



YourAdChoices Icon & Ad Marker Creative Guidelines

VERSION 1.2 MAY 2018

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Introduction

The YourAdChoices Icon and associated 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 YourAdChoices Icon and Ad Marker will reinforce the application of consumer-friendly standards for Interest-Based Advertising (IBA) across the Internet.

The YourAdChoices 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.

IAB New Ad Portfolio

The [IAB New Ad Portfolio](#) replaces all the previous creative display guidelines for mobile and desktop including the Universal Ad Package (UAP), rich media units, and other ad units' related guidance. The IAB issued a Transition Guide in July 2017 and as of January 2018, the ad units in transition (for example, "Rising Stars") have been delisted.

The portfolio's new HTML5 ad units are based on aspect ratio and size range rather than fixed pixel sizes and incorporates the LEAN Principles of lightweight, encrypted, AdChoices-supported, and non-invasive advertising within all mobile, display, and native ad formats. Flexible-sized ad units allow for ad delivery across multiple screen sizes and integration with responsive website design. The creative design can scale to different screen sizes.

The YourAdChoices Icon & Ad Marker sizing and placement pixel-based specifications in these guidelines should be maintained when the ad is scaling to different screen sizes.

Ad Marker Elements

The Ad Marker consists of three elements:

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



FIGURE 1

The YourAdChoices Icon (Figure 1) was chosen by the DAA and is the standard graphical implementation. Other than sizing as specified in these guidelines, it may not be altered in any way.

Approved Text

The DAA has developed and chosen the following phrases for the YourAdChoices 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

AdChoices

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 YourAdChoices 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 YourAdChoices Icon and centered vertically.


Why did I get this ad?  Interest Based Ads  AdChoices 

If the Ad Marker takes up more than 10% of the overall creative size, then it can be presented as either just the YourAdChoices Icon or an expandable version of the Ad Marker. The expandable Ad Marker presents users with only the YourAdChoices 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 percent of the ad, then it should include the YourAdChoices Icon and text.


Containers

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


115x16

Why did I get this ad? 

103x16 pixels

Interest Based Ads 

71x16 pixels

AdChoices 

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.

Ad-Level Notification

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

Why did I get this 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.

[Home](#) [About](#) [Contact](#) [Terms & Conditions](#) [Privacy Policy](#) [AdChoices](#) ▶

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 YourAdChoices Icon can be changed from one of the color formulas below when there is a valid creative reason for doing so. The YourAdChoices 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.

YourAdChoices 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%

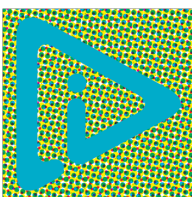
Unacceptable Ad Marker Applications



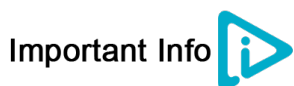
Do not outline the Ad Marker.



Do not modify or recreate the Ad Marker.



Do not place the Ad Marker on a busy background.



Do not modify Ad Marker text in any way.



Do not create patterns or backgrounds with the YourAdChoices Icon.



Do not combine colors in the Ad Marker.

Addendum: Implementation Recommendation for Ad Marker Collision Prevention

The initial phase of the Ad Marker creative guidelines 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 negatively affect both the ad creative and the consumer experience.

To help avoid this scenario, a technical working group supporting the YourAdChoices self-regulatory program has proposed an implementation recommendation for deployment. This implementation recommendation addresses all the variable elements of the current YourAdChoices Icon & Ad Marker Creative Guidelines. Such a uniform 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 the YourAdChoices Icon & Ad Marker beginning and after 2011. For the convenience of program participants, the DAA will make 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.

Icon & Text Dimensions

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

Transparent .PNG

Icon: 13x13.747 pixels

Text: 11 pixels with -50 horizontal character tracking

Ad Marker Container Dimensions

77x15px

Rounded lower left corner radius: 8 pixels

Benefits: Aesthetically preferable and less likely to be confused with a button associated with the ad creative.

Container & Ad Marker Spacing Dimensions

Text Top and Bottom: 3 pixels

Text Right: 4 pixels

Text Left: 9 pixels (from top left edge of “A” to accommodate the rounded corner)

Icon Top and Bottom: 1 pixel

Icon Right: 2 pixels

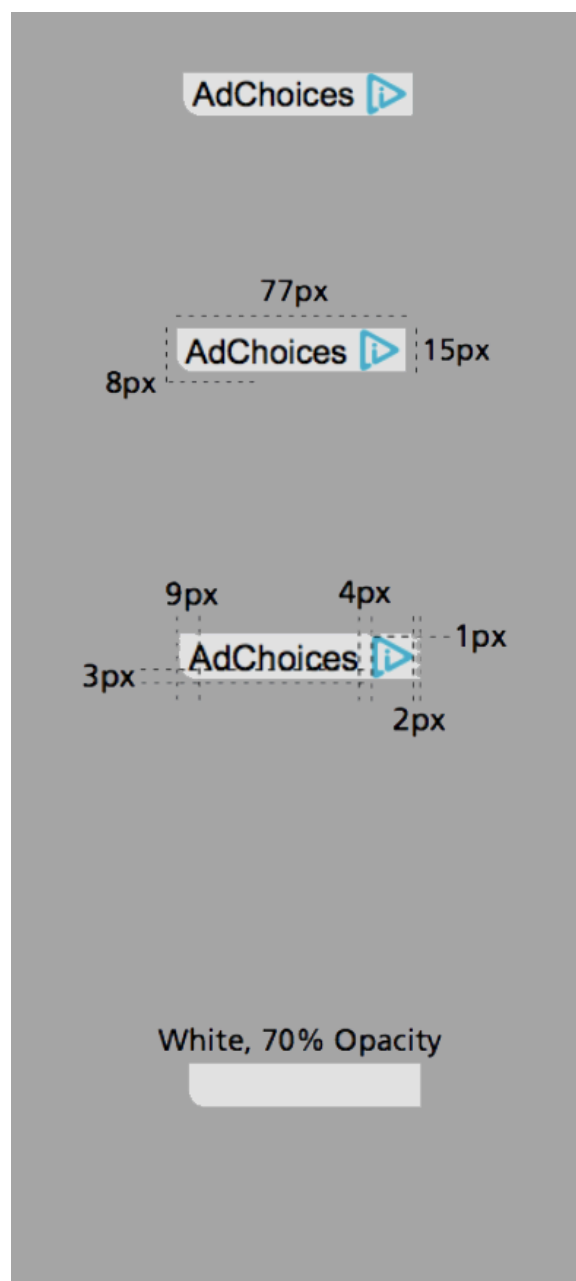
Container Transparency

White, 70 percent 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.

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 (0 pixels) between the edge of the container and the edge of the ad/creative.



Icon Only with Container

19x15 pixel

Rounded lower left corner radius: 5 pixels

If the Ad Marker takes up more than 10 percent of the overall creative size, then it can be presented as either just the YourAdChoices Icon, or an expandable version of the Ad Marker. The expandable Ad Marker presents users with only the YourAdChoices 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 percent of the ad, it should include the YourAdChoices Icon and text.

Eligible IAB Ad Unit Sizes for Icon-Only Usage

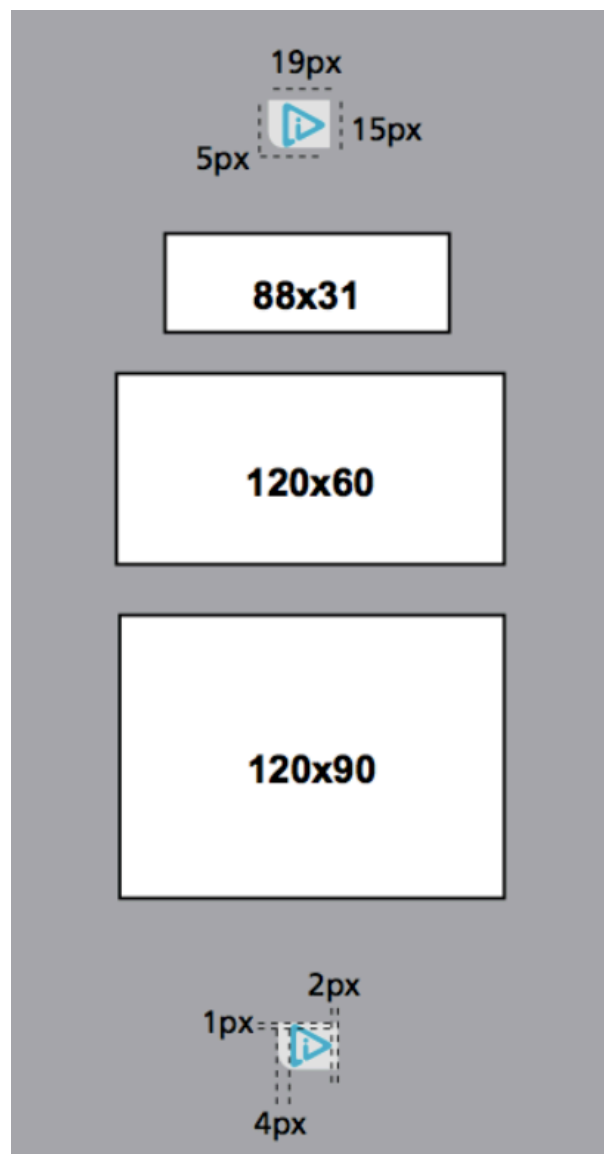
88x31, 120x60 and 120x90 pixels

Icon Only with Container-Spacing Dimensions

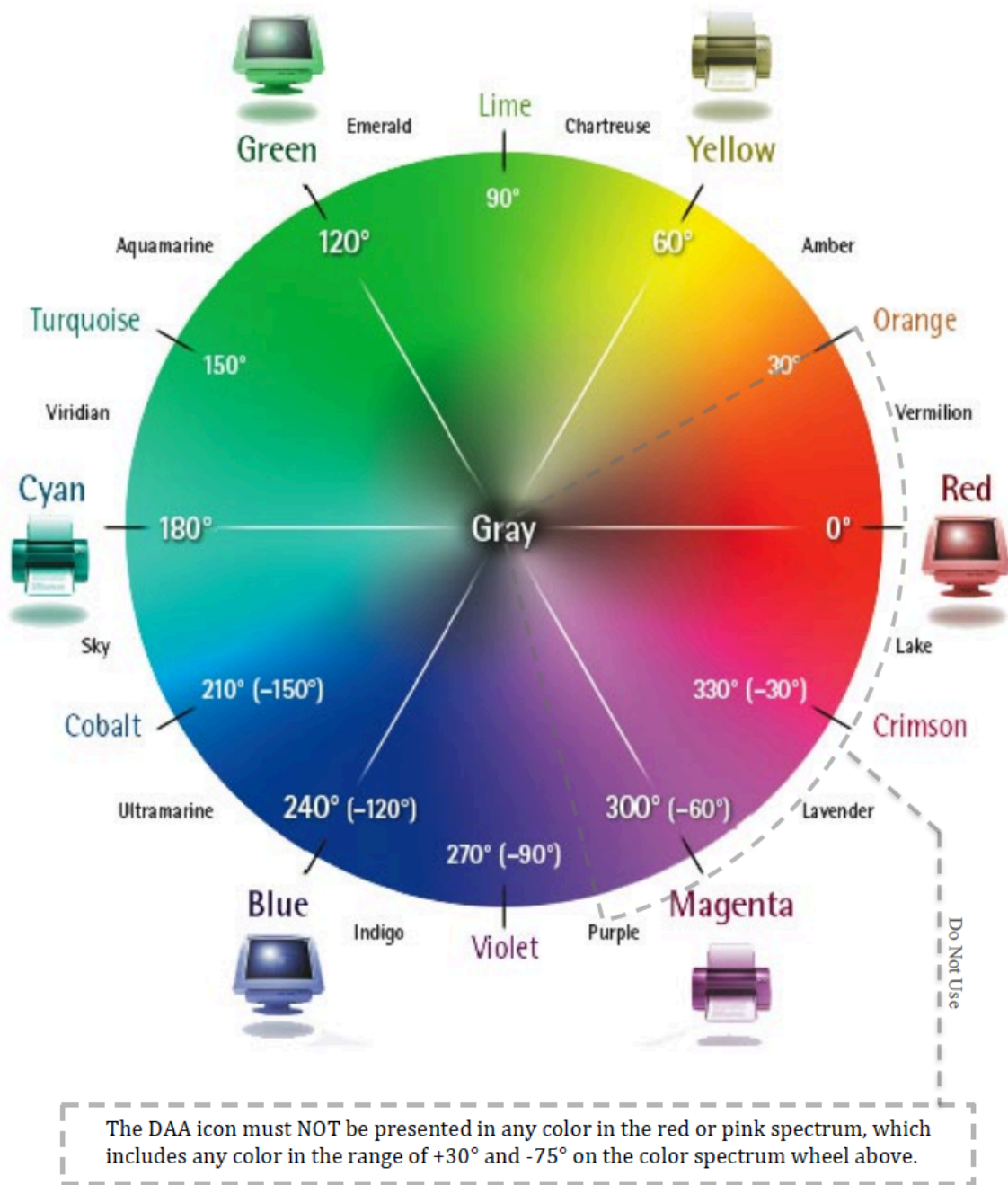
Top and Bottom: 1 pixel

Right: 2 pixels

Left: 4 pixels (to accommodate the rounded corner)



Appendix A: YourAdChoices Icon Color Spectrum Wheel



Resources

[YourAdChoices Ad Marker Creative Guidelines for Video](#)

[YourAdChoices Icon & Ad Marker Creative Guidelines for Mobile](#)

[Website & Mobile Web Guidance for First & Third Parties](#)

[Mobile App Guidance for First & Third Parties](#)

[Application of the DAA Principles of Transparency and Control to Data Used Across Devices](#)

[Application of the Self-Regulatory Principles to the Mobile Environment](#)

[Self-Regulatory Principles for Multi-Site Data](#)

[Self-Regulatory Principles for Online Behavioral Advertising](#)

[IAB New Ad Portfolio](#)

About the DAA

The DAA establishes responsible privacy practices across industry for relevant digital advertising, providing consumers with enhanced transparency and control through multifaceted principles that apply to Multi-Site Data, Cross-App Data, Precise Location Data, and Personal Directory Data gathered in either desktop or mobile environments, including across associated devices. The DAA is an independent non-profit organization led by leading advertising and marketing trade associations.

Founding Associations

