ABBYY

BRAND IDENTITY GUIDELINES

VERSION 01 | APRIL 2023

01 FOUNDATION

04 Introduction
06 Brand at a Glance

02 ELEMENTS

08 Logo
15 Color
18 Typography
20 Iconography
24 Photography
37 Design System

03 DELIVERABLES

49 Stationery
50 Collateral
52 PowerPoint Template
53 Event Banner
54 Social Media
55 ABBYY.com
57 Thought Leadership
58 Webinar
61 Overview

ABBYY

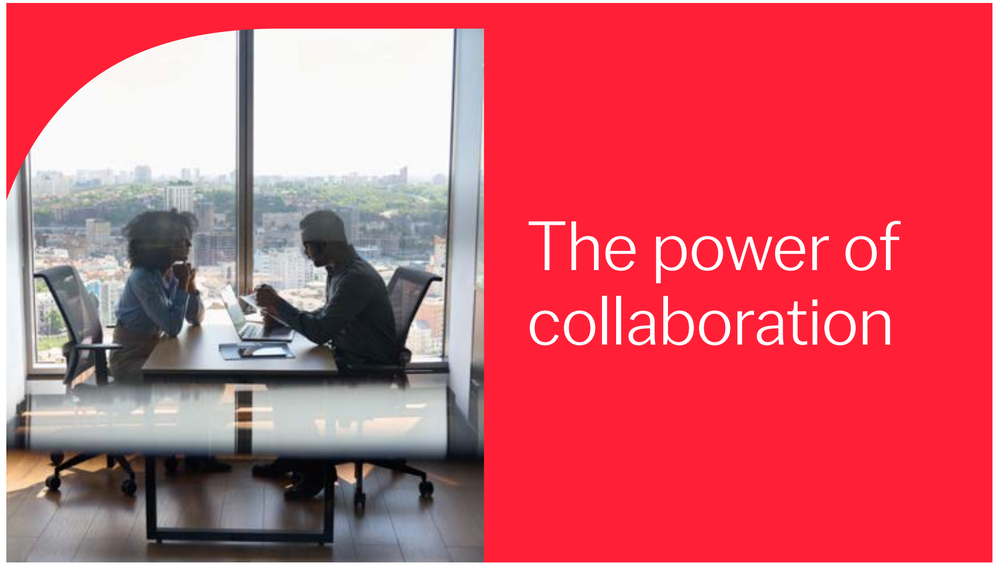
01
WHO

FOUNDATION

INTRODUCTION
BRAND AT A GLANCE

INTRODUCTION

The ABBYY brand is sophisticated, elevated and classic. Design is representative of who we are - with a strong presence in our industry, we stand out visually as well. Graphically, the imagery and visuals are supportive of the messaging and not meant to distract from content. Imagery is realistic, natural, global and strong.

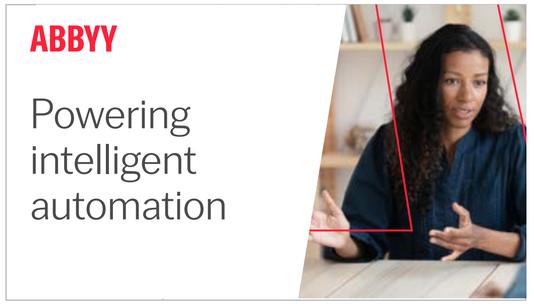


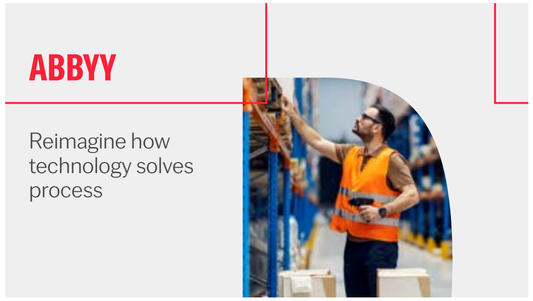
Put your information to work.

ABBYY puts your information to work. We combine innovation and experience to transform data from any document, any format, any language, any time into intelligent actionable outcomes, so our customers can spend more time on what matters most.

BRAND AT A GLANCE

The brand design is meant to be classic, simple, sophisticated, trusted and industry-leading. We stand out amongst competitors both visually but also with our rich history and innovative products on the market. Visuals give a subtle nod to the brand's recognizable logo with angles and curves that mimic the ABBYY logo. This is meant to represent the fact that ABBYY is working in the background and interwoven in the lives of customers and employees.





ABBYY

02
WHAT

ELEMENTS

Our brand elements help convey our brand message in an intentional and strategic way. All of the elements in this section will be outlined in detail so you know how to use them correctly. This is essential to ensuring brand consistency and how ABBYY shows up.

LOGO
COLOR
TYPOGRAPHY
ICONOGRAPHY
PHOTOGRAPHY
DESIGN SYSTEM

LOGO USAGE

LOGO CHARACTERISTICS

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

PROTECTIVE FIELD

BASIC SCALE

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.

PROTECTIVE FIELD

LARGE SCALE

In particularly large formats where the logo is the main object on the media, the protective field can be equal on all sides to the width of the vertical stroke of the letter B.

INVERTED VERSION

ABBYY

RULES FOR USAGE

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

ABBYY

On a white background:
use the red logo.

ABBYY

On a colored background:
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.

RULES FOR USAGE

DONT'S

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

Don't disassemble any part of the logo to feature a letter or section - the logo should always be used with all letters together.

COLOR

“I found I could say things with colors and shapes that I couldn’t say any other way; things I had no words for.“

Georgia O’Keeffe

Our color palette is balanced with vibrant ABBYY red and a blend of black, grays, slate and light blue for an added accent color. This allows for the bold ABBYY red to stand out and highlight important information and for the additional colors to be modern, stable and classic.

ABBYY RED

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

BLACK

000000
rgb 0 0 0
cmyk 0 0 0 0

CHARCOAL

4A4B4C
rgb 74 75 76
cmyk 0 0 0 85
PANTONE Black 7C
PANTONE Black 6U

SLATE

8593a9
rgb 133 147 169
cmyk 57 21 33 0
PANTONE 7544 C
PANTONE 7545 U

LIGHT BLUE

DFEBFD
rgb 223 235 253
cmyk 10 4 0 0
PANTONE 2708C 40%
PANTONE 2708U 40%

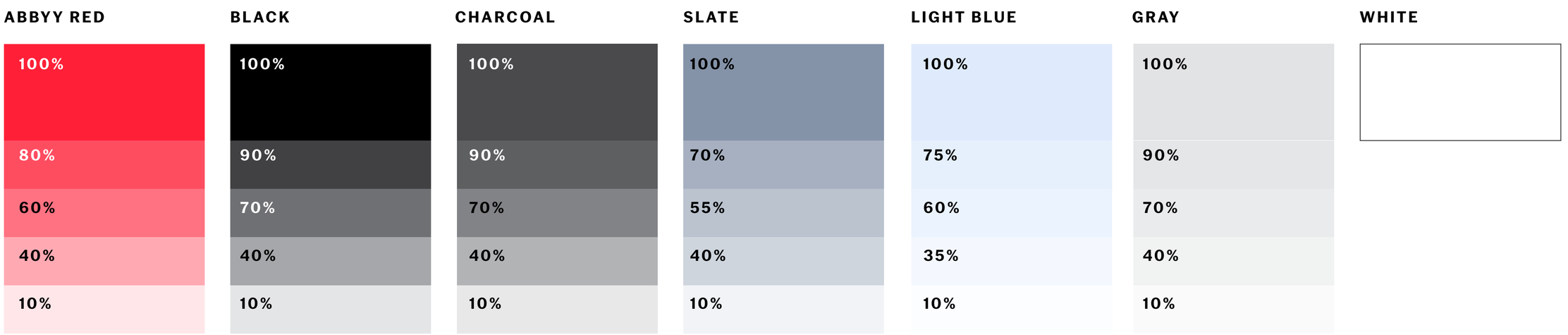
GRAY

E2E3E4
rgb 226 227 228
cmyk 0 0 0 12
PANTONE COOL GRAY 1C
PANTONE COOL GRAY 1U

WHITE

FFFFFF
rgb 255 255 255
cmyk 0 0 0 0

Tints of each color can be used which extends the palette and provides a wider variety of color use for graphics. Photography can also highlight these various shades to give a gentle nod to the brand colors.



TINT PERCENTAGES ARE LISTED WITHIN EACH COLOR BAR

TYPOGRAPHY

"Simplicity is the ultimate form of sophistication"

Leonardo da Vinci

ABBYY's corporate typeface is Co Fo Gothic with 6 typeface weights to choose from. It pairs well with the classic and simplicity of the brand.

Co Fo Gothic Thin

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Co Fo Gothic Light

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Co Fo Gothic Regular

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Co Fo Gothic Medium

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Co Fo Gothic Bold

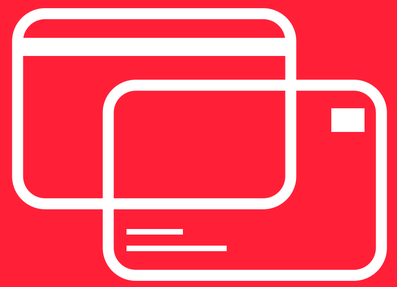
A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

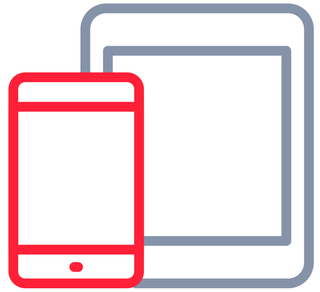
Co Fo Gothic Black

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n
o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

ICONOGRAPHY

Iconography is used as a quick graphic representation of content and messaging. Design is reflective of the ABBYY brand and is simple, effective and purposeful. There are many options available, both in solid color and two color icons.





ABBYY

Iconography can help simplify complex ideas or translate messages quickly. A full set of our icon library can be found at_____.

Financial Services

Transportation & Logistics

Healthcare

Legal

Education

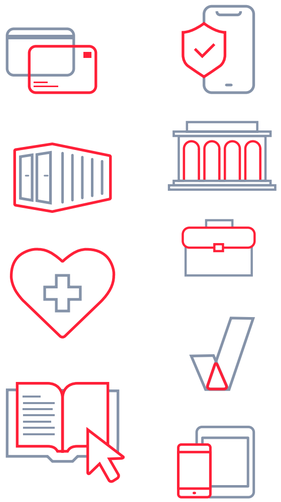
Insurance

Government

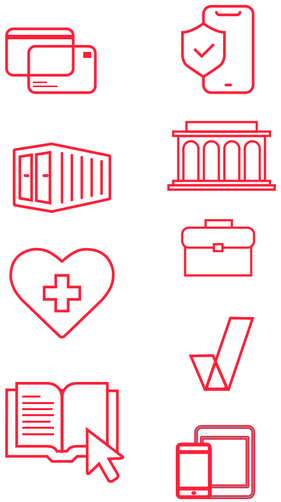
BPO

Shared Service Center

Iconography can help simplify complex ideas or translate messages quickly. A full set of our icon library can be found at_____.

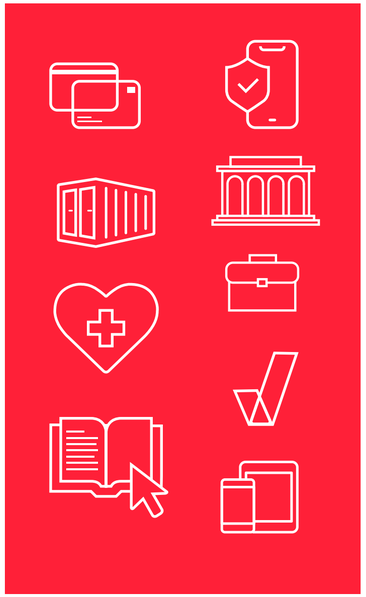


Multi-color



Single color - RED

Single color - SLATE

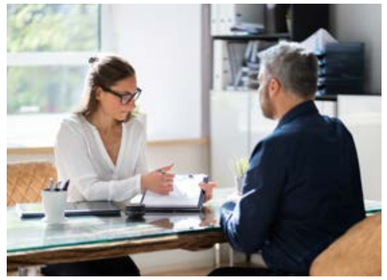


Single color - WHITE

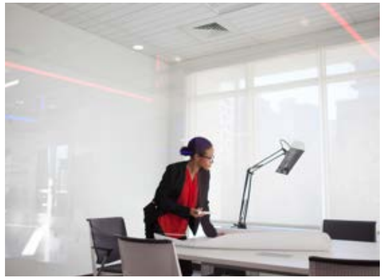
PHOTOGRAPHY

Imagery should be bright and natural, reflecting strong imagery of people who are both employees and customers. Often times the imagery will mimic the shapes and angles of the ABBYY design language in a subtle way. Imagery is also global and diverse and represents ABBYY's global presence.

FINANCIAL SERVICES

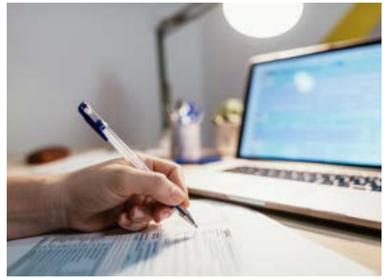


FINANCIAL SERVICES



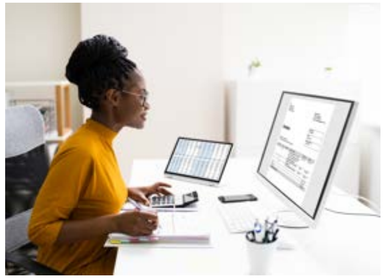
INSURANCE

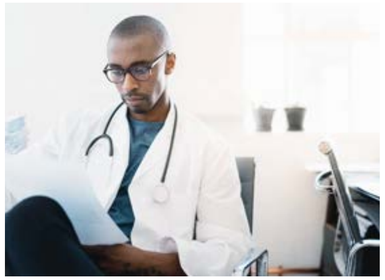
INSURANCE

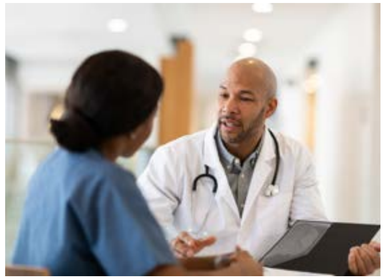


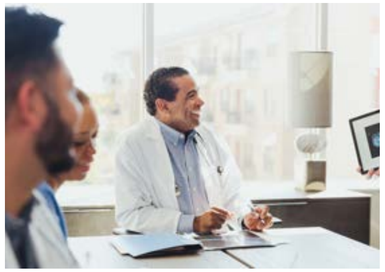
TRANSPORTATION & LOGISTICS

HEALTHCARE



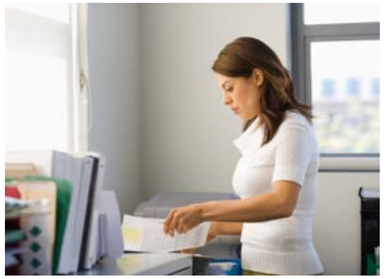


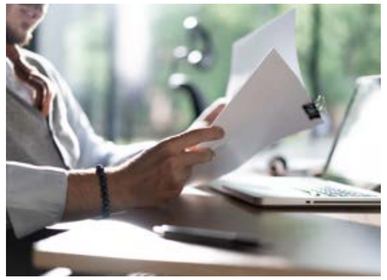




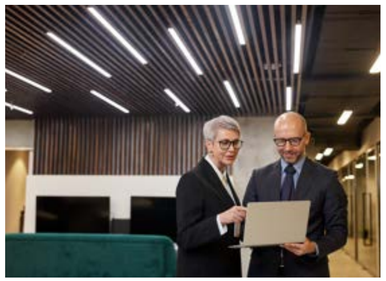
LEGAL

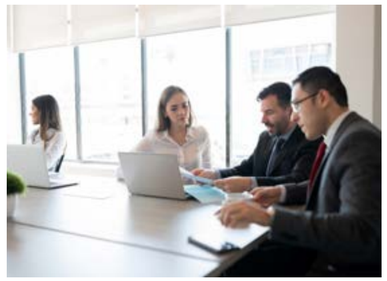
LEGAL

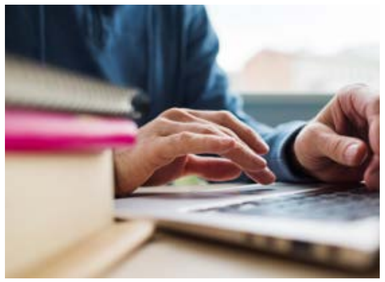


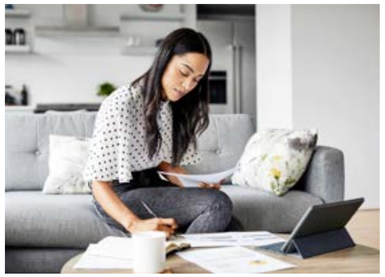


GOVERNMENT

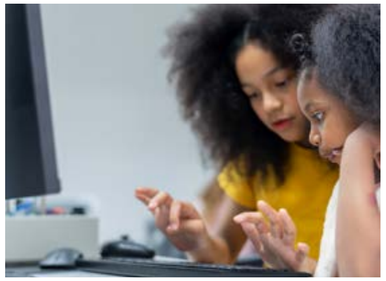








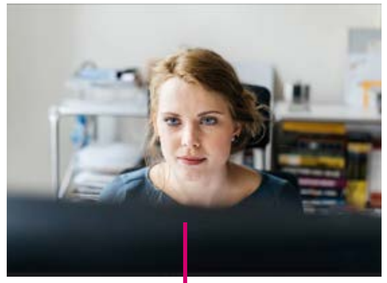
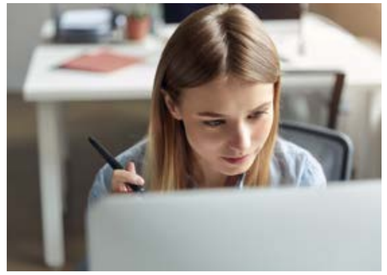
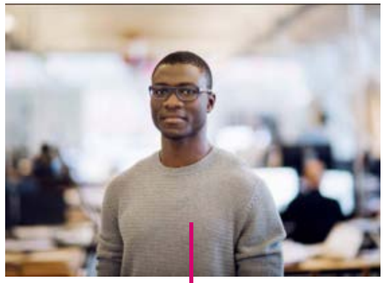
EDUCATION

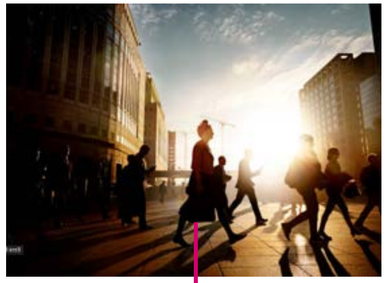


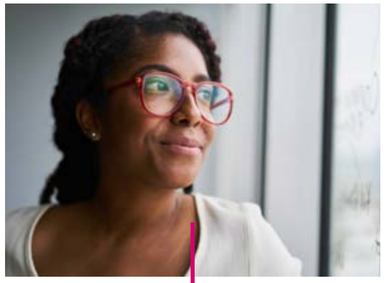
HIGER TIER GETTY IMAGES

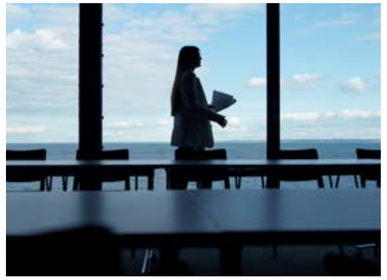
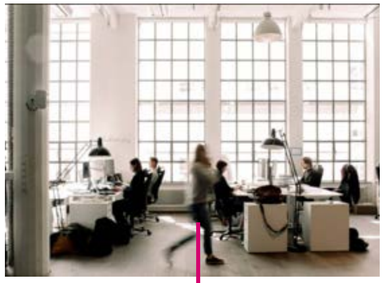
Do you want me to leave them in incase we want to purchase in the future? Or replace them? See next page for photo replacements.

REPLACEMENTS

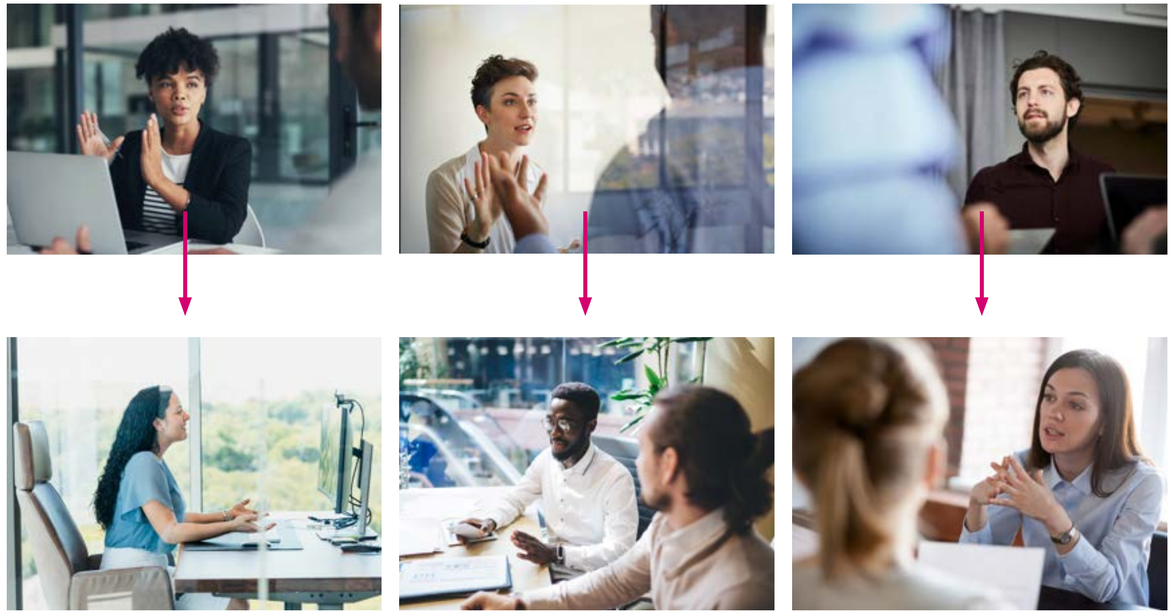








REPLACEMENTS



This image was also not available for purchase, but it’s on the ABBYY website at the moment, so we must have purchased it in the past.

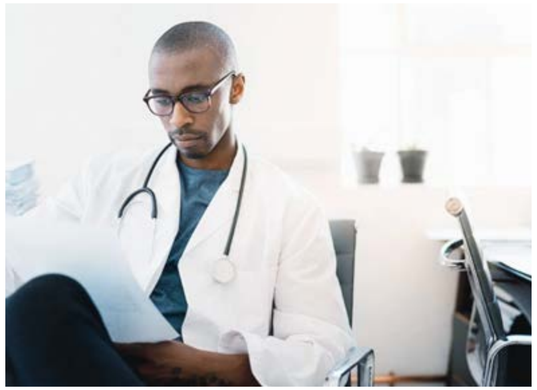
DO use photos that are light and bright.

DO use photos that have hints of the ABBYY brand colors

DO use photos that mimic angles and shapes based on the ABBYY design language.

DO use photos that are natural and feel like a snapshot of every day life.

DO use photos that have an editorial style quality to them, something that you would see in a publication or ad.



DO use photos that are high in contrast

DON'T choose photos that are too sterile, gray and bland.

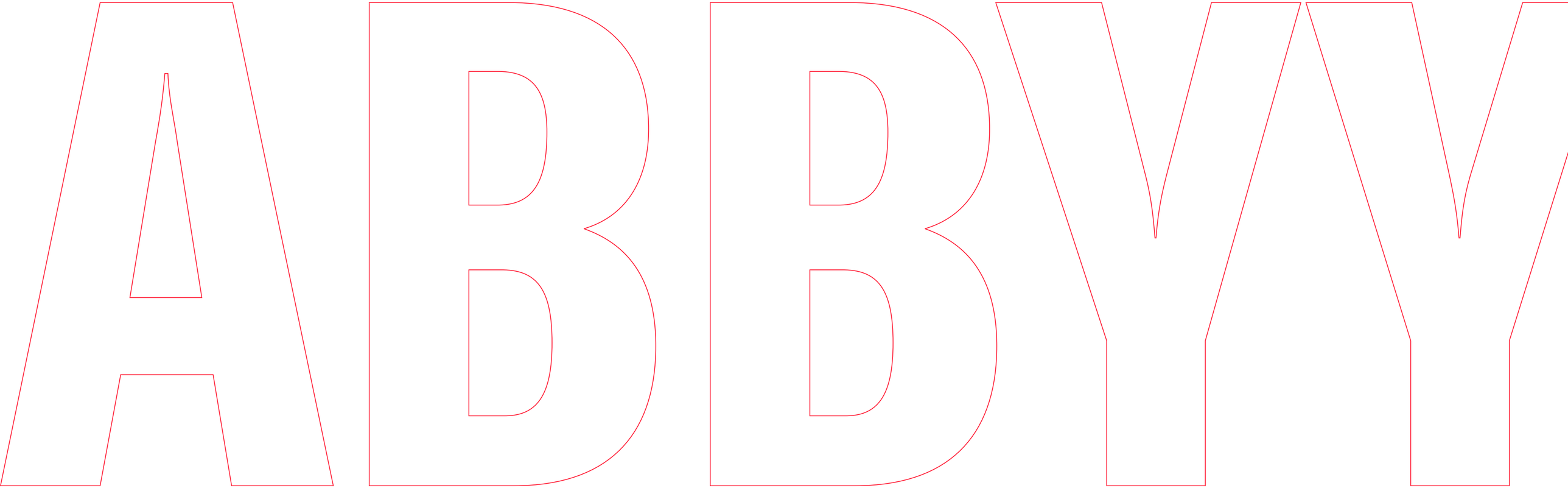
DON'T use photos that are too dark

DON'T use photos that are unnatural and feel like a stock photos

DON'T use photos that are too busy and cluttered.

DON'T source photos that use stylized overlays and imagery.

DON'T choose imagery that is washed out and lacking contrast



WHEN THE LOGO IS ENLARGED, IT CREATES BEAUTIFUL PATTERNS AND SHAPES THAT CAN BE USED IN COMBINATION WITH COLOR, PHOTOGRAPHY AND TYPOGRAPHY

WHAT DO THE SHAPES MEAN?

ABBYY IS Interwoven into the lives of customers

WHAT DO THE SHAPES MEAN?

ABBYY IS

Always working in the background

WHAT DO THE SHAPES MEAN?

ABBYY IS

Working even when you’re not

ABBYY outlines are red to signify movement, action and productivity.

Never use more than 2 lines in any given design. Too many can feel cluttered and busy.

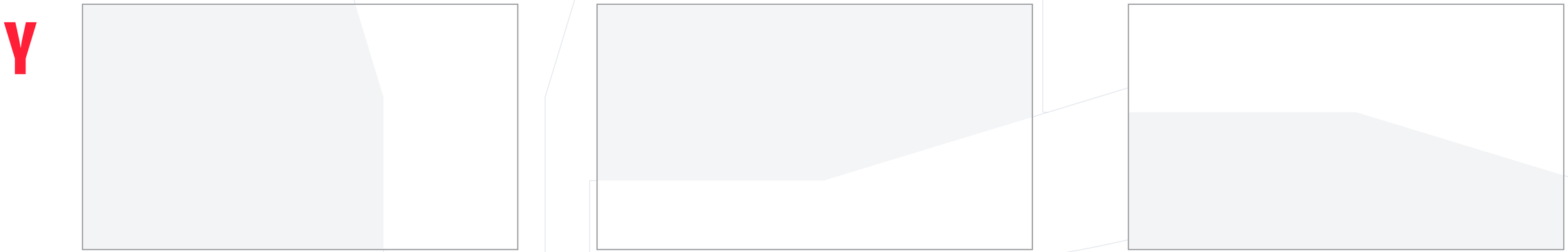
Other brand colors can be used, however red should be the prominent color used.

The shapes are based on the ABBYY logo. Here are some examples of how these shapes can be used:

The shapes are based on the ABBYY logo. Here are some examples of how these shapes can be used:

B

The shapes are based on the ABBYY logo. Here are some examples of how these shapes can be used:



The possibilities are unlimited - the design is **meant to be flexible,** but should always be **approached with simplicity in mind.** Here are some tips to ensure the brand is consistently used:

DO rotate the letter type only on 90° angles.

DO feel free to flip the letter type horizontally or vertically to obtain the shape and space that works right for you.

DO increase the size of the letter as needed, but don't make it so small that it's recogized. They are meant to be large and take up space in order to create a space for photography and copy.

DO pair an accent line with the letter as needed, however don't use more than 2 lines at one time.

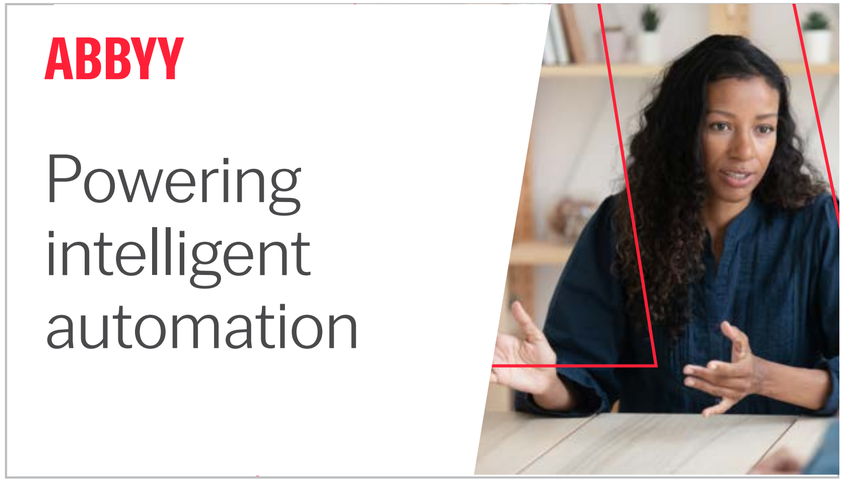
DON'T rotate letters on angles.

DON'T make letters too small - they are meant to be large.

DON'T use multiple letters together.

Lighter variations, more use of white, lighter photography

Lighter variations, more use of white, lighter photography



ABBYY

03
HOW

DELIVERABLES

Take a look at how we show up, this is our brand in action. Through examples of how the brand is displayed through sample work you will see how our design comes together to shape the ABBYY brand.

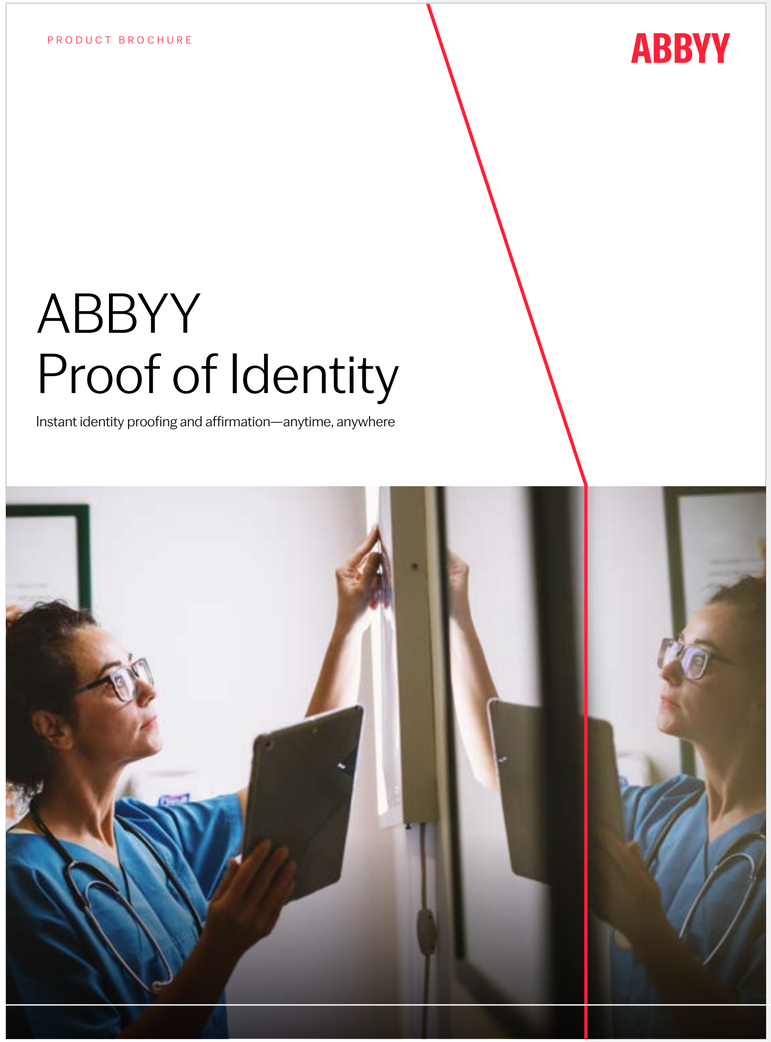
STATIONERY
COLLATERAL
POWERPOINT TEMPLATE
EVENTS
SOCIAL MEDIA
ABBYY.COM
THOUGHT LEADERSHIP

STATIONERY

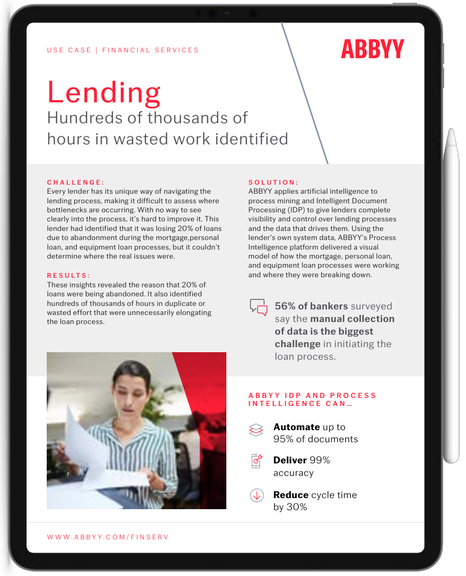
ABBYY
ABBYY.com
860 Hillview Court, Suite 330
Milpitas, CA 95035, USA
ABBYY
David J. Johnson
ABBYY
ABBYY
ABBYY
ABBYY.com
860 Hillview Court, Suite 330
Milpitas, CA 95035, USA

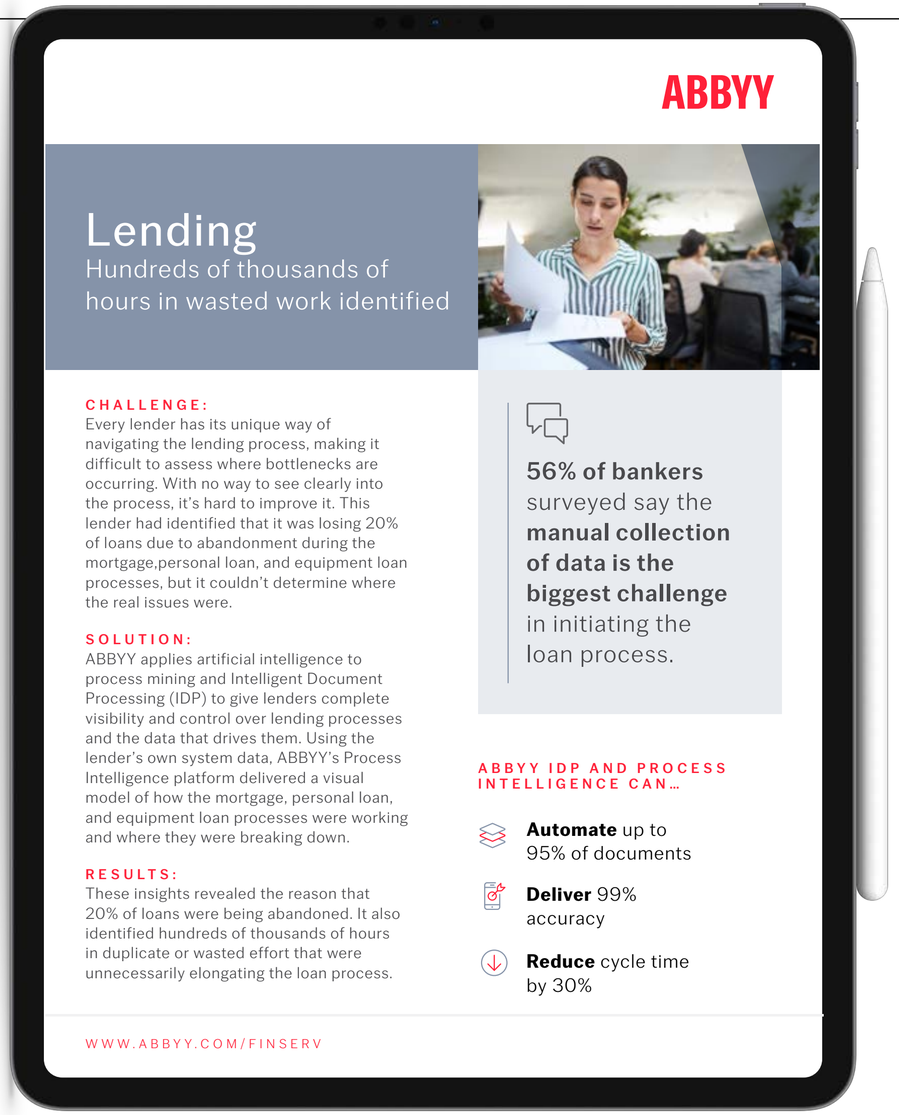
COLLATERAL

The ABBYY logo should always be located in the top right hand corner for the front cover of any brochure or sales sheet.



COLLATERAL


USE CASE | FINANCIAL SERVICES
ABBYY
Lending
Hundreds of thousands of hours in wasted work identified
CHALLENGE:
Every lender has its unique way of navigating the lending process, making it difficult to assess where bottlenecks are occurring. With no way to see clearly into the process, it's hard to improve it. This lender had identified that it was losing 20% of loans due to abandonment during the mortgage,personal loan, and equipment loan processes, but it couldn't determine where the real issues were.
RESULTS:
These insights revealed the reason that 20% of loans were being abandoned. It also identified hundreds of thousands of hours in duplicate or wasted effort that were unnecessarily elongating the loan process.
SOLUTION:
ABBYY applies artificial intelligence to process mining and Intelligent Document Processing (IDP) to give lenders complete visibility and control over lending processes and the data that drives them. Using the lender's own system data, ABBYY's Process Intelligence platform delivered a visual model of how the mortgage, personal loan, and equipment loan processes were working and where they were breaking down.
56% of bankers surveyed say the manual collection of data is the biggest challenge in initiating the loan process.
ABBYY IDP AND PROCESS INTELLIGENCE CAN…
Automate up to 95% of documents
Deliver 99% accuracy
Reduce cycle time by 30%
WWW.ABBYY.COM/FINSERV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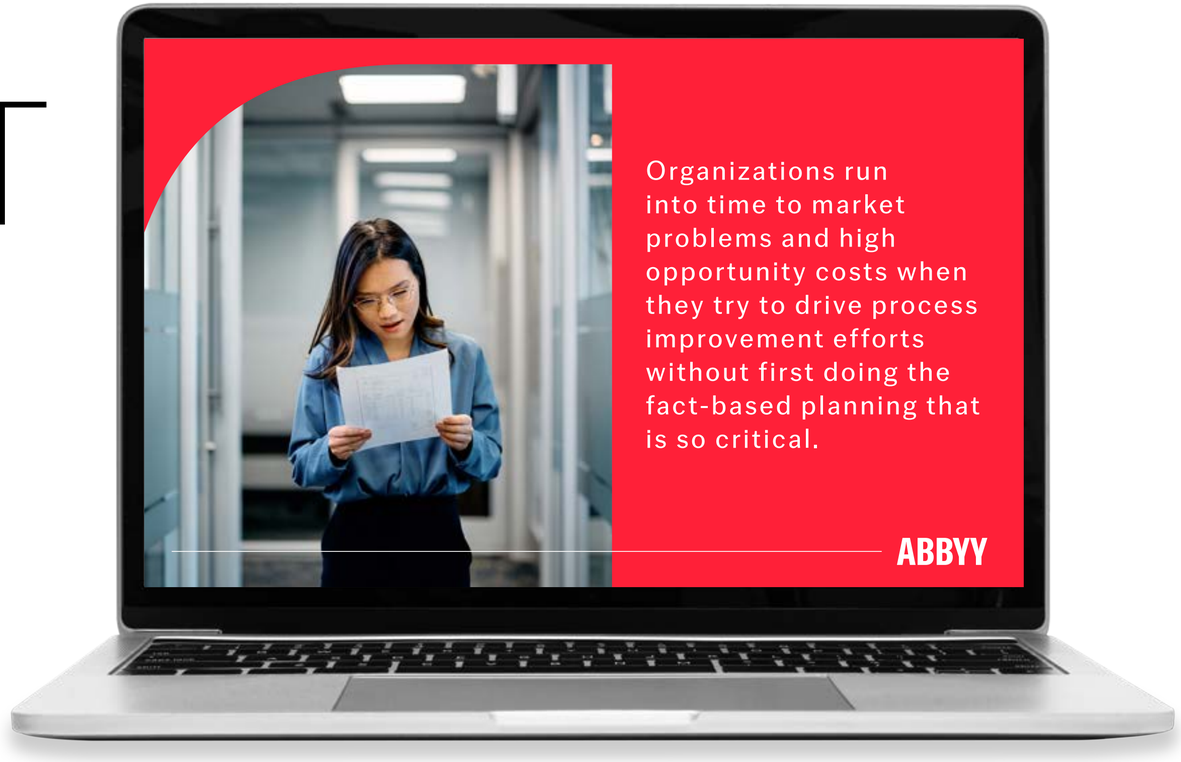
POWERPOINT

Organizations run into time to market problems and high opportunity costs when they try to drive process improvement efforts without first doing the fact-based planning that is so critical.
ABBYY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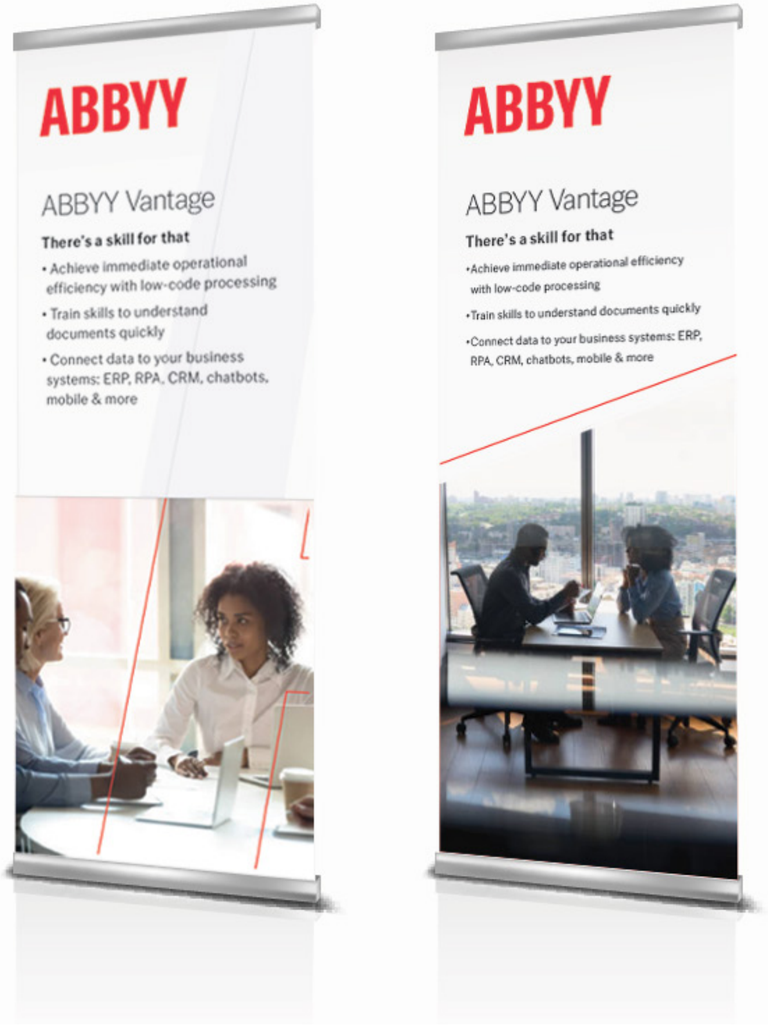
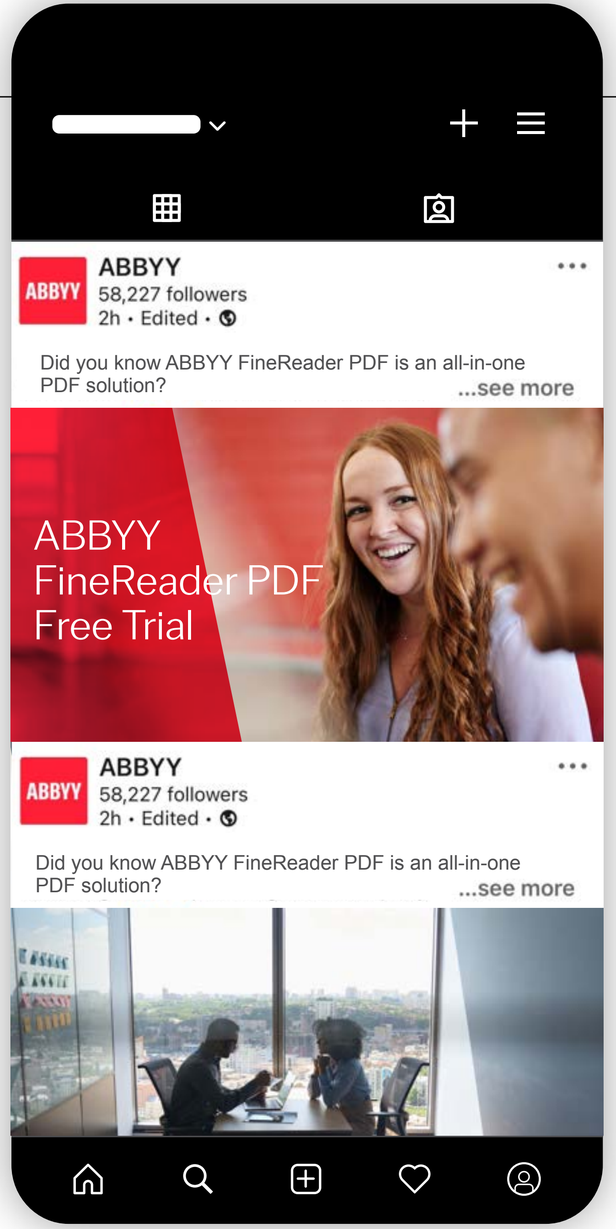
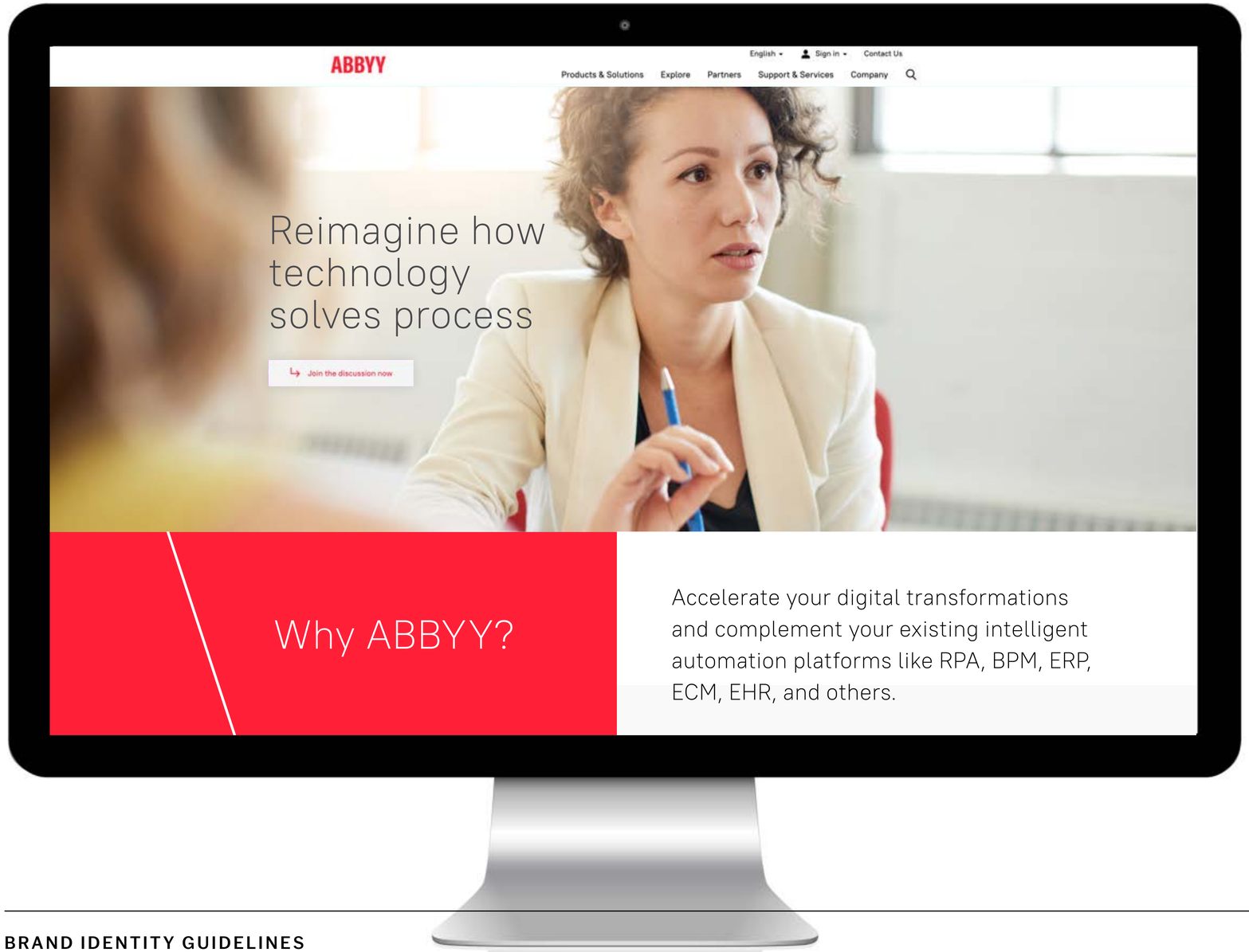
ABBYY

EVENT BANNER



SOCIAL MEDIA

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Reimagine how technology solves process
Join the discussion now
Why ABBYY?
Accelerate your digital transformations and complement your existing intelligent automation platforms like RPA, BPM, ERP, ECM, EHR, and others.

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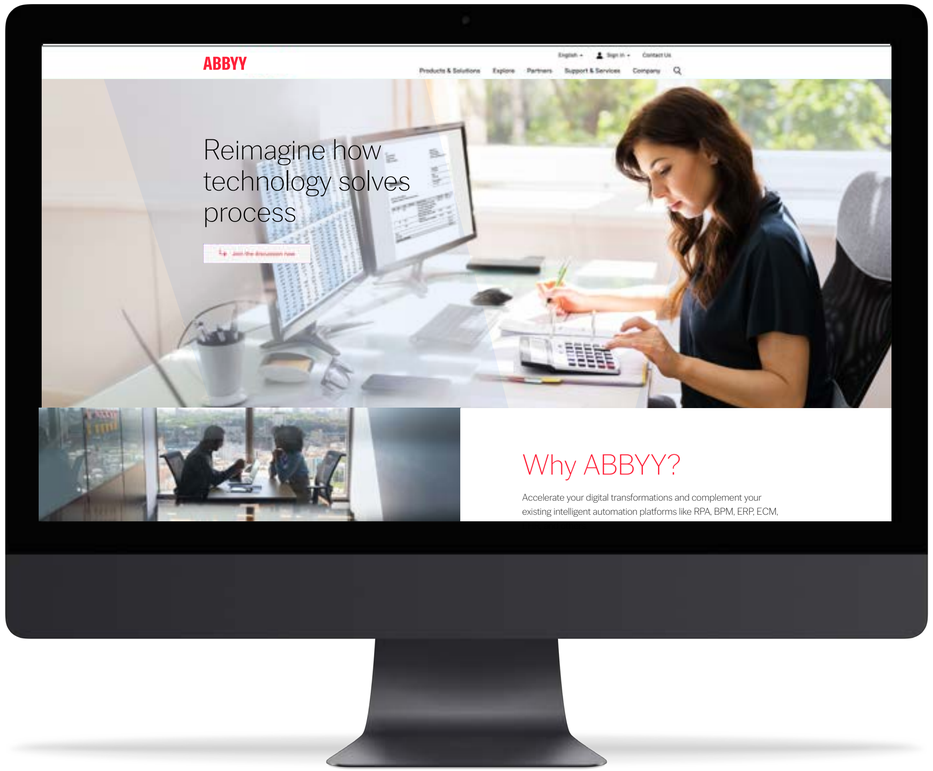
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Partners
Support & Services
Company
Reimagine how technology solves process
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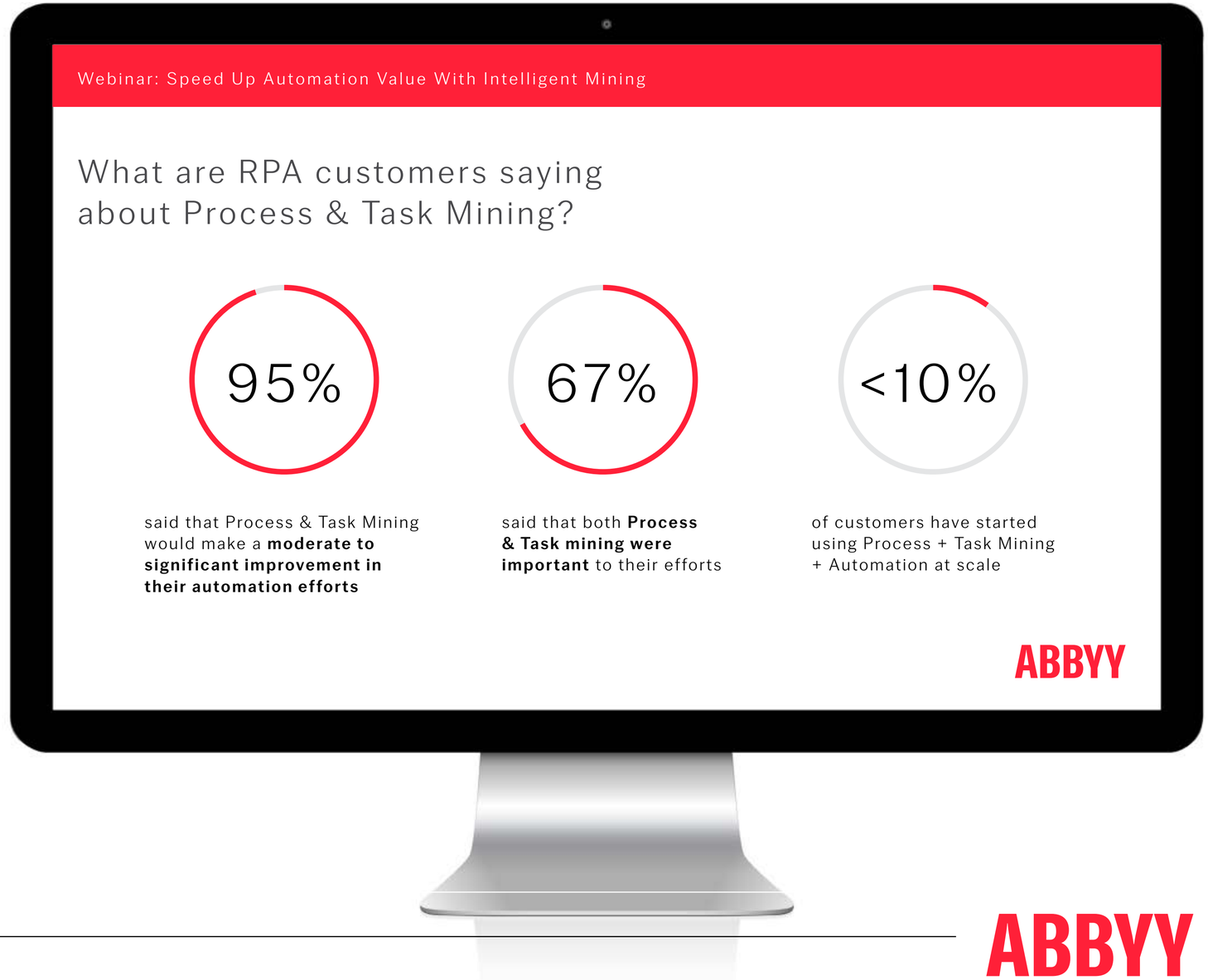
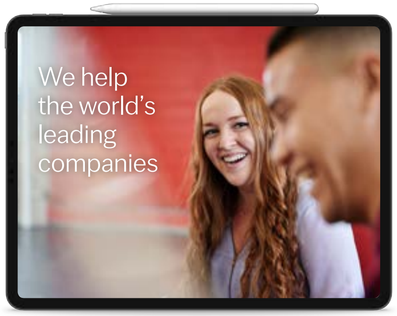
THOUGHT LEADERSHIP

WEBINAR


Webinar: Speed Up Automation Value With Intelligent Mining
What are RPA customers saying about Process & Task Mining?
95%
said that Process & Task Mining would make a moderate to significant improvement in their automation efforts
67%
said that both Process & Task mining were important to their efforts
<10%
of customers have started using Process + Task Mining + Automation at scale
ABBYY

Accelerate


We help
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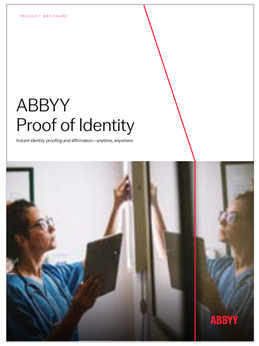
leading
companies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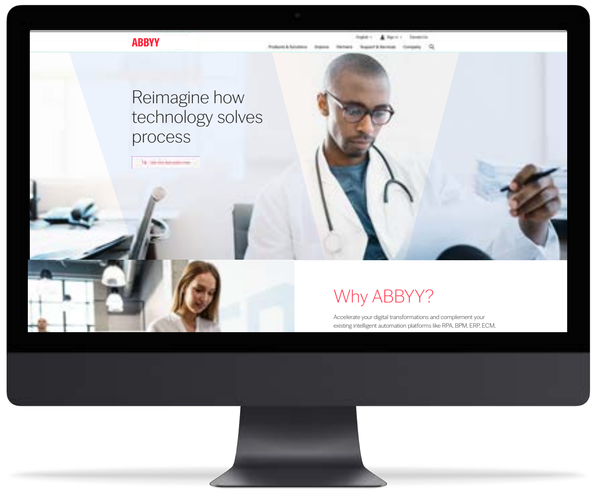
Proof of Identity
ABBYY

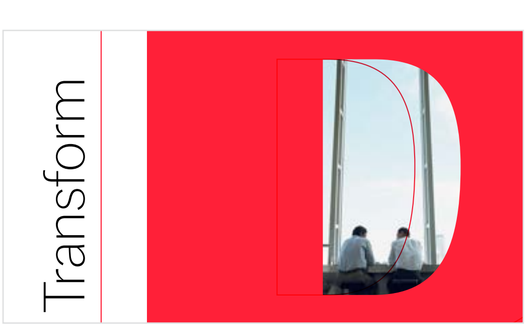
ABBYY
30X
faster
Accelerate
Transform
400%
increase in
employee
productivity
Transform your entire
business

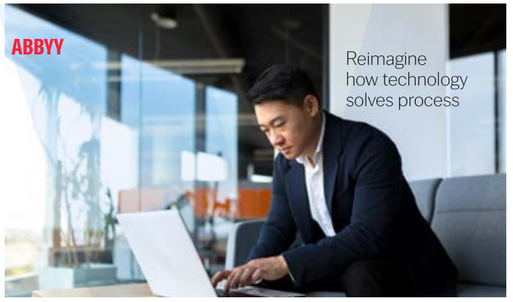
Accelerate

ABBYY
Accelerate
your digital
transformations

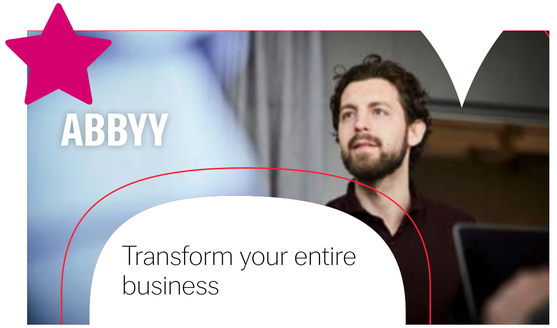

ABBYY
Reimagine how
technology solves
process
Why ABBYY?

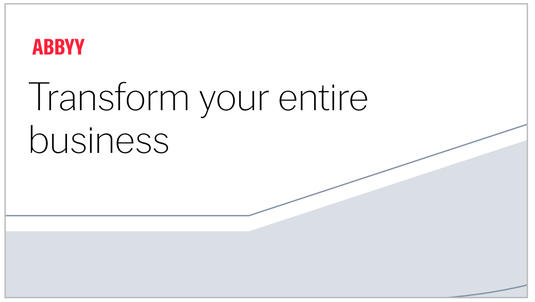
ABBYY
We help
the world's
leading
companies


Transform


ABBYY
Reimagine
how technology
solves process

ABBYY


ABBYY
Transform your entire
business


ABBYY
Transform your entire
business

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Mastering the Overlay - Placement

There are two ways an overlay can be used:

ONE - placed directly on top of the photo

TWO - placed behind the subject by using the masking tool in Photoshop

ONE - placed directly on top of the photo

TWO - placed behind the subject by using the masking tool in Photoshop

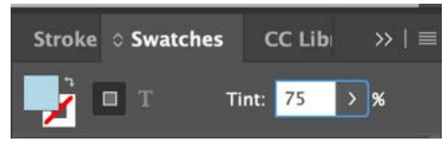
Mastering the Overlay

There are two ways to acheive the perfect overlay.

ONE - set the shape to normal, reduce opacity.

TWO - set the shape to multiply, adjust opacity as needed.

THREE - combine a layer that's muliplied with one that is placed on the top layer and set to normal with reduced opacity.

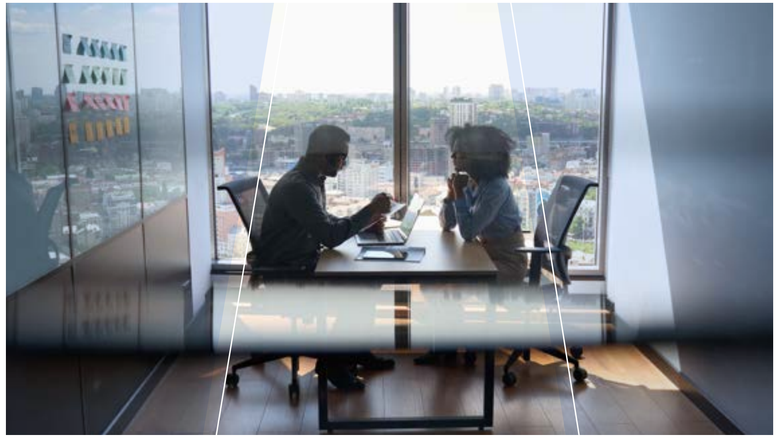


DON'T FORGET

The tint can also be adjusted for your desired effect.

ONE - set the shape to normal, reduce opacity.

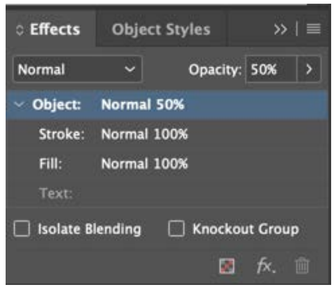
TWO - set the shape to multiply, adjust opacity as needed.

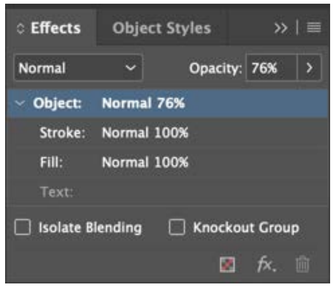


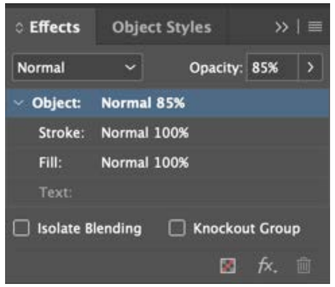
THREE - combine a layer that's muliplied with one that is placed on the top layer and set to normal with reduced opacity.

Mastering the Overlay: **Normal Single Layer with Reduced Opacity**

Sometimes when adding an overlay to an image, it can become too dark, or washed out and isn't giving the effect that you prefer. In the example below, the red multiply layer is too dark, and according to our brand guidelines, darker photos are ones that we'd want to avoid. Here's how to resolve this:

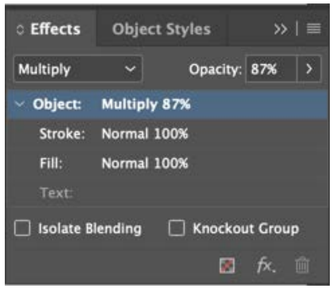


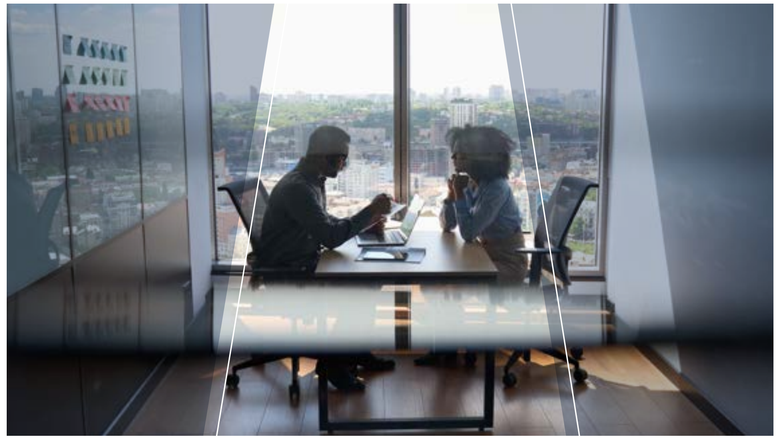


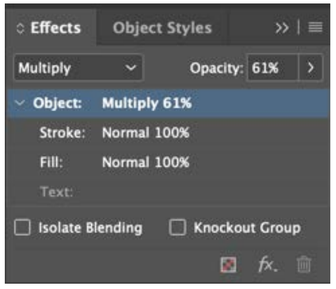


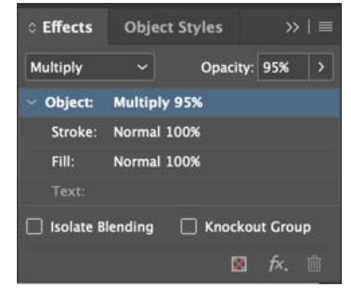
Mastering the Overlay: **Multiplied Single Layer**

Sometimes when adding an overlay to an image, it can become too dark, or washed out and isn't giving the effect that you prefer. In the example below, the red multiply layer is too dark, and according to our brand guidelines, darker photos are ones that we'd want to avoid. Here's how to resolve this:









Use caution when reducing the opacity of red and/or adjusting the tint - you want to avoice the red losing too much vibrancy and turning into a muted pink. It's best when red is as vibrant as possible.

Mastering the Overlay: **Combined Layers**

Sometimes when adding an overlay to an image, it can become too dark, or washed out and isn't giving the effect that you prefer. In the example below, the red multiply layer is too dark, and according to our brand guidelines, darker photos are ones that we'd want to avoid. Here's how to resolve this:

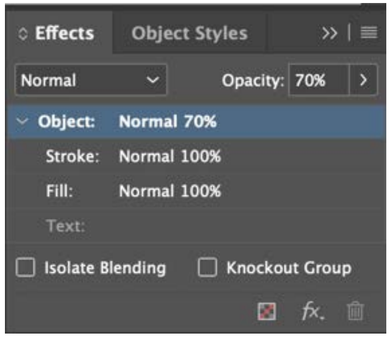
Before: Overlay is Too Dark

Here, the shape on the right is applied as a multiply layer.

After: Overlay is Brighter

Duplicate shape
Bottom layer is muliplied
Top layer is normal, with reduced opacity

To resolve, keep the multiply layer on the bottom, duplicate the shape and set to normal, reduce opacity.



ABBYY BRAND GUIDELINES

VERSION 01 | APRIL 14, 2023

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