ad Marker Creative Guidelines

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Introduction

The AdChoices icon and associated Ad Marker provides website and app users with access to enhanced transparency and choice for the collection of data under the [DAAC Principles](#), and is the visual representation of a link presented to users to learn more. Consistent and proper usage of the AdChoices icon and Ad Marker will reinforce the application of user-friendly standards for interest-based advertising (IBA) across the Internet.

These guidelines cover a proposed creative specifications standard; however, this remains an iterative process designed to include feedback from the online advertising industry.

These guidelines differ slightly from the DAA US as there are limited text phrases allowed, as well as the incorporation of French language specifications.

Scope

For First Parties, these guidelines provide commentary about the required page-level notification (called “enhanced notice”) that should be shown to users on websites when interest-based data is being collected or used. For mobile app enhanced notice specifications, please reference the Ad Marker Implementation Guidelines for Mobile.

For Third Parties, these guidelines provide details for how to render the icon inside an ad unit. Remember that Third Parties may also be required to adhere to First Party requirements if interest-based data is being collected or used on the Third Party’s own website(s)/app(s).

Other Documentation

These Guidelines are an important foundation for all other DAAC documentation:

- [Canadian Self-Regulatory Principles for Online Behavioural Advertising](#)
- [Application of Self-Regulatory Principles to the Mobile Environment](#)
- [Ad Marker Implementation Guidelines for Mobile](#)
- [Ad Marker Implementation Guidelines for Video Ads](#)

Ad Marker Elements

The Ad Marker consists of three elements:

1. The AdChoices icon (see Figure 1)
2. Approved accompanying text (AdChoices or Choix de pub)
3. A gray transparent container to isolate the icon and/or text from the surrounding creative when being presented inside an ad.




Figure 1: The icon

This icon (Figure 1) was chosen by the DAAC and is considered to be the standard graphical implementation. It may not be altered in any way other than by colour, which is specified in the icon colour spectrum wheel of these guidelines, and only when the icon is used on a website or within an app for enhanced notice. The blue cannot be changed for in-ad notifications.

Text

The DAAC has chosen the following choices for the icon's accompanying text. The approved font for this text is Arial Regular. The text colour can be black or grayscale. There should be no spaces between the words AdChoices, but for French, spaces should be used and only the C is capitalized.

AdChoices 

Choix de pub 

When used on websites or in apps for enhanced notice, we encourage using the relevant language the user is being displayed content in.

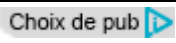
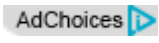

Ad Marker Sizes & Dimensions

To ensure legibility of the Ad Marker, a minimum size has been determined regardless of the aspect ratio of the total ad size. The icon cannot be less than 12 pixels wide and 13 pixels high (12x13). The minimum font size is 11 pixels. The Ad Marker text should be placed 2 pixels to the left of the icon and centered vertically.

If the Ad Marker takes up more than 10% of the overall size of the ad, 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 (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.

Containers

The following are minimum dimensions of the container for a 12x13 pixel icon and 11-pixel font size. There should be limited space around the text and/or icon. When used inside an ad, the following containers should be used. Detailed specifications can be found further in this document.



 Choix de pub	87x15 pixels
 AdChoices	77x15 pixels
	19x15 pixels

Ad Marker Placement

The Ad Marker can be used for two different purposes: To serve **ad level** notification (in-ad enhanced notice) and/or **page level** notification (on-site or in-app enhanced notice) on websites and in apps.

Ad Level Notification

For ad level notification, the Ad Marker can be placed either inside the ad (by Third Parties) or outside of the ad (by First Parties).

 <p>The image shows a mobile advertisement for 'ABC Retail' with the text 'Best Deals in Canada' and a 'Buy Now' button. An 'AdChoices' icon is placed in the top right corner of the page, outside the ad's boundary.</p>	<p>When the Ad Marker is placed <u>outside of the ad</u>, 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.</p>
 <p>The image shows the same mobile advertisement for 'ABC Retail'. The 'AdChoices' icon is placed inside the ad, in the top right corner, overlapping the 'Best Deals in Canada' text.</p>	<p>When the Ad Marker is placed <u>inside the ad</u>, 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.</p> <p>There should be no space between the Ad Marker and the ad corner.</p>

First Party Page Level Notification

Enhanced Notice

For use of the AdChoices icon and Ad Marker in page-level or mobile app notification (enhanced notice), the position is above the fold or otherwise displayed in a similarly conspicuous manner, such as through pop-up notices. If a pop-up notice is provided, the First Party can rely on footer notice as back-up once the notice has been closed.

All creative specifications detailed in this document apply except for those governing colour and font of the approved text. In this case, the approved text can be allowed to inherit the font characteristics of the existing webpage or mobile app elements.

 <p>ABC Bank Home Products Contact AdChoices ▶</p>	<p>This is an example of the Ad Marker used as enhanced notice in a website's navigation.</p>
 <p>▶ Our website uses cookies and other technologies for advertising purposes. Our media agencies can also understand how you use our website and provide you with ads tailored to your interests across the web. Learn more about how we use interest-based advertising. x</p>	<p>This is an example of the AdChoices icon used in an enhanced notice pop-up. Participants are required to write their own disclosures based on their IBA use practices.</p>

Notice Requirements

Once the enhanced notice is clicked or tapped, users should be provided with a disclosure about the participant's IBA practices. This notice should be clear, concise, and accurate. It should cover, in brief terms, what type(s) of data is being collected, what data is being used for IBA, and who the data is being disclosed to (what third parties), with more detail to be found in a privacy policy/cookie policy or other similar location. It is important for the user to get a basic understanding of these elements of data collection and use for IBA, but also have access to a more fulsome disclosure elsewhere.

When describing how a user may opt-out of IBA data collection and use, the DAAC recommends that participants provide a link to the DAAC's WebChoices and AppChoices tools (found here: <https://youradchoices.ca/choices/>). The participant should also indicate in their disclosure that they adhere to the [DAAC's Principles](#).

Ad Marker Colour Palette

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

AdChoices Icon

PANTONE: 632

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

RGB: R=0 G=174 B=205

HEX: 00AECD

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 (for use inside an ad)

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

Important info



Do not modify Ad Marker text in any way.



Do not modify or recreate the icon.



Do not place the icon on a busy background.



Do not create patterns or backgrounds with the icon.



Do not combine colours in the icon.

Recommendation for Ad Marker Collision Prevention

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 user experience.

To help avoid this scenario, an implementation recommendation has been created and addresses all the variable elements of these 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 the implementation is strongly recommended** for all entities deploying Ad Markers inside ad units. For the convenience of program participants, the DAAC makes available the 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. It may overlay the 1px borders that all online ads should have.

File Type


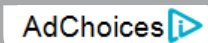
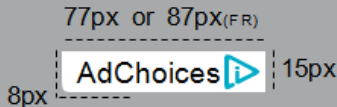
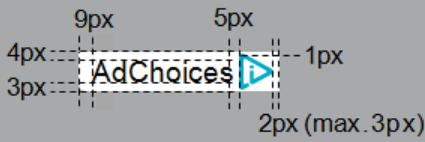

Transparent.PNG

The DAAC has a transparent .PNG file of the icon that is typically distributed alongside these Ad Marker Guidelines.

This file is in the DAAC participant welcome kit, but questions may be sent by email to info@youradchoices.ca at any time.



For consistency in wording and placement, the use of “AdChoices” – no space between the words – is the recommended Ad Marker text. For “Choix de pub” in French, spaces should be used.

<p>Icon Colour Palette</p> <p>The following colour 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>Icon & Text Dimensions</p> <p>Icon: 12px(w) x 13px(h) Text: 11px with -50 horizontal character tracking</p>	
<p>Ad Marker Container Dimensions</p> <p>77x15px for English (AdChoices) 87x15 for French (Choix de pub) Rounded lower left corner radius: 8px</p> <p>Benefits of rounding: Aesthetically preferable and less likely to be confused with a button associated with the ad creative.</p>	
<p>Container & Ad Marker Spacing Dimensions</p> <p>Text Top: 4px Text Bottom: 3px Text Right: 5px (between 4-6px) Text Left: 9px (from left edge of “A”, or curved edge of “C” for French, to accommodate the rounded corner)</p> <p>Icon Top and Bottom: 1px Icon Right: 2px (maximum 3px)</p>	
<p>Container Transparency</p> <p>White (or #CCCCCC), 70% Opacity</p> <p>In a transparency collision instance, it’s likely that the container background may appear opaquer, or in some cases, white. The end-user experience isn’t significantly impacted if the advertiser/agency/third party is adhering to all other recommended collision prevention implementation guidelines.</p>	<p>White or #CCCCCC, 70% Opacity</p> 

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.

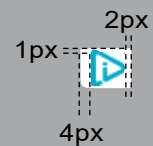


Icon Only with Container Spacing Dimensions

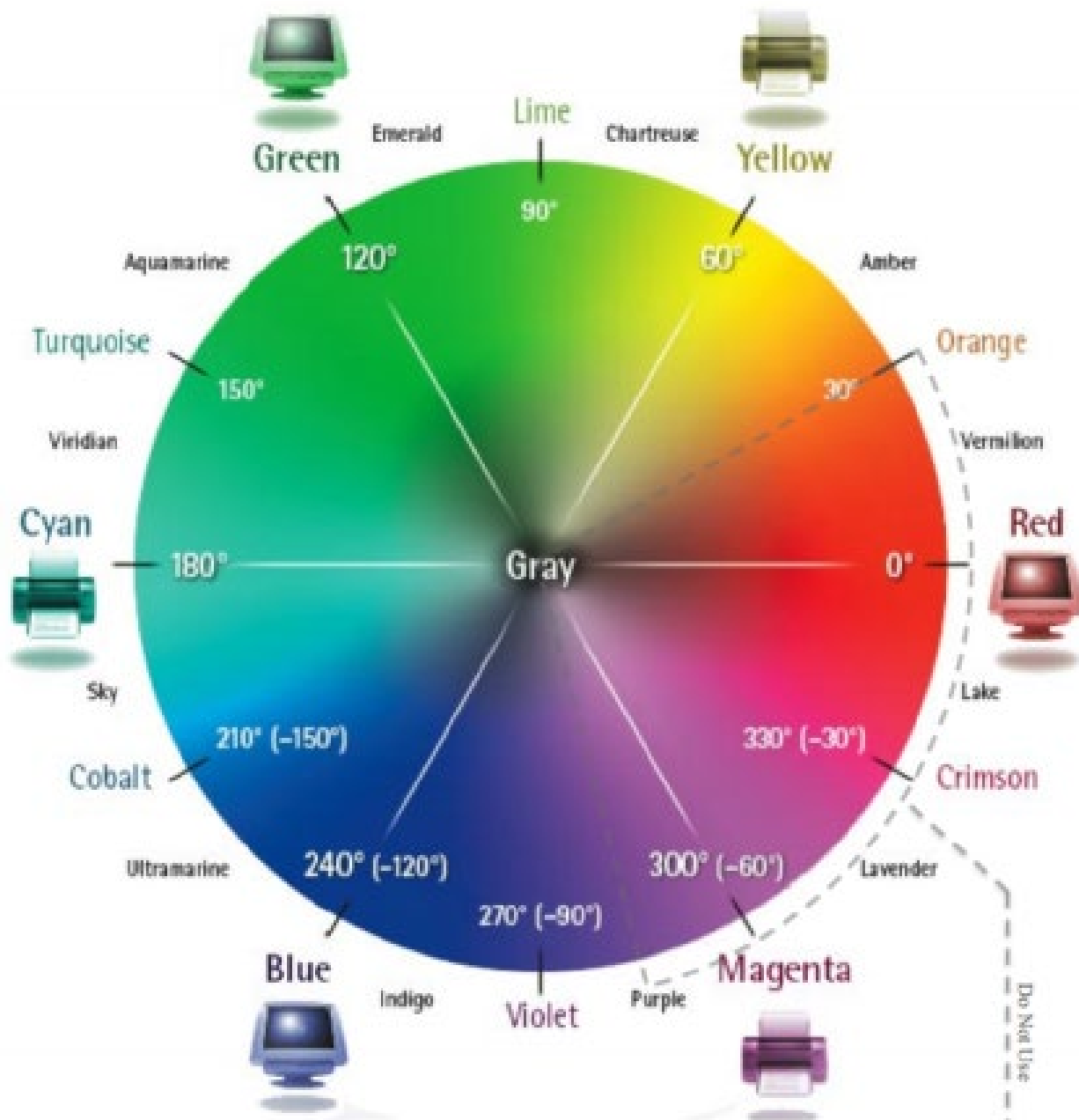
Top and Bottom: 1px

Right: 2px

Left: 4px (to accommodate the rounded corner)



Icon Colour 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.