The ABB logo

Color

Typography
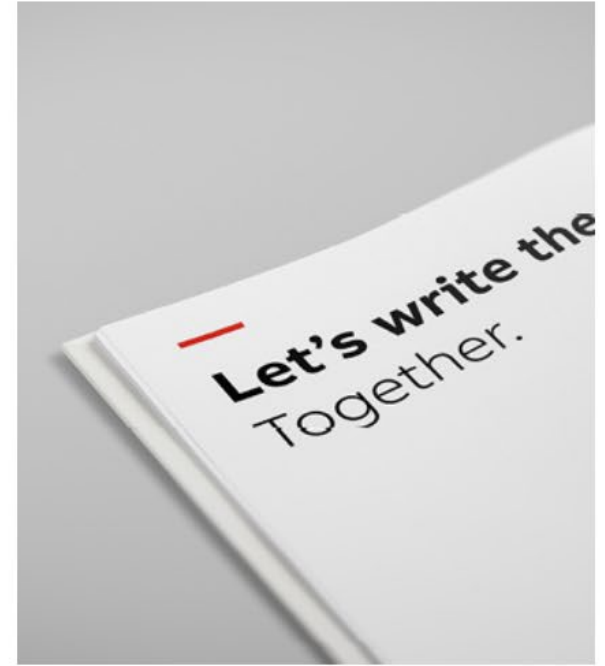
ABB Cursor

Branding Tips

For better application of the ABB brand

ABB

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
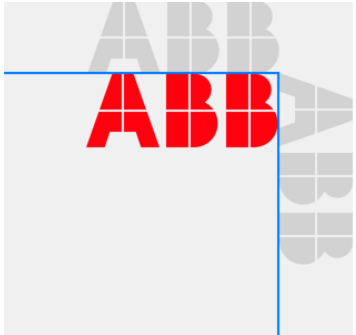
6. Brand training and contact info

ABB

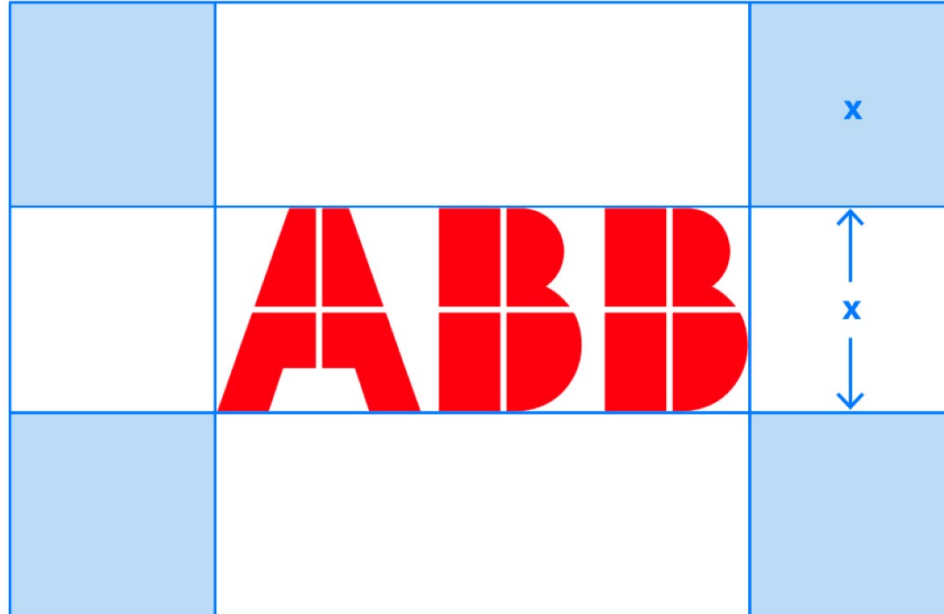# The ABB logo

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.

ABB

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

ABB

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
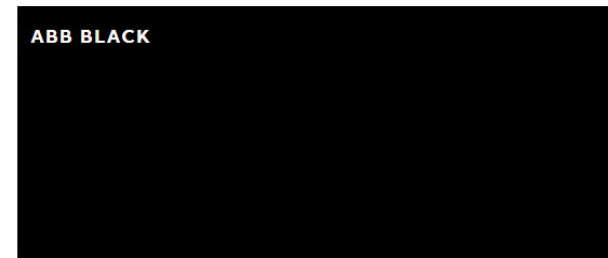
PANTONE is used in single color applications

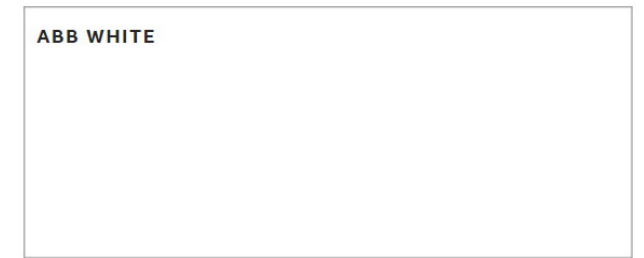## Always start with the proper code for your application

Colors produce differently in print than on screen.

ABB RED		ABB BLACK		ABB WHITE	
HEX	#ff 00 0f	HEX	#00 00 00	HEX	#ff ff ff
RGB	255.0.15	RGB	0.0.0	RGB	255.255.255
CMYK	0.100.95.0	CMYK	0.0.0.100	CMYK	0.0.0.0
PANTONE	2035	PANTONE	-	PANTONE	-

ABB

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

ABB

CMYK
for print

ABB

ABB GRAY 01	
HEX	#26 26 26
RGB	38.38.38
CMYK	0.0.0.90
PANTONE	Cool Gray 11

ABB GRAY 02	
HEX	#6e 6e 6e
RGB	110.110.110
CMYK	0.0.0.75
PANTONE	Cool Gray 9

ABB GRAY 03	
HEX	#a9 a9 a9
RGB	169.169.169
CMYK	0.0.0.55
PANTONE	Cool Gray 7

ABB GRAY 04	
HEX	#d2 d2 d2
RGB	210.210.210
CMYK	0.0.0.35
PANTONE	Cool Gray 5
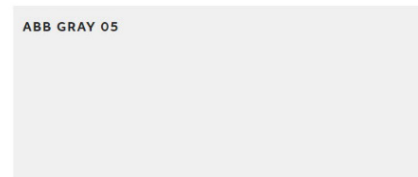
ABB GRAY 05	
HEX	#f0 f0 f0
RGB	240.240.240
CMYK	0.0.0.15
PANTONE	Cool Gray 3
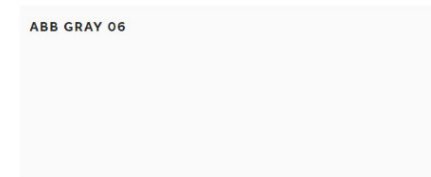
ABB GRAY 06	
HEX	#fa fa fa
RGB	250.250.250
CMYK	0.0.0.5
PANTONE	Cool Gray 1

ABB

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.**

ABB BLUE	
HEX	004c97
RGB	0.76.151
CMYK	100.53.2.16
PANTONE	2945

ABB GREEN	
HEX	007a33
RGB	0.122.51
CMYK	91.4.100.25
PANTONE	356

ABB YELLOW	
HEX	ffd100
RGB	255.209.0
CMYK	0.9.100.0
PANTONE	109

ABB

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

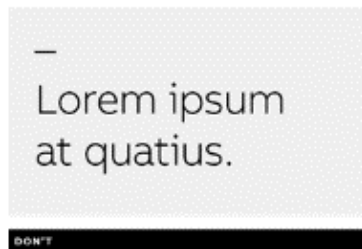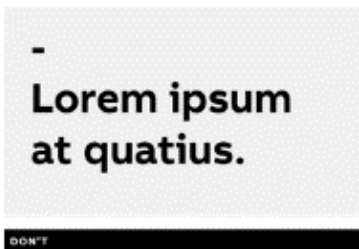| Em Dash	Windows	Mac
Keyboard shortcuts	"alt" + "shift" + "-/–" "alt" + "0151" (numerical keyboard)	"shift" + "option" + "-" "-" + "-"

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

The ABB cursor
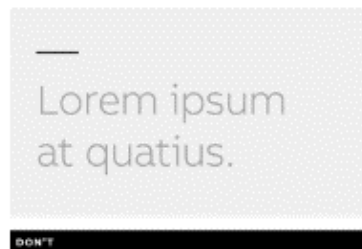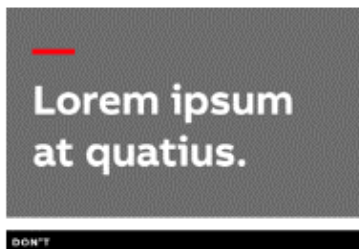
Incorrect applications

Wrong character

Always create the ABB cursor with an em dash.
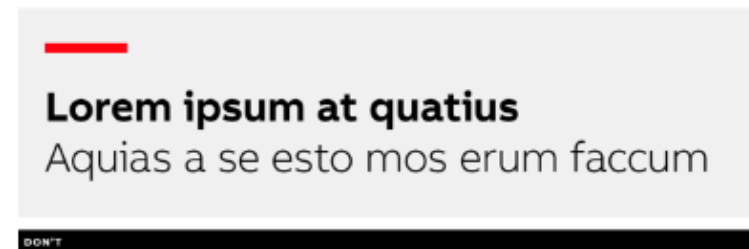

Mismatched color

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.
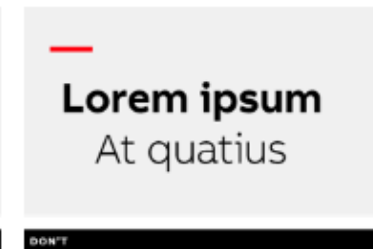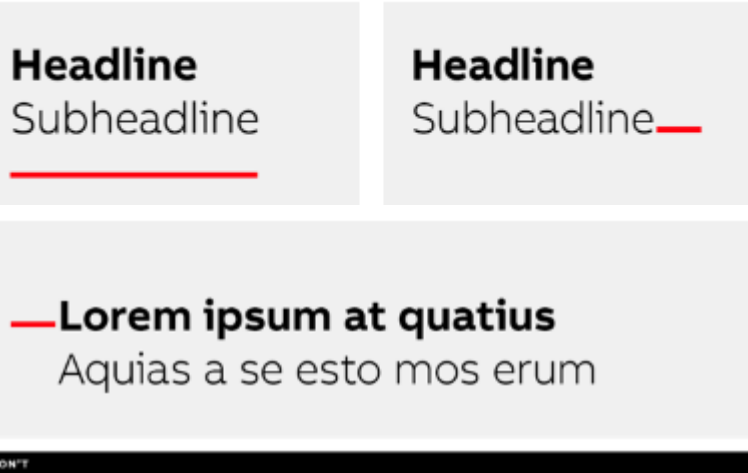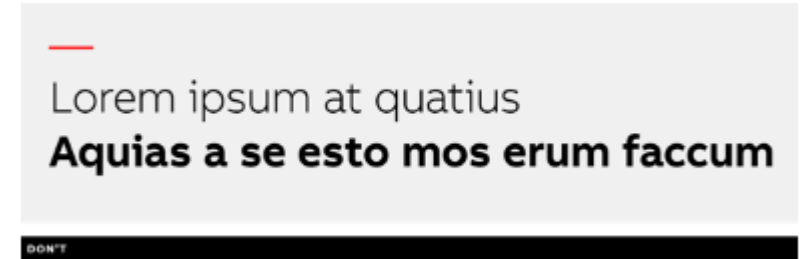
The ABB cursor

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

ABB

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](#)

ABB
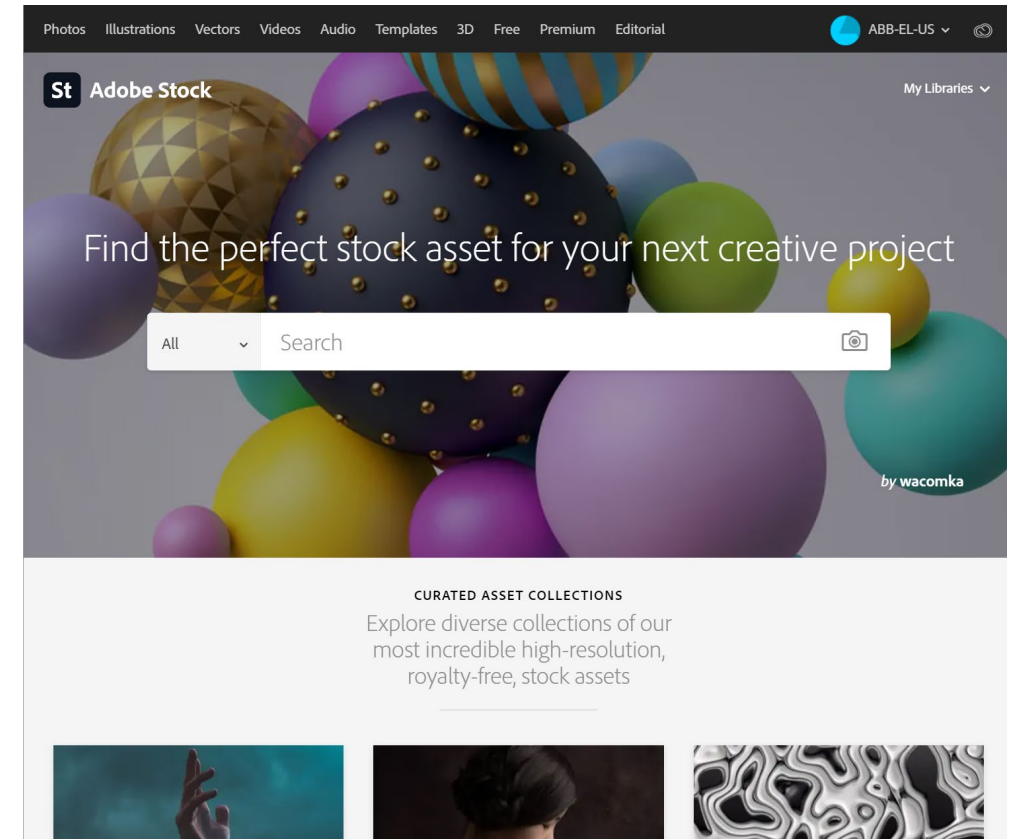
Corporate imagery
Dos and Don'ts

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

Avoid putting content outside the content area[1]

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.

½ height of the content area

½ width of the content area

1. Some additional information (e.g. navigation) may be put outside the content area
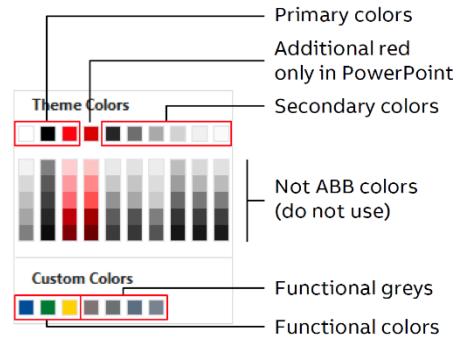
ABB

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:

- Primary colors
- Additional red only in PowerPoint
- Secondary colors
- Not ABB colors (do not use)
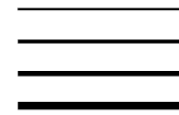- Functional greys
- Functional colors

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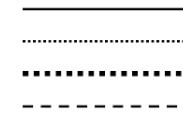
Shape formatting tips

- 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
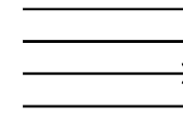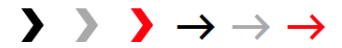- Use dotted lines only if necessary

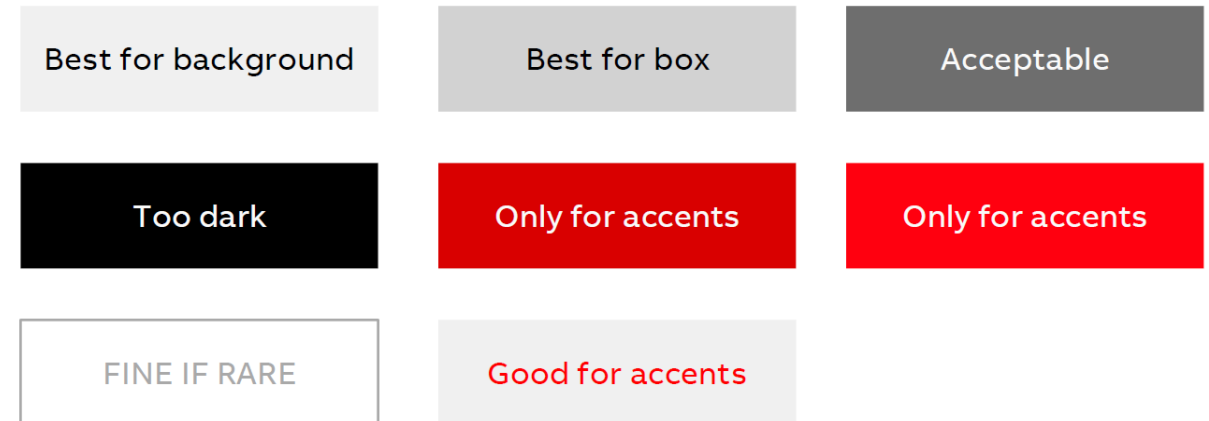| Width	Dash type	End type	Other arrows

These arrows are glyphs

Shapes and their colors

Best for background	Best for box	Acceptable
Too dark	Only for accents	Only for accents
FINE IF RARE	Good for accents	

ABB

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%.
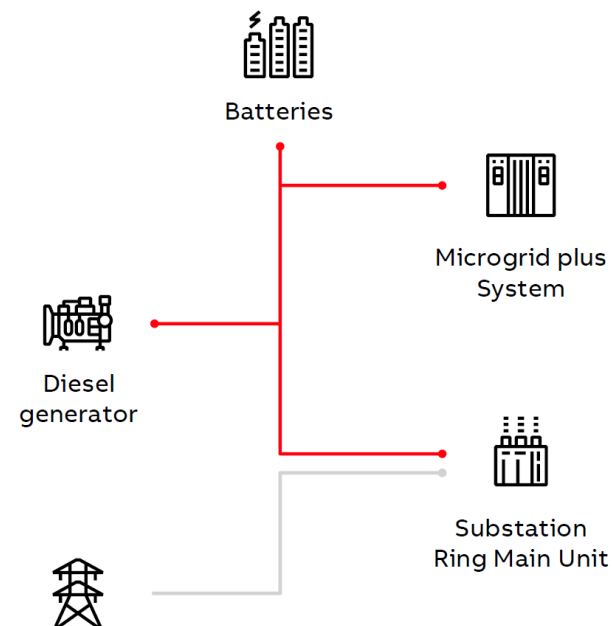
Standard size is 100%

50%   100%   200%

Batteries

Microgrid plus System

Diesel generator

Substation Ring Main Unit

View pictogram guidelines on brand portal

ABB

Charts

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.

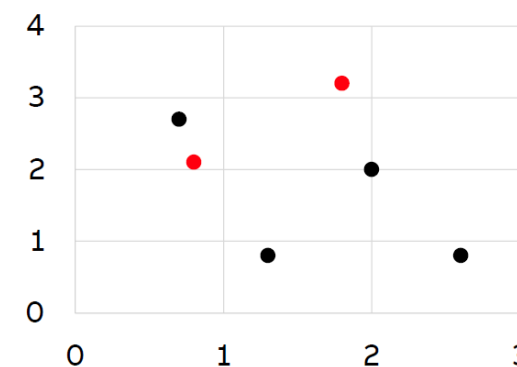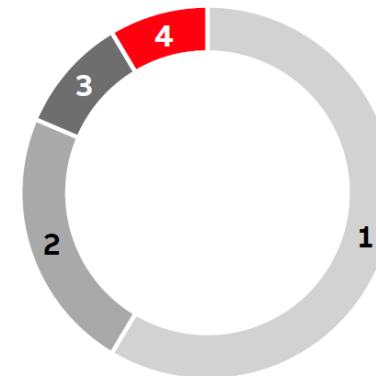Use functional colors if a color code is needed, e.g., blue means cold.
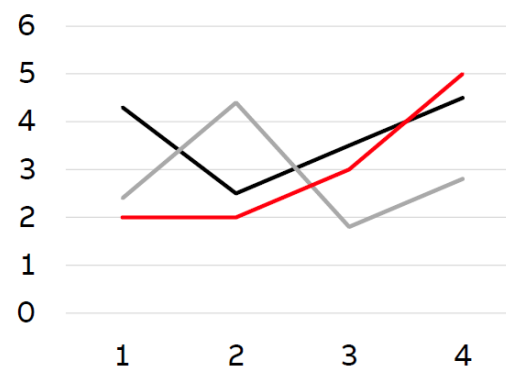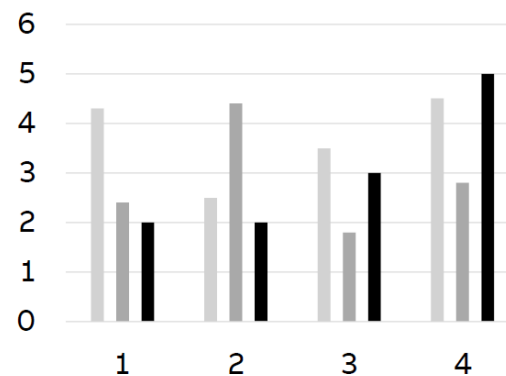
Chart style

For each chart type, use the "Style 1" in the "Chart Design" section.

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]

ABB

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			