

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.



On a white background:
use the red logo.



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.