

Guide to Logo Use

ABBYY



ABBYY®

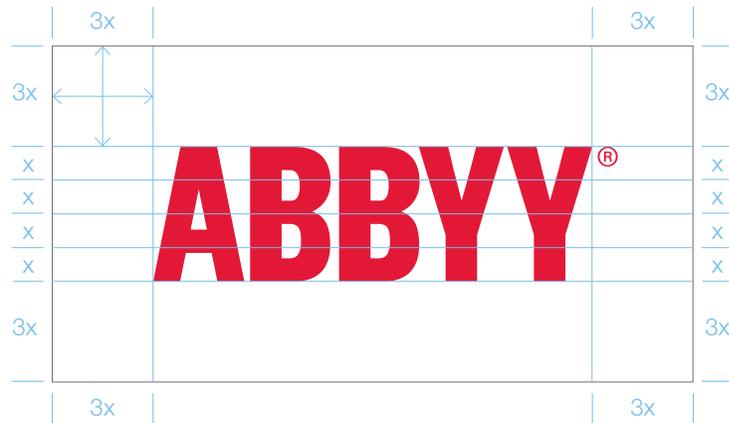
The ABBYY logo is the main emblem of our company, our products, and our brand in general. It encapsulates our image, our values, and our history.

The ABBYY logo must never be distorted or modified in any manner.

The ABBYY logo should not be translated or localized into any other language.

Only the colors specified in this Brand Book may be used for the ABBYY logo.

All the possible variations of the ABBYY logo are provided as digital files accompanying this Brand Book. The ABBYY logo files provided with this Brand Book must not be altered or replaced by any other files.



$x = 1/4$ of cap height
 $3x =$ clear space

Exclusion zone and logo variations

Always leave a clear space (aka exclusion zone) around the ABBYY logo to set it off from other elements and make sure that the logo is easy to read.

No design elements, pictures or text are allowed in the exclusion zone.

x is $1/4$ of the cap height.

$3x$ is the width of the exclusion zone on each side.

In the figure on the left, the black frame shows the boundaries of the exclusion zone. In actual printed or digital materials, these boundaries must be invisible.

There are three possible color combinations for the logo:

- 1 Preferred combination, with a red logo placed on a white background.
- 2 Second preferred combination, with a white logo placed on the company red.

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1 Preferred



2 Second preferred



1



2

Logo for small surfaces

There is a version of the ABBYY logo specifically designed for small surfaces

- 1 Preferred version for small surfaces.
- 2 3.5-mm version.

Note:

In exceptional circumstances, the ® symbol may be dropped if for technical reasons it cannot be used.



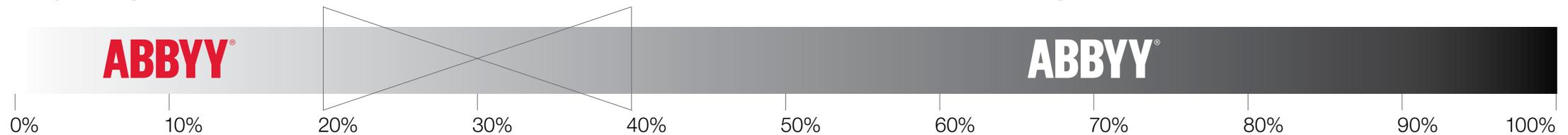
Recommendations for choosing backgrounds

The ABBYY logo is used in two colours: red and white. Select a logo depending on the background.

The ABBYY logo must be placed on uniform backgrounds that provide sufficient contrast. Areas containing too many small details must be avoided. To check if your image is suitable for the chosen version of the ABBYY logo, convert the image to greyscale and measure the colour saturation in the exclusion zone.

Light background

Dark background



On light backgrounds, use the red ABBYY logo. The mean color saturation in the area must not exceed 20% in greyscale

Never place the ABBYY logo in areas with saturation ranging from 20% to 40%. If you do need to place the ABBYY logo in such areas, you must first make them lighter or darker.

On dark backgrounds, use the white ABBYY logo. The mean color saturation in the area must be greater than 40% in greyscale.



1



2



3



4



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8

Incorrect use of the ABBYY logo

The figure on the left shows some examples of incorrect usage of the ABBYY logo.

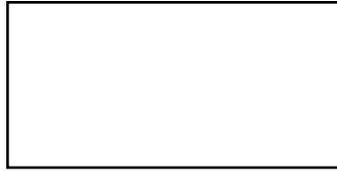
- 1 Never change the proportions of the ABBYY logo.
- 2 Never change the skew of the ABBYY logo.
- 3 Never use any other color than red, white or black for the ABBYY logo.
- 4 Never add any other design elements to the ABBYY logo.
- 5 Never apply any text effects (shadow, outline, reflection, 3D) to the ABBYY logo.
- 6 Never change the logo with the stroke tool.
- 7 8 Never change the relative positions of the elements that make up the ABBYY logo.



 Pantone 186 C

 CMYK 0-100-85-5

 RGB 198-12-48



 Pantone

 CMYK 0-0-0-0

 RGB 255-255-255



 Pantone 85% Process black

 CMYK 0-0-0-85

 RGB 77-77-77



 Pantone 70% Process black

 CMYK 0-0-0-70

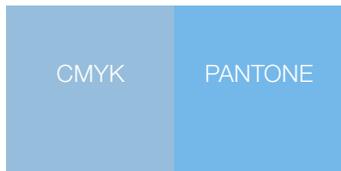
 RGB 110-110-110



 Pantone 30% Process black

 CMYK 0-0-0-30

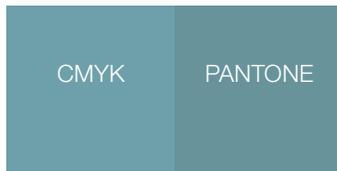
 RGB 190-190-190



 Pantone 80% 292 C

 CMYK 40-15-5-0

 RGB 150-189-219



 Pantone 77% 5483 C

 CMYK 60-25-30-0

 RGB 109-160-170

Main colors

The main set of ABBYY company colors is formed with red and white colors as well as shades of grey. White is always the main component in all printing materials.

The red color is used for logos and accents. Grey/black is used for text. Light grey and blue grey are used for background.