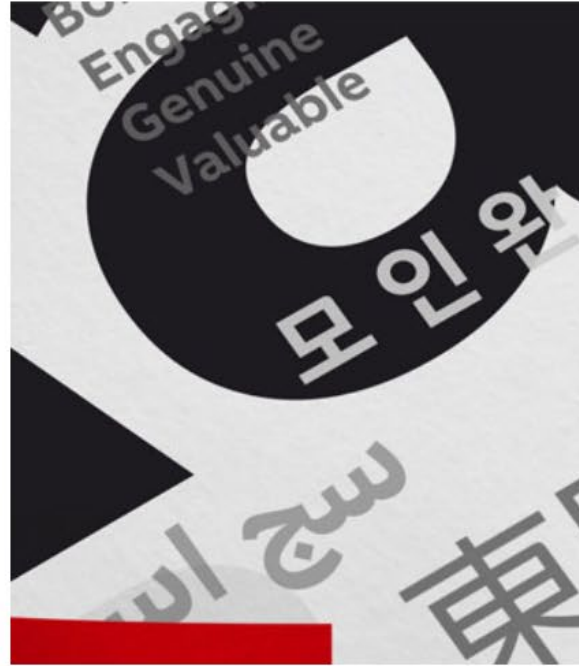




The ABB logo



Color



Typography

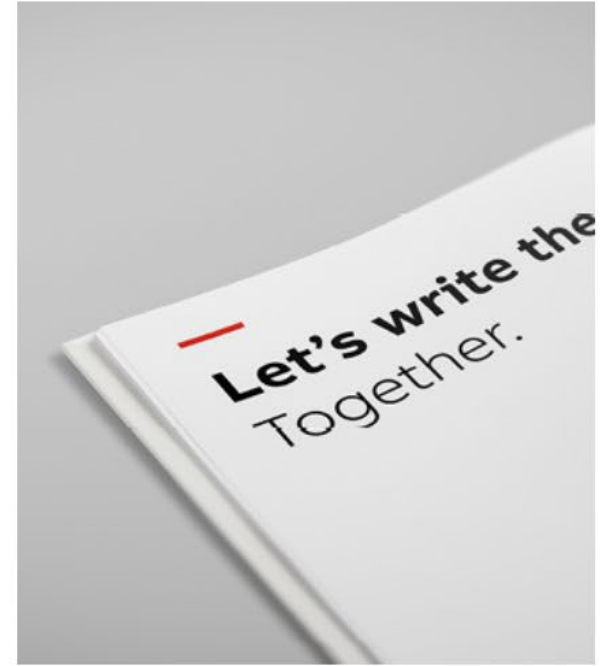


ABB Cursor

MAY 2023

# Branding Tips

For better application of the ABB brand



---

# The purpose behind the brand update presentation

1. Provide links and resources in one convenient document
2. Best practice overview, especially for customer facing content
3. Avoid common issues
4. Introduction for new employees
5. Review for veteran employees not regularly exposed to the brand

## Covered in this presentation

1. The ABB logo
2. ABB corporate colors
3. The ABB cursor
4. Corporate imagery
5. PowerPoint overview
6. Brand training and contact info



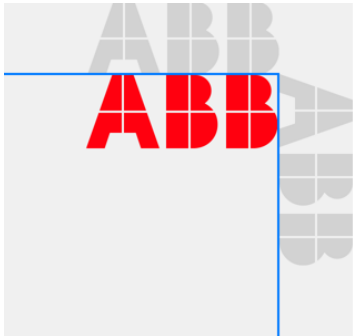
# The ABB logo

# ABB logo

## Protecting the logo safe area

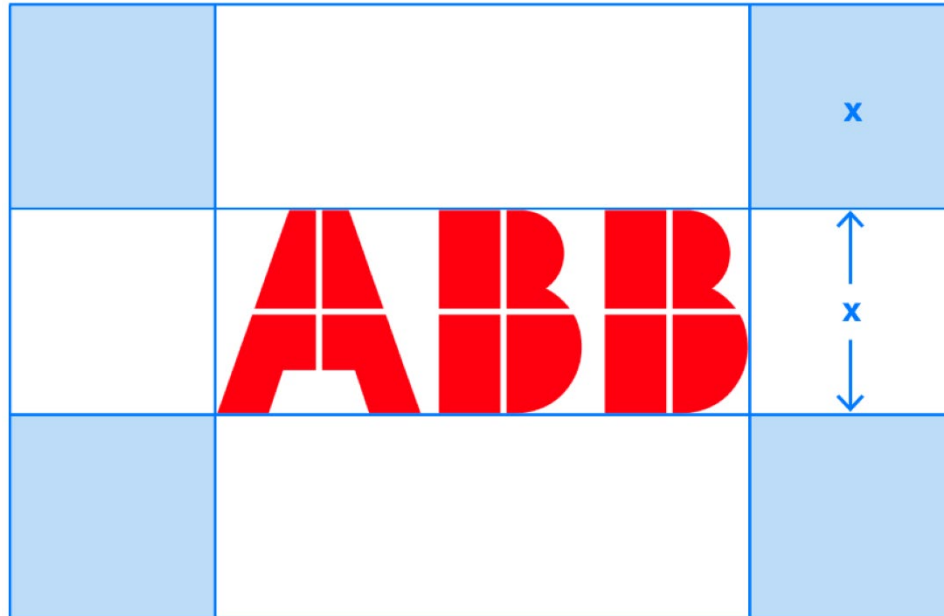
### Placement & margins

Place the logo in the upper right-hand corner of your layout with the proper logo space. Use this logo space for your document margins.



**TIP:** Use templates to ensure proper sizing!

Protective area



### Protective area = logo height measurement

The protective area is the clear space that always surrounds our logo. It ensures that our logo is distinct and never lost among other elements in its vicinity. Always ensure that the protective area is free from graphic elements and typography.

The primary version of our logo is ABB Red and appears on a white background. Use this version for all applications whenever possible. There are also black and white versions that you may use only when printing restrictions do not allow the use of ABB Red.

[View logo guidelines on brand portal](#)

# ABB logo

## Proper use of the logo – Common issues and concerns



### **DON'T use claims with logo**

Unlike the previous version of the brand, there should never be any text around the logo.

This would include:

- Business name
- Taglines
- Product names
- Using the logo rather than “ABB” in sentence context



### **Logo colors**

Logos are only red. There are also black and white versions that you may use only when printing restrictions do not allow the use of ABB Red.

**TIP:** Learn more about applying color to the logo in the color section.



### **Proper scale**

Never stretch or compress the logo. This commonly happens when changing from 4:3 to 16:9 format in PowerPoint.



### **DON'T Place next to another company logo**

There are specific guidelines for using our logo with distributors' logos. [LEARN MORE.](#)



**DON'T use on complicated or patterned backgrounds**

Any alteration or manipulation compromises our logo, its recognition, and ultimately our brand value.



# The ABB colors

Consistently applying the corporate color palette

---

# ABB Brand colors

Always start with ample white space and use secondary colors (greys) as backgrounds for typography or infographics. Use red strategically to highlight important information, like customer benefits, or to add visual impact.

**Use black for typography or technical drawings only, never for backgrounds.**

## Primary colors



## Secondary colors



## Functional colors

(can be used only in exceptional cases)



[View color guidelines on brand portal](#)

# Colors codes for specific applications

Codes for primary colors

## How to choose a code

**HEX** codes are for websites

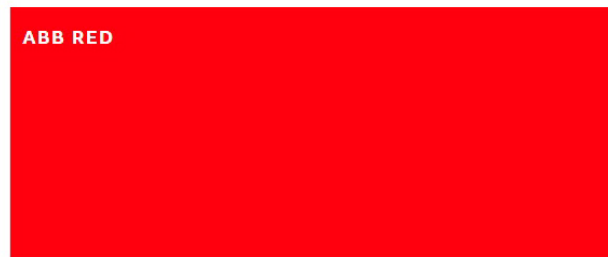
**RGB** for digital use including video, PowerPoint and social media

**CMYK** is for printed material such as brochures and tradeshow booths

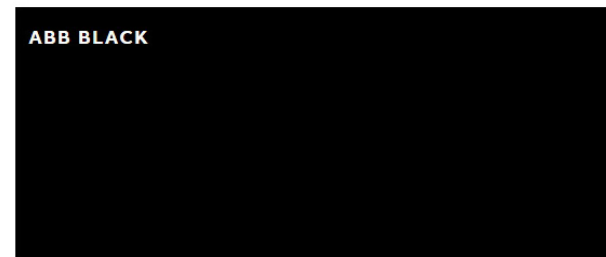
**PANTONE** is used in single color applications

## Always start with the proper code for your application

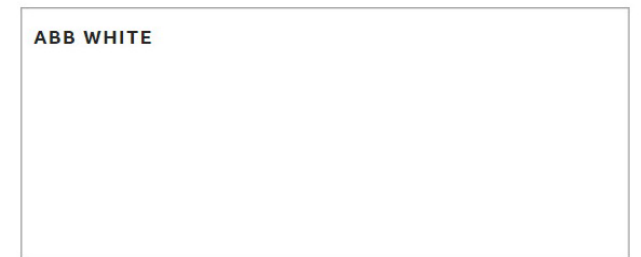
Colors produce differently in print than on screen.



HEX	#ff 00 0f
RGB	255.0.15
CMYK	0.100.95.0
PANTONE	2035



HEX	#00 00 00
RGB	0.0.0
CMYK	0.0.0.100
PANTONE	-



HEX	#ff ff ff
RGB	255.255.255
CMYK	0.0.0.0
PANTONE	-



# Colors codes for specific applications

## Secondary colors – ABB gray tones

### Logos and color codes

Selecting and using the proper logo for your application is critical to having the logo in the correct color on your finished product.

Logos are offered in each format on the [Download logos here.](#)

RGB  
for digital 

CMYK  
for print 



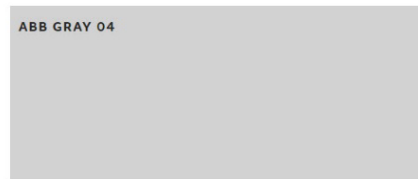
HEX	#26 26 26
RGB	38.38.38
CMYK	0.0.0.90
PANTONE	Cool Gray 11



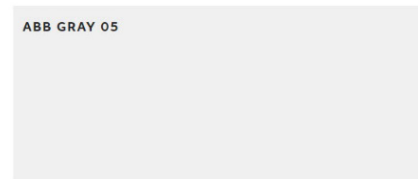
HEX	#6e 6e 6e
RGB	110.110.110
CMYK	0.0.0.75
PANTONE	Cool Gray 9



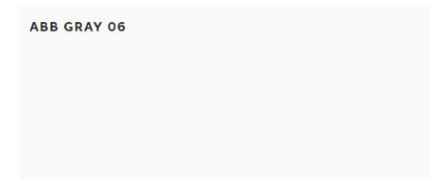
HEX	#a9 a9 a9
RGB	169.169.169
CMYK	0.0.0.55
PANTONE	Cool Gray 7



HEX	#d2 d2 d2
RGB	210.210.210
CMYK	0.0.0.35
PANTONE	Cool Gray 5



HEX	#f0 f0 f0
RGB	240.240.240
CMYK	0.0.0.15
PANTONE	Cool Gray 3



HEX	#fa fa fa
RGB	250.250.250
CMYK	0.0.0.5
PANTONE	Cool Gray 1

# Color codes for specific applications

Codes for functional colors

## Using functional color

Functional colors are allowed when primary and secondary colors are not sufficient to convey a clear, coherent message. Use in graphs, charts, technical drawings, or when additional colors are needed for interface design.

**TIP: Never use functional colors as background colors or for decorative purposes.**



HEX	004c97
RGB	0.76.151
CMYK	100.53.2.16
PANTONE	2945



HEX	007a33
RGB	0.122.51
CMYK	91.4.100.25
PANTONE	356



HEX	ffd100
RGB	255.209.0
CMYK	0.9.100.0
PANTONE	109



# The ABB cursor

Comprehensive guide to applying ABB's main brand element

# How to create the ABB cursor

## Cursor size and font

**TIP:** Make the ABB cursor the same type size and weight as the headline it accompanies.

The cursor can be used more than once within a certain layout, page or spread, but only one can be red.

Use it to accompany primary headlines and topic categories.

[View cursor guidelines on brand portal](#)

## Cursor creation

Always create the cursor with an em dash character, never use a graphic or an image. The em dash can be typed in with keyboard shortcuts or accessed by Unicode number in glyph/symbol panel.

→ Related: Basic Brand Elements › Typography

Em Dash	Windows	Mac
Keyboard shortcuts	"alt" + "shift" + "-/—" "alt" + "0151" (numerical keyboard)	"shift" + "option" + "-"

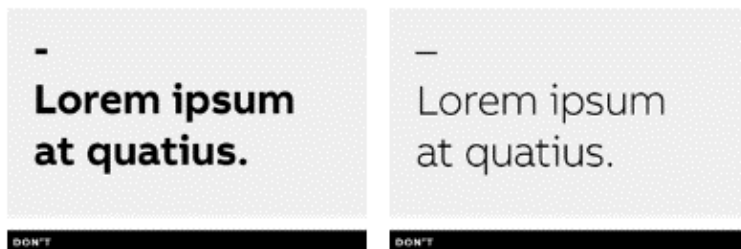
Proper creation of the cursor ensures that this key element of our brand identity is consistently applied

# The ABB cursor

## Incorrect applications

### Wrong character

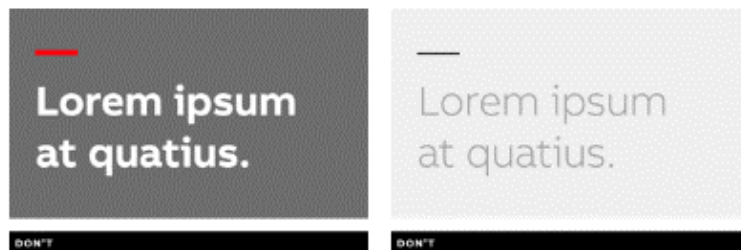
Always create the ABB cursor with an em dash.



### Mismatched color

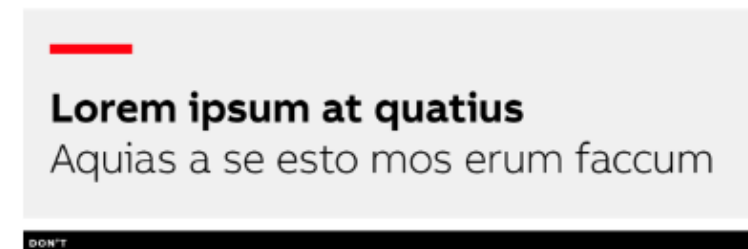
The primary cursor is always red, with the exception of when it is placed on a dark background.

The color of the secondary cursor is determined by the color of the text it accompanies.



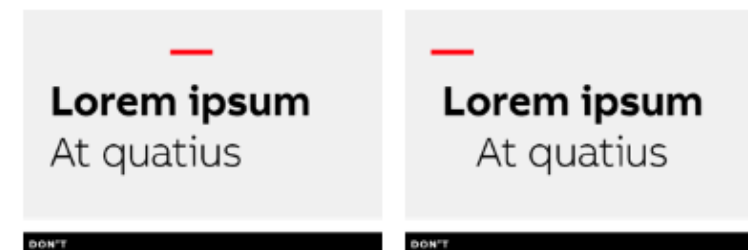
### Mismatched size

The font size of the cursor should be the same as the headline's font size.



### Mixed alignment

Do not mix left and center text alignment. **For digital use,** both the cursor and the headline can be center-aligned. **In print materials,** the content should always be left-aligned.



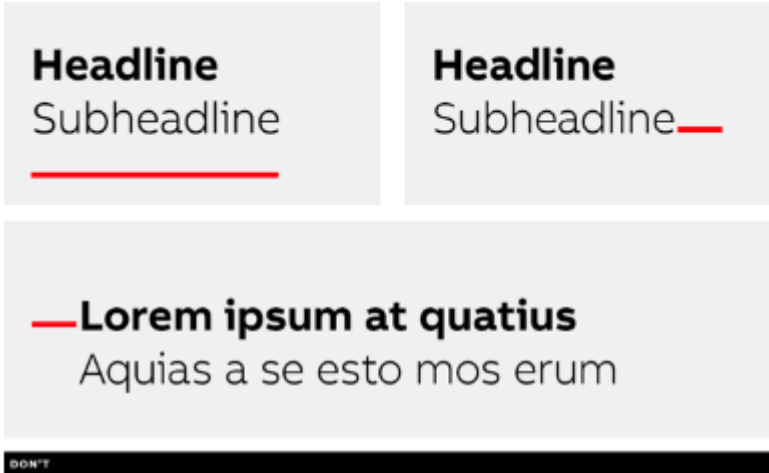
---

# The ABB cursor

## Incorrect applications

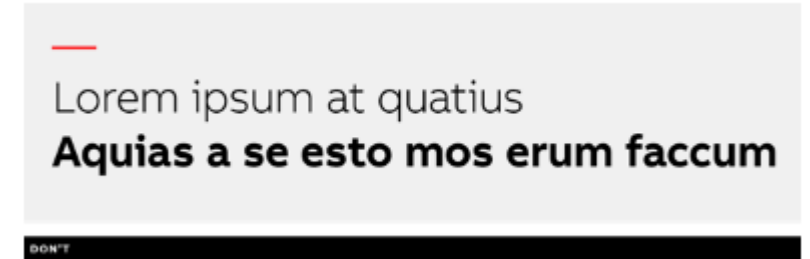
### Wrong cursor placement

The cursor always precedes the text and is placed in a separate line. It is not a graphic element, and always create it with an em dash character.



### Light cursor in primary headlines

If you reverse the order of bold and light text, the cursor should still always stay bold.



---

# Corporate imagery

Selecting and using photography

# Corporate imagery

## Selecting and using photography

### Generally speaking, images should:

- Be light in color, not dark
- Use natural lighting
- Avoid filters and color overlays (except ABB red overlay)
- Not include illustrations

**Media Bank:** The ABB media bank houses ABB approved photography. It is divided into collections that can help with searching for the content you need. You can also be used to find:

- Logos
- Document templates
- Background patterns
- Pictograms

[Link to Media Bank](#)

[View imagery guidelines on brand portal](#)





# Adobe Stock photos and videos

## The Benefits of Adobe Stock for Enterprise

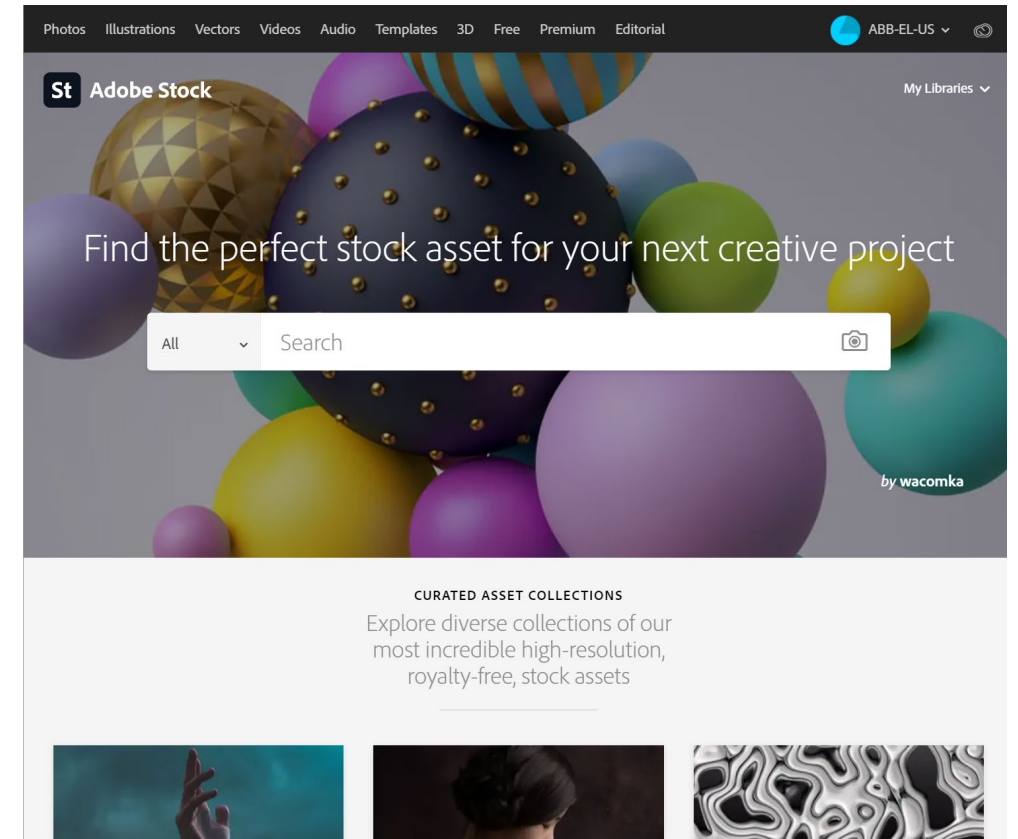
### **TIP: Use Adobe Stock to complement our existing range of images.**

Our corporate account affords ABB the best pricing and extensive reuse and distribution licenses for the images we purchase. This is very important for complying with copyright regulations.

### **Worry-free licensing includes**

- All assets are 100% Royalty-Free; a growing collection of 150MM+ assets
- Unlimited print-runs, impressions, seats or users, sharing and archiving
- Perpetual usage rights to all licensed assets
- Plug-In for Microsoft Power Point and Google Slides
- Access to high resolution un-watermarked comps
- Content Curation services

[Adobe Stock website](#)



# Corporate imagery

## Dos and Don'ts

### Use quality photos

#### Low resolution imagery

Also be sure to remove reflections or drop shadows as they are part of the previous brand.



**Dos**

Natural lighting      Light blueish cast      Bright but natural lighting

**Don'ts**

Lighting too dark      Lighting too bright      Too much contrast in lighting      Photo manipulation      Special effects

# Corporate imagery

Do capture genuine feelings and scenarios

## Mood

**TIP:** People shown in the photos should appear authentic and preferably they should be shown having a natural interaction with technology.



---

# PowerPoint overview

Keys to a brand compliant presentation

# Working with a PowerPoint template

Using guides for proper layout

## Show/hide the guides:

- Right-click outside the slide area and click “Grid and guides,”
- Or click on the checkbox “Guides” in the ribbon category “View,”
- Or use the shortcut Alt+F9.

Place elements of content (text, graphics, charts, etc.)  
inside the content area.

Avoid putting content  
**outside** the content area<sup>1</sup>

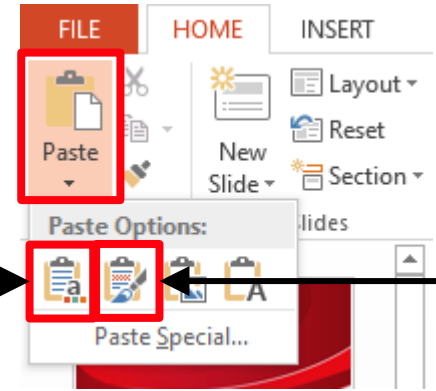
1/2 height of the  
content area

1/2 width of the content area

# IMPORTANT!

To preserve the design of slides, follow these instructions:

1. Right-click the selected slide(s), and then click Copy.
2. Right-click, or click the **Paste Option thumbnail**. This can also be found under the home tab as a paste option (clipboard icon).
3. Under Paste Options, do one of the following:



### Maintain design, formatting and layout:

click the **KEEP SOURCE FORMATTING** button. (Clipboard with letter a). This implies that the slide will keep its original theme format and not the new presentation's theme.

**IMPORTANT: Choose this option to maintain the integrity of selected slides.**

### To apply the theme of the presentation you're pasting into:

click **USE DESTINATION THEME** button (Clipboard with format painter brush). This will adapt the copied slide to match the destination theme.



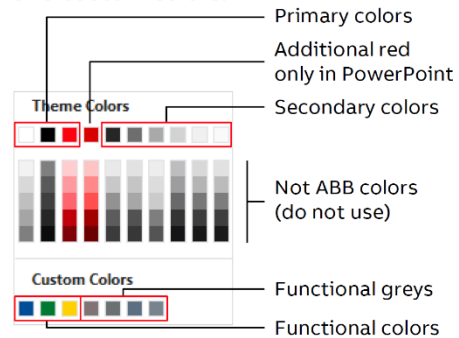
# Shape formatting

Color, shape, line weights and end caps

## Color in PowerPoint

**TIP:** When selecting colors, make sure your palette looks like the ABB palette below.

ABB colors can be found in theme and custom colors:

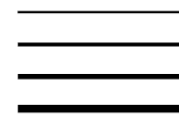


Use additional red only if needed, but in general ABB red is recommended.

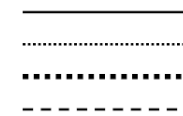
## Shape formatting tips

- Use simple shapes in grey color, preferably light shades
- Fill the shape with color instead of using an outline
- Use a rectangle shape
- Do not use curved corners, use a right angle; (Buttons may use rounded ends)
- Use solid 1 pt as the line as a standard, although 2 pt or 3 pt can also be used
- Use dotted lines only if necessary

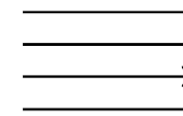
### Width



### Dash type



### End type

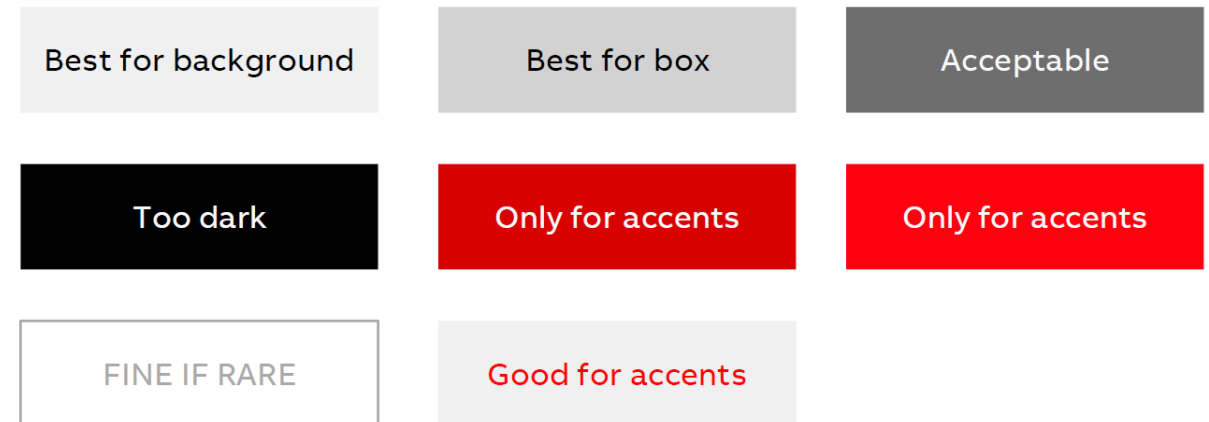


### Other arrows



These arrows are glyphs

### Shapes and their colors



# Pictograms

Tips for use, sizing and color

## Pictogram tips

**TIP:** Download the entire collection in one [Pictogram PowerPoint file from the Media Bank](#)

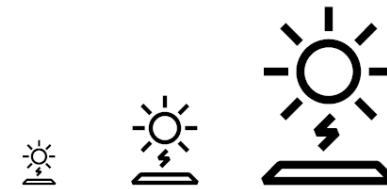
- Do not stretch
- Do not convert to shape
- Pictograms should be black
- Keep pictogram sizes consistent throughout document
- Communicate one idea at a time per pictogram

### Resize pictogram:

Right-click on a pictogram and select **“Format Graphic”** → in the format window, select **“Size”** and change Scale Height and Scale Width. Pictograms should be used in size of 100%. If necessary, the size can be reduced to 50% or increased by 100%.



Standard size is 100%

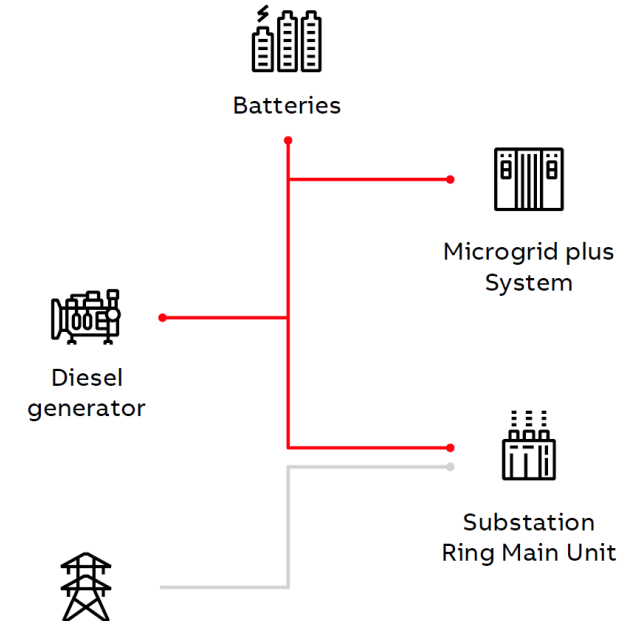


50%

100%

200%

[View pictogram guidelines on brand portal](#)





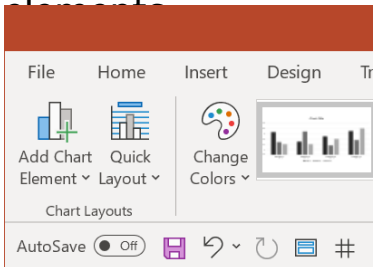
# Charts

Tips for creating and editing shapes, sizing and color

## Formatting Charts

**TIP:** Use simple shapes with no effects, such as shadows, bevels or gradients.

Paste charts into the ABB template and then adjust with “Style 1” in the section “Chart Design. Modify the size and colors of chart elements.



### Chart colors

Try to prepare charts using secondary colors (greys).

Add red only to accent some elements.

Add functional greys if more colors are needed.

Use functional colors if a color code is needed, e.g., blue means cold.

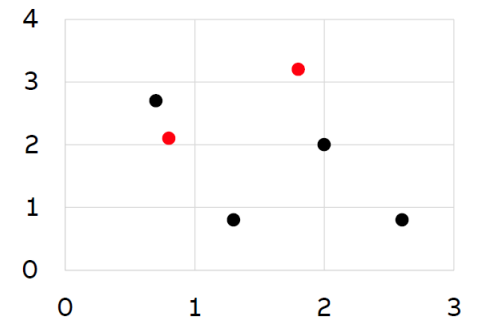
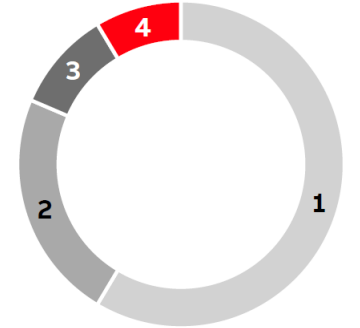
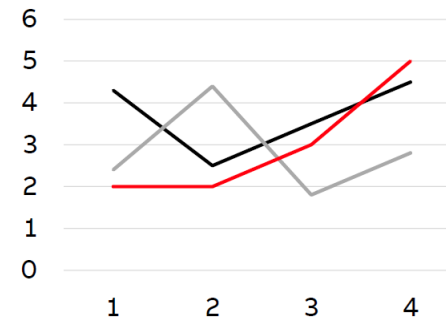
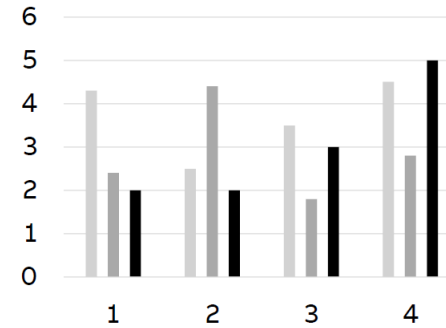
### Chart style

For each chart type, use the “Style 1” in the “Chart Design Use “Colorful Palette 1” (“Change Colors” in the “Chart Design section).

As a pie chart, always use the “Doughnut” type.

The doughnut hole size should be 75%.

[View chart guidelines on brand portal](#)



# Tables

Easily convert new and existing tables to the ABB brand

## Custom table style

**TIP:** When using the correct ABB PowerPoint template, the table style, ABB Default style, is found by clicking on the Table Styles triangle. The first style, called **Custom**, is located at the top of the styles pop-up window.

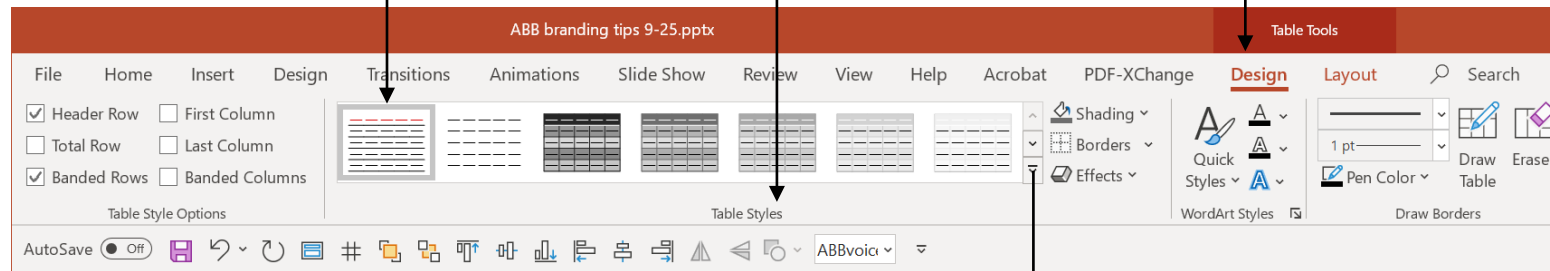
## The template contains our predefined table style

### To use this style:

Click on the table → in the section “**Table Design**” click on the list of “**Table Styles**” → select custom table “**ABB Default Table.**”

## Sample a d c

1		
2		
3		





# Brand resources and contact information

---

# Brand training – classes offered

Quick versions of Brand Basics and Extended available on demand. Scroll to the bottom of the trainings page to [view](#).  
[Visit the brand portal training section for current dates and times](#)

Brand Trainings	Date	Time	Sign up
Brand Basics			<a href="#">Sign up!</a>
ABB Brand Extended			<a href="#">Sign up!</a>
ABB Trade show design (Architecture and graphic design)	25 <sup>th</sup> May 2023	9-11 am EST	<a href="#">Sign up!</a>
ABB Trade show design (Booth communication)	22 <sup>nd</sup> June 2023	10-11.30 am EST	<a href="#">Sign up!</a>
ABB Print design			<a href="#">Sign up!</a>
ABB Video design			<a href="#">Sign up!</a>
<b>PowerPoint Trainings</b>			
Brand principles, structure and template settings	8 <sup>th</sup> June 2022	10-11.15 am EST	<a href="#">Sign up!</a>
Principles: imagery, text and tables	6 <sup>th</sup> July 2022	10-11.15 am EST	<a href="#">Sign up!</a>
Principles: pictograms, infographics, timelines	7 <sup>th</sup> September	10-11.15 am EST	<a href="#">Sign up!</a>
Principles: charts	5 <sup>th</sup> October 2022	10-11.15 am EST	<a href="#">Sign up!</a>

**TIP: The Brand Team offers custom trainings for small groups.**

Feel free to contact them about setting up a custom training session for your team.

---

# When and how to get brand support

## Brand resources

Projects	When to ask for assistance	Timeline for branding involvement	Contacts and information
<b>PowerPoint creation and updating</b>	<ul style="list-style-type: none"><li>- Content review</li><li>- Assistance with rebranding</li><li>- Expert brand application</li></ul>	<ul style="list-style-type: none"><li>- Early concepting and creation</li><li>- Beginning a rebrand</li><li>- Improving existing content</li></ul>	<a href="#"><u>Global PowerPoint team</u></a>
<b>Agency support</b> (Admin offers expert, compliant services)	<ul style="list-style-type: none"><li>- After referencing templates and brand portal guidelines</li><li>- Reviews for brand compliance</li></ul>	<ul style="list-style-type: none"><li>- Draft review(s)</li><li>- Questions about brand application</li><li>- Final approval</li></ul>	<a href="#"><u>Provide brand portal access</u></a> <a href="#"><u>Use current templates</u></a> <a href="#"><u>Global brand support</u></a>
<b>Tradeshows</b>	<ul style="list-style-type: none"><li>- High-profile</li><li>- Large investments</li></ul>	<ul style="list-style-type: none"><li>- Early concepting and production</li><li>- Draft review(s)</li><li>- Final production approval</li></ul>	<a href="#"><u>Space design section</u></a> of portal <a href="#"><u>Global brand support</u></a>
<b>General</b>	<ul style="list-style-type: none"><li>- Uncertainty about principles</li></ul>	<ul style="list-style-type: none"><li>- Review brand portal</li><li>- Any time during the process</li></ul>	<a href="#"><u>Brand portal</u></a> <a href="#"><u>Global brand support</u></a>

---

**Other supported areas include digital and social media, real estate, giveaways, print and video.**

---

**ABB**