



**ABC TECHNOLOGIES**

INNOVATION IN PLASTICS & LIGHTWEIGHTING

# CORPORATE IDENTITY GUIDELINES

*A Complete Guide to the  
Corporate Identity*

2021

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If there are any questions, comments or concerns pertaining to the use of the ABC Technologies brand, please contact ABC Technologies Sales & Marketing at Head Office via phone or email at (416) 246-1782 x 4227 or [marketing@abctech.com](mailto:marketing@abctech.com).



# INTRODUCTION



Corporate Identity refers to the all-encompassing image of a company like ABC Technologies. This identity must be maintained and facilitate the vision outlined by the Executive Team. The ABC Technologies logo and brand carries with it over four-decades worth of history. One that exudes a commitment to high quality, has a strong design philosophy, and products that exceed their requirements. In order to support our global organization, we have created these Brand Guidelines.

These Brand Guidelines must be strictly adhered to by any affiliates who request the use of ABC Technologies branding on any materials, such as paper or electronic applications. We must use these guidelines to ensure consistency throughout all the materials that our branding is used in such as (but not limited to) Powerpoint presentations, Excel spread sheets, legal documents, marketing materials, Microsoft Word documents, and any other material linking to the ABC Technologies website.

As ABC Technologies continues to grow, it is everyone's responsibility to ensure the uniformity of our brand and it's encompassing vision. These guidelines are intended to assist in that regard. If you have any questions about the Brand Guidelines, please contact our Marketing Department at ABC Technologies' head office at (416) 742-4037.

Thank you for your continued support.

**—The Marketing Department**

# APPROVED LOGO USAGE

The ABC Technologies brand can take different forms in order to fit within various different medias in both real world and digital environments. Some production may have restrictions or not have colour at all (i.e. tooling, laser cutting, CNC routing, embossing etc.), at which time the one colour logo option would be used. Based on the media size and colour options (also reference colour section), please choose an acceptable version of the ABC Technologies logo that best fits your media. For any custom requests, please contact the Marketing Department.

## PRIMARY LOGO USAGE

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Vertical Logo with tagline



Horizontal Logo with tagline



## SECONDARY LOGO USAGE

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Vertical Logo without tagline



Horizontal Logo without tagline



## WORDMARK ONLY USAGE

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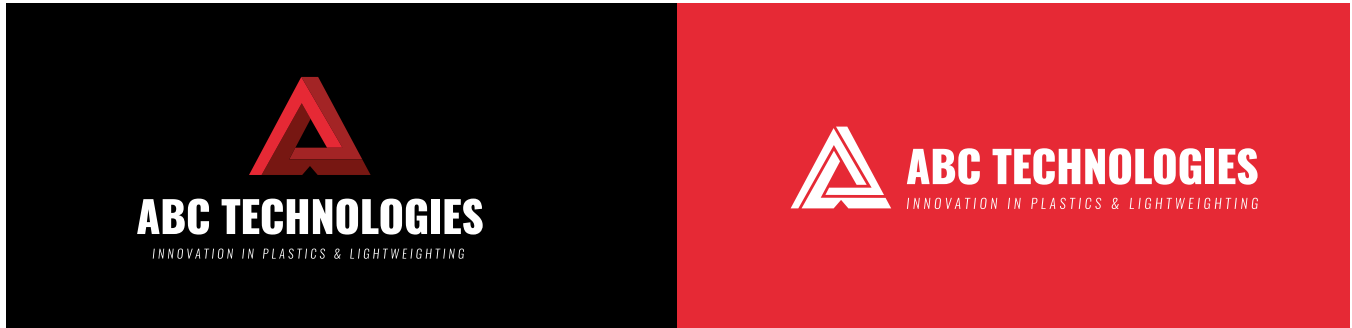
The wordmark can be used as a stand alone (with and without the tagline), yet is tertiary on the hierarchy of desired use of the brand. The use of the primary and secondary version of the brand take precedence over this use.



# APPROVED LOGO USAGE

## NEGATIVE LOGO USAGE

Applicable to versions both with and without tagline. Used when the logo is placed on a darker background.



## ONE COLOUR LOGO USAGE

The one colour logo versions vary in layout the same as the full colour variations would; with and without tagline, vertically and horizontally.



## LOGOMARK USAGE

The iconic "A" logomark can be used as a standalone design element when applicable, so long as there is a primary or secondary logomark present elsewhere within the design space.



## IMPLEMENTING SUBSIDIARY DIVISIONS, BRANDS OR PLANTS

Please follow the example below when placing additional subsidiary brands with the ABC Technologies brand. The secondary name is written in the Oswald typeface (light), centered on the vertical logo and right aligned on the horizontal logo, with tracking set at 100. **All subsidiary brand application must be first approved by the marketing team before use.** The same guidelines are applied to all subsidiary brands.



# IMPROPER LOGO USAGE

Below are a few examples of improper and disapproved use of the ABC Technologies logo. In the event of improper logo usage, the artwork must be revised, reprinted, reproduced or replaced in order to fit within the Corporate Identity Guideline criteria. If you are unsure if your artwork meets brand criteria or require special exemptions, please address any concerns to the Marketing Department.



**ABC TECHNOLOGIES**  
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Changing typefaces or weights.



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The use of custom shades of red or custom colours.



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Realigning the logomark.



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Placing the logo on an angle or upside down.



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Removing or adding elements within the logo.



**OTHER MEDIA**  
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Lack of minimum negative space around the logo.



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Adding busy background images behind the logo



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Revising spacing between logo elements.



**ABC TECHNOLOGIES**  
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Stretching or skewing the logo.

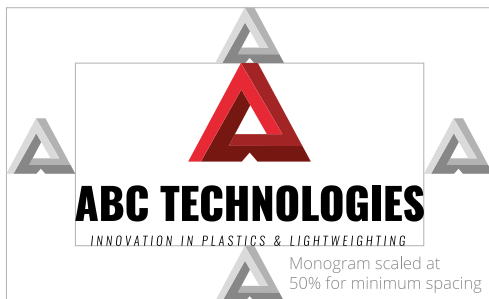


CORPORATE IDENTITY

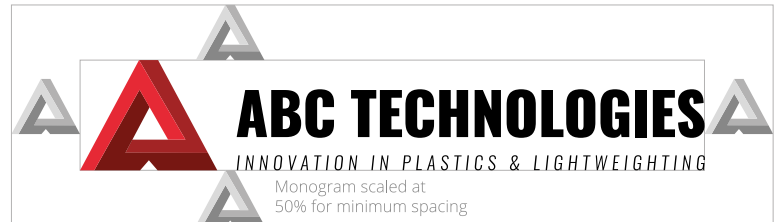
# SPACING & SCALING

The ABC Technologies logo is our most recognizable asset. Along with the logo's notariety, it is also a registered trademark in several jurisdictions. Accordingly, the logo should always be placed in a respectable area with appropriate negative space around it and again, not altered in anyway unless approved by ABC Technologies' Marketing Department. Please reference the diagram for minimum size requirements for the logo within all medias.

**Primary Logo (with tagline) minimum spacing**



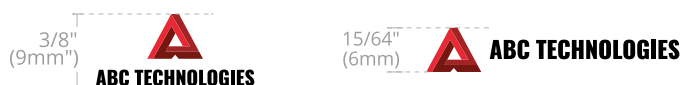
**Secondary (Horizontal with tagline) Logo minimum spacing**



**Smallest acceptable Digital sizes (tagline to be removed)**



**Smallest acceptable print size (tagline to be removed)**



# COLOUR USAGE

The use of ABC Technologies brand must adhere to the various colour palette options in print and digital mediums. The full colour logo should be used where possible. If there are colour constraints in any media, please reference the grey scale or one colour version of the brand. When in mediums where the background colour is black, simply change the “**Process Rich Black**” to “**White**” or, only when the medium is white such as various paper stocks, use the media colour.

## Grey scale Logo Usage (applicable to all logo iterations)



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C:0 M:0 Y:0 K:30  
R:198 G:198 B:198  
#C6C6C6

C:0 M:0 Y:0 K:50  
R:157 G:157 B:156  
#9B9C9C

C:0 M:0 Y:0 K:80  
R:87 G:87 B:86  
#575756

**PROCESS RICH  
BLACK**

## Full Colour Logo Usage (applicable to all logo iterations)



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**PANTONE 485 C**  
C:0 M:100 Y:91 K:0  
R:237 G:28 B:46  
#ED1C2E

**PANTONE 7628 CP**  
C:8 M:93 Y:78 K:33  
R:160 G:37 B:43  
#A0252B

**PANTONE 1815 CP**  
C:16 M:97 Y:86 K:54  
R:115 G:11 B:18  
#730B12

**PROCESS RICH  
BLACK**





# COLOUR: SECONDARY

Secondary colors are to be used for background colors, data visualizations, pictograms and presentation header blocks. Secondary colors are to be used only when seen fit. Secondary colors are **NOT** to be placed behind the logo and are not to take the place of ABC Technologies' primary colours.

## PANTONE 7410 CP

C:0 M:41 Y:59 K:0  
R:246 G:170 B:112  
#F6AA70

## PANTONE 636 CP

C:39 M:0 Y:7 K:0  
R:165 G:218 B:36  
#A5DAEC

## PANTONE 641 CP

C:100 M:23 Y:0 K:19  
R:0 G:118 B:179  
#0076B3

## PANTONE 5497 CP

C:38 M:9 Y:23 K:32  
R:131 G:156 B:154  
#839C9A

## PANTONE 609 CP

C:6 M:0 Y:55 K:1  
R:246 G:238 B:142  
#F6EE8E

## PANTONE 1815 CP

C:16 M:97 Y:86 K:54  
R:119 G:23 B:18  
#771712

## PANTONE 7520 CP

C:1 M:26 Y:21 K:0  
R:248 G:205 B:195  
#F8CDC3

## PANTONE 7591 CP

C:17 M:54 Y:68 K:0  
R:213 G:135 B:89  
#D58759

# TYPOGRAPHY

The guidelines to type setting and typographic hierarchies are set to be aesthetically pleasing, easy to read and broad so to be responsive when necessary and acceptable on all forms of media. Within is the hierarchy of type along with a font stack to showcase acceptable fonts from primary option to the minimum type requirement. Oblique versions of Oswald are also acceptable given the intent. Any special typeface requests that are not outlined here must be sent to the marketing department. Italic/oblique versions of the typeface are also acceptable where necessary. This may not apply to certain visual content such as custom artwork, yet even so, these typefaces must be adhered to as much as possible.

## OSWALD (Primary typeface - Headlines & Subheadings)

**Font Stack:** Oswald, Roboto, Arial, Sans Serif

<b>Heavy</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)	<b>Light</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)
<b>Medium</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)	<b>Extra Light</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)

## Roboto (Secondary Typeface - Body Copy & Annotations)

**Font Stack:** Roboto, Arial, Sans Serif

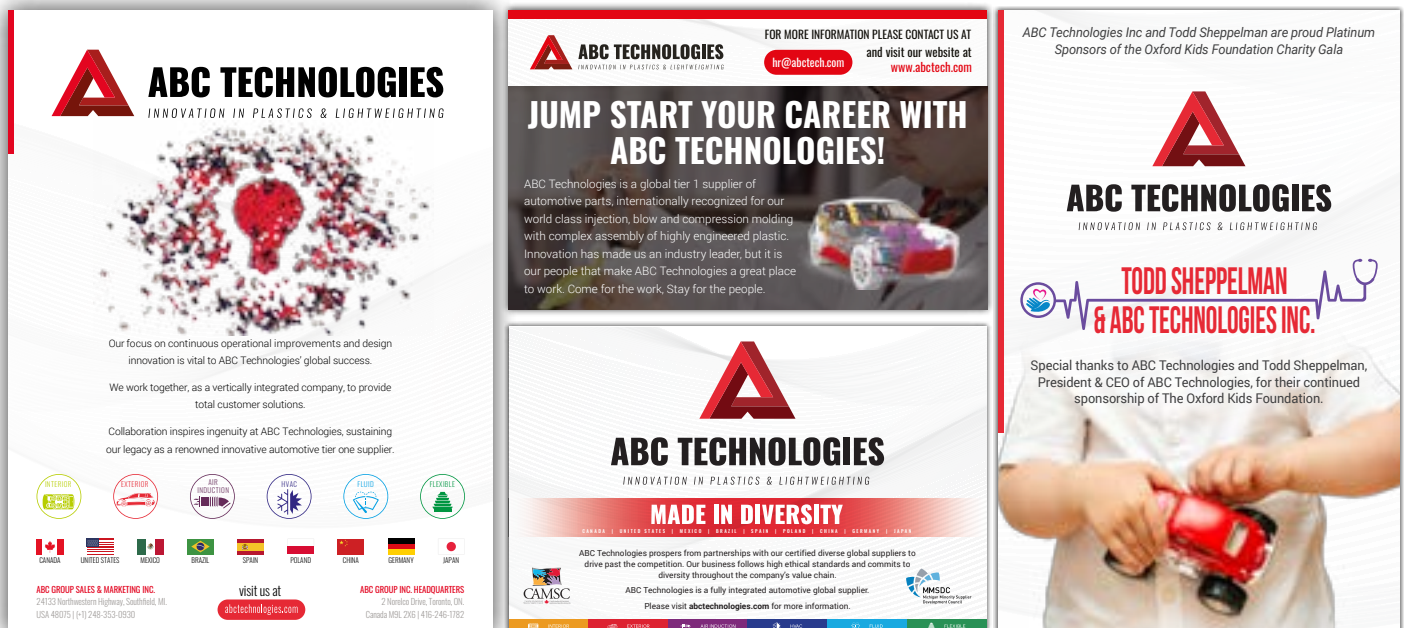
<b>Black</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)	<b>Medium</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)
<b>Bold</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)	<b>Light</b>	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 01234567890 (.,:;!@#\$%&*)

# IDENTITY USAGE EXAMPLES: PRINT MEDIA

Within any advertising in print production material, both internally and externally, please see the below design examples.



Example of internal advertisements. (Logo is always clearly visible and adheres to the specified approved logo rules). Feel free to be creative, yet ensure all key information such as copy and the logo are clearly visible and follow a clear information hierarchy.



Example of external advertisements. (Logo is always clearly visible and adheres to the specified approved logo rules). Graphic elements and color for business units adhere to existing colors that correspond with the appropriate business unit along with the corresponding icon. Colours are primarily white, red (pantone 485C) and shades of gray. Rather than a white background, utilize the light "Wave" when appropriate.

# COMMUNICATION STANDARDS

## VOICEMAIL SCRIPT



When setting new and existing voicemail systems to your business cellphone and/or office mailbox, please adhere to the standard voicemail script below.

*"Hello, you have reached the desk of (Name Here), the (position) within ABC Technologies' (Division/Facility Here). I am unable to take your call at the moment. Please leave your name, number and any details regarding your call. I will be sure to contact you as soon as possible. Thank you."*

## STANDARD EMAIL SIGNATURE



When setting new and existing email systems to your computer, laptop or mobile device's mailbox, all ABC employees are to adhere to the standard email signature script below. A copy of this can be sent to you by request via the Marketing Department or simply copying and pasting another ABC Technologies employees signature into your own.

**Note\*** The text in brackets is only to indicate the information within that line. Please do not copy the text within the brackets into your email signatures.



**This email signature is available on "MyABC" under "ABC Technologies Brand Material"**

# DATA VISUALIZATION STANDARDS: EXCEL


## COLOUR PALETTE


### THEME COLOURS




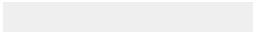
For ease of use, when beginning a new project in excel, select the theme “Red Orange” to gain access to all available colors.


### ELEMENTS


**Headings:**  
  
R:218 G:41 B:28

**Headings:**  
  
R:64 G:64 B:64

**Headings:**  
  
R:39 G:39 B:39

**Cell Separations:**  
  
R:242 G:242 B:242

**Target Cells:**  
  
R:251 G:219 B:210

**Borderline Color:**  
  
R:191 G:191 B:191

## TYPOGRAPHY

Arial  
Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
01234567890  
(.,:;?!@#\$\$%&\*)

## USAGE EXAMPLE

Strategy: NAME

Objectives / Goals

Inserts objectives and goals here...

Key Strategy Initiatives

Status

Date

Recent Accomplishments / Next Key Milestones

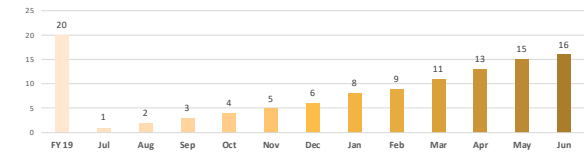
Amount

Date

Champion: NAME

KPI's	19FY	20 FY Budget	20 FY Forecast	Q1 20	Q2 20	Q3 20	Q4 20
Actual	Target						

Trendline



Period	Value
FY 19	20
Jul	1
Aug	2
Sep	3
Oct	4
Nov	5
Dec	6
Jan	8
Feb	9
Mar	11
Apr	13
May	15
Jun	16

Other Comments:



# **ABC TECHNOLOGIES**

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## **Head Office**

2 Norelco Drive  
Toronto, Ontario  
M9L 2X6 Canada  
(416) 246-1782

[www.abctechnologies.com](http://www.abctechnologies.com)