

2023 January

These principles are related to materials **prepared by our distributors**, not to materials prepared by ABB.

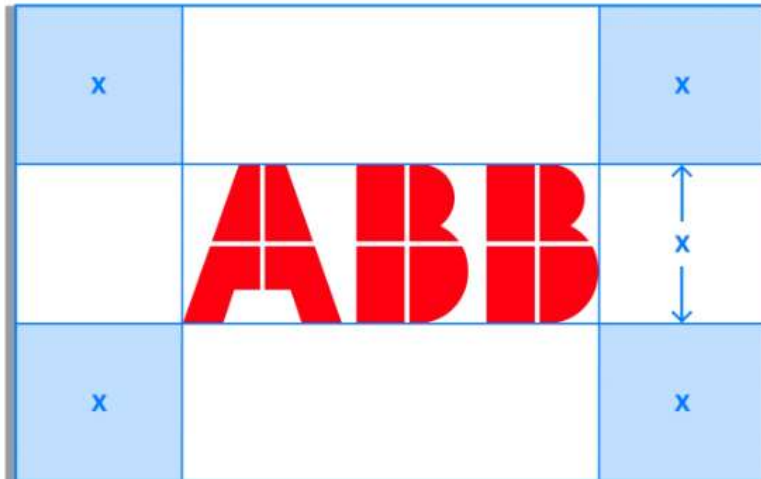
**The use of the ABB Logo by distributors is allowed after signing the contract.**

## Label overview

To make sure that our distributors communicate ABB and what our company stands for in the best way, it's important that ABB logo is always properly presented and kept within the protective area.

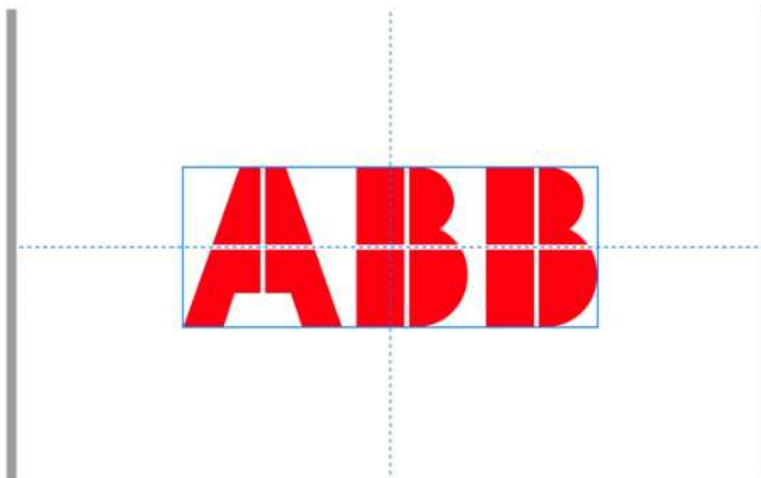
**Whenever used together with other brands, our logo must be positioned in the center row.**

Label construction



label size

Label construction



logo alignment

## Relation of the ABB Logo to third-party logos

If used on color, always keep the ABB Logo within a protective area on a white uniform background.

The minimum distance between the ABB Logo and third-party logo cannot be shorter than 1.5 times the height of the logo.

Dividers are recommended when placing multiple labels next to each other.

Minimum distance from edge = 1/3 label height



Minimum distance from the distributor's logo = label width



ABB by distributors label on colored background



ABB by distributors label and other brands on colored background



## Vans

The size of the ABB Logo should be always smaller than the third-party logo.  
The third-party logo and the ABB Logo should be aligned centrally.

*Example car: Renault Master*



## Passenger cars

The size of the ABB Logo should be always smaller than the third-party logo. However, the actual size of the logo depends on the logo proportion and layout definition of the third-party.

**The third-party logo and the ABB Logo should be aligned centrally.** *Example car: Toyota Prius*



