Brand Book
ABBYY Brand Book is a key document that establishes brand identity and helps us communicate a consistent and recognizable #OneABBYY message to our audiences globally.

We created detailed guides with templates for various formats. These guides make working on presentations, leaflets, and digital banners much easier and faster. Here you will find all the information you need on preparing marketing materials, mock-ups for events, promotional merchandise, etc.
Basic Elements

Our set of inter-related brand design elements makes the ABBYY brand stand out in the competitive IT market.
#1.1
the ABBYY Logo
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.
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.
3. Black-and-white combination (to be used when the color combinations cannot be used for technical reasons).

Exceptions:

For merchandise, metallic, silver, glass, wood, etc. backgrounds can be used (the hue of the material must be as close to white as possible to provide enough contrast).
AbbYY 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.

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.
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. Never change the relative positions of the elements that make up the ABBYY logo.
## The ABBYY logo files

<table>
<thead>
<tr>
<th>ABBYY</th>
<th>_logo</th>
<th>_st</th>
<th>_red</th>
<th>_cmyk</th>
<th>.eps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company</td>
<td>Contents</td>
<td>Size</td>
<td>Color</td>
<td>Color space</td>
<td>Format</td>
</tr>
<tr>
<td>ABBYY logo</td>
<td>Usual logo</td>
<td>st</td>
<td>Standard</td>
<td>Red</td>
<td>cmyK</td>
</tr>
<tr>
<td>Our website logo</td>
<td>For small surfaces</td>
<td>white</td>
<td>White</td>
<td>pantone</td>
<td>For the Pantone Matching System</td>
</tr>
<tr>
<td>border</td>
<td>Framed</td>
<td>black</td>
<td>Black</td>
<td>rgb</td>
<td>For digital screens</td>
</tr>
</tbody>
</table>

### Examples

- ABBYY_logo_st_red_cmyk.eps
- ABBYY_logo_st_black_cmyk.eps
#1.2. secondary logos
The www.ABBYY.com logo and its exclusion zone

It is very important that we actively and consistently promote the ABBYY website as it is the easiest way for our customers to get in touch with us, provide feedback, learn more about our products, and make a purchase.

The www.ABBYY.com logo should not be translated into any other language.

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 the cap height.

1/2 x is the width of the exclusion zone on each side.

On the figure the exclusion zone is marked in black.
#1.3. colors
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.
Besides main colors, ABBYY developed an additional color palette that provides more flexibility when working with various media and for design purposes.

Additional colors may be applied to emphasize information (diagrams, tables, subtitles, etc), on exhibition stands, promotional merchandise, exterior and interior design, and navigation.

Bear in mind that additional colors must not prevail over main colors in terms of used area.

It is possible to use black with darker shades of additional colors.

To get lighter shades, opt for colors with more transparency.

To preserve brand identity, maintain the balance between main and additional colors.

Be sure to use colors of the main palette on all mock-ups and communications.

Red is the main color of the ABBYY brand, however it must be used prudently so that a communication is not perceived as aggressive.

Do not use additional colors as dominant on a mock-up. The only exception are images used as content.

Colors from the additional palette are mainly used to emphasize and highlight information as well as to create charts and diagrams.
#1.4. fonts and typography
Company fonts

Helvetica Neue is ABBYY’s company font. It is modern-looking, legible, clear, and refined. Visually, this font supports the ABBYY brand, strengthening its global and innovative dimension, exuding professionalism and expertise.

This font family offers multiple styles to suit different needs and is available in OpenType format, which means that we have access to Latin, Cyrillic, and East-European characters within one font.

A single format allows us to create clear and accurate lettering.

Note:
On page 19, you can see how different styles of this font can be used for different levels of hierarchy.
Unstructured Content

WP Wrap. Example: AI technology that is capable of "reading" texts in natural language and understanding their meaning, without human limitations or errors.

Title. Example: Teaching machines to understand natural language

"Citation. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut at dolorum praetor maio qui dolor sim incimaximi, sedion con rerio minihicius volari od quia"

Typography and visual hierarchy

The suggested typography will allow you to get your message across in unique and recognizable ABBYY style.

Be sure to use the right font in the right place. The figure on the left shows some examples of where to use which font.

1. Combining fonts of different weights will make your headlines and adverts more appealing and eye-catching.
2. With easily identifiable levels of hierarchy, your texts will become more structured and thus more readable.
Visual Language

Visual language helps the brand communicate with people in one tone and stand out among voices of other brands.
#2.1 photos & imagery
Overview of our imagery

Imagery is an important element of the ABBYY brand. It communicates the values of the company in an accessible manner and is used in various fields, such as advertisement, printing materials, internet, mass media, etc.

These photo standards should be used as guidelines when making new or altering existing imagery for ABBYY.

The most important distinctive feature of ABBYY imagery is its set of colors. It mostly has cold color shades and moderate colors. The set of colors should correlate with main company colors.

Be sure to stick to the brand’s tone of voice when choosing imagery.

Photos should communicate main values of the brand: innovate for customers, care and go the extra mile, work as a team, be open-minded.

Red elements in a shot are preferred but not mandatory.

There are no restrictions as to the composition of images. It is admissible to use both long and close-up shots.
Photomask

A photomask is a tool that helps determine whether a selected image corresponds to the ABBYY guidelines for choosing photos.

A PSD file represents 9 squares with 8 images that correspond to the ABBYY guidelines and are placed around one empty square in the center.

Add your image to the bottom layer to know whether it complies with the corporate style.

**Note:**
Use only files provided with this guide. Do not make changes to the mock-up or modify the images.
Photos of people

When choosing a photo, try incorporating the following:

• The color temperature is cold
• Red accents are present in the image
• People on the image are working or communicating with each other
• People look natural
• Facial expression is positive, natural, and more friendly rather than serious
• Models wear business casual
• Clothes have no specific details or multiple colors
Photos of objects and interior

When choosing a photo, try incorporating the following:

• The color temperature is cold
• Red accents are present in the image
• Objects are shown in a close-up view; it is allowed to use tilt-shift to blur the background
• The image shouldn’t have too many objects and must focus on the details significant for the theme, the center of the composition must be visible
• If the image shows people, they must be engaged in an activity related to the theme of the image

Note:
It is allowed to use photos with dark background.
Images of dark abstractions

Dark abstractions are mostly used as a background for the heading of a section / talking point / quote / figure / etc.

When preparing an image, please ensure the following:

- The color temperature is cold
- Avoid excessive contrast
- The image must feel as a homogeneous background and leave the text legible
- To create a more homogeneous set of colors, apply dark / cold filters
Images of light abstractions

Light abstractions are used to complement text or graphical elements. That’s why they need to be neutral and do not contain multiple detailed objects. Light abstractions are used as static pictures.

When preparing an image, please ensure the following:

- The color temperature is cold
- Monochrome images are allowed
- There is free space on an image for it to “breathe”
- The image shouldn’t have too many objects
- Use moderate colors
- Red elements are preferred but not mandatory
#2.2. video style and CG
Overview of video

Video is crucial part of the ABBYY brand identity. Video should always be professional and of high quality.

Like our visual system, our tone is designed to express our brand promise and attributes—our innovative, expert, results driven, passionate and global mindset.

Key message: ABBYY provides AI based Content Intelligent solutions and services to Enterprises globally helping them in getting valuable insights from unstructured content and gaining a competitive edge.

When producing videos, whether for internal or external use, basic application of ABBYY brand guidelines must be followed. The use of the logo, color, and font should follow the specifications outlined in previous chapters.

A video must convey key values of the brand: innovate for customers, care and go the extra mile, work as a team, be open-minded.

Our video clips are recorded with augmented reality to convey the message of innovation and technological advances.

Videos are dynamic and use active typography.

Animation is smooth and dynamic at the same time. It is easy to watch.

Note:
Amateur video can be used for publications, such as news, smm, blogs etc.
Full tone area animation

Full tone area and text have smooth animation with bounce effects and is easy to watch.

Examples:
1. Animation of tips
2. Bottom-up animation of additional text
3. Object magnification and animation of a text tip
4. Animation of additional text in different directions
#2.3. icons
Overview of icons

Icons are an important element of the ABBYY visual identity used across marketing, product and advert materials. Icons can be used to communicate certain ideas and concepts quickly and clearly.

Use icons to convey information.
Do not create a new icon if one already exists.
Don’t try to make an icon look realistic.
Don’t overuse icons.

ABBYY communications use three types of icons depending on a task:

1. Factoid icons
2. Bullet icons
3. Icons for charts and diagrams
Factoid icons

These icons are used to illustrate talking points or facts and are applied to structure content and attract attention. In the interest of visual consistency, follow design guidelines for icons, recommendations on the width of lines and the size of an exclusion zone when designing icons.

The height and width of an icon may vary from 100 to 170 px. All lines and objects constituting an icon are aligned with a pixel grid.

Line width – 2 pt
Rounding – 1.5 px
Line color – 50 50 50

For full tone areas, be sure to use a color from the additional palette.

Note:
Be sure to consider the ratio of color full tone areas and lines.
Bullet icons

These icons are used in bulleted lists instead of bullets. They must be simple in terms of their form and meaning.

Bullet icons should only appear in red, white or black.

Bullet icons should never be used in a decorative way.

Be sure to use the line thickness of 2 pt, round the corners and ends of lines if the height and width of an icon is within the range of 25 to 40 px.
3.4. Visual Language. Icons

Charts and diagrams

Such icons are used to illustrate processes and scenarios. All lines and objects that constitute an icon are aligned with a pixel grid. Be sure to use a flat style when designing these icons and, therefore, avoid outline, shadows, gradients, and transparency.

Please stick to the greyscale palette and the palette for accents when selecting images.
Use cases

Factoid icons may be used on a colour / dark background. For this purpose, full tone areas and contours are converted to white.

Charts and diagrams are placed on a white or grey background depending on a medium or task.

It is admissible to use both factoid and bullet icons on one slide.

Be sure to use bullet icons on a contrast background within a circle.
#2.4. infographics
Infographics give our brand the opportunity to present complex information and data in a way that is straightforward and easy to understand. When designing infographics, clarity should always be the primary goal.

Charts diagrams and tables should use simple shapes and contrasting colors to communicate complex information. They should be displayed in 2D.

Make sure that all important labels and information can be clearly read and understood.

Color usage order: When creating infographics and charts for PowerPoint, use the color order shown to the left. This will ensure that infographics remain both legible and true to our brand.

Colors can all be used in the tints to extend the range when required.
Bar chart

This type of a horizontal or vertical chart shows and compares several sets of data.

There are two ways to display several data sets: as several bars standing side by side or as one bar divided in accordance with the percentage of values.

Pie chart

This chart type shows a percentage of each value inside a data set as a circle divided into slices. It may display several data sets. In this case, diagrams overlap with each successive slice being smaller than the previous one.
In line charts, data points are connected by line segments. This graph may show several data sets at the same time.

Bubble chart: A bubble chart is a type of chart with a set of bubbles located between the axes and correspond to certain values. Bubbles are not connected with each other and differ in size that is set by the third parameter.

Tree and block diagrams: These types of charts illustrate the structure of data sets and relations between elements.
Timeline chart

This type of chart shows values of data sets on a horizontal bar labeled with dates. Segments between dates may be of any length.