ABBYY Guide to Logo Use

2 ABBYY Logo

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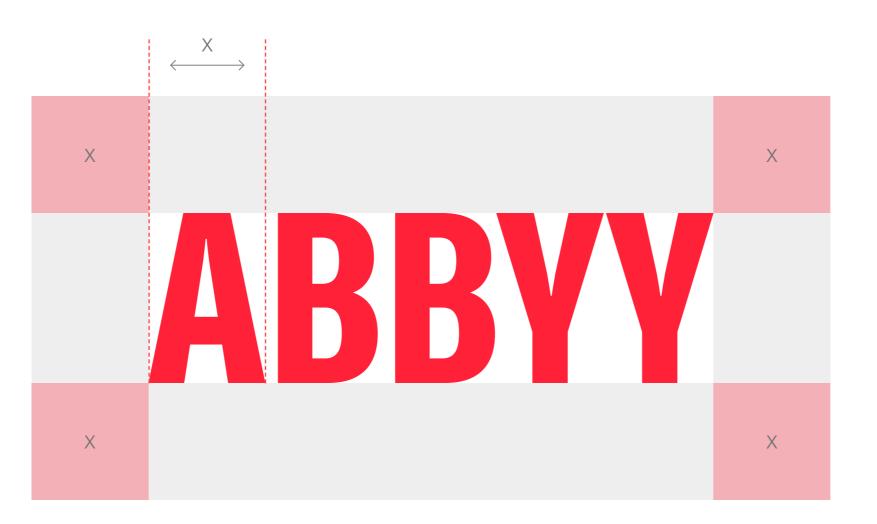
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Our logo is both timeless and modern. The font is classic. The red color is vibrant. It represents our reliability, boldness, and energy.



2.3 Logo Basic scale

Protective field



The logo's protective field determines the minimum allowed distance from the corporate logo to any other graphic or text elements in a layout, and to the edges of the layout.

The logo's protective field is equal on all sides to the width of the letter A.

Don't

Placing graphic or text elements inside the protective field.

2.3



Logo Rules for usage Do's

On a white background



On a colored background



corporate logo in its custom red color. In all other cases the logo should be white.

On a white background: always use the

On a white background: use the red logo.

On a colored background: use the white logo.

On a background with a color gradient: use the white logo.

On a photo/video background: use your discretion. If the image is white, use the red logo. If the image is multi-colored and the logo will be easily visible, use the white logo.

On a background with a color gradient



On a photo/video background





The main version of the logo should only be used on a white background.



Do not use colors and gradients outside of the custom color palette



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Do not modify or in any way change the logo.



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Only the custom red logo should be used on a white background





Do not position the logo on a photo background with overly busy image content. The logo should be easily visible and prominent.





Do not apply any effects on top of overlays on the ABBYY logo