

# ABBYY

## Guide to Logo Use

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**ABBYY**

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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.



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.





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## Logo Rules for usage

### Do's

On a white background: always use the corporate logo in its custom red color. In all other cases the logo should be white.

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 white background



On a colored background



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 modify or in any way change the logo.



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



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



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



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

