ABBYY
Brand Graphics & Color Palette

2021 ABBYY
developed by Brand bureau Shuka
3 Color palette

3.1 Main brand colors
3.2 Values
3.3 Gradients
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.
## 3.2 Color palette

### Values

<table>
<thead>
<tr>
<th>Color Code</th>
<th>RGB</th>
<th>CMYK</th>
<th>PANTONE Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>#FF2038</td>
<td>255 32 56</td>
<td>90 100 70 0</td>
<td>Red 032 C, Red 032 U</td>
</tr>
<tr>
<td>#5519FF</td>
<td>85 25 255</td>
<td>0 100 70 0</td>
<td>2728 C, Blue 072 U</td>
</tr>
<tr>
<td>#FF57FF</td>
<td>255 87 255</td>
<td>10 50 0 0</td>
<td>236 C, 236 U</td>
</tr>
<tr>
<td>#6FE5E7</td>
<td>111 229 231</td>
<td>70 60 0 0</td>
<td>3245 C, 3242 U</td>
</tr>
<tr>
<td>#A70EB6</td>
<td>167 14 182</td>
<td>60 80 0 0</td>
<td>253 C, Purple U</td>
</tr>
<tr>
<td>#FFD01E</td>
<td>255 208 30</td>
<td>0 0 0 0</td>
<td>109 C, 115 U</td>
</tr>
<tr>
<td>#3CB873</td>
<td>60 184 115</td>
<td>70 60 0 0</td>
<td>7479 C, 7479 U</td>
</tr>
<tr>
<td>#002864</td>
<td>0 40 100</td>
<td>75 15 30</td>
<td>288 C, 280 U</td>
</tr>
</tbody>
</table>
The gradients are combinations of the ABBYY color palette.

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

Do not use colors that do not match.

Do not use colors outside of the custom palette.
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.
The main graphic might go through a series of unfolding—each new twist is accompanied by a change in the pattern and color.
Branded graphics
Shapes
Construction principles
Basic shape

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.
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.
5.1.3 Branded graphics
Shapes

Construction principles
Construction errors

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.
Branded graphics
Shapes

5.1.4

Usage principles

The shape can be combined with large typography.

The font changes color with the pattern, supporting the idea of transformation.
Usage principles

Complex shapes can be combined with display typography. The letters interact with the graphics and change color depending on the surface over which they are located.
The key visual can be embedded in photographs.
Throughout the brand design, we use twelve corporate patterns to symbolize data.

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