



Design and Brand guideline

Abacus Brand Guidelines

We love
our brand

Contact

Abacus Group Srl
Centro Direzionale Milanofiori
Strada 1 Palazzo 1
20057 Assago (MI)

T. +39 02 80 89 74 86
info@abacusgroup.io
www.abacusgroup.io



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Intro

The Abacus Corporate Design Manual

This document breaks down and defines the system of visual elements that together make the Abacus brand unique and instantly recognizable.

In this guide, we demonstrate how to use the new visual identity and all its supporting elements, explaining why these elements serve the brand's positioning and how they help us tell a coherent and professional story.

The brand guidelines help designers create engaging and effective solutions within a system where each visual expression is cohesive.

Our brand identity system is based on design principles that allow the brand to adapt to various formats while remaining unified.

Brand
positioning

Stay Ahead.

ICT Consulting and Solutions
for Operational Excellence

Principles

Brand identity

Abacus's brand identity is designed to authentically and contemporary reflect the history of the company and its founders, its expertise, and its IT know-how.

This translates into three fundamental principles that form the cornerstones of the brand identity.

- Professional and Confident
- Reliable and Competent
- Solid and Dynamic

Every verbal or graphic expression of the brand must convey these three principles that encapsulate the essence of its identity.

Professionalism and security

At Abacus, we embody the precision and foresight of a seasoned visionary leader. Our robust IT solutions span IT infrastructure management, digital services (including coding, consulting, and system integration), and the innovative development and adaptation of SaaS products. We operate across diverse industries, bringing a wealth of experience and a no-nonsense approach to each unique challenge.

Reliability and competence

We cultivate a powerful ecosystem of specialized companies in ICT, Data Engineering, Cybersecurity, and AI, harmonizing their strengths to redesign the digital architecture of visionary organizations. Our strategic investments focus on creating tailor-made solutions, extracting value from data, and embracing new technologies. This synergy empowers our clients to master technological advancements and achieve unparalleled success in their fields.

Solidity and dynamism

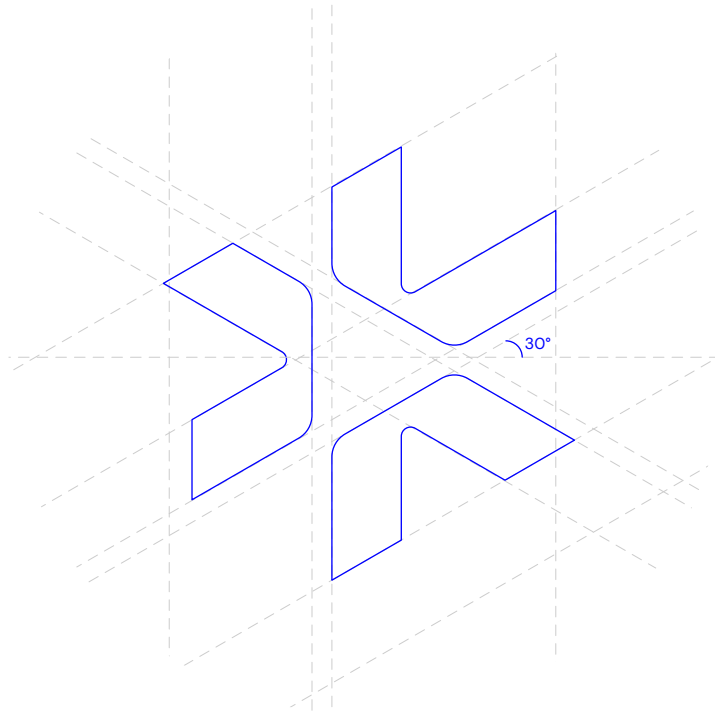
Just like the mature professional, we play the long game, valuing efficiency, pragmatism, and comfort. We prioritize practical innovation, offering quick and convenient solutions that enhance our clients' operations. Our formal yet adaptable approach ensures we remain at the forefront of industry advancements, always ready to incorporate new, effective strategies. Abacus is your trusted partner in navigating the digital landscape with confidence and capability.

The Asterisk

Belonging and Dynamism

The Abacus symbol is our brand's simplest yet most recognizable and ubiquitous symbol, a concise graphic expression of who we are, what we do, and what we stand for. Its design, inspired and reimagined from the previous "asterisk," necessarily influences the other elements of our identity.

It represents dynamism, professionalism, unity, and the possibility of growth and achieving great business results, along with a high-performance and successful organization.

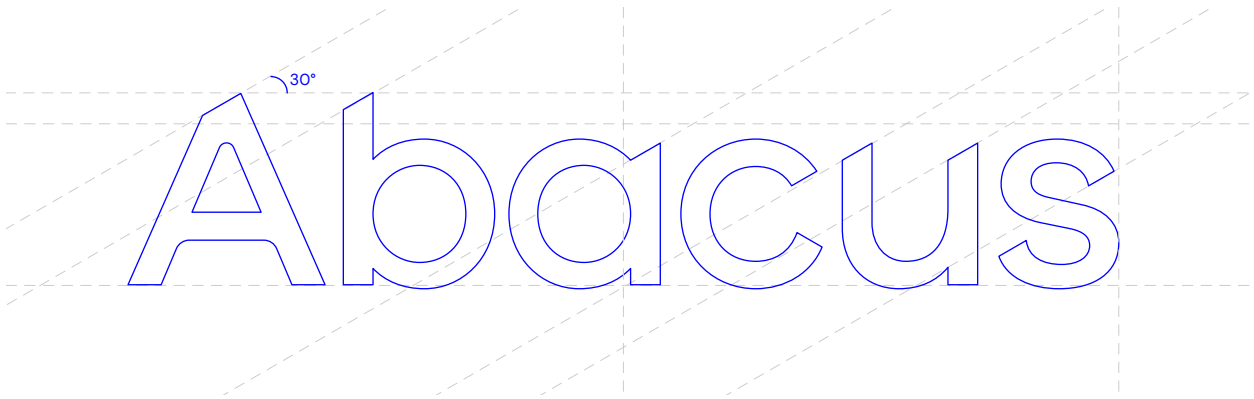


II lettering

Clarity and decisiveness

This page shows the lettering created for the Abacus logo, which incorporates the diagonal lines, edges, and rounded corners of the symbol, creating a coherent and balanced visual.

The clarity and decisiveness of its lines create a professional, competent, and technical atmosphere, harmonizing the overall logo and brand for both institutional and digital communication, depending on your needs.

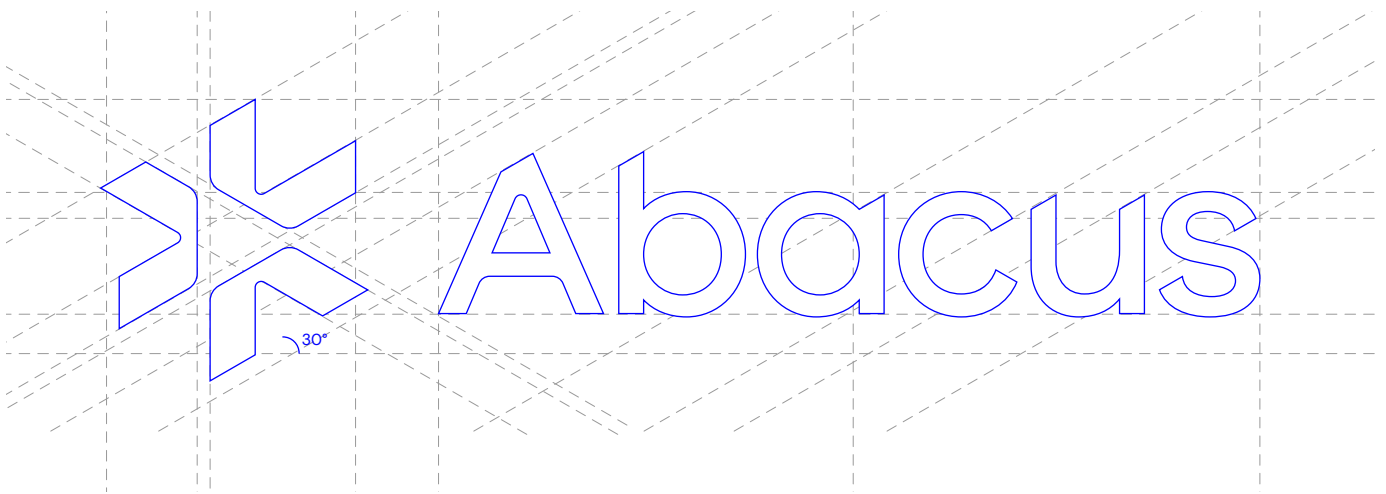


Abacus

The Logo

Responsive and Recognizable

Proudly elevates, directs, and amplifies the Abacus name in the IT world in a clear, direct, and simple manner, yet with a highly responsive, professional, recognizable, and adaptable visual impact.



Alternative

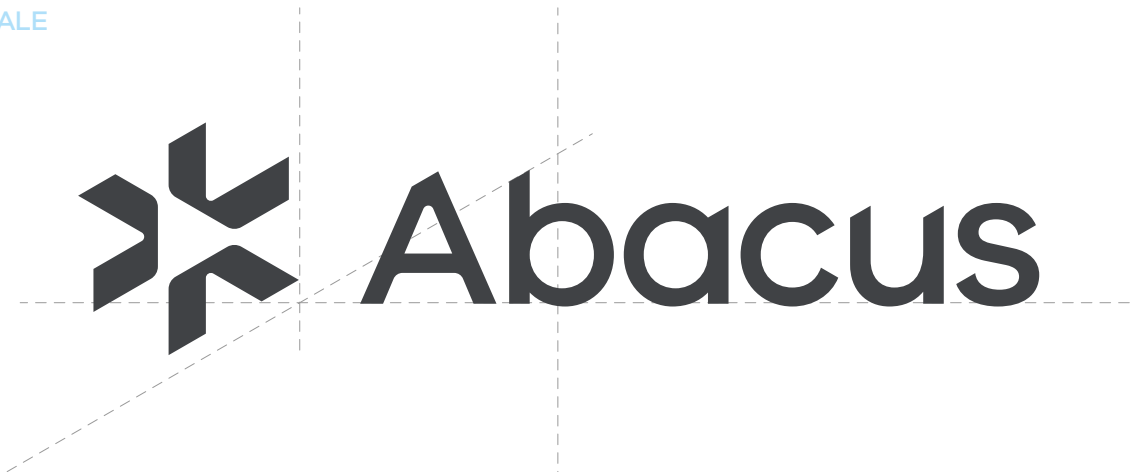
Primary and Secondary

The Abacus logo is available in both vertical and horizontal configurations. However, the horizontal version is always preferred over the vertical secondary version.

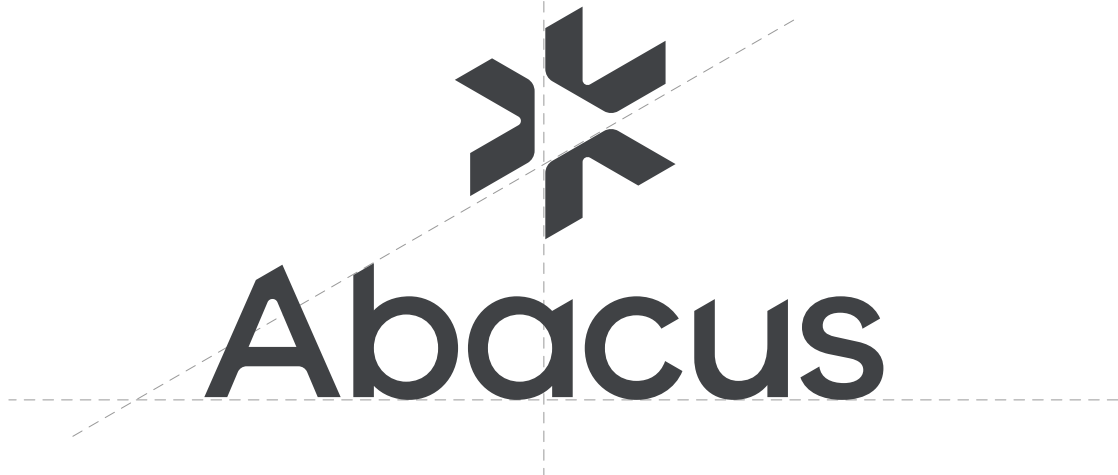
The size, position, spacing, and relationship of the logo to surrounding elements have been carefully defined and should not be modified in any way except as indicated in the following drawn guidelines.

It is important that the logos are optically oriented, according to their configuration; therefore, the diagonals within the logos provide guides for consistent optical composition, as shown below.

ORIZZONTALE



VERTICALE



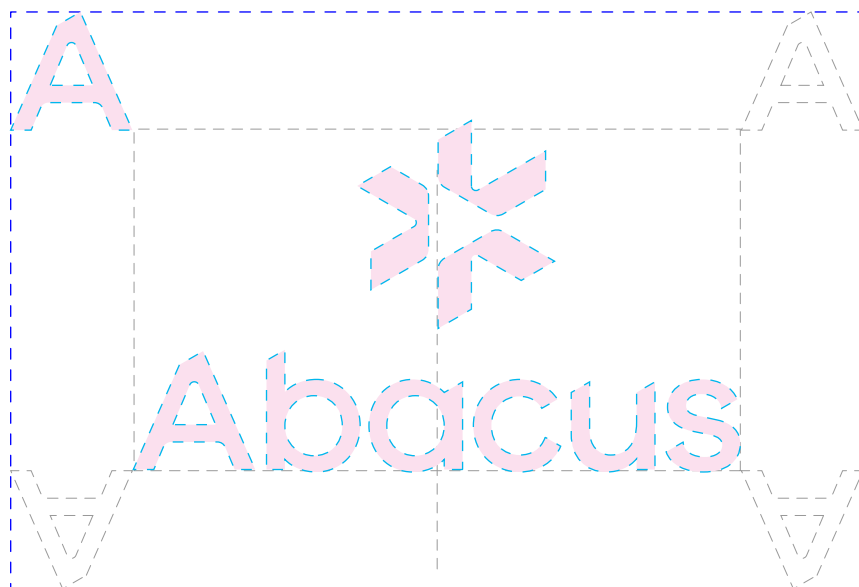
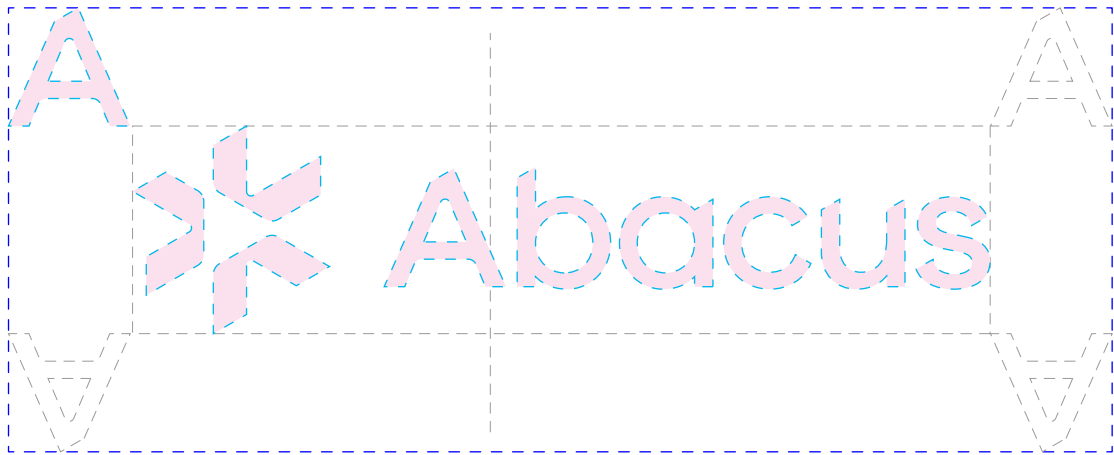
The Space

Neutral Area

Maintaining an adequate amount of space around our logo ensures it is clear and legible. Always follow this spacing requirement and keep other graphics and text out of this area.

The clear space around our logo is based on the height of the letter "A" in our wordmark and helps ensure the Abacus logo is easy to read and recognize.

AREA NEUTRA MINIMA



Colors

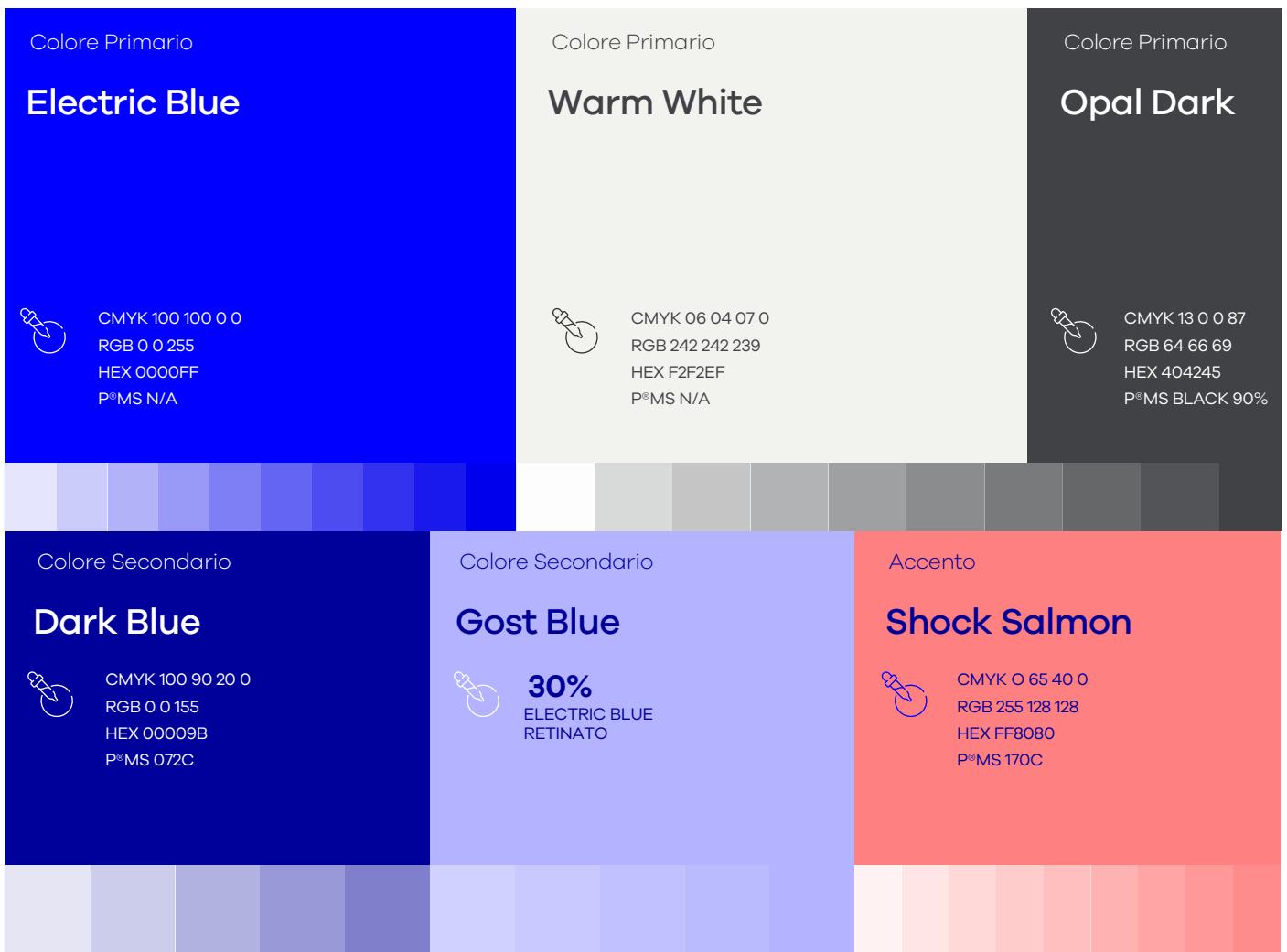
Colors,
like features,
follow the changes
of emotions

(Pablo Picasso)

Abacus Colors palette

Electric

The Abacus color palette is the color set used for most communications and should always be used to create and produce consistent, repeatable, and on-brand designs across all communications.



The logo

Primary



MINIMA DI STAMPA

25 mm



MINIMA DIGITALE

110 px



Il logo con payoff

Primario

La configurazione orizzontale è il blocco primario.
Dovrebbe essere sempre utilizzato a meno che il formato non imponga diversamente.



MINIMA DI STAMPA

25 mm



MINIMA DIGITALE

110 px



The Logo

Secondary



MINIMA DI STAMPA

15 mm



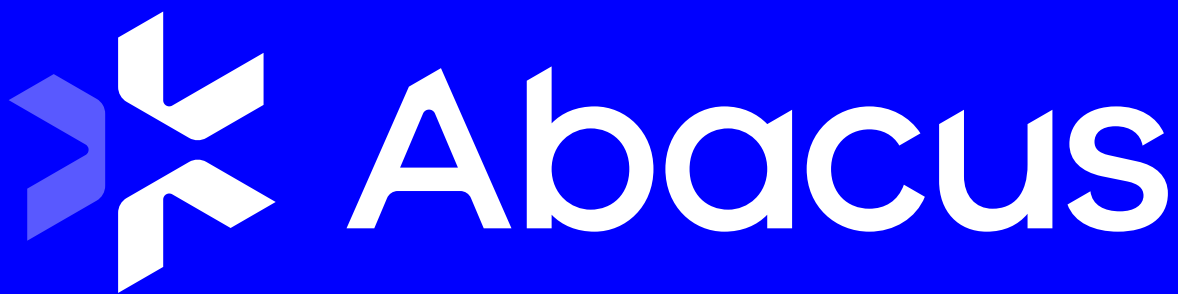
MINIMA DIGITALE

80 px



The Logo

Primary



MINIMA DI STAMPA

25 mm



MINIMA DIGITALE

110 px



Il logo

Secondary



MINIMA DI STAMPA

15 mm



MINIMA DIGITALE

80 px



The Logo

Things to Avoid at All Costs

The examples on this page illustrate some, but not all, potential logo problems. These rules apply to all versions of the logo.



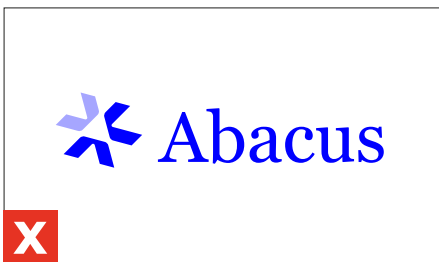
NON RIORGANIZZARE O MODIFICARE MAI LE DIMENSIONI DEGLI ELEMENTI DEL LOGO.



NON CAMBIARE MAI IL COLORE DEL SIMBOLO O DEL LETTERING.



NON AGGIUNGERE MAI OMBRE O ALTRI EFFETTI



NON CREARE MAI VERSIONI DEL LOGO CON MODIFICHE AL SIMBOLO O CARATTERI TIPOGRAFICI DIVERSI



NON UTILIZZARE IL LOGO COME FILIGRANA



NON METTERE MAI IL LOGO TROPPO VICINO AD ALTRI ELEMENTI, COMPRESI TESTI, BORDI, GRAFICHE O LATRO. RISPETTARE SEMPRE L'AREA NEUTRA MINIMA COSTRUITA PER IL LOGO.

Typography

Style is the image
of one's
personality.

Edward Gibbon

Tipografia

Poppins by **Indian Type Foundry**, Jonny Pinhorn,
Ninad Kale

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You can use them in your products & projects – print
or digital, commercial or otherwise.

This isn't legal advice, please consider consulting a
lawyer and see the full license for all details.

Uso Digitale

Font Google alternativo per uso digitale: **Poppins**

<https://fonts.google.com/specimen/Poppins?query=poppins>

Per utilizzi dove sia consentito l'utilizzo dei soli caratteri di sistema il
font indicato è Arial nelle versioni Regular e Bold

Poppins Regular

abcdefghijklmnopqrstuvzxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?

Poppins Semibold

abcdefghijklmnopqrstuvzxy

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890?

A b c

A b c

Typographic Hierarchy

La gerarchia tipografica Abacus è progettata per fornire indicazioni su come organizzare i contenuti in modo strutturato.

- Main headings are used for introductory content: presentation cover or divider, beginning of document section, poster, website, etc.
- Main headings are set in Light or Regular font. Use ample negative space around them to provide prominence and visibility. Word emphasis can be strategically provided through the use of the primary color (on white) or through automatic underlining (on a dark background).
- Secondary and tertiary headings provide necessary supporting details related to the main heading.
- Secondary and tertiary headings are set in Light or Regular font. Sentence emphasis can be strategically provided through the use of the primary color (on white) or through the use of Semibold fonts (on a white or dark background).
- The body text is set in Regular font with increased line spacing. Highlighting a paragraph title can be achieved strategically through the use of a primary color or by using a semibold font (on a white or dark background) and capitalizing it.
- Horizontal alignment is always left-aligned, and vertical alignment is always bottom-aligned, if possible.

Enhancing Customer Support with AI

MetalCo is a leading manufacturer of high-precision metal parts, serving various industries.

With stringent quality standards and the perpetual advancement of technology, companies within this sector are compelled to continuously evolve their technology, companies within this sector are compelled to continuously evolve their technology, companies within this sector are compelled to continuously evolve their practices and solutions.

Enhancing Customer Support with AI

MetalCo is a leading manufacturer of high-precision metal parts, serving various industries.

DEPLOYED TECHNOLOGIES

A critical element of success in this industry is the ability to efficiently manage and disseminate detailed technical information, often housed in extensive manuals.

Typographic Hierarchy

The email signature

Composizione:

- LOGO
- (Space)
- First and Last Name
- (Space)
- Title or Title
- Personal Phone Number
- Personal Email (optional)
- Company Phone Number (optional)
- Divider (or Space)
- Company Profile
- (Space)
- Website
- (Space)
- Disclaimer



Logo versione positiva 220x70px

Fabio Olivi
Head of Integration

T. +39 345 9545300
T. +39 06 98 65 667

Abacus Holdings Ltd.
1013 / Hungary
Lánchíd utca 7-9 / floor 1 / n.1

abacusgroup.io

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SPAZIO

Arial Bold, 11pt, nero #404245
Arial Regular, 11pt, nero #999999

SPAZIO

Arial Regular / Bold, 11pt, nero #404245
Arial Regular / Bold, 11pt, nero #404245

SPAZIO

Arial Regular, 9pt, Electric Blue #0000FF

SPAZIO

Arial Bold, 11pt, nero #404245
Arial Regular, 11pt, nero #404245

SPAZIO

Arial Bold, 12pt, Electric Blue #0000FF

SPAZIO

Arial Regular, 9pt, nero #727272

Typographic Hierarchy

The email signature

Suggested composition:

- LOGO
- (Space)
- First and Last Name
- (Space)
- Title or Title
- Personal Phone Number
- Personal Email (optional)
- Company Phone Number (optional)
- Divider (or Space)
- Company Profile
- (Space)
- Website
- (Space)
- Disclaimer



Logo versione positiva 220x70px

SPAZIO

Arial Bold, 11pt, nero #333333
Arial Regular, 11pt, nero #999999

SPAZIO

Arial Regular / Bold, 11pt, nero #333333
Arial Regular / Bold, 11pt, nero #333333
Arial Regular / Bold, 11pt, nero #333333

SPAZIO

Arial Bold, 11pt, nero #333333
Arial Regular, 11pt, nero #333333

SPAZIO

Arial Bold, 12pt, Brand company color

SPAZIO

Arial Regular, 9pt, nero #999999

Fabrizio Fiore Donati

Chief Executive Officer

T. +39 **328 987 242**

T. +39 **0862 028702**

E. fabrizio.fioredonati@air2bite.com

Air2bite S.r.l.

Corso Vittorio Emanuele II, 48
67100 L'Aquila (AQ) - Italy

air2bite.com

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Brand Architecture

A brand
is a story
that develops
across all points
of contact with
the customer

(Jonah Sachs)

Brand architecture

What it is and what it does

Brand architecture allows an organization like Abacus to reach potential customers more effectively and targetedly.

When potential customers can explore our entire portfolio more easily and clearly, they have a better understanding of the full breadth and depth of what Abacus is and does, which helps them make more informed decisions.

It helps the group present its offerings to external audiences in a clear and strategically effective way.

Brand architecture is distinct from the organizational structure, so it does not reflect internal reporting lines, but rather is built from an external perspective to define how customers will interact with the organization.

It provides the framework that helps us deliver a consistent, compelling, and dedicated experience in every interaction with the potential customer.

By building and implementing a strategically sound brand architecture, we help ensure dedicated and differentiated communications to our potential targets and maximize our success in brand recognition and the sale of their services / products / infrastructure ... ultimately, the success of Abacus.

Brand architecture

How we implement our family of brands

We adopt a family of brands architecture approach, leveraging the core brand across the entire portfolio when appropriate, and leaving room for "sell" brands or specific services to build their own equity while remaining connected to the core brand.

What we achieve:

- Expands Abacus's overall associations
- Unlocks greater differentiation for strategic components
- Establishes a clearly distinctive value proposition
- Better aligns with potential customers' goals and passions
- Highlights unique lifestyles and skills
- Enables more targeted marketing
- Inspires a sense of belonging

We expand associations

We leverage brand architecture to help position Abacus as a modern, multifaceted organization that offers a range of possibilities and helps target companies find what they're looking for.

We act like a family

We strategically deploy compositional identities, both together and individually, to communicate and connect with target audiences.

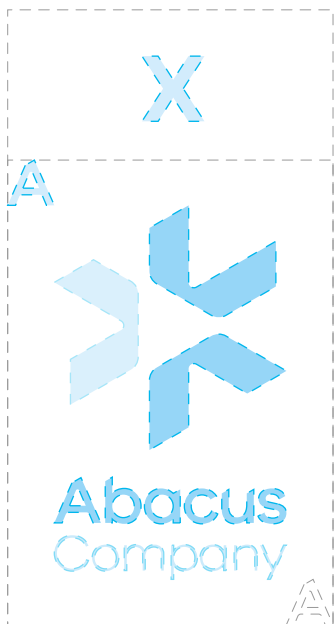
We treat official brands as equally important options for potential customers.

We create a system of brand identity elements that have the right degree of flexibility to support communications and target audiences across all types of media with a unified look.

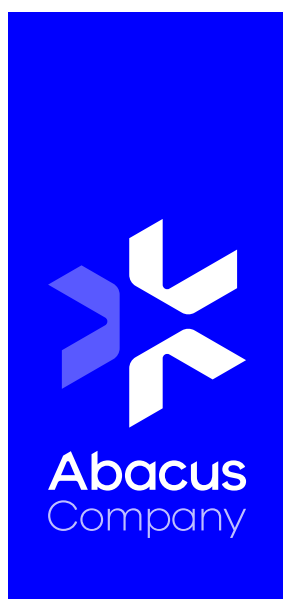
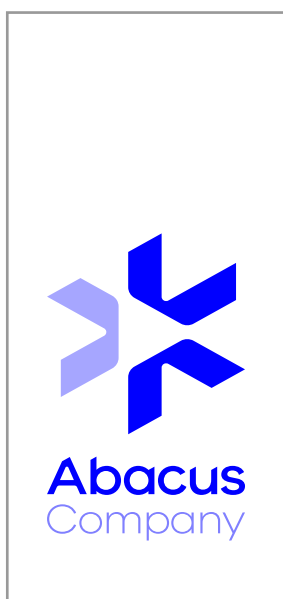
L'architettura di brand

il Badge Abacus (III° livello)

Questo costruttivo descrive in dettaglio i livelli del nostro modello di architettura del marchio e fornisce esempi di come i marchi del nostro portafoglio si inseriscono in esso.



VERSIONE PREFERITA DI UTILIZZO



Group Communication

Communication
is not just what
we say, but what
reaches others.

Thorsten Havener

Comunicare a livelli

Coordinated Visuals with Different Volumes

Not only do words contribute to correctly conveying our group message, but they must be accompanied by a globally coherent and coordinated visual, modulated across different "volumes."

Just as there are three levels of communication: verbal, paraverbal, and nonverbal, the Group will also communicate at three levels: Group, Company, and Service/Product Vertical.

What are these levels and how can they be best used?

Al solo scopo esemplificativo



LEVEL 1
Gruppo



LEVEL 2
Azienda



LEVEL 3



LEVEL 1: Group

This is the aspect of communication where the Group's awareness prevails.

The Abacus brand color and logo are predominant and repetitive, while the group's companies are present, but more closely tied to their respective Units, through the use of the Unit Logo or company logo in negative form over the Abacus brand color (to be defined).

The goal is to craft communication that is interesting, engaging, and persuasive, as well as understandable, for the target audience we're targeting and to whom we're proposing Level 2.

LEVEL 2: Corporate

Level 2 communication allows for greater emotion and depth in group discussions, emphasizing key concepts, numbers, services, products, and general overviews relating to the individual Member Company.

A more neutral institutional style is maintained, gradually allowing the corporate personality, which is the operational heart of the Unit, to emerge through the display of the "Company" version of the Company Logo, contact details, and color accents that recall the relevant corporate brand color.

The Group is represented by the Abacus Badge on the covers (front and back, as described below).



LEVEL III: Service/Product Vertical

The third level of communication is the point of arrival (or even the starting point) of the entire communication system and highlights the group's joint efforts, delving into all the strategic, technical, and conceptual aspects of the member companies' services or products.

No one can better interpret this level of communication than they do, so they remain completely free to express themselves as they see fit.

The Group is represented by the Abacus Badge on the covers (front and back, as described below).

We recommend using the Font brand and a high-quality overall look and feel (see pages x, y, and z of this manual).



Let's Build the Future Together



Abacus Group Srl
Centro Direzionale Milanofiori
Strada 1 Palazzo 1
20057 Assago (MI)

abacusgroup.it

**Head Office
Contacts**

info@abacusgroup.it
T. +39 02 80 89 74 86