BuildingEngines

2022

Brand Standards

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Mission

> "We provide commercial real estate's most innovative building operations software platform. We're passionate about helping the world's most successful portfolios deliver an exceptional experience for everyone in every building."

TIM CURRAN
Executive Managing Director

Document Purpose

This document serves as both a guide and a resource for anyone seeking to publicly represent Building Engines or any of its properties. This is intended for anywhere someone might encounter the Building Engines brand. If you have any questions, please don't hesitate to contact Building Engines' marketing department, at BEMarketing@buildingengines.com
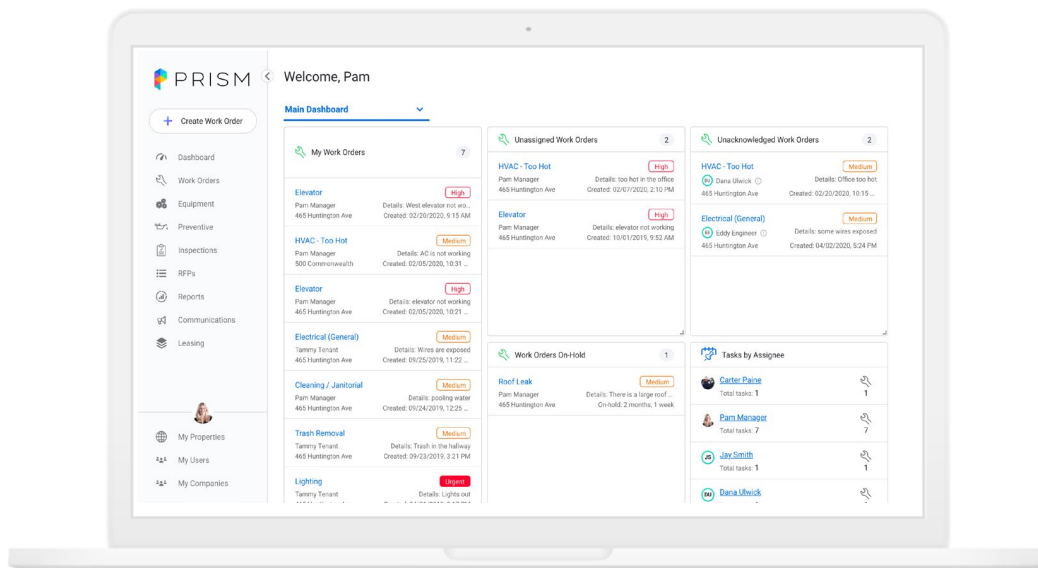
Building Engines Logo

The standard Building Engines logo consists of the logotype in deep navy with a two-tone blue logo mark to the left. The logo mark consists of two sheared sets of eight parallel lines, intersecting at an angle to appear as a commercial building. The logo and logo mark can be displayed in several ways.

Color Treatments

Color logo treatments must be shown at full opacity and must be on either a white or consistently light background.

LOGO MARK

Building Engines

LOGO, STACKED

BuildingEngines

LOGO, HORIZONTAL

LOGO MARK

Building Engines

LOGO, STACKED

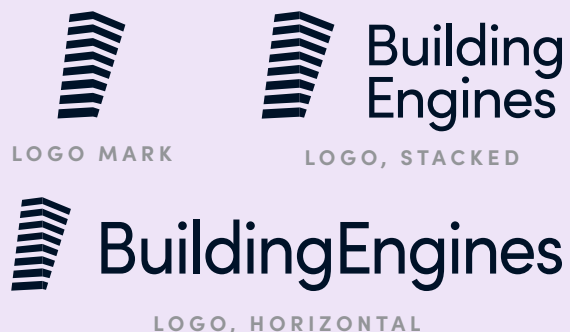BuildingEngines

LOGO, HORIZONTAL

White Treatments

White logo treatments must be shown with at least 25% opacity, and must be on either a black or consistently dark background.

Black Treatments

Black logo treatments must be shown with at least 25% opacity, and must be on either a white or consistently light background.

LOGO MARK

Building Engines

LOGO, STACKED

BuildingEngines

LOGO, HORIZONTAL

Proprietary Logos

Building Engines operates a wide umbrella. Under this umbrella are platforms, modules and sub-companies; many with their own specific branding. Here are some basic logo guidelines and resources for these assets.

|	Color	White	Black
PRISM By Building Engines Prism is Building Engines' best-of-breed building operations platform.	LOGO MARK LOGO	LOGO MARK LOGO	LOGO MARK LOGO
RealAccess is a standalone offering for CRE space management and visualization.	LOGO MARK	LOGO MARK	LOGO MARK
Ravti A Building Engines Company Ravti is a standalone offering that helps CRE companies optimize HVAC management.	LOGO MARK LOGO	LOGO MARK LOGO	LOGO MARK LOGO
LogCheck A Building Engines Company LogCheck is a Building Engines company that optimizes facility maintenance inspections.	LOGO MARK LOGO	LOGO MARK LOGO	LOGO MARK LOGO
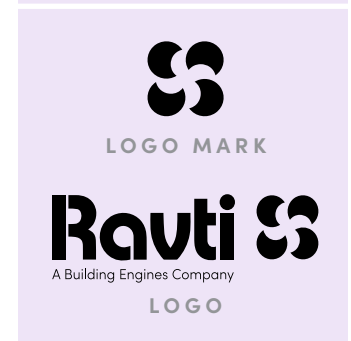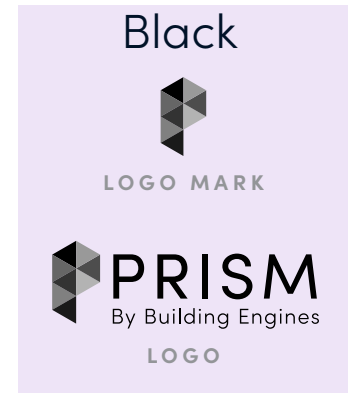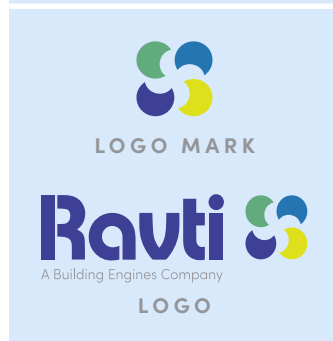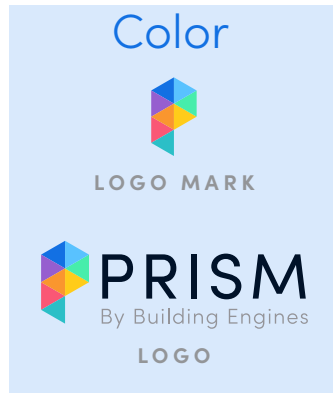
Logo Usage Restriction

BACKGROUNDS

Solid colored backgrounds are preferred, but patterned/photographic backgrounds are permitted so long as they do not affect readability. Color logo treatments and black logo treatments must appear on a white or consistently light background. White logo treatments must appear on a black or consistently dark background.

Correct Usage

Incorrect Usage

COLOR & COMPOSITION

The Building Engines' logo is constructed using custom variations on the Sofia Pro typeface in addition to a brand logo mark. For consistency, the logo must always be represented graphically, and never typed out. The stylized logotype is never to be used without the logo mark. The Building Engines logo mark may be used on its own, but should not be used as the sole representation of the brand. The logo may only be completely black, completely white, or the approved full color composition. The logotype may never be stacked over or under the logo mark. The logo should never be outlined or given overly distracting shadows or shading.

Correct Usage

Incorrect Usage

Logo Usage Restriction *(cont.)*

SIZE & SHAPE

The Building Engines logo has no maximum size, but should generally not go below 150 pixels wide. A good indicator of appropriate size is a visual check that negative space lines of the logo mark are still clearly defined. Non-uniform scaling, shearing and distorting should never be applied to the logo.

Correct Usage

Incorrect Usage

CLEARANCE

The Building Engines logo should always have at least a .5 em clearance around the it. The logo should also always be in the foreground, and never overlapped by other elements.

Correct Usage

Incorrect Usage

Logo Usage Restriction *(cont.)*

CORRECT VERSION

Like many companies, Building Engines' logo has evolved over time. In addition, the company has grown through acquisition and has absorbed several other companies into its portfolio. Most of those previous companies now exist as a function of Building Engines and its core platform, Prism. Relic versions of the Building Engines logo, and acquired company logos should not be used to represent Building Engines. The only exceptions being explicitly referencing these past logos and acquisitions, and for standalone products like Ravti and LogCheck.

Correct Usage

This version only used in-app

Incorrect Usage

STANDALONE PRODUCTS

Whether by design or time, some Building Engines companies remain partially independent and may be branded as such. These company logos should always be accompanied by the "A Building Engines Company" tagline. The Building Engines usage restrictions also apply to these logos.

Correct Usage

Incorrect Usage

Secondary Branding

Building Engines employs some specific guidelines in terms of secondary branding. These primarily apply to custom iconography and decorative borders.

CUSTOM ICONS

Secondary graphic imagery for Building Engines should follow a few basic rules.

- Images should primarily be line art. Infills should be avoided or used minimally.
- Corners should be rounded.
- Icons should use an approved Building Engines gradient palette if not mandated to be monotone/black & white. This should be the Purple>Royal Blue gradient (#975ECF > #1270E2), but other Building Engines palette gradients may be substituted if needed.
- When possible, please use established icons of specific imagery before creating new ones. Refer to the icon library for reference. If you create a new icon, please refer it to the Building Engines marketing team for approval and inclusion in this library.
- Never recreate established branded identities, trademarked images, specific people/characters, or existing Building Engines logos as a custom icon.

CUSTOM BORDERS

Building Engines has a custom border and space delineation graphic style made up of a triangular pattern. This can be used to border elements, delineate space, add emphasis to a graphical element etc. The following guidelines should be followed for this.

- The triangles should only be arranged vertically and horizontally in rows of two.
- The triangles should be isosceles right triangles, with the right angle in the top right corner.
- The triangle arrangement can be used in straight lines or to form right angles.
- The triangles should have empty space between them the size of two of the triangles.
- An approved Building Engines gradient palette should be used. This should be applied to the collective arrangement, and not the individual triangle.
- Triangle sizes should be kept small. A good reference is roughly 1em compared to corresponding body copy for a layout.

Secondary Branding *(cont.)*

FEATURE ICONS

Some features of Prism may have their own icons that function nearly identically to logos. It is perfectly acceptable to treat these icons with all the usage considerations and restrictions of any other Building Engines logo. As an example, here is a treatment guide for the Prism feature known as Bengie. Bengie is an AI-powered virtual building assistant that provides a faster and simpler way for occupants to engage with building management.

Color

White

Black
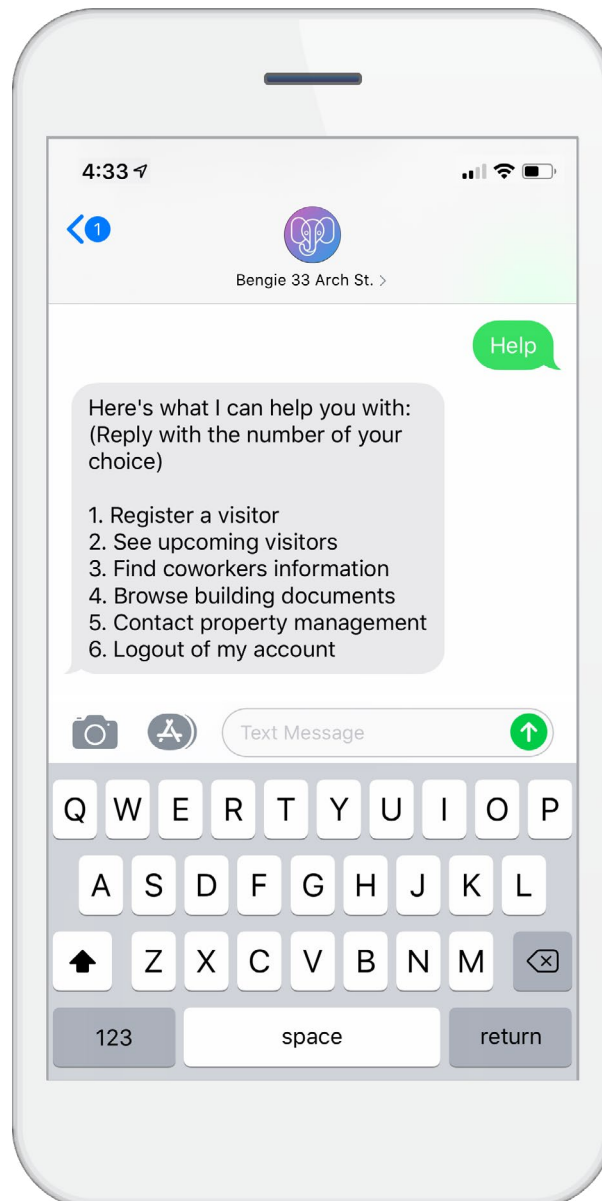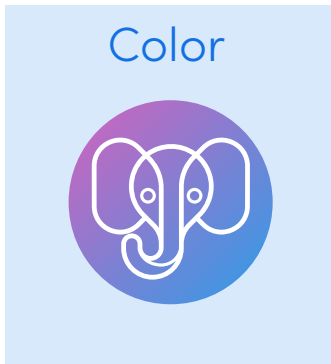
Parent & Sibling Branding

PARENT COMPANY

In 2021 Building Engines was acquired by JLL Technologies. As such there may arise occasion to use JLLT branding. JLLT and Building Engines branding is most often kept apart. On the occassion that JLLT's logo is used, their branding guidelines must be followed, *NOT* Building Engines'. The JLLT logo must be presented as-is unless given express consent by Building Engines and JLLT.

SIBLING COMPANIES

Building Engines is but one company in the JLLT portfolio. As such it is not uncommon for sibling companies to appear on cobranded materials for Building Engines. In situations where the source voice and styling is from a Building Engines perspective, it is acceptable to apply Building Engines brand standards to sibling company assets. If a sibling company has a logomark, it can also be represented as a secondary branded icon in the same way Prism features like Bengie, or Building Engines acquisitions like RealAccess are.

Hank Logo

Hank Secondary Branding Icon

Color Palette

Building Engines has its own company color palette. While exceptions are allowed, all designs should adhere to this palette as closely as possible.

PRIMARY COLORS

ROYAL BLUE
Hex | #1270E2

CMYK | 94 50 0 0

RGB | 18 112 226

PURPLE
Hex | #975ECF

CMYK | 54 63 0 0

RGB | 151 94 207

TEAL
Hex | #2CBFC7

CMYK | 84 0 36 0

RGB | 44 191 199

SKY BLUE
Hex | #58C1FF

CMYK | 76 0 2 0

RGB | 88 193 255

GREEN
Hex | #2FD38D

CMYK | 66 0 63 0

RGB | 47 211 141

MAGENTA
Hex | #D95499

CMYK | 10 82 4 0

RGB | 217 84 153

BACKGROUNDS

PASTEL BLUE
Hex | #D9E9FC

CMYK | 20 3 1 0

RGB | 217 233 252

PASTEL PURPLE
Hex | #EEE4F7

CMYK | 8 10 0 0

RGB | 238 228 247

PASTEL TEAL
Hex | #D6F2F4

CMYK | 20 0 7 0

RGB | 214 242 244

LIGHT GREY
Hex | #F0F2F4

CMYK | 7 3 4 0

RGB | 240 242 244

WHITE
Hex | #FFFFFF

CMYK | 0 0 0 0

RGB | 255 255 255

DARK NAVY
Hex | #011833

CMYK | 68 54 43 82

RGB | 1 24 51

SECONDARY COLORS

BLACK
(TEXT)

Hex | #001228

CMYK | 66 53 45 86

RGB | 0 18 40

RED
(ERRORS)

Hex | #B30B21

CMYK | 8 96 100 1

RGB | 179 11 33

Color Palette *(cont.)*

GRADIENTS

PURPLE → ROYAL BLUE	TEAL → ROYAL BLUE
Hex	#975ECF	Hex	#2CBFC7
→	→
Hex	#1270E2	Hex	#1270E2

SKY → ROYAL BLUE	PASTEL BLUE *(RADIAL)*
Hex	#58C1FF	Hex	#B9E9FC
→	→
Hex	#1270E2	Hex	#FFFFFF

PASTEL PURPLE *(RADIAL)*	LIGHT GREY *(RADIAL)*
Hex	#EDC4F3	Hex	#D2D4D6
→	→
Hex	#FFFFFF	Hex	#FFFFFF

GREYS

GREY 01	GREY 02
Hex	#56595C	Hex	#75787A
CMYK	60 45 42 38	CMYK	53 38 37 21
RGB	86 89 92	RGB	117 120 122

GREY 03	GREY 04
Hex	#939598	Hex	#B2B4B8
CMYK	44 31 29 10	CMYK	34 22 20 3
RGB	147 149 152	RGB	178 180 184

GREY 05	GREY 06
Hex	#D2D4D6	Hex	#E1E3E6
CMYK	21 12 12 0	CMYK	14 7 7 0
RGB	210 212 214	RGB	225 227 230

DROPSHADOWS

BLACK *(OPACITY 90%)*	BLACK *(OPACITY 85%)*	BLACK *(OPACITY 20%)*	BLACK *(OPACITY 10%)*
Hex	#001228	Hex	#001228	Hex	#001228	Hex	#001228
CMYK	66 53 45 86	CMYK	66 53 45 86	CMYK	66 53 45 86	CMYK	66 53 45 86
RGB	0 18 40	RGB	0 18 40	RGB	0 18 40	RGB	0 18 40

Typography

Building Engines exclusively uses a selection from the Sofia Pro family of typefaces.

FONT WEIGHTS

Sofia Pro Ultra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...

Sofia Pro Ultra Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...*

Sofia Pro Extra Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...

Sofia Pro Extra Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...*

Sofia Pro Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...

Sofia Pro Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...*

Sofia Pro Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...

Sofia Pro Regular Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...*

Sofia Pro Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...**

Sofia Pro Medium Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...***

Sofia Pro Semi Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...**

Sofia Pro Semi Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-@©=%/>([?!])...***

Sofia Pro Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-
@©=%/>([?!])...**

Sofia Pro Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-
@©=%/>([?!])...***

Sofia Pro Black

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-
@©=%/>([?!])...**

Sofia Pro Black Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890 .,#+-
@©=%/>([?!])...***

Typography *(cont.)*

PRIMARY FONT STYLES

Body Copy | Sofia Pro Light | 1.5em Line Height

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque dictum, augue quis fringilla rhoncus, elit leo facilisis enim, vel finibus diam leo eget erat.

Heading 1 | Sofia Pro Bold | 1.5em Line Height | Capitalized

Lorem Ipsum Dolor Sit Amet

Heading 2 | Sofia Pro Regular | 1.5em Line Height

Lorem ipsum dolor sit amet

Heading 3 | Sofia Pro Bold | 1.5em Line Height | Uppercase | 100 kerning |

LOREM IPSUM DOLOR SIT AMET

Heading 4 | Sofia Pro Bold | 1.5em Line Height | Capitalized

Lorem Ipsum Dolor Sit Amet

Heading 5 | Sofia Pro Light | 1.5em Line Height | Capitalized

Lorem Ipsum Dolor Sit Amet

Heading 6 | Sofia Pro Light | 1.5em Line Height | Uppercase | 100 kerning | Typically Gray

LOREM IPSUM DOLOR SIT AMET

Typography *(cont.)*

SECONDARY FONT STYLES

Quotations | Sofia Pro Extra Light | 1.5em Line Height | Center Ragged | Typically Gray | Significant Padding on Left & Right | Attribution: Increasingly Smaller Font Size, Bold & Italic

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque dictum, augue quis fringilla rhoncus, elit leo facilisis enim, vel finibus diam leo eget erat."

John Doe
Lead Engineer

Captions | Sofia Pro Regular Italic | 1.5em Line Height | Typically Gray | Gradient Left-Border

Lorem ispum dolor sit amet consectatar adipiscing elit.

Call to Action Link | Sofia Pro Bold | 1.5em Line Height | Capitalized | Typically Blue | Arrow Glyph 1em to the Right

Lorem Ipsum →

Call to Action Button | Sofia Pro Bold | 1.5em Line Height | Capitalized | Typically White Copy on Blue Field | 4px Border Radius | Approximately 2.5em Padding Around Copy

Lorem Ipsum

Brand Voice & Terminology

VOICE

Building Engines' voice is both authoritative and cordial. As such, there's no need to be overly formal. Contractions, colloquialisms, and metaphor are all acceptable in moderation. The goal is to be approachable to a broad range of customer profiles while inspiring confidence in our product.

TERMINOLOGY

Customers : This is the preferred terminology for those who use Building Engine's services. To avoid repetition, "clients" may be used sparingly.

Platform: the primary term when referring to Prism
Ex: Prism is CRE's most innovative building operations platform

Modules: integrated, purchasable and "pluggable" product categories within the Prism platform
Ex: Work Orders, Preventive Maintenance, and Visitor Access are some of our Prism modules

Features: Key, differentiating capabilities that are included as part of Prism or within certain modules, typically for no added cost.
Ex: Bengie is a feature of our Building Communications and Work Order modules. The Prism Mobile app (while somewhat unique) would also be considered a feature of Prism, not a module

Standalone/Exclusive Products: standalone offerings that are sold and purchased outside of Prism (primarily recently acquired products)
Ex: Ravti, RDM RealAccess, LogCheck, AwareManager

Solutions: refers informally to important categories our products help support. (Often includes key use cases, industries, personas, etc.)
Ex: We offer Commercial Office solutions, but not a Commercial Office "module"

Image Guidelines

PHOTO USE

Building Engines centers real people in real conditions. Avoid generic, posed stock photographs whenever possible as they lack authenticity. Edit genuine location photos or candid-appearing stock photography to fulfill a prompt.

Correct Usage

Incorrect Usage

SCREENSHOTS & DEVICE DEPICTIONS

Displaying products like Prism will take several forms. General screenshots should be carefully cropped so as to never cut-off any logo; either include it in its entirety or omit it. Generic placeholder information should be used for marketing purposes unless a customer has given explicit permission to have their information used in Building Engines marketing materials. Blurring unused screen elements and overlapping screenshots is acceptable to better convey messaging. When depicting a product within a device, the device should be generic, have no brand identifiers, have no accessories/ casings, and have a solid white housing.