

# Media Branding Guide

Updated February 2026



**ABA Technologies**

IMPROVING LIVES THROUGH THE SCIENCE OF BEHAVIOR

# Brand Statements

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Mission:

**Bringing the benefits of behavior science to the world**

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Vision:

**Through the power of behavior science, we enable sustained behavior change that improves lives and creates thriving workplaces.**

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Tagline:

**Improving lives through the science of behavior**



# Values

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## Accountability & Integrity

We lead with honesty and fairness. By setting clear goals, recognizing contributions, and giving supportive feedback, we hold ourselves—and each other—to a high standard that builds trust and drives results.



## Benefiting People

People come first, always. We deliver solutions that make a real difference for our customers and clients, while also creating space for our own teammates to grow, learn, and thrive.



## Employee Wellness

Well-being isn't optional, it's essential. We support the mental, physical, and emotional health of every team member, encouraging balance and flexibility so people can bring their best selves to work and to life.



## Data-Based Continuous Improvement

We're driven by curiosity and committed to progress. Grounded in behavioral science and guided by evidence, we use data and feedback to keep improving—step by step, idea by idea—so our impact lasts.



## Teamwork, Diversity, & Collaboration

We're better together. Every voice matters, every perspective adds value, and every contribution moves us forward. By embracing diversity and open collaboration, we create stronger ideas and stronger teams.

# Logos

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## Logos within ABA Tech umbrella

Main/Legacy

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Corporate/B2B

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**ABA Technologies**

KeyPress Publishing

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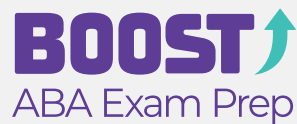


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## Product branding

Exam Prep

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ABA Tech Academy

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OBM Specialist

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# Main/Legacy Logo



## Approved Variations

<p>No tagline:</p>	<p>Stacked:</p> <p>(with or without tagline)</p>	<p>Abbreviated:</p> <p>(use only 30% of the time or less externally for small-format needs)</p>
<p>Name only:</p>	<p>Grayscale:</p>	<p>Black:</p>

## Usage Guidelines

- **Minimum size:** Logo should never be smaller than 1.35" w x 0.22" l.
- **Spacing:** Allow a margin of space equivalent to an uppercase letter ("A") in our logo away from text or other objects.
- **Colored background:** Reverse to white when logo appears on a color or black background.



## DO NOTs (for all ABA Tech logos)

<p>Don't squeeze or stretch logos for any reason:</p>	<p>Don't use logos over a pattern or texture:</p>
<p>Don't alter logo colors in any way:</p>	<p>Don't add a stroke/outline or glow:</p>
<p>Don't use a color logo without enough contrast:</p>	<p>Don't apply visual effects or drop shadows:</p>
<p>Don't use a color logo over black:</p>	

## Corporate/B2B Logo

# ABA Technologies

### Approved Variations

With mark:



Black:

ABA Technologies

Abbreviated:

ABA Tech

*(use only 30% of the time  
or less externally for  
small-format needs)*

### Usage Guidelines

- **Minimum size:** Logo should never be smaller than 1.35" w x 0.15" h.
- **Spacing:** Allow a margin of space equivalent to the height of a lowercase letter ("n") in our logo away from text or other objects.
- **Colored background:** Reverse to white when logo appears on a color or black background.



## KeyPress Logo



### Approved Variations

Stacked:



Black:

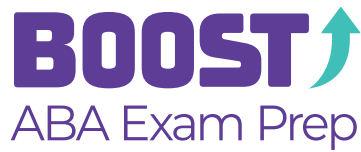


### Usage Guidelines

- **Minimum size:** Logo should never be smaller than 0.9" w x 0.25" h.
- **Spacing:** Allow a margin of space equivalent to the height of a lowercase letter ("n") in our logo away from text or other objects.
- **Colored background:** Reverse to white when logo appears on a color or black background.



# BOOST Logo



## Approved Variations

Horizontal:



No Tagline:



Greyscale:



## Usage Guidelines

- **Minimum size:** Logo should never be smaller than 0.7" w x 0.15" h.
- **Spacing:** Allow a margin of space equivalent to the height of a capital letter in the tagline ("A") away from text or other objects.
- **Colored background:** Reverse to white when logo appears on a color or black background.



## In Writing

When writing about the BOOST ABA Exam Prep program, "BOOST" should remain capitalized.

# ABA Tech Academy (B2B)



## Approved Variations

Stacked:



Greyscale:



Black:



## Usage Guidelines

- **Minimum size:** Logo should never be smaller than 0.9" w x 0.25" h.
- **Spacing:** Allow a margin of space equivalent to the height of a lowercase letter ("n") in our logo away from text or other objects.
- **Colored background:** Reverse to white when logo appears on a color or black background.



# OBM Specialist Certificate Logo



## Approved Variations



## Usage Guidelines

- **Minimum size:** Logo should never be smaller than 1.1" w x 0.26" h.
- **Spacing:** Allow a margin of space equivalent to the height of a capital letter in the identifier ("C") away from text or other objects.
- **Colored background:** Reverse to white when logo appears on a color or black background.



# Fonts

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## Primary

### Main Brand:

#### Montserrat

Montserrat Regular .....  
*Montserrat Italic* .....

Montserrat Medium .....  
*Montserrat Medium Italic* .....

Montserrat Semibold .....  
*Montserrat Semibold Italic* .....

Montserrat Bold .....  
*Montserrat Bold Italic* .....

Montserrat Extrabold Italic .....  
*Montserrat Extrabold Italic* .....

### Corporate/B2B Brand:

#### Proxima Nova Wide

Proxima Nova Wide Regular .....  
*Proxima Nova Wide Italic* .....

Proxima Nova Wide Medium .....  
*Proxima Nova Wide Medium Italic* .....

Proxima Nova Wide Semibold .....  
*Proxima Nova Wide Semibold Italic* .....

Proxima Nova Wide Bold .....  
*Proxima Nova Wide Bold Italic* .....

Proxima Nova Wide Extrabold .....  
*Proxima Nova Wide Extrabold Italic* .....

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## Secondary (for all brands)

### Websites:

#### Proxima Nova

Proxima Nova Regular .....  
*Proxima Nova Italic* .....

Proxima Nova Medium .....  
*Proxima Nova Medium Italic* .....

Proxima Nova Semibold .....  
*Proxima Nova Semibold Italic* .....

Proxima Nova Bold .....  
*Proxima Nova Bold Italic* .....

Proxima Nova Extrabold .....  
*Proxima Nova Extrabold Italic* .....

### Highlights/Headings:

#### Montserrat

IvyJournal Light .....  
*IvyJournal Light Italic* .....

IvyJournal Regular .....  
*IvyJournal Italic* .....

IvyJournal Semibold .....  
*IvyJournal Semibold Italic* .....

IvyJournal Bold .....  
*IvyJournal Bold Italic* .....

### Presentation/Digital:

#### Lato

Lato Regular .....  
*Lato Italic* .....

Lato Bold .....  
*Lato Bold Italic* .....

#### Arial

Arial Regular .....  
*Arial Italic* .....

Arial Bold .....  
*Arial Bold Italic* .....

Use where primary fonts  
may be unavailable:  
**Powerpoint, Hubspot,  
Google Suite**, etc.

# Colors

## Black

Black is used for **body copy** in all ABA Tech brands for accessibility.

## Main Brand Colors

Brand updates in 2026 include more secondary color use, adding more contrast and depth designed pieces particularly on the website and other digital platforms.

Primary			Secondary		
Color	HEX	RGB	Color	HEX	RGB
Coral	#EE6050	238/96/80	Crimson	#9B1D15	155/29/21
Deep Coral	#CB4031	203/64/49	Garnet	#671105	103/17/5
Turquoise	#40BFB9	64/191/185	Jungle	#004C47	0/76/71
Teal	#05908A	5/144/138	Deep Forest	#00302D	0/48/45
Amethyst	#784EBE	120/78/190	Plum	#3C2169	60/33/105
Violet	#5E3D97	94/61/151	Eggplant	#1E0841	30/8/65
Royal Blue	#3587A9	53, 135, 169	Royal Navy	#00466A	0/70/106
Cerulean	#006B93	0/107/147	Sapphire	#002746	0/39/70

## Corporate/B2B Colors

All B2B colors may be used for graphics, highlights, buttons, and bold headings, but only Midnight blue (#1C2C84) and the secondary B2B colors may be used as text colors where it appears small or thin (14pt or below).

Primary			Secondary		
Color	HEX	RGB	Color	HEX	RGB
Electric	#0D7BE3	13/123/227	2 Blue	#2060A2	32/96/162
Midnight	#1C2C84	28/44/132	B2B Teal	#067F9D	6/127/157
Aqua	#08C0EC	8/192/236	Text Gray	#767579	118/117/121
Lime	#98D640	152/214/64			
Gray	#919098	145/144/152			
Tangerine	#F79421	247/148/33			