

ABBY

Brand Graphics & Color Palette

3 Color palette

3.1 Main brand colors

3.2 Values

3.3 Gradients

Color palette
Main brand colors

ABBYY’s brand colors are timeless—a classic red with a modern twist, and dark navy blue. More colors and gradients are part of the brand color palette.

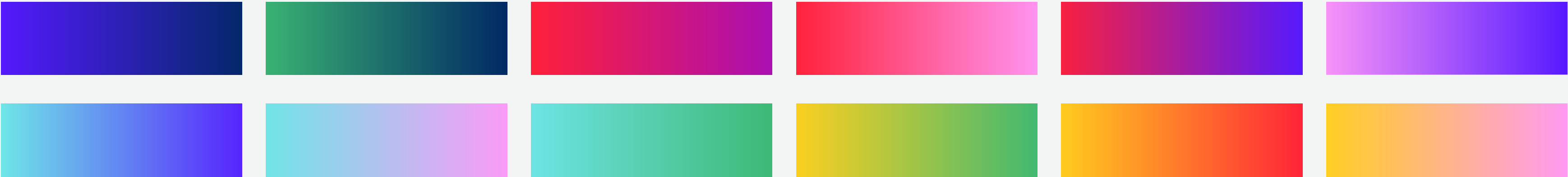
Main colors



Complementary colors



Color gradients



3.2

Color palette

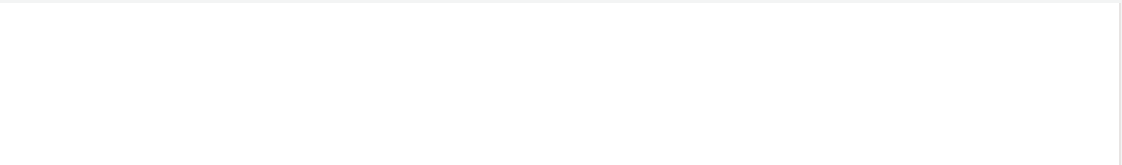
Values



FF2038
rgb 255 32 56
cmyk 0 100 70 0
PANTONE Red 032 C
PANTONE Red 032 U



5519FF
rgb 85 25 255
cmyk 90 70 0 0
PANTONE 2728 C
PANTONE blue 072 U



FFFFFFFF
rgb 255 255 255
cmyk 0 0 0 0



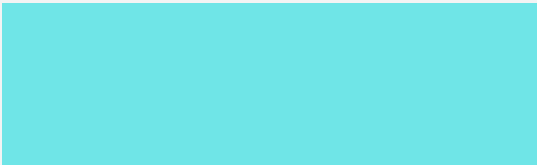
FFD01E
rgb 255 208 30
cmyk 0 20 100 0
PANTONE 109 C
PANTONE 115 U



A70EB6
rgb 167 14 182
cmyk 60 80 0 0
PANTONE 253 C
PANTONE purple U



FF57FF
rgb 255 87 255
cmyk 10 50 0 0
PANTONE 236 C
PANTONE 236 U



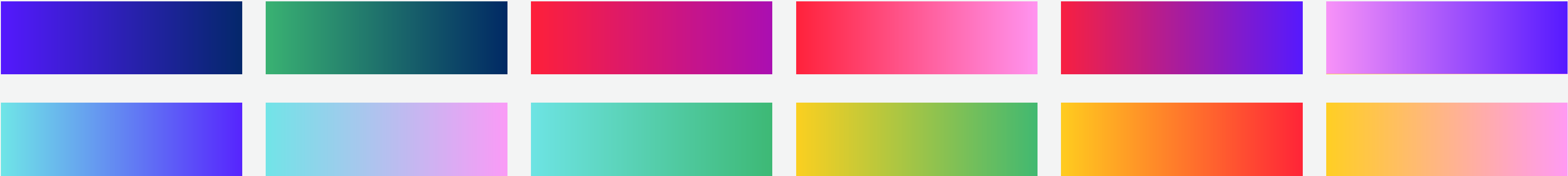
6FE5E7
rgb 111 229 231
cmyk 50 0 10 0
PANTONE 3245 C
PANTONE 3242 U



3CB873
rgb 60 184 115
cmyk 70 0 60 0
PANTONE 7479 C
PANTONE 7479 U



002864
rgb 0 40 100
cmyk 100 75 15 30
PANTONE 288 C
PANTONE 280 U



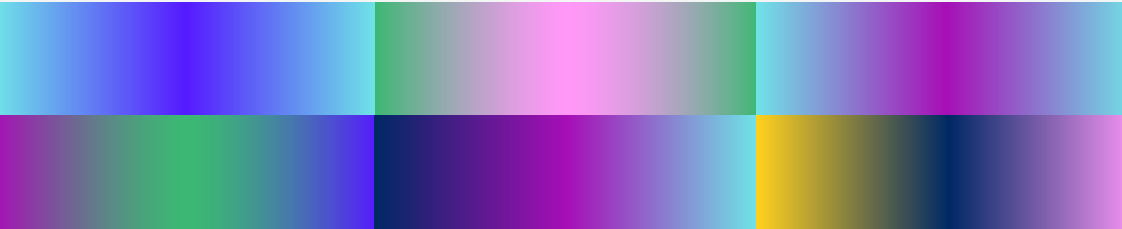
Do not use colors that do not
match



Do not use colors outside of
the custom palette.



Do not use reflective gradients or gradients
with more than two colors.



5 Branded graphics

5.1 Shapes

5.1.1 Basic shapes

5.1.2 Complex shapes

5.1.3 Construction principles

5.1.4 Usage principles

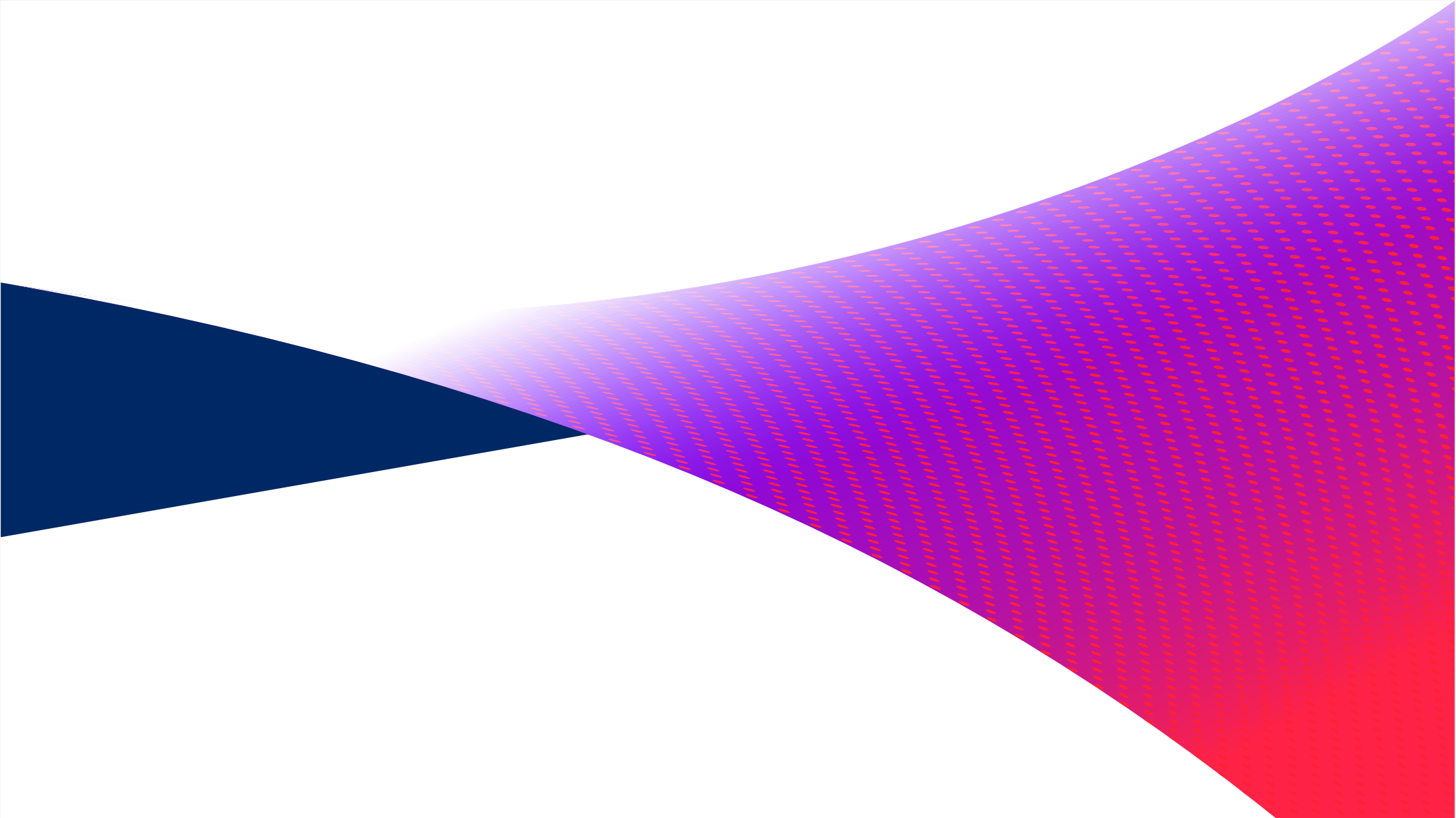
5.2 Patterns

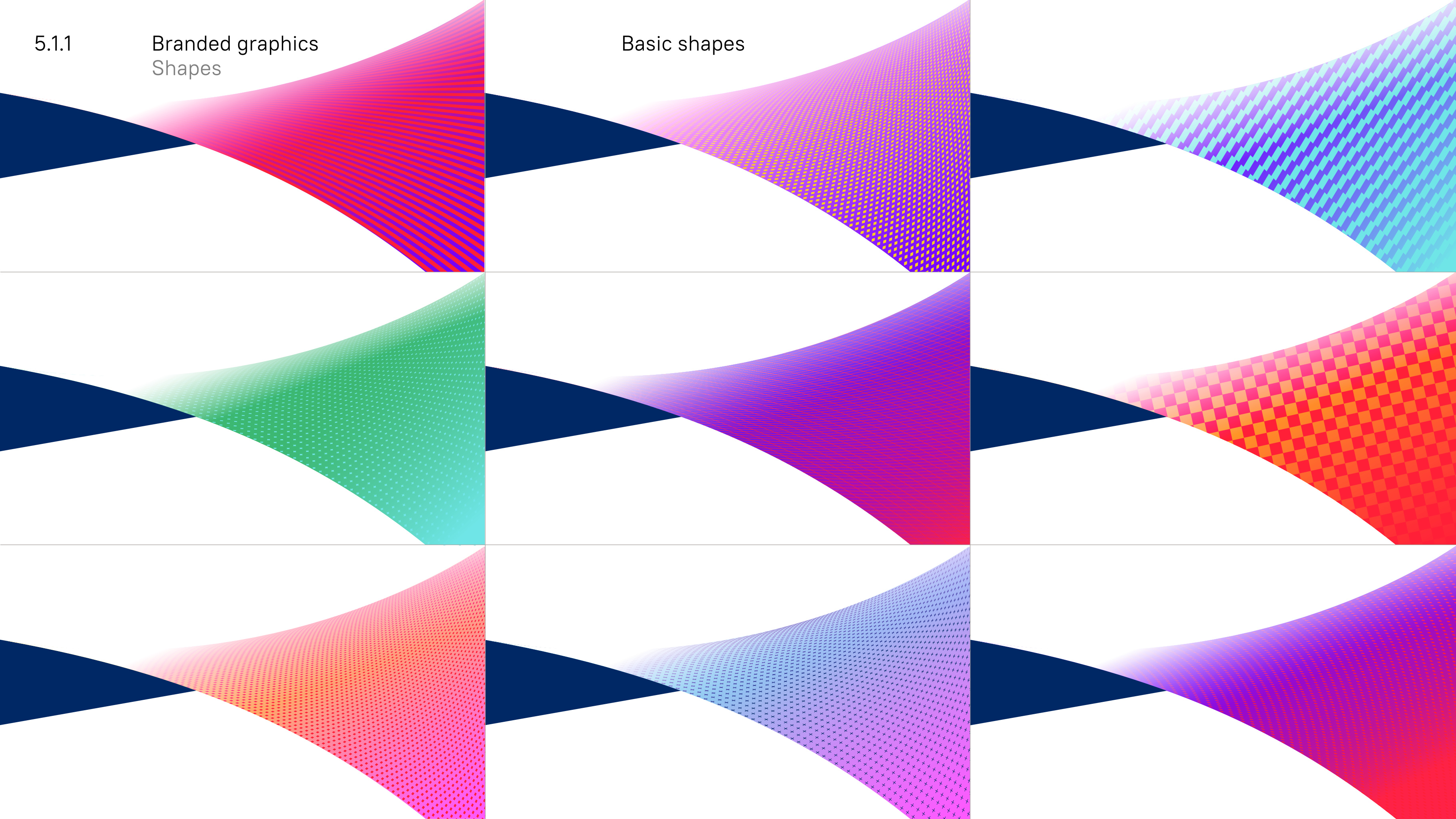
5.2.1 Usage principles

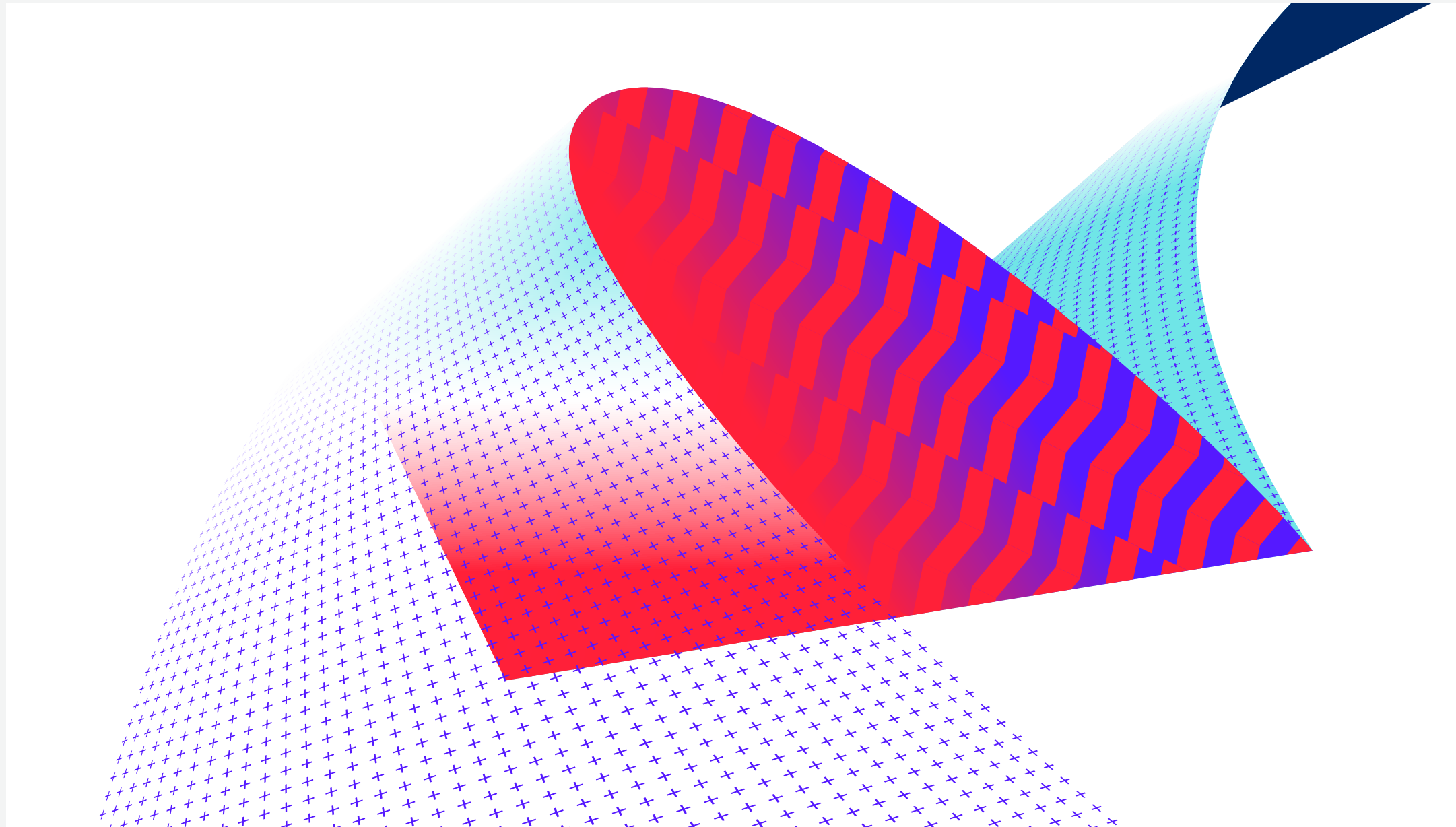
The main graphic is a shape that unfolds and changes, symbolizing a qualitative transition that reflects digital transformation.

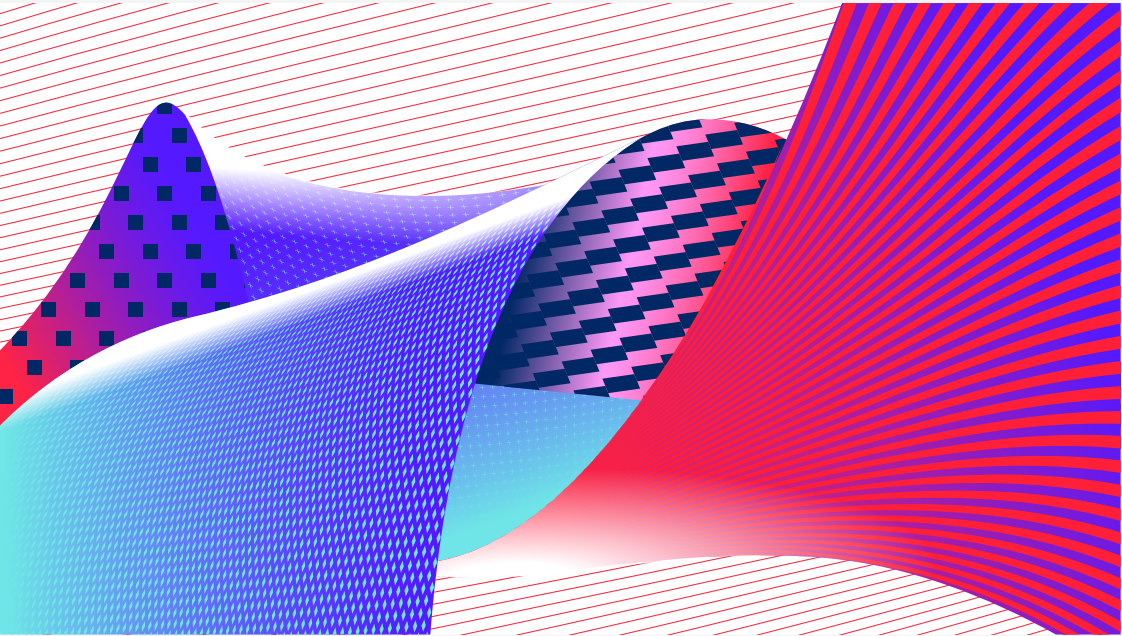
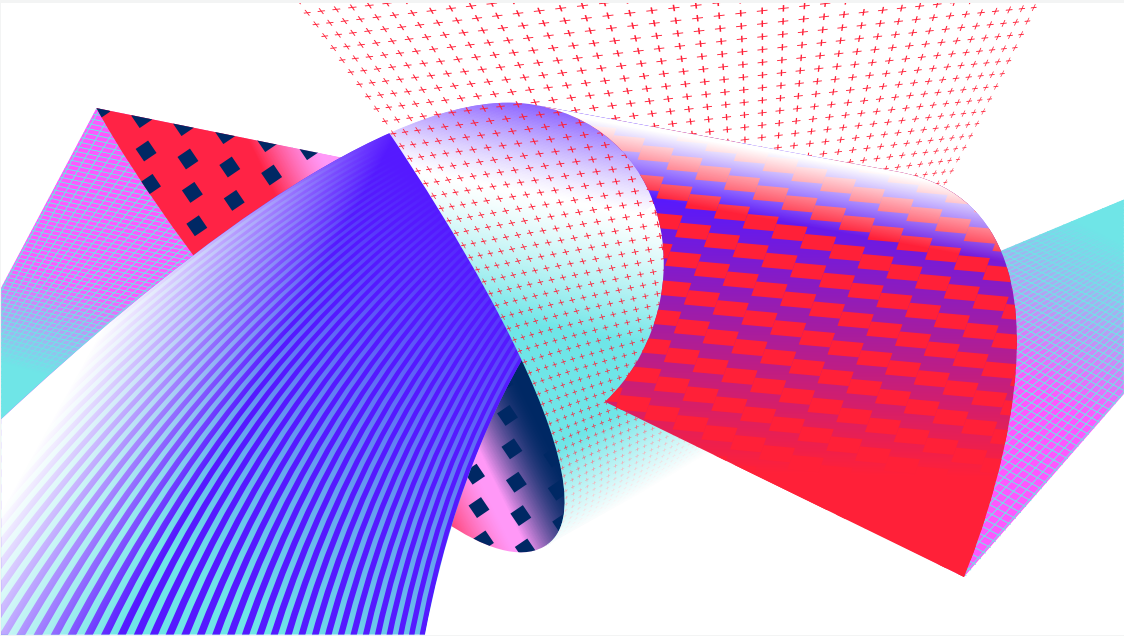
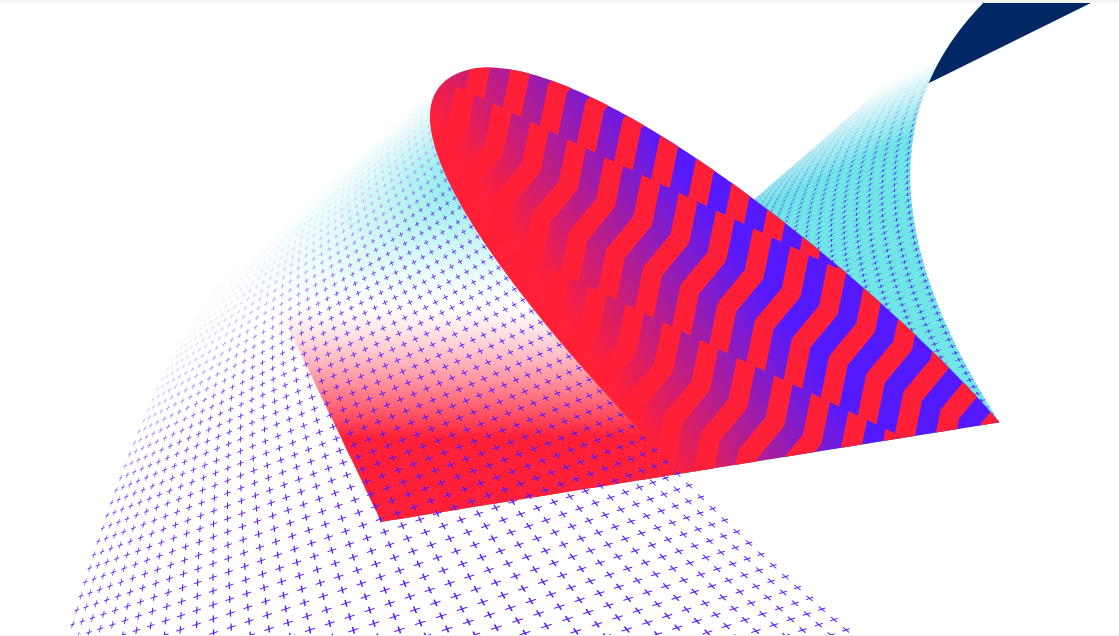
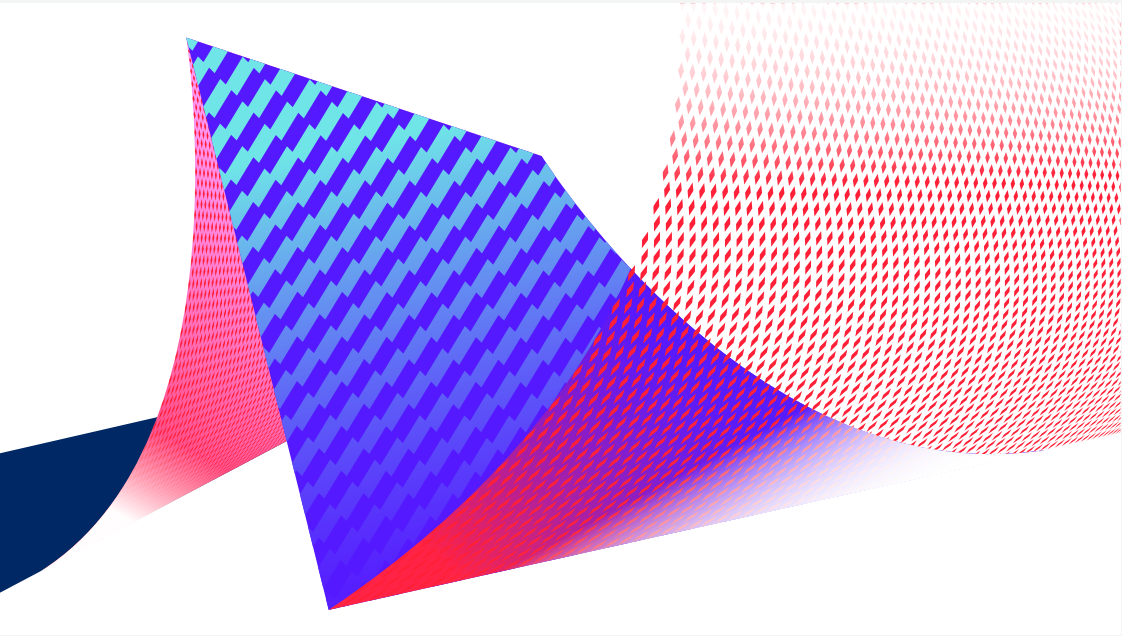
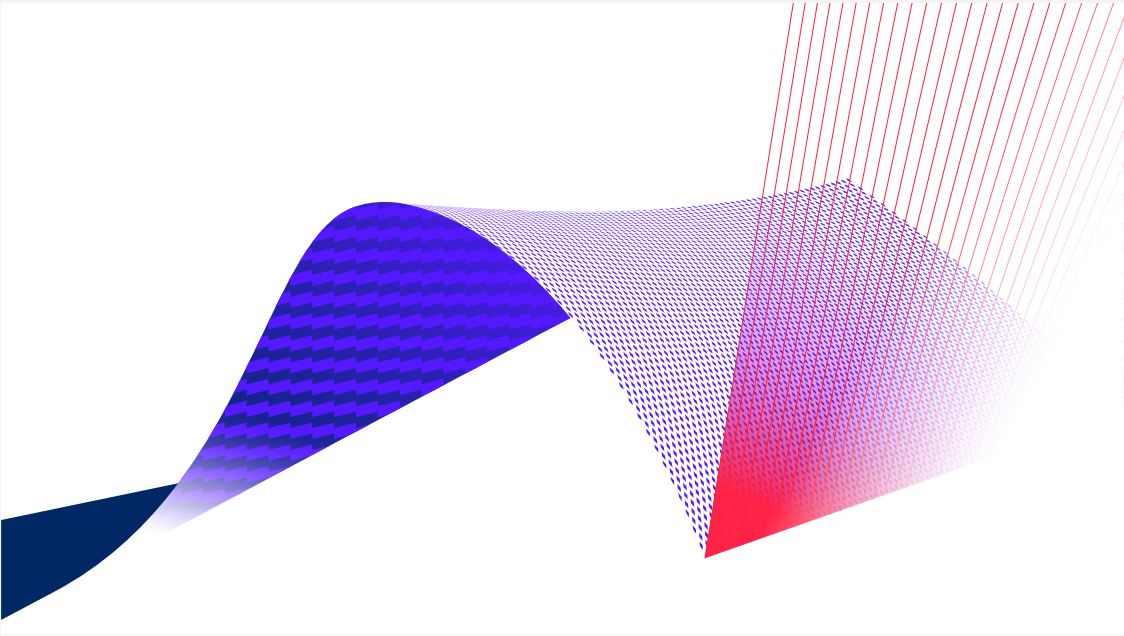
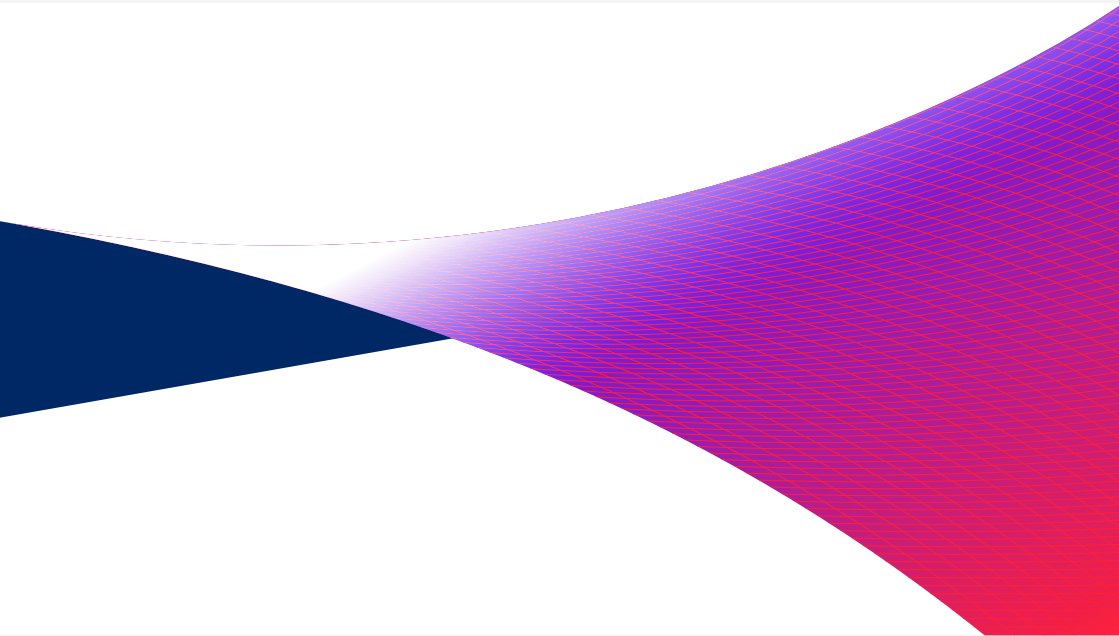
Information passes through different stages in an endless process of transformation. The graphic illustrates a future focus. The mosaic structure symbolizes data and information.

The figure begins its movement on the left, where the color begins as a dark blue shade. The graphic then transforms through a gradient and pattern. We use a white highlight to depict a gleam of light at the point of transformation. This is a distinctive feature in the ABBYY brand graphic.



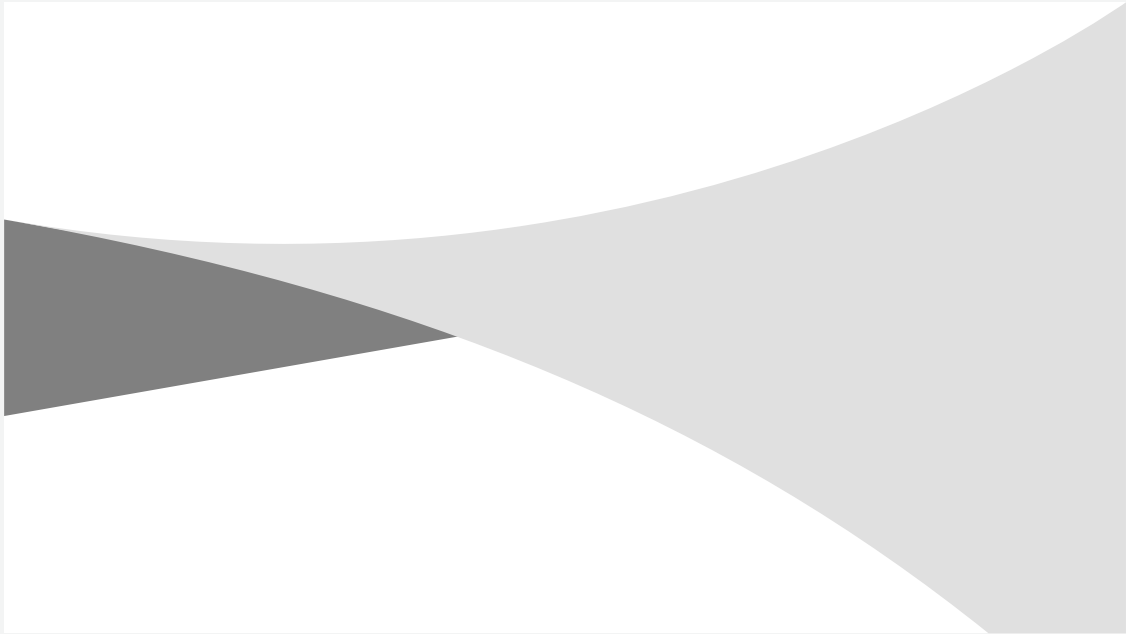




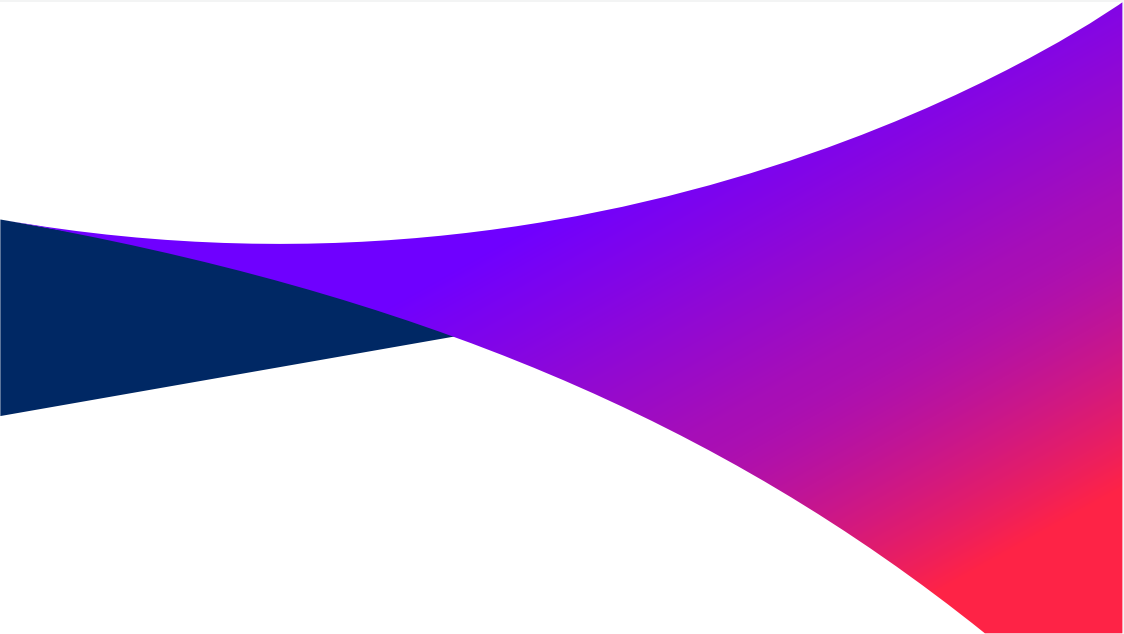


Branded graphics
Shapes

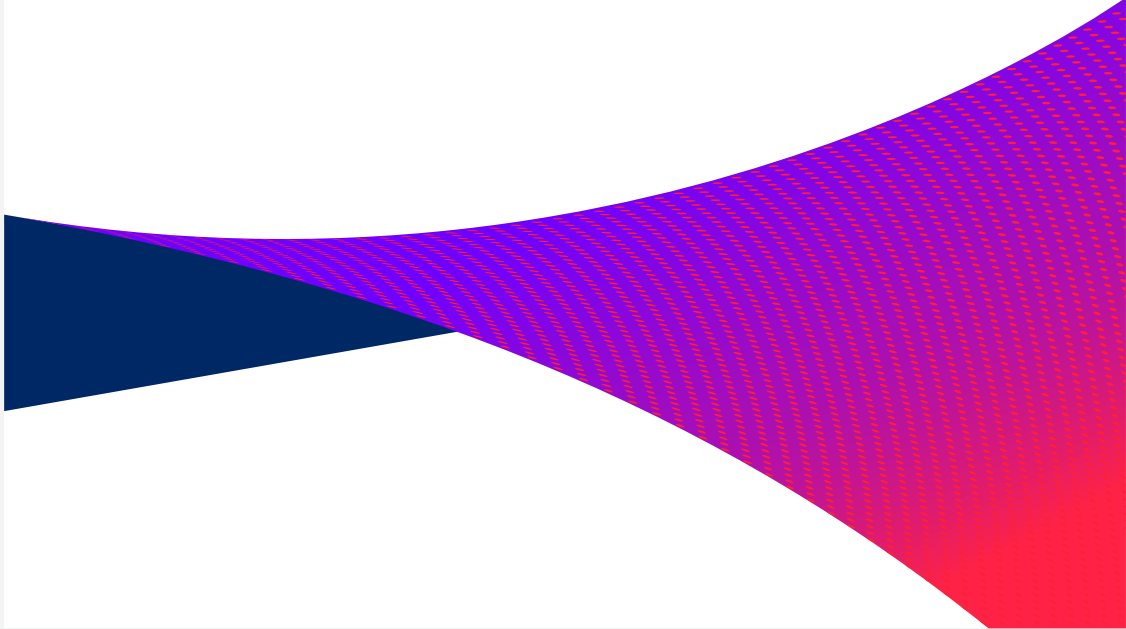
1.



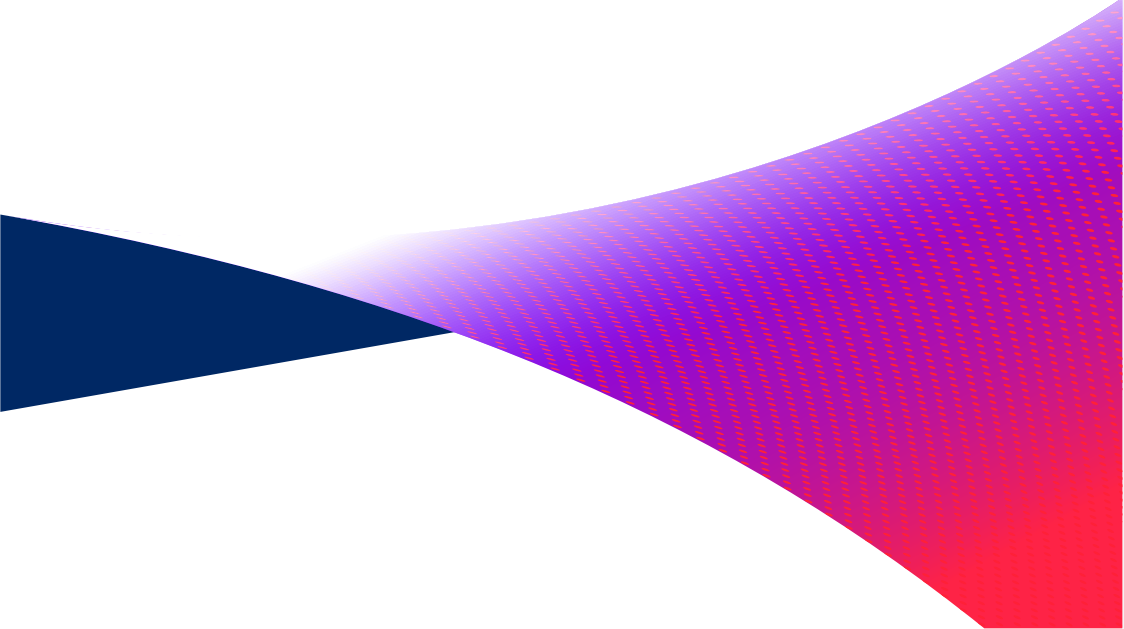
2.



3.



4



- To draw the basic shape:
1. Draw a flat shape that unfolds in three-dimensional space.
 2. The inner side of the shape (on the left) always has the same custom dark blue color. The outer side of the shape (on the right) can have any of the custom gradients.
 3. The custom pattern is placed on the right-hand surface of the shape and twists with it in space.
 4. The final touch to the composition is a white highlight at the point where the shape folds.

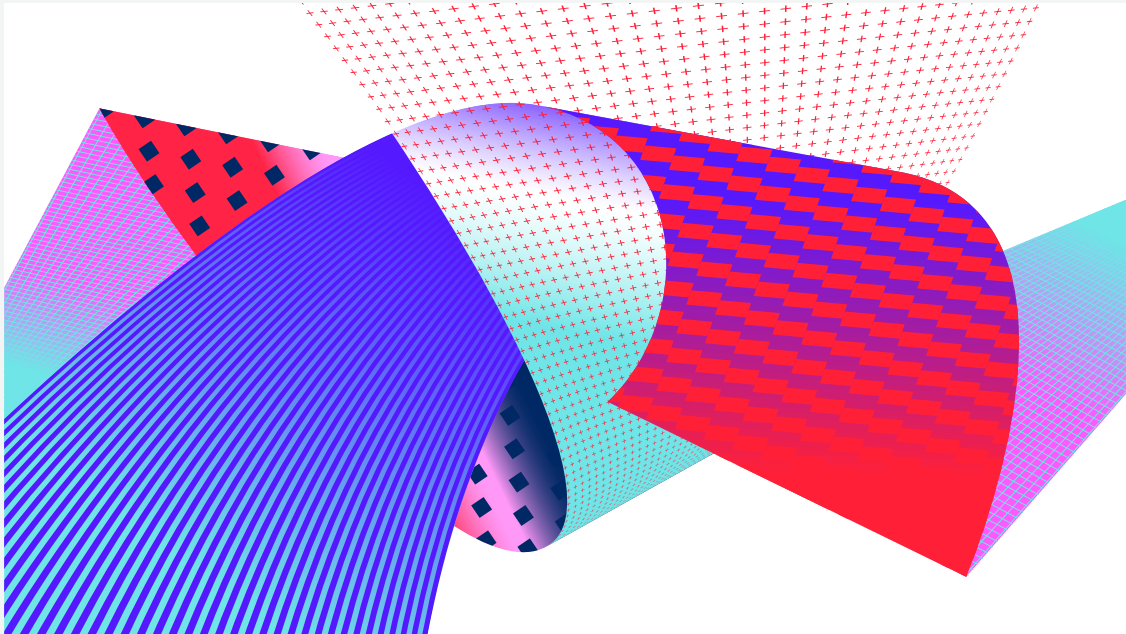
5.1.3

Branded graphics
Shapes

1.



3.

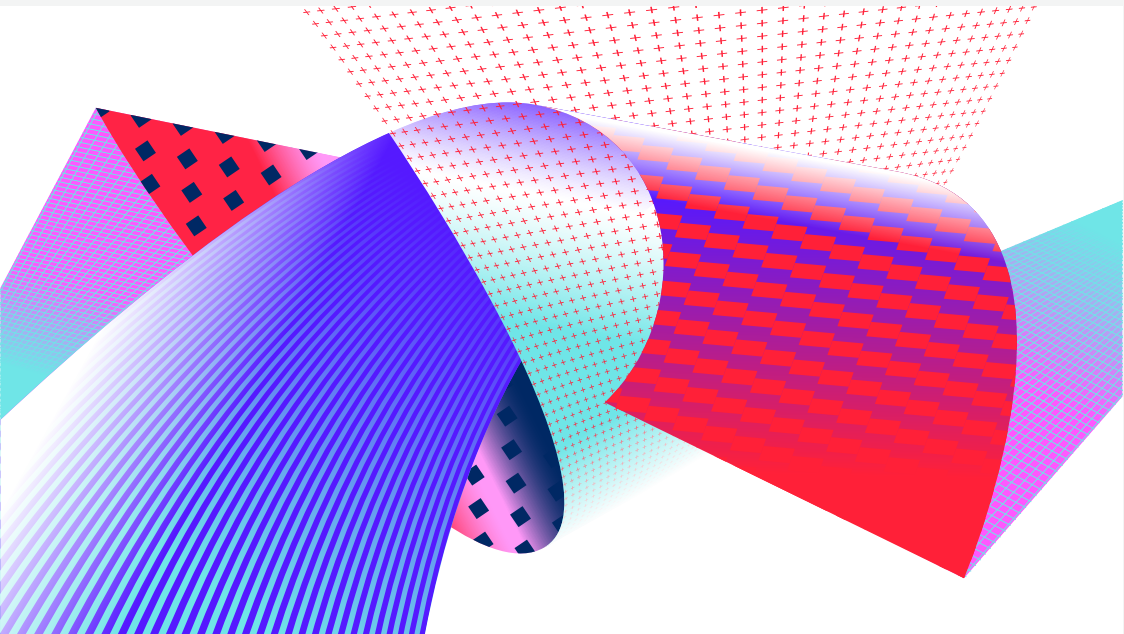


Construction principles
Complex shapes

2.



4





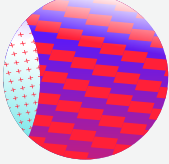
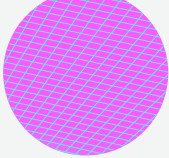
1. Draw two flat shapes that unfold in three-dimensional space. They can pass through one another and can have either a sharp or a smooth transition from one state to another at the points of folding.

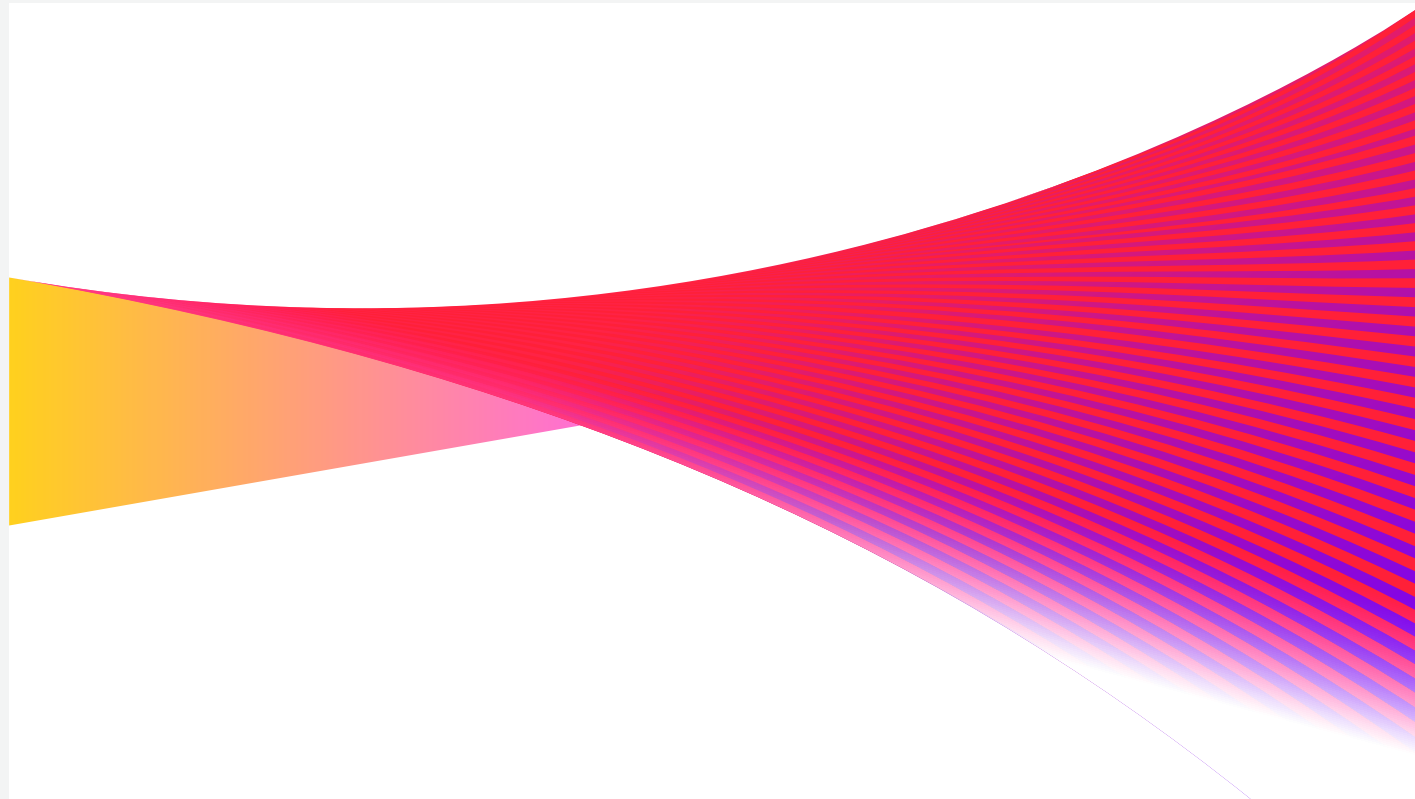
2. The surfaces of the shapes are colored in custom gradients. The gradients can be partially transparent at the points where shapes cross.

3. A custom pattern is placed on all surfaces of the shapes and twists with it in space. Large patterns can be left unchanged.

4. The final touch to the composition is a white highlight at the points where the shapes make a smooth twist.

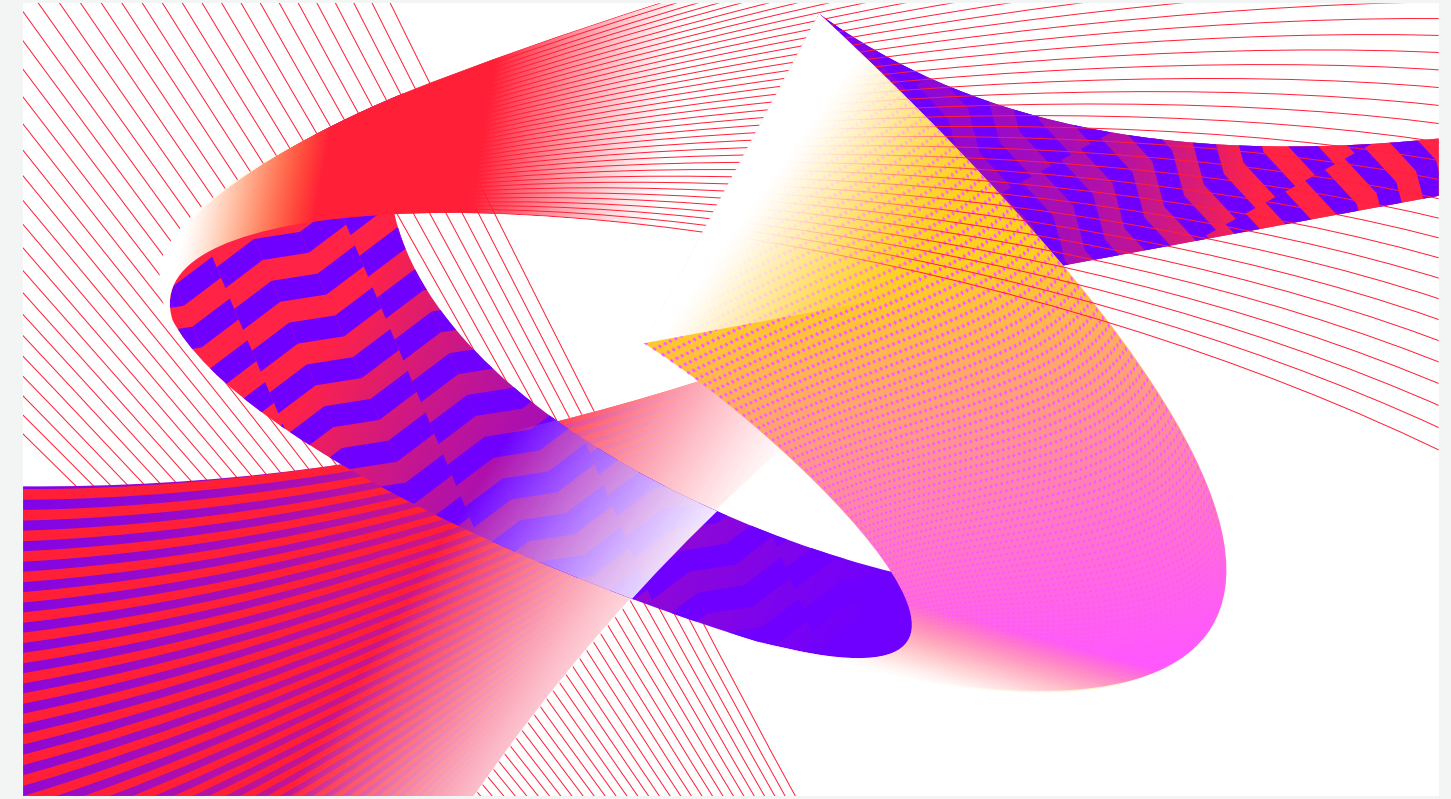
The shapes should be wide and follow a left-to-right trajectory.

- An abrupt transition from one state to another
- A smooth transition from one state to another
- The large pattern is not distorted in space
- The small pattern is distorted in space



Do not use a gradient for the left-hand corner of the iconic key visual. The left-hand corner should always be dark blue.

The highlight should be located at the shape's point of transition from one position to another, and not below.



The shapes are too thin. The shapes move in the wrong direction—one starts moving from the right, then turns around and continues back to the right. The second shape ends below the first.

The key visual shape can be combined with the logo when it is positioned in the middle of the page. The highlight from the shape should fall on the logo.

The width of the logo should be half the width of the working sheet.









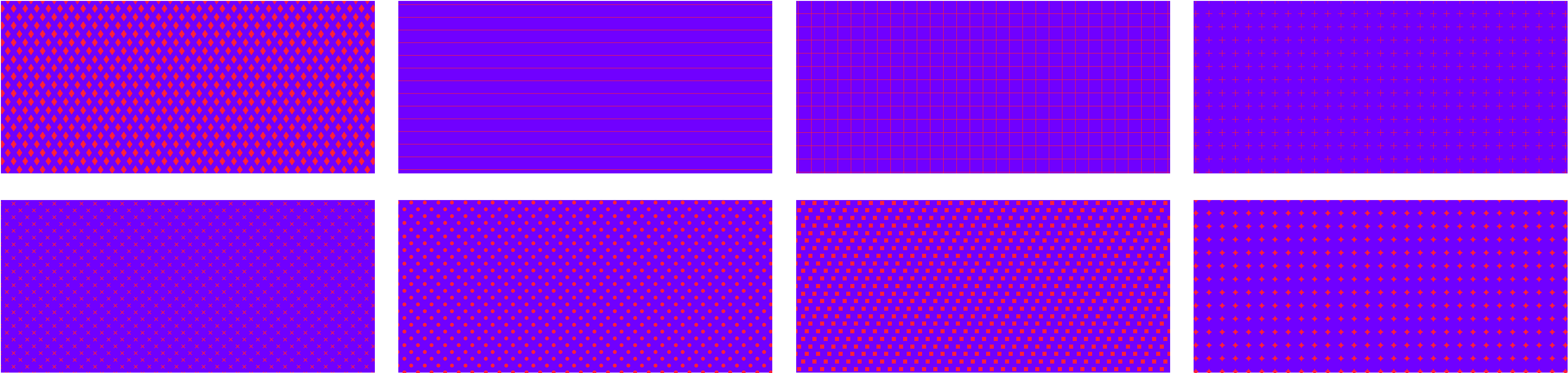
5.2

Branded graphics
Patterns

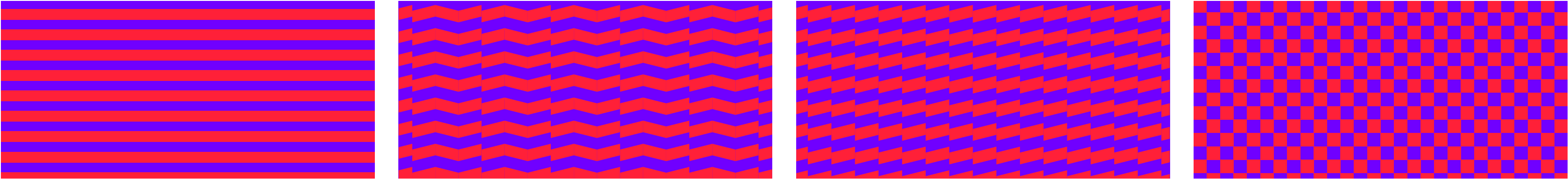
Throughout the brand design, we use twelve corporate patterns to symbolize data.

- Eight of them are small.
- Four of them are large.

Small patterns



Large patterns



5.2.1

Branded graphics
Patterns

Usage principles

There are two ways to use the patterns.

1. The pattern is overlaid on a gradient and is used as a background image for media. In this case, the base color of the gradient is the same as that of the pattern. The pattern appears on the right-hand side and shows a slight inclination.

2. The pattern is superimposed on a 3D image. In this case, the image must also have a gradient and the small pattern should change in space along with the shape. Large patterns may be left unchanged. The pattern can be superimposed onto the custom shapes, illustrations, or photographs.

1.



2.

