

BRAND STYLE GUIDE



ABBOTT ACTION
P A C K A G I N G

FEBRUARY 2021

LOGO GUIDELINES

The Logo Mark

The primary logo mark is made of a gradient color blend of Colors 1 & 2 designated in the Brand Colors section.

This is to be used as your 'go-to' logo mark

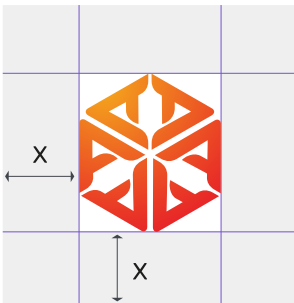


Clear Space

Clear Space is a padded area, defined by X surrounding the logo mark that should be kept free of any intruding elements.

This **Clear Space** ensures the logo is given a chance to represent the brand without distractions

The area defined by X is a guide; no magic formula is used.



Applying Clear Space

To apply **Clear Space** to the logo mark a good rule of thumb is to use a minimum of half the height of the mark.

This space can be increased, or carefully decreased if needed, on a case-by-case basis.

If unsure: ask your designer for advice.

The Combination Logo

The primary combination logo includes the brand name along with the logo mark above.

It can be used in either configuration with the mark above or on the side.



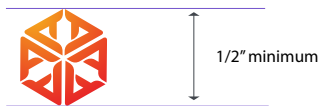
Primary Logo Marks

There are 4 main logo mark options:
Colormark Primary Use;
Colormark Small Use, and 2
solid monochrome options.

Colormark - Primary Use



Colormark - Smallest Use



Monomark - Negative



Monomark - Positive



The Logo Family

The logo family consists of 2 versions to be used in either configuration as and when needed.

The typeface used in the "Abbott-Action" logo is custom. It was derived from the font Good Times™ by Typodermic.



Supporting Typeface

The supporting Typeface Family is called Montserrat consisting of 6 weights.

Corporate/Website Font Family

MontserratExtraBold
Montserrat Regular
Montserrat Semi Bold
Montserrat Extra Bold

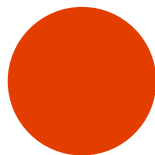
'Packaging' Font Family

Geogrotesque Expanded Regular
Geogrotesque Expanded Medium
Geogrotesque Expanded Semi Bold

Brand Colors

The Primary logo consists of 4 colors: 2 used in the gradient blend of the logo mark, and 3 used in the wordmark. The darker gray is to be used when necessary.

Solid Values



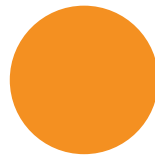
COLOR 1

CMYK C05 M90 Y100 K0
RGB R221 G61 B00
HEX #E33D00
SPOT PANTONE C2347



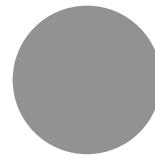
COLOR 2

CMYK C00 M70 Y97 K00
RGB R239 G11 B37
HEX #EF6F25
SPOT PANTONE C165



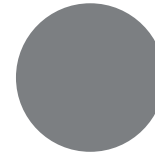
COLOR 3

CMYK C00 M50 Y99 K00
RGB R244 G144 B33
HEX #F49021
SPOT PANTONE C2011



COLOR 4

CMYK C00 M00 Y00 K50
RGB R144 G146 B148
HEX #909294
SPOT PANTONE C422



COLOR 5

CMYK C00 M00 Y00 K60
RGB R124 G127 B130
HEX #7C7F82
SPOT PANTONE C424

Gradient Blend Values



COLOR 1

CMYK C05 M90 Y100 K0
RGB R221 G61 B00
HEX #E33D00
SPOT PANTONE C2347

COLOR 2

CMYK C00 M70 Y97 K00
RGB R00 G00 B00
HEX C00 M00 Y00 K00
SPOT PANTONE C165

Unacceptable Uses

The examples on this page illustrate some of the unacceptable uses of the Abbott-Action Packaging brandmark.



Never distort the brandmark.



Never alter the colors of the brandmark.



Never tilt the brandmark.



Never move the logomark to an unapproved location.



Never change the fonts of the brandmark.



Never place items within 'clear space' of the brandmark. See **Clear Space** section.



Never change the wording of the brandmark.



Never place brandmark on color gradient or background color contained in the logo.