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."
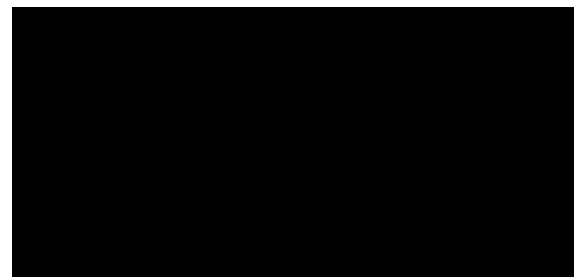
Georgia O'Keeffe

ABBYY

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	**BLACK**	**CHARCOAL**	**SLATE**	**LIGHT BLUE**	**GRAY**	**WHITE**

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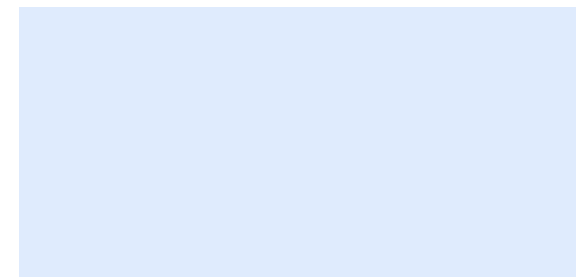PANTONE Red 032 C
PANTONE Red 032 U

000000
rgb 0 0 0
cmyk 0 0 0 0

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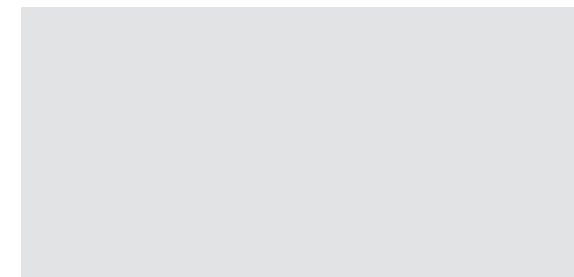rgb 74 75 76
cmyk 0 0 0 85
PANTONE Black 7C
PANTONE Black 6U

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

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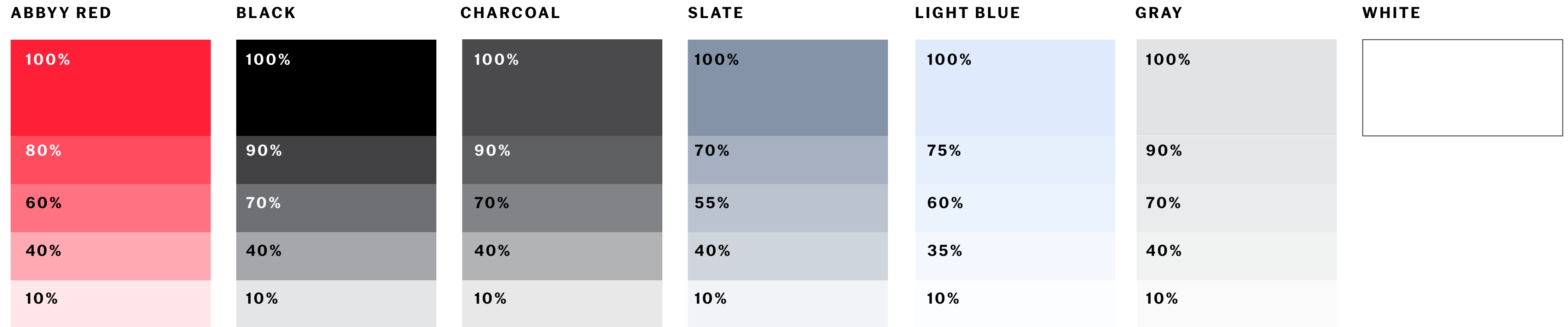cmyk 10 4 0 0
PANTONE 2708C 40%
PANTONE 2708U 40%

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

FFFFFF
rgb 255 255 255
cmyk 0 0 0 0

ABBYY

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.

ABBYY RED	BLACK	CHARCOAL	SLATE	LIGHT BLUE	GRAY	WHITE
100%	100%	100%	100%	100%	100%	
80%	90%	90%	70%	75%	90%	
60%	70%	70%	55%	60%	70%	
40%	40%	40%	40%	35%	40%	
10%	10%	10%	10%	10%	10%	

TINT PERCENTAGES ARE LISTED WITHIN EACH COLOR BAR

ABBYY