

02 ELEMENTS: COLOR

Our color palette is carefully balanced, with bold ABBYY red as the primary brand color, complemented by black, grays, slate, and light blue for a modern, stable, and timeless foundation.

We've introduced electric blue as a new accent color, bringing a fresh vibrancy that symbolizes ABBYY's innovation

in AI. Used selectively, it adds energy and a forward-thinking touch without overpowering the design, ensuring **ABBYY red remains the focal point** while reinforcing our commitment to cutting-edge technology.

ABBYY RED

#FF2038
rgb 255 32 56
cmyk 0 100 70 0

CHARCOAL

#4A4B4C
rgb 74 75 76
cmyk 0 0 0 85

SLATE

#4A4B4C
rgb 74 75 76
cmyk 0 0 0 85

LIGHT GRAY

#E2E3E4
rgb 226 227 228
cmyk 0 0 0 12

BLACK

#000000
rgb 0 0 0
cmyk 0 0 0 0

ELECTRIC BLUE

#008DFF
rgb 0, 141, 255
cmyk 74, 42, 0, 0

LIGHT BLUE

#DFEBFD
rgb 223 235 253
cmyk 10 4 0 0

WHITE

#FFFFFF
rgb 255 255 255
cmyk 0 0 0 0