

Political Ad Icon & Ad Marker Creative Guidelines

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Introduction

The Digital Advertising Alliance's (DAA) Political Ad icon and associated ad marker is the visual representation of a link presented to users to learn more about the political ad they are currently viewing. Consistent and proper usage of the Political Ad icon and ad marker will reinforce the application of consumer-friendly standards for transparency across the Internet.

In addition to these creative guidelines, please download the [Application of the Self-Regulatory Principles of Transparency & Accountability to Political Advertising](#). This guidance responds to the growing use of digital advertising platforms and technologies to reach potential audiences with political advertising and creates new tools to provide greater transparency and accountability to such emerging practices.

To whom does this information apply?

- All entities using the Political Ad icon
- All entities engaged in serving notice inside or outside an online political advertisement
- Agencies responsible for the development of digital ad creative. Creative agencies can use the following specifications for placing elements that are important for brand recognition and/or ad functionality.

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, YourAdChoices-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 Political Ad icon and ad marker sizing and placement pixel-based specifications in these guidelines should be maintained when the ad is scaling to different screen sizes.

Implementation Recommendation

Both the enhanced transparency and control of the YourAdChoices program and the transparency and accountability of the DAA PoliticalAds program are important. To ensure that serving entities create a reliable and repeatable process for adhering to both programs in instances when an ad is both politically-oriented as well as interest-based, it is recommended that the following guidance be observed:

In the case in which BOTH the YourAdChoices and the PoliticalAds enhanced notices need to be provided, it is recommended that the Political Ad icon take precedence as a political ad indicator.

However, even though the Political Ad icon should be served instead of the YourAdChoices icon, serving entities still need to provide IBA-enhanced transparency and control text and links as defined in the [Self-Regulatory Principles for Online Behavioral Advertising](#) after post-click or post-hover in an overlay approach.

Political Ad Only

Political ad enhanced notice and link to a disclosure by the political advertiser.



Example



Political Ad Disclosure

Political Ad That is Also Interest-Based Advertising (IBA)

Political ad enhanced notice and link to a disclosure by the political advertiser as well as an interest-based advertising disclosure with required link(s) to consumer choice mechanisms.



Example



Political Ad Disclosure

YourAdChoices
Disclosure
(IBA)

Ad Marker Elements

The ad marker consists of three elements:

1. The DAA Political Ad icon (Figure 1)
2. Approved accompanying text: Political Ad
3. A gray transparent container to isolate the Political Ad icon and/or text from the surrounding creative when being presented within an ad.



FIGURE 1

Approved Accompanying Text

For ad level notification (in or around the ad), the DAA has developed and chosen the following phrase for the Political Ad icon's accompanying text: Political Ad. The use of **Political Ad**—one space between the words "Political" and "Ad"—is the preferred text treatment. This text should not be modified nor should any alternate text be substituted for the approved text.

Icon & Text Dimensions

A minimum size has been determined regardless of the aspect ratio of the total ad size.

Icon

No less than 12 pixels by 13 pixels

Font

Arial Bold, 11 pixels

Expandable Ad Marker

If the ad marker takes up more than 10% of the overall creative size, then it can be presented as either just the Political Ad icon or an expandable version of the ad marker. The expandable ad marker presents users with only the Political Ad icon (on a gray transparent container) 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 Political Ad icon and text.

Icon Only Before Expansion



Example

Icon & Ad Marker After Expansion



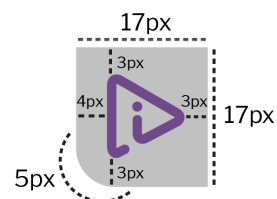
Example

Ad Marker Container Dimensions

Icon Only with Container & Spacing Dimensions



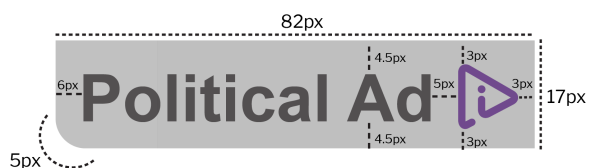
Example



Ad Marker with Container & Spacing Dimensions



Example



Icon & Ad Marker Ad Placement

The Political Ad icon and ad marker can be placed either inside or outside of the ad.

Outside of the Ad

When the Political Ad icon and ad marker is placed outside of the ad, it must be placed 3 pixels from the top edge of the ad. The default position should be the upper right hand corner; however, the specific horizontal placement of the ad marker is at the discretion of the party serving the notice. The usage of the container is not applicable in this instance.



Example

Inside of the Ad

When the Political Ad icon and ad marker is placed inside the ad, it should be in the container and the default choice should be the upper right corner. There should be no space between the ad marker and the ad corner.



Example

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 in the Unacceptable Icon & Ad Marker Applications on page 8, the color of the Political Ad icon can be changed from the color formula below when there is a valid creative reason for doing so. See the Spectrum Color Wheel below for restrictions.

Political Ad Icon

PANTONE: 632
 CMYK: C=65 M=80 Y=12 K=1
 RGB: R=15 G=81 B=146
 HEX: 735192

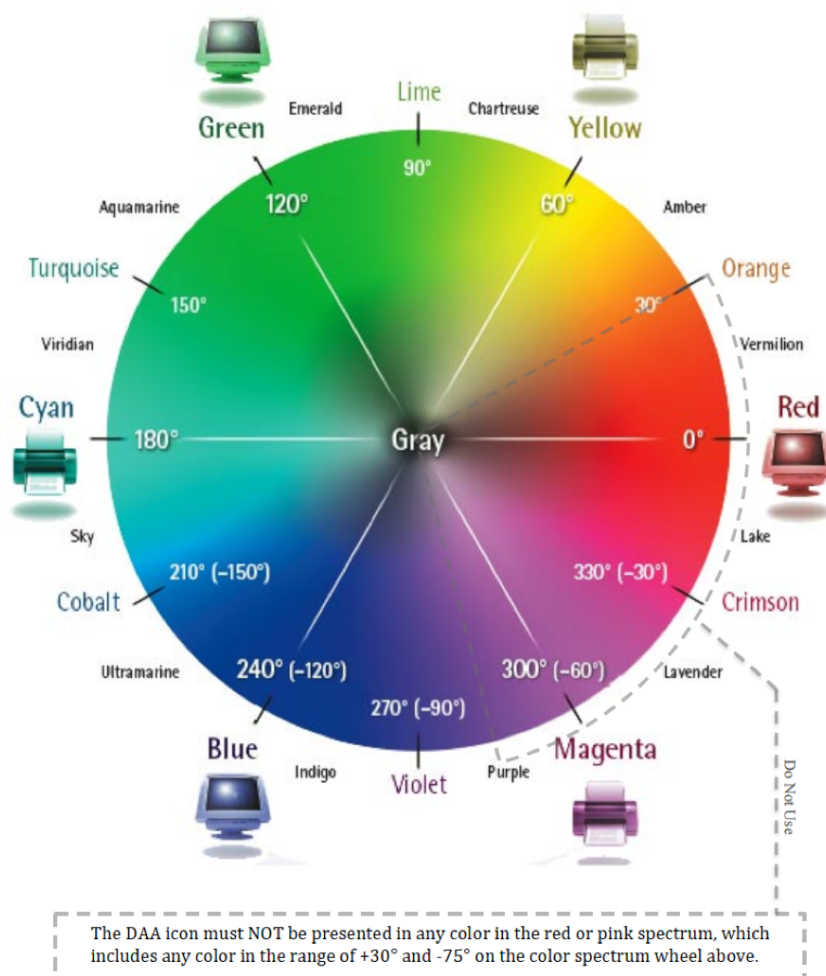
Text

CMYK: C=0 M=0 Y=0 K=100
 RGB: R=0 G=0 B=0
 HEX: 000000
 Grayscale: 70-100%

Gray Transparent Container

CMYK: C=19 M=15 Y=15 K=0
 RGB: R=204 G=204 B=204
 HEX: CCCCCC
 Grayscale: 20
 Opacity: 70-90%

Spectrum Color Wheel



Unacceptable Icon & Ad Marker Applications



Do not outline the icon.



Do not modify or recreate the icon dimensions.



Do not place the icon on a busy background.

Important Info



Do not modify the ad marker text in any way.



Do not create patterns or backgrounds with the icon.



Do not combine colors in the icon.

Resources

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

[YourAdChoices Icon & 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 [Digital Advertising Alliance \(DAA\)](#) is an independent not-for-profit organization which establishes and enforces responsible privacy practices for relevant digital advertising, while giving consumers information and control over the types of digital advertising they receive. The DAA runs the [YourAdChoices](#) and mobile [AppChoices](#) programs. The DAA's PoliticalAds Program is designed to increase transparency and accountability around digital express advocacy political ads. Underlying the DAA's efforts are the [DAA Self-Regulatory Principles](#), including updates to address changing technologies and business models around multi-site, mobile, and cross-device data. Compliance with the DAA Principles is independently enforced for all companies in digital advertising by the Advertising Self-Regulatory Council (ASRC) of the Council of Better Business Bureaus (CBBB) and DMA, a division of the Association of National Advertisers. The DAA is managed by a consortium of the leading national advertising and marketing trade groups, including the 4A's, American Advertising Federation, Association of National Advertisers, DMA, Interactive Advertising Bureau, and Network Advertising Initiative, with the advice of CBBB.

Founding Associations

