Digital Advertising Alliance of Canada (DAAC)

Ad Marker Creative Guidelines

How Companies Should Use the Ad Choices Icon & Text in Canada

Revised August 2016

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 to online behavioural advertising across the Internet.

The 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.

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

Ad Marker Elements

The Ad Marker consists of three elements:

1. The DAAC 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.

Figure 1

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.

Text

The DAAC has chosen the following choices for the DAAC 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

Ad Marker Sizes & Dimensions

To ensure legibility of the Ad Marker, a minimum size has been determined. The DAAC 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.

AdChoices ▷   Choix de pub ▷

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 DAAC 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 limited space around the text and/or icon. See detailed specs 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 and page level notification.

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-level or application notification, the position is above the fold or otherwise displayed in a similarly conspicuous manner, such as through pop-up notices. All creative specifications above 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 elements.

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 below, the colour of the DAAC icon can be changed from one of the colour formulas below when there is a valid creative reason for doing so. The DAAC icon must not be presented in any colour in the red or pink spectrum, which includes any colour in the range of +30° and X75° on the colour spectrum wheel provided in Appendix A.

DAAC 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

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 DAAC icon.

Do not combine colours in the Ad Marker.

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, an implementation recommendation has been created and addresses all the variable elements of the current DAAC 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 interim implementation is strongly recommended** for all entities deploying Ad Markers in 2013/14.

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.
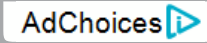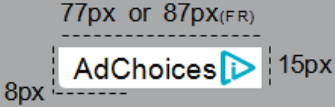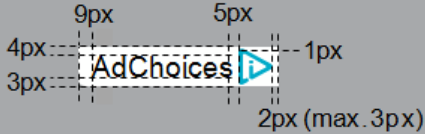

File Type

Transparent .PNG

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

Please email info@youradchoices.ca for information about obtaining this file.
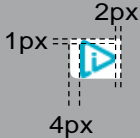
Recommendation for Ad Marker Collision Prevention

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

Icon Colour Palette The following colour palette is strongly recommended. **PANTONE:** 632 **CMYK:** C=74 M=9 Y=15 K=01 **RGB:** R=0 G=174 B=205 **HEX:** 00AECD	
Icon & Text Dimensions Icon: 12px(w) x 13px(h) Text: 11px with -50 horizontal character tracking	AdChoices
Ad Marker Container Dimensions 77x15px for English (AdChoices) 87x15 for French (Choix de pub) Rounded lower left corner radius: 8px Benefits of rounding: Aesthetically preferable and less likely to be confused with a button associated with the ad creative.	77px or 87px(FR) AdChoices · 15px 8px
Container & Ad Marker Spacing Dimensions 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) Icon Top and Bottom: 1px Icon Right: 2px (maximum 3px)	9px 5px 4px AdChoices 1px 3px 2px (max.3px)
Container Transparency White, 70% Opacity 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.	White, 70% Opacity

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.	19px 15px 5px
Icon Only with Container Spacing Dimensions Top and Bottom: 1px Right: 2px Left: 4px (to accommodate the rounded corner)	2px 1px 4px

Appendix A: DAAC 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.