

# <Logo Usage Guidelines>



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# <Introduction>



This document aims to introduce the Abalta brand to external parties. It gives guidance on how to best apply Abalta's logo to create communications or other assets.

At Abalta, we work on software that allows people on the move to use their apps safely and conveniently. We're focused on developing and advancing connected software solutions for cars, maps, phones, and more.

## Vision

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Abalta enables people on the move to enjoy effortless lifestyle experiences.

## Mission

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Abalta provides human-centered software solutions to improve mobility experiences across the globe.

## Positioning Statement

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Abalta specializes in mobility software solutions with expertise in mobile connectivity, cloud backends, and smart device integration. Our expert teams overcome any challenge to assure on-time delivery and overall project success, creating the best outcome for our clients. We innovate with flexibility, accessibility, and compatibility in mind, creating future-forward products and services that improve the user experience and address the complex needs of our global clients.



<Logo System>

# <Logo System>



## 1.1 The Base Logo

The Abalta logo is the single most powerful element of the identity. It distinctly identifies Abalta and should be dominant in any application.

Positive logo versions must always appear on a white or very light background. Negative logo versions must always appear on a brand blue or dark background.

Refer to the color section for proper blue tones if the negative version of the Abalta logo is used.

*Positive logo on  
White background*



*Negative logo on  
Blue background*



# <Logo System>



## 1.2 The Logo with Gradients

The base logo should be used with gradients whenever possible, especially in digital applications. Both the positive and negative logo versions can be used.

For detailed information on the gradient, please refer to the color section.

*Positive logo  
with gradient on  
White background*



*Negative logo on  
Blue background  
with gradient*



# <Logo System>

## 1.3 Clear Space

The Abalta logo and adjoining elements follow simple rules to allow their integrity to be respected in all situations.

As a general rule, the height of the logo is the minimum protection area allowed on each side of the mark.

It is perfectly acceptable to use a greater amount of space, leaving the logo as the dominant element.

*The height of the logo defines the minimum protection area*





# <Logo System>



## 1.4 Minimum Size

The Abalta logo should be dominant in any application. When used in digital applications such as the web or on mobile devices, 20 pixels tall should be the absolute minimum size. In print use, the logo should never be smaller than 0.2 inches in height.

*For digital applications,  
the minimum size  
is 100 x 20 dp*



*For print applications,  
the minimum size  
is 1 x 0.2 inch*



# <Logo System>

## 1.5 Logo Placement

When placing the Abalta logo alongside other logos, allow for proper sizing, visual weight, alignment, and clear space.

*Proper placement of the Abalta logo alongside another supporting brand.*



*Improper placement with unequal sizing and visual weight. Logos must be properly aligned, and clear space must be honored.*



# <Logo System>



## 1.6 Use and Misuse

In any application, the Abalta logo should always be legible, dominant, and unobstructed. This is essential when presenting the Abalta brand.

Always use artwork that has been provided by Abalta. When unsure about how to proceed, contact us.

### Do not modify any logo files provided!

This includes outlining, altering, rotating, stretching, coloring, or using it on any other background than white or blue.



*Do not use on textures or busy photography*



*Do not use on colors besides white or blue*



*Do not distort the logo*



*Do not color the logo*



*Do not rotate the logo*



*Do not alter the logo*



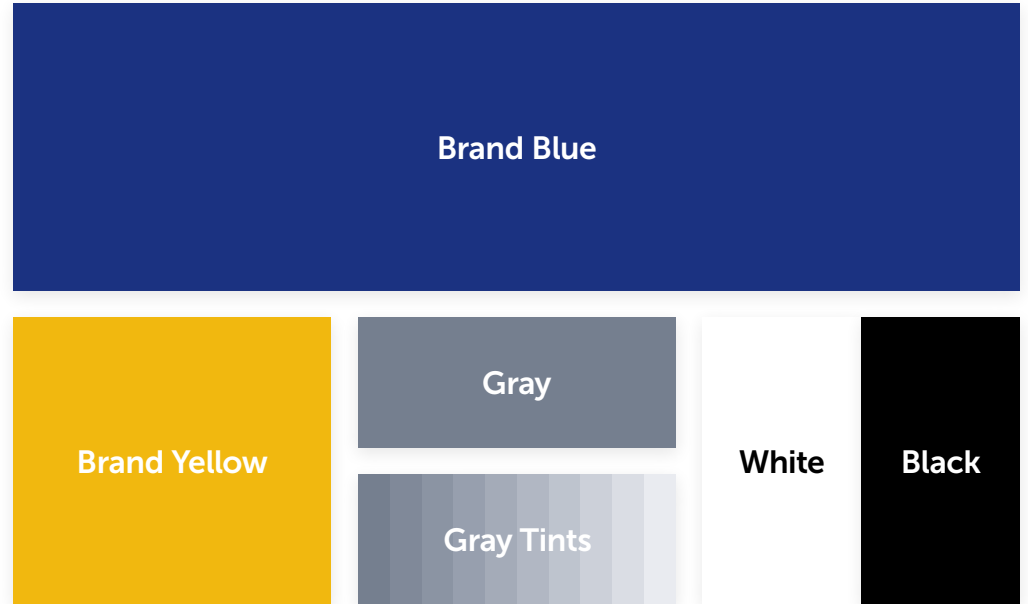
<Color>



## 2.1 Primary Color Palette

Colors from the color palette, when applied judiciously, go a long way toward communicating the Abalta brand.

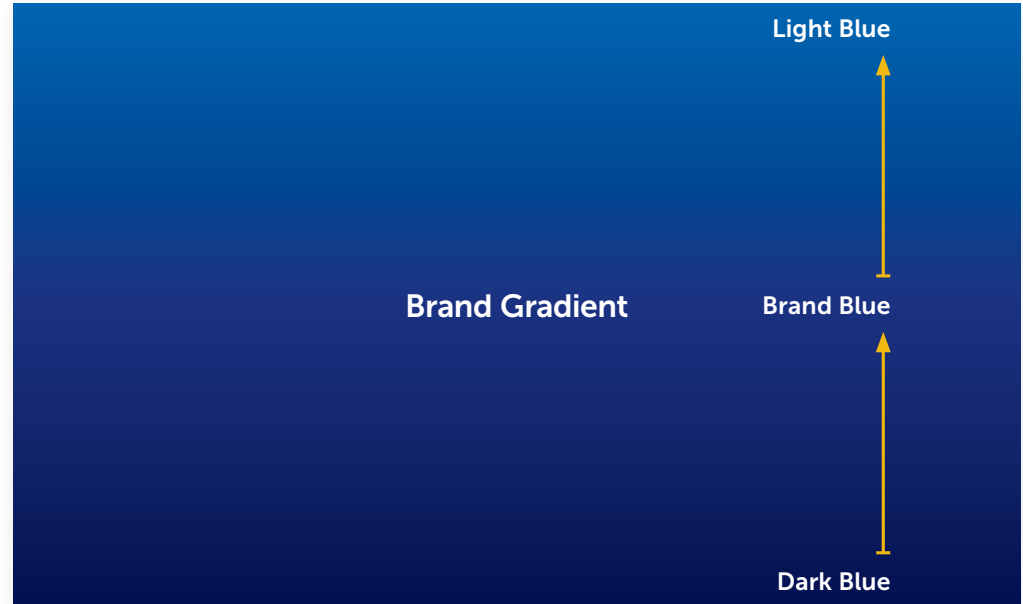
<b>Brand Blue</b>	HEX	#1A3281
	CMYK	100   90   0   20
	Pantone	661 C
<b>Brand Yellow</b>	HEX	#F1B70E
	CMYK	0   25   100   5
<b>Gray</b>	HEX	#747E8E
	CMYK	20   10   0   50
<b>Gray Tints</b>		95 – 5 % of Gray
<b>White</b>		#FFFFFF or 0   0   0   0
<b>Black</b>		#000000 or 0   0   0   100



## 2.2 Brand Gradient

The brand gradient can be used instead of brand blue, but only if the area is defined as a background area.

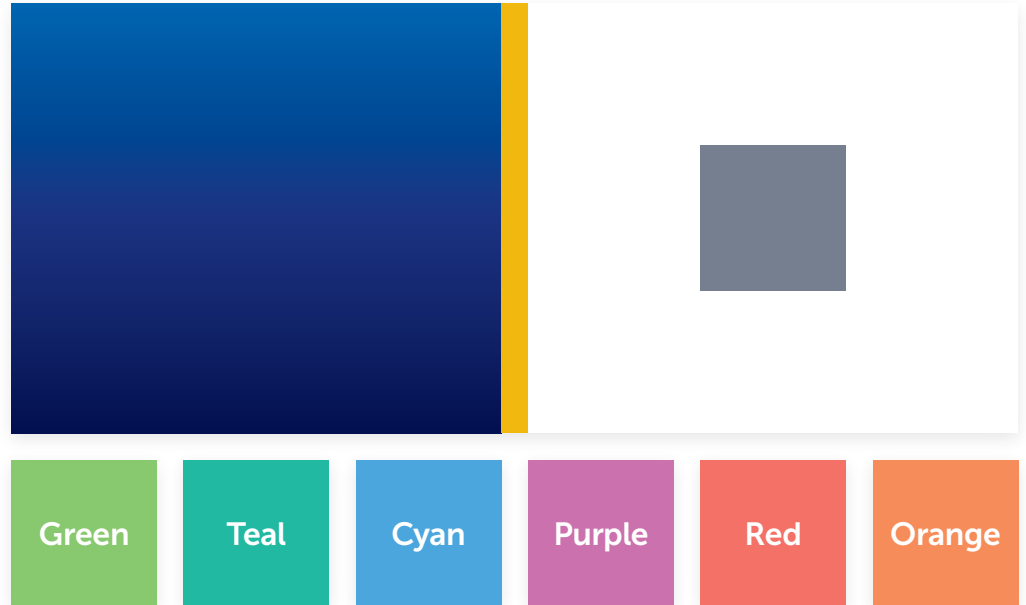
<b>Light Blue</b>	HEX	#0066B2
	CMYK	100   60   0   0
<b>Brand Blue</b>	HEX	#1A3281
	CMYK	100   90   0   20
<b>Dark Blue</b>	HEX	#020E50
	CMYK	100   90   0   60



## 2.3 Secondary Color Palette

Secondary colors may be used sparingly and only when extra differentiation is necessary.

<b>Green</b>	HEX	#88C76F
	CMYK	50   0   75   0
<b>Teal</b>	HEX	#20B9A1
	CMYK	73   0   47   0
<b>Cyan</b>	HEX	#4BA5DC
	CMYK	65   20   0   0
<b>Purple</b>	HEX	#CA71AD
	CMYK	18   67   0   0
<b>Red</b>	HEX	#F27066
	CMYK	0   70   55   0
<b>Orange</b>	HEX	#F58C58
	CMYK	0   55   70   0



# <Contact>



## Questions? Get In Touch.

Thank you for following the Abalta Brand Guidelines with your creative work. If there is anything else you would like to know, please get in touch. We're here to help.

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