BRAND GUIDELINES

Abaq

The PRO digital accountancy for the self-employed

www.abaq.pro/en/

Who we are

We're the PRO digital accountancy. Our technology does the mechanical work of reading and recording invoices and preparing tax returns, so our PRO Accountant Team can focus on advising the self-employed and checking their books.

Who it's for

Self-employed people who pay taxes in Spain, with a digital profile: professionals, small businesses and online services, digital nomads.

PRO for PROfessional

PRO is the heart of the brand: the professional profile of the people who choose us, and our own professionalism. We extend it to PROfessional, PROactive and PROdigious.

In one line

The PRO digital accountancy for the self-employed.

Logo versions

Main logo

The main version, with the coral-to-magenta gradient. On white or light backgrounds.

White logo

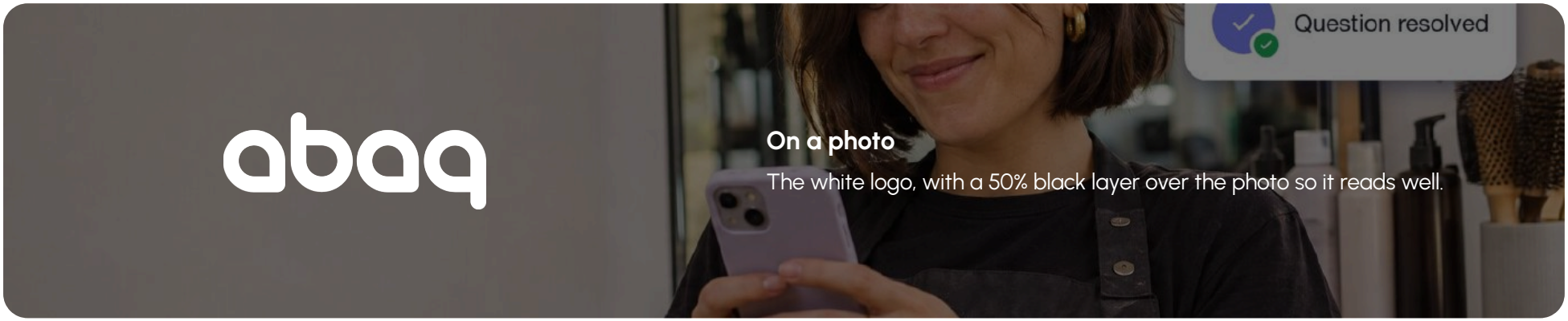
Reversed, single ink, on dark backgrounds or on a photo.

Black logo

Single ink, when the brand can only be printed in black: stamps, newspapers or screen printing.

Symbol

The "a" of Abaq, for avatars, icons and square spaces.



On a photo

The white logo, with a 50% black layer over the photo so it reads well.

Clear space and minimum size



Clear space

Around the logo we leave a clear space equal to the height of its lowercase letters (X). No other graphic element may enter it.

Minimum size

10 mm · 50 px

The minimum size for the logo to always read well, on paper and on screen.

23 mm

For newspapers, stamps, screen printing and other printing methods that can distort the brand.

Incorrect use

Always using the logo correctly gives us a solid, consistent image.



Don't change its fill

Neither the gradient nor the single-ink versions.



Don't rotate it

The logo always sits horizontally.



Don't distort it

Always scale it in proportion.



Don't make new versions

No shadows, outlines or other effects.

PALETTE

The brand palette

Magenta

The main brand shade: buttons, links and highlights. Where the logo gradient ends.

HEX #D00273
RGB 208, 2, 115
CMYK 3, 96, 22, 1

Navy blue

Headings and featured text on the website.

HEX #2A1E68
RGB 42, 30, 104

Coral

Where the logo gradient starts.

HEX #E87155
RGB 232, 113, 85
CMYK 0, 68, 65, 0

Logo gradient

Diagonal, from coral (top left) to magenta (bottom right). In a single ink, the logo is black (K 100) or white.

TYPEFACE

The Abaq typeface

Urbanist, from Google Fonts: the typeface of the Abaq website.

Aa

Urbanist

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqr
stuvwxyz 0123456789 € % & @ ? !

Regular 400	Your PRO digital accountant
Bold 700	**Your PRO digital accountant**
ExtraBold 800	**Your PRO digital accountant**

It's free to use under the SIL Open Font License: on the web and in apps, documents and videos. Use the one in the Media Kit: it fixes the Spanish ordinal signs "º" and "ª", which in the Google Fonts version are a plain "o" and "a".

VOICE

How we speak

Like the expert, young and friendly (never flippant) accountant everyone would like to have.

Clear and direct

Short sentences, with no more jargon than needed. Fewer words rather than more.

Confident and close

We're experts and we make it easy to understand, without formality and without overfamiliarity.

We and you

The Abaq Team speaks as “we”, and we address every client directly as “you”.

Abaq and PRO

Abaq, as a proper name (ABAQ in all-caps headings). PRO, always in capitals: PRO Accountant Team.

Our words

PRO digital accountancy, PRO Accountant, self-employed registration, accounting books, income tax return, app, email, online.

What we avoid

Doubt (“I think”), promises (“I swear”), slang and forms that break grammar to avoid gender.

COPY

How to introduce Abaq

Pick the text that fits your space.

In one line

The PRO digital accountancy for the self-employed.

With the tagline

The PRO digital accountancy for the self-employed. PROfessional. PROactive. PROdigious.

In a paragraph

Abaq is the PRO digital accountancy for the self-employed. Its tax platform keeps the books, prepares the tax returns and handles the dealings with the Spanish Tax Agency, and its PRO Accountant Team advises every client by chat or email. Self-employed registration is included, there is no commitment and nothing is filed without the client's approval.