

Brand Guidelines

V1.0



Facili**Build**
make it easy

Introduction

This book represents the final draft of the FaciliBuild Brand Platform and the first draft of the graphic guidelines.

The opening sections represent the FaciliBuild brand platform, and encompass the core of FaciliBuild's value to its clients to date, and its unique place in the market. The following sections contain a set of graphic standards for the visual expression of the new brand.

In Section 1, the Brand Platform expresses the brand verbally and provides a conceptual basis from which one may understand the graphic expression and the brand extensions.

Included in this section is the Mission Statement, Brand Persona, FaciliBuild's Differentiators, the Tag Line, the Brand Story and the Brand Voice.

Section 2 introduces the Graphic Expression of the FaciliBuild brand. It includes: Rules for how to use the logo, the primary and secondary color palette, rules for the use of typography, secondary expressions, brand photography, polar and rectilinear grid systems, and examples of how the elements of the graphic style should be combined.

Section 3 Includes layouts and templates for collateral and media that extend the brand.

We show how to lay out print collateral, employ brand elements in video presentations, presentation slide decks, trade show environments and product badges.

Section 4 covers information necessary to access the assets required to produce collateral and media for FaciliBuild, and contact information to connect with people who can answer questions about specific usage conditions.

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Brand Platform

Section 1

Mission Statement

FaciliBuild is defining the future of how companies manage their supply chains by providing tailored, scalable, hardware and software solutions, which allow their customers to right-size and control their materials, supplies, equipment and critical parts, based on true demand.

1. Forward-Looking

“FaciliBuild is defining the future of how companies manage their supply chains...”

This part of the mission statement looks out over the horizon, and is also 100% congruent with what you have delivered to every client to date. The wording is forward-looking, but it reveals a continuum that started with the beginning of FaciliBuild, and is alive in everything that exists on FaciliBuild’s drawing board.

2. Key Market

“...manage their supply chains by providing tailored, scalable...”

This part of the mission statement helps to define where FaciliBuild acts. Right now, FaciliBuild is in the industrial supply chain space, but FaciliBuild knows it can impact many different types of supply scenarios in many different kinds of environments. As FaciliBuild diversifies, this part of the mission statement may have to broaden.

3. Contribution

“...tailored, scalable, hardware and software solutions, which allow their customers to right-size and control...”

This part of the mission statement speaks to the unique contribution FaciliBuild makes. This contribution is novel to FaciliBuild’s clients and unique among FaciliBuild’s competition.

4. Distinction

“...right-size and control their materials, supplies, equipment and critical parts, based on true demand.”

The power of behavioral-based data collection and the immense scale at which these solutions can be deployed, gives customers a way to see and understand real demand throughout their supply chain like no other vehicle on the market. This distinguishes FaciliBuild and illuminates FaciliBuild’s long term value to their clients.

Brand Persona

If FaciliBuild were a person, what qualities would it have? If we were to design the public impression of FaciliBuild, what qualities does FaciliBuild aspire to have?

Approachable

FaciliBuild has grown by asking their clients the right questions, by being responsive when their clients had a problem, and by delivering solutions that addressed far more than their clients thought possible. FaciliBuild's value is embodied in their desire to really listen to their clients, and engage them at every stage in their relationship.

Insightful

FaciliBuild wants to see patterns in the problems that all of its clients have. It wants to create solutions that add value far beyond the place where they enter the system. FaciliBuild wants to understand their client's entire operational ecosystem system and challenges them to think big. FaciliBuild wants to learn from every client and use that knowledge to refine the next solution and drive the next generation of innovation.

Dependable

FaciliBuild knows their clients want a reliable solution and great care is taken to get things right the first time. The ability to quickly show the impact of an FaciliBuild solution, and the ability to scale a solution so efficiently, result from the precision with which it was created in the first place.

Intelligent

FaciliBuild has a broad and deep base of advanced technical knowledge. FaciliBuild values expertise and cultivates its own community of highly skilled people, who not only deliver today's solutions with excellence, but are constantly challenging each other to create simpler, more powerful solutions for tomorrow.

Passionate

FaciliBuild doesn't peddle machines, they design solutions. Everyone in the company knows they are doing something unique and delivering it right. Everyone is engaged, and energized, and wants the best solution for its clients. FaciliBuild is not satisfied with the status quo. They are excited by opportunity, and love to push what is possible.

Differentiators

Lots of companies claim to be innovative. Every marketing dollar spent saying what the rest of the market is saying, is a dollar that is not helping to define your difference. Human brains are hard-wired to look for differences. Concentrate your message on what makes you special, and you'll help define yourself to your audience, and maximize your resources.

Excellent

We want to understand the extent of your problem and deliver the simple, powerful solution we would expect if we were you. Delivering something simple is hard, and FaciliBuild's culture maintains Excellence by making the right investments and taking the time to get it right.

Data Driven

A network of competitor's machines results in independent brains that don't know how to talk to each other. An FaciliBuild system has one brain that is capable of understanding the entire system and delivering users an unprecedented level of visibility and control, based on quality, behavior-based data.

Scalable

FaciliBuild has removed the challenges inherent in scaling the network. Just plug in a new machine, stock it, and assign it through Trajectory™. It is as easy to manage one machine as it is to manage one thousand machines. Scaling is efficient and built into the DNA of the solution.

Easy

FaciliBuild has closed the gap between a company considering an FaciliBuild technology and that company seeing the impact of that solution. They have made their solutions easy to use, easy to implement, and easy to afford. FaciliBuild's competitors fail all three of those tests.

Enterprise Grade

The cloud-based software carries everything mission-critical and has a record of 99.99% uptime. The simplicity of the solution means that it is more durable and dependable than competitor's solutions. Intuitive, customer-facing machines and powerful, accurate software make FaciliBuild solutions ready for any scale of implementation.

Agile

FaciliBuild thinks of the machine as a controlled space, that has a customizable relationship between its users and the things it contains. FaciliBuild's success affords them time to focus on new kinds of things, new kinds of spaces, new markets and new territories.

Section 1

Tag Line

make it easy

make it easy

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Note

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make it easy.

Brand Story

Illuminate the First Success

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Use it as a Blueprint

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Abstract that Success

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Allow Customers to Project Their Company into FaciliBuild's Model

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Brand Voice

The key characteristics of your brand persona are **Approachable, Insightful, Dependable, Intelligent, Passionate, and Driven**. Let your brand communicate to people verbally, with those key characteristics.

Approachable and Dependable

To be approachable, you need to be friendly, and assume all of your audiences are starting with no knowledge of your product, service, or key markets. This is both an asset and a liability, because you can quickly define the terms of how you would like customers to conceptualize your value, but you have to start at zero and quickly move audiences into the subject matter you want to talk about. For instance:

“Every company has people, and space and things. FaciliBuild helps companies control the things they need, within their own environment. FaciliBuild started by developing a machine that works like a vending machine on the production line. It ensures the people who need things have just the right amount, only when they need them, and right where they need them.”

The description above is incredibly simplified and easy to understand, but is in no way inaccurate. Simplicity and accuracy breed trust.

Insightful, Intelligent and Passionate

Insightfulness, Intelligence and Passion should be demonstrated, not stated. Try building up a context of statements and making a leap that is not predictable by the reader, but feels self-evident when it's stated. For Instance:

“Today, FaciliBuild leverages intelligent networks of machines to allow companies to see their demand for things, and control where and when those things can be used, and by whom. But what if the machine is a room? What if the thing you want to control is huge, or microscopic? FaciliBuild is developing the next generation of supply chain solutions, with software that is scalable to handle millions of transactions per second, and systems that can control access to just about any thing. Our data portal allows you to see your company's true demand for everything it uses and right-size your supply of those things, to save your company real money, right away. With FaciliBuild supply chain technology, Every Thing is Possible.”

Show you are passionate. Show you innovate. Show you have the intelligence to deliver on today. Don't say, “We're thinking about tomorrow.” Demonstrate that you are.

Section 1

Brand Voice

It might be helpful to be able to set up a spectrum for these characteristics by defining qualities that the Brand Voice is, but also qualities that the Brand Voice is not. That way, you can grade where a piece of writing falls on this spectrum.

FaciliBuild Brand Voice Is

Approachable

Dependable

Insightful

Intelligent

Passionate

FaciliBuild Brand Voice Is Not

Formal, Complicated, Over My Head, Jargon

Imprecise, Confusing, Dense

Common, Short-sighted, Superficial

Uninformed, Inaccurate, Haphazard

Uninspired, Sterile, Vain

Brand Expression

Section 2

Section 2

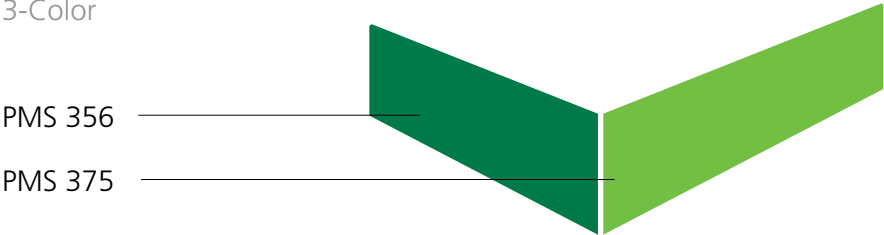
Logo

The Primary Logo should be used when the logo is the sole expression of the brand for a given piece of collateral, for example, the letterhead. Only use the Primary Logo once in a document.

The Secondary Logo may be utilized in a brochure or website when other parts of the FaciliBuild story and Brand Expression accompany it.

Primary Logo

3-Color



Black ————— **FaciliBuild**
make it easy

Secondary Logo

3-Color



FaciliBuild

Alternative Versions

The Alternative Versions of the logo should be used in conjunction with other FaciliBuild Graphic Expressions.

The Logotype may be employed in cases where you want to diminish the focus on the personality of FaciliBuild in order to focus on your customer.

The Brand Mark, conversely is the smallest expression of the complete FaciliBuild brand personality and may be used as a stamp, bug or badge.

Logotype

1-Color

Facili**Build**

Brand Mark

2-Color



Dimensions

The "u" from FaciliBuild is the x-height we use for measurement. All other proportions included in this document use the "x" as a root metric.

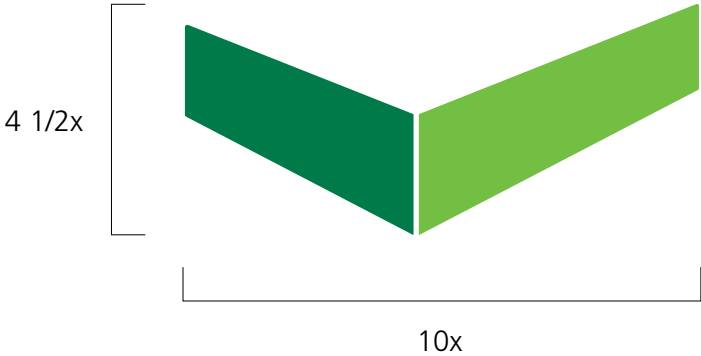
Logo Lock-up

Primary



Logo Lock-up

Brand Mark

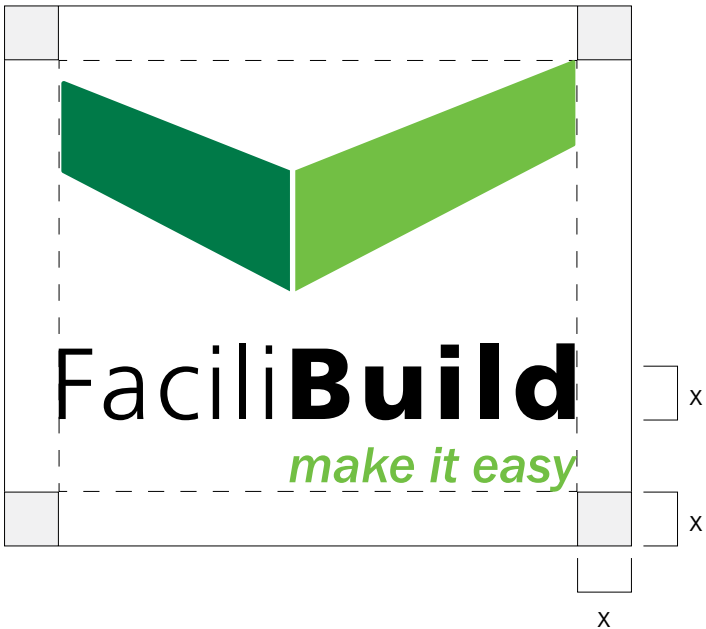


Clear Space

The clear space is the safe area around the logo which is based on the x-height. Maintaining a safe area around the logo ensures it will remain consistently legible, and be perceived as precious and important by the viewer.

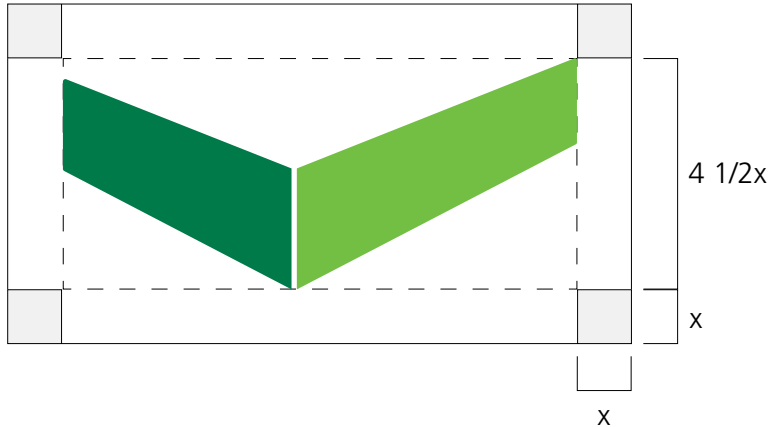
Clear Space

Primary



Clear Space

Brand Mark



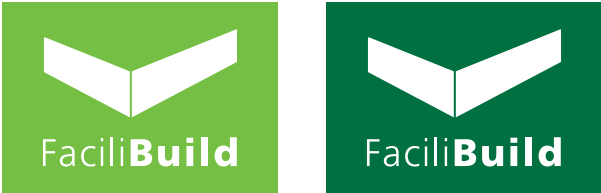
Section 2

Usage

Where appropriate, the logo may appear in white, on a solid color background. Preferred background colors include the brand primary palette (see page 19). It is possible to reverse the logo out of a color from the secondary palette, or a dark, low-contrast area of a photograph. Care should be taken to maintain legibility of the logo, and not project unintended meaning by its final relationship to its context.

Reversed

Primary



Secondary



Photo



Section 2

Usage

The Primary Logo, Secondary Logo, Logotype and Brand Mark, may appear in black or dark gray in places where that is the only ink color available such as invoices and newspapers.

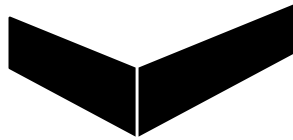
A minimum size has been established to ensure that the Logo maintains legibility. The logo must never appear smaller than the sizes outlined below.

Primary Logo, 1-Color



FaciliBuild
make it easy

80%, 38% and
100% Black



FaciliBuild
make it easy

Black

Minimum Sizes



1 1/2"

Primary



3/8"

Secondary



1/2"

Logotype



3/8"

Brand Mark

Usage

Incorrect use of the FaciliBuild Brand Expression damages the Brand image and diminishes the impact of your most powerful communication tool.

In order to maintain a clear Brand Impression for FaciliBuild, it is important to follow a few rules.

Improper Logo Treatment



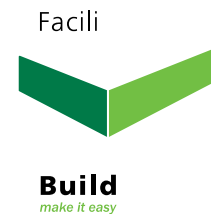
Do not change color or fill with texture



Do not crop logo



Do not rotate logo



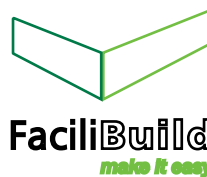
Do not change logo arrangement



Do not change logo proportions



Do not distort logo



Do not outline logo



Do not use logo with any shadows



Do not tint logo



Do not place logo on color field



Do not place logo on light backgrounds where it is unclear



Do not place logo in a visually complex context

Section 2

Color Palette

The purpose of the color palette is to associate emotion with the brand and build a familiar connection between viewers and the FaciliBuild Brand. The Primary brand colors are FaciliBuild's core palette. Employ these when you are only talking about FaciliBuild.

The secondary colors should be employed singularly in order to relate to customers in different markets.

Primary



Pantone 356
C89 M31 Y93 K21
R7 G113 B64



Pantone 368
C59 M00 Y100 K00
R116 G191 B68

Secondary



Black
C00 M00 Y00 K100
R35 G31 B32



Pantone 1375
C00 M45 Y96 K00
R249 G157 B37



Pantone 306
C73 M7 Y1 K00
R00 G179 B231



Pantone 253
C39 M92 Y00 K00
R164 G58 B149

Section 2

Brand Photography

Hero photography should highlight one or more of these 3 core content areas.

Photography Styles



Things at Hand.

Shallow depth of field with the focal plane aligned with the things workers need to keep close and the blurred area helping to tell the story of Setting.



Customer Endorsement.

Depict people with their head and shoulders square to the camera. Since the benefits of FaciliBuild's systems can be felt throughout the supply chain, the customer can be a wide range of people from cosmetologists, to assembly line workers, to purchasing managers to high-level executives. When showing multiple beneficiaries in the same industry, make sure the settings behind them read the same.



Setting.

Give sense of calm and control by taking an angle so the far wall is in pure elevation. It imbues the figures with a sense of precision and predictability. The example with the green rectangle shows the perspective as desired.

The example with the red boxes shows there is no wall that is parallel to the picture plane.

Section 2

Brand Photography

Story-Telling photography should highlight one or more of these 3 core content areas.

Photography Styles



Metaphor Imagery.

Use concept imagery to highlight high-level advantages like Visibility, Growth, Predictability, Savings. Imagery should clearly communicate the metaphor but look natural as if a photograph was taken at just the right moment. This imagery may be built up out of many pieces, but should read as one photograph.



Machine | Thing Interaction.

Highlight the key differentiators of machines by depicting them in action. Let's see a glass tube making the transition to the moving shelf in the soft touch machine, or a frosty soda dispensing from a CoolBev.



Machine | User Interaction.

This photography should convey as much of the user interaction as possible in one image, and focus on the parts of the experience important to the user, like easy finds, smooth transactions and easy access to the things they need.

Their delight should be reflected in their facial expressions.

Typography

The typeface used for the FaciliBuild Logotype is custom and should not be used anywhere else. All other high level typography should use the Frutiger typeface family.

Use the weights of the typeface to reinforce the hierarchy of layout. Heavier weights may be used inversely to make legible, typography that is low-contrast with its context.

Frutiger Typeface

Aa Bb Cc 0 1 2 3 4 5

Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Roman

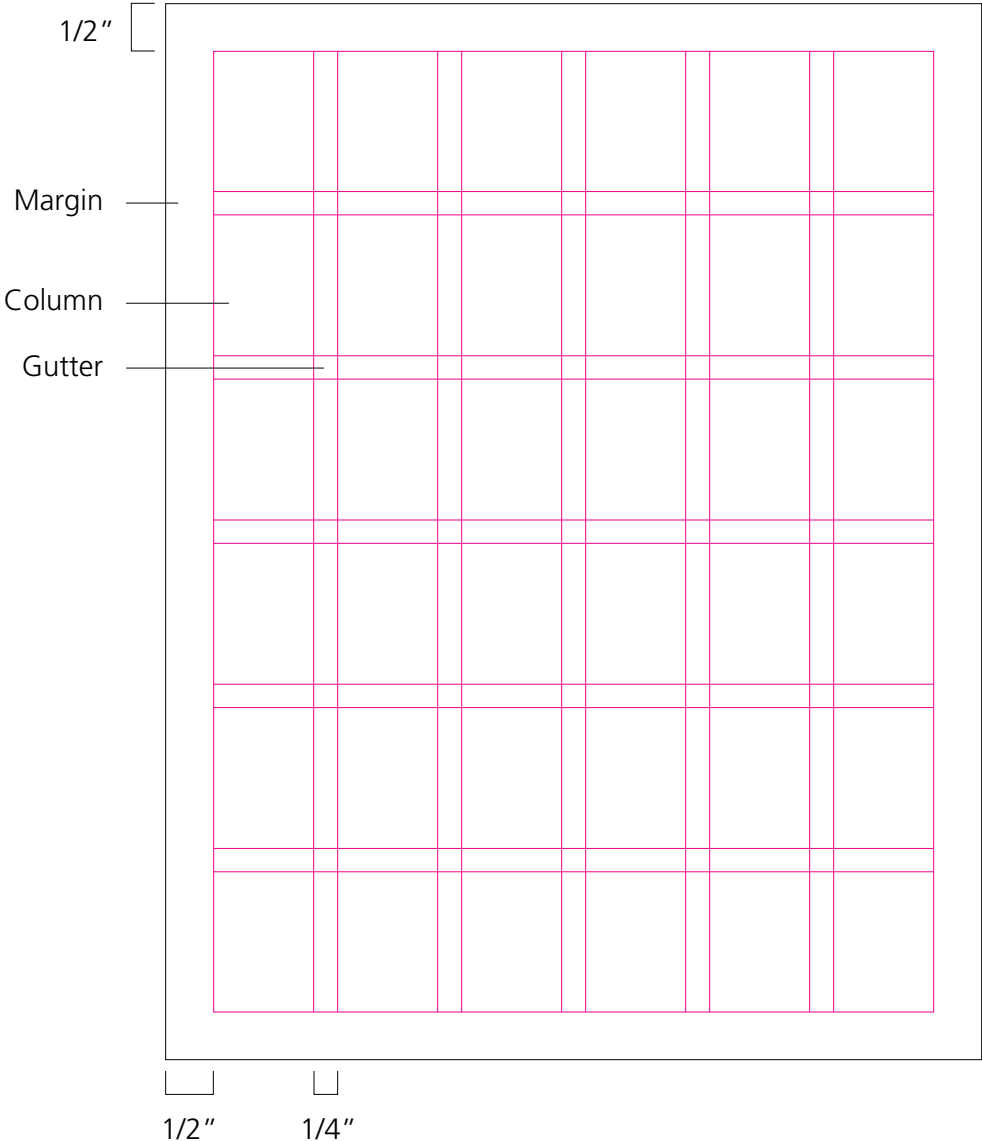
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Grid System

The layout grid accommodates 2 or 3 type columns per page. Divisions between images, illustrations, either vertically or horizontally should happen at third points. See subsequent pages for examples of these rules in use.

Typical Page Grid

8 1/2" x 11"
6 Column



Section 2

Grid System

The layout grid accommodates 2 or 3 type columns per page. Divisions between images, illustrations, either vertically or horizontally should happen at third points.

Sample Page Layouts

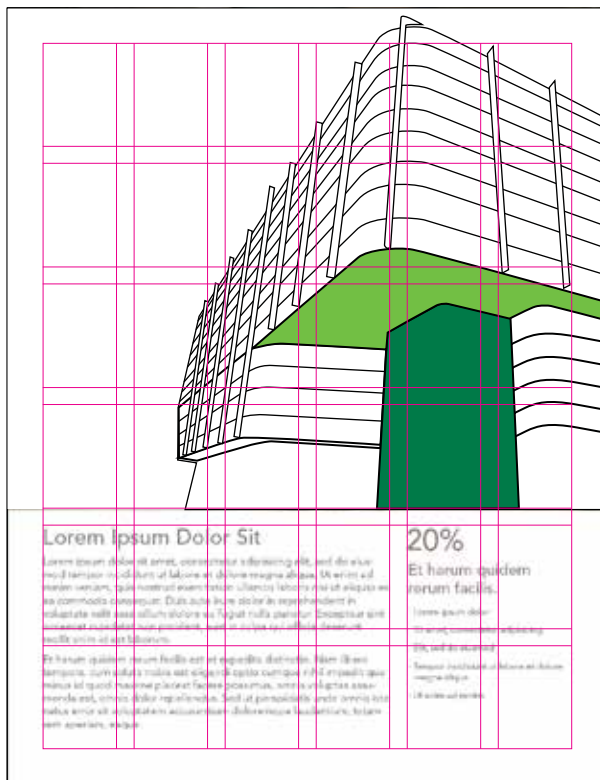
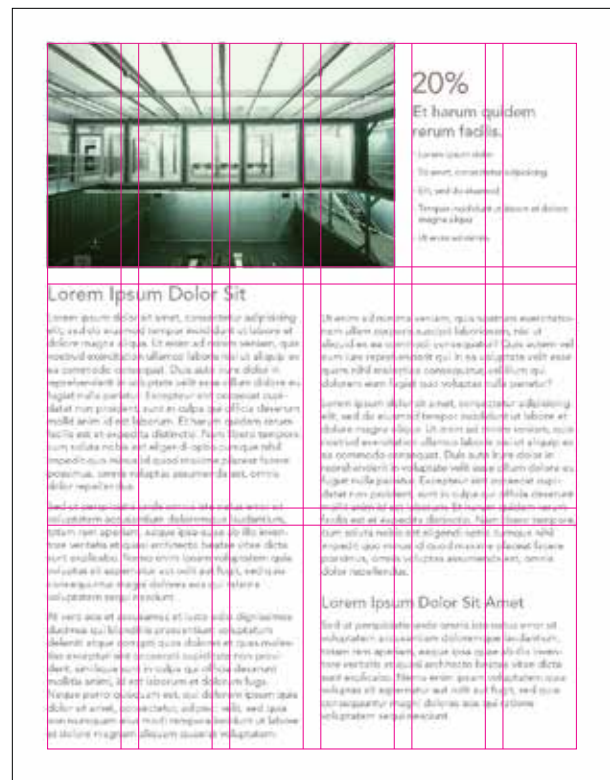


Image Heavy



Text Heavy

Brand Extensions

Section 3

Section 3

Letterhead

The FaciliBuild letterhead will be an electronic template provided with this document. Use the rules below to set up page margins within your desktop publishing program in order to align the body of your letter with the printed piece.

1st Sheet

(shown at 50%)

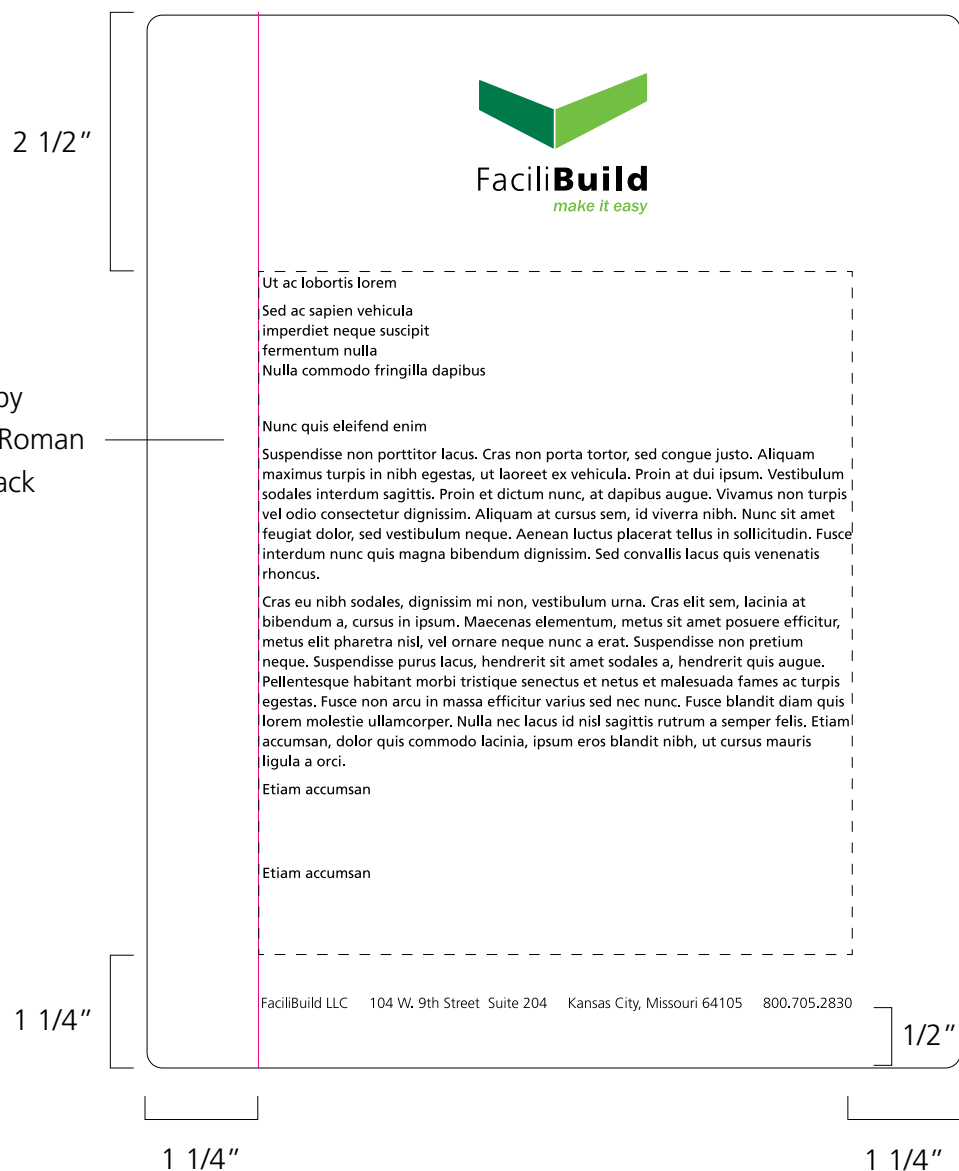
3-Color

Black

PMS 356

PMS 368

Body Copy
Frutiger, Roman
11 pt, Black



Section 3

Letterhead

The FaciliBuild letterhead will be an electronic template provided with this document. Use the rules below to set up page margins within your desktop publishing program in order to align the body of your letter with the printed piece.

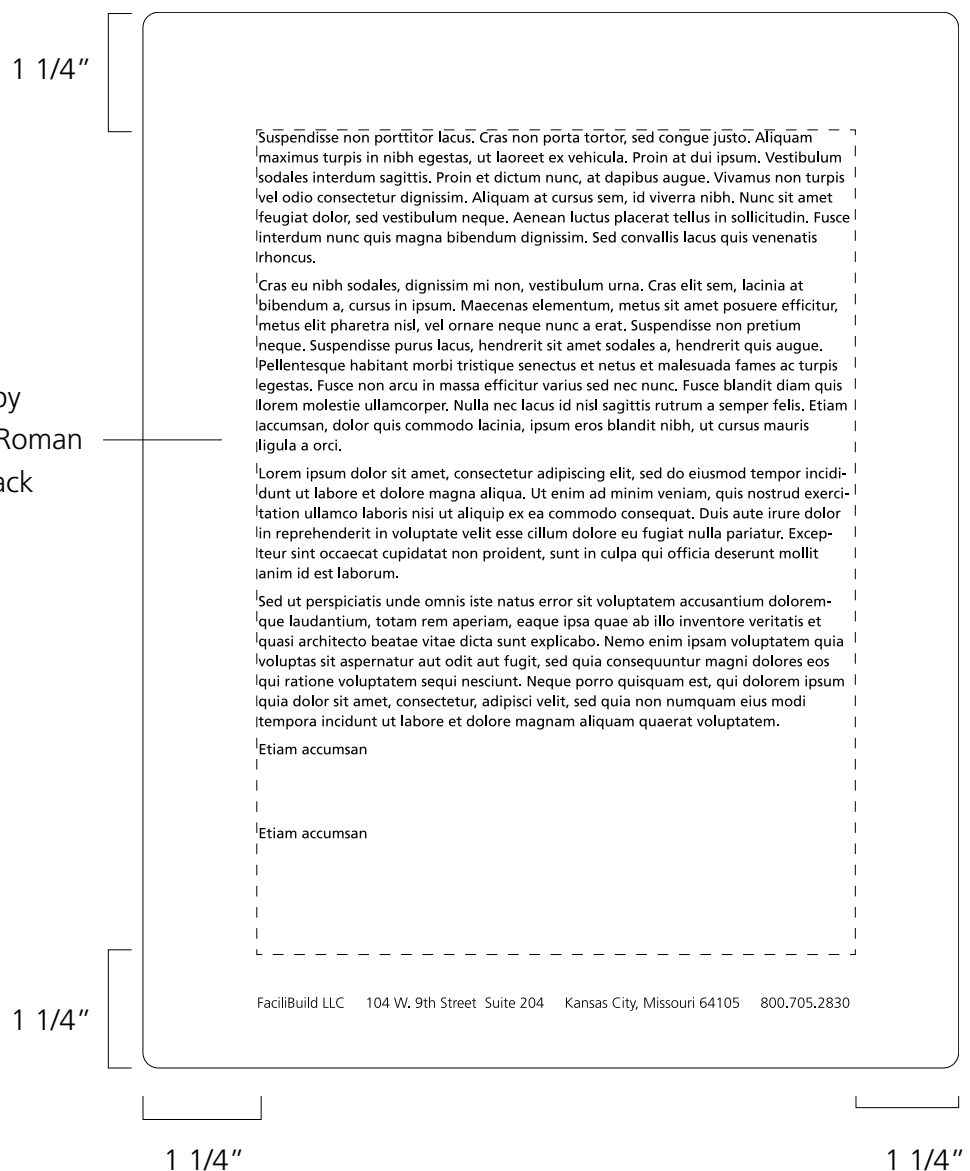
2nd Sheet

(shown at 50%)

1-Color

Black

Body Copy
Frutiger, Roman
11 pt, Black



Section 3

Business Card

The FaciliBuild business card will be an electronic template provided with this document. Use the rules below to set up future employee card imprints with the original design intent.

Front Side

(shown at 100%)

3-Color

Varnish

PMS Cool Gray 11

PMS 144

PMS 1235

Back Side

(shown at 100%)

2-Color

PMS Cool Gray 11

PMS 144

Section 3

Envelope

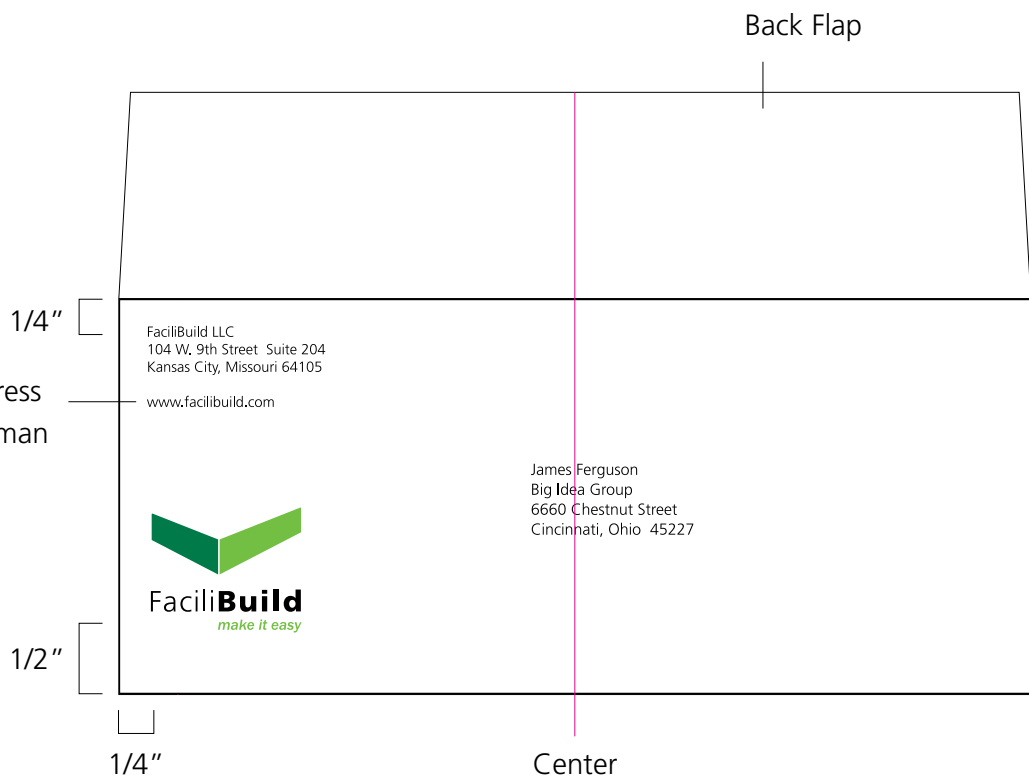
The FaciliBuild envelope will be an electronic template provided with this document. Use the rules below to set up printed or applied addresses with the original design intent.

#10

(shown at 50%)

3-Color
Black
PMS 356
PMS 368

Return Address
Frutiger, Roman
11 pt, Black



Economy

1-Color
Black



App Interface

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit.consectetur, adipisci velit, sed quia non numquam eius modi tempora incidunt ut labore et dolore magnam aliquam quaerat voluptatem.

Section 3

Presentation

A deck of typical presentation slides that speak to the FaciliBuild Brand will be an electronic template provided with this document. Use the examples below to guide you on their intended use.

Corporate Slides

Logo Slide

Title Slide

Section Divider

Typical Page

Image

Additional Info

Section 4

Section 4

File Access

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Lorem Ipsum Dolor

Section 4

Contact Details

For additional information, or for locations of brand expression assets, contact FaciliBuild.

FaciliBuild

FaciliBuild
1234 Street Address
City, State 12345

Toll Free: 1.800.123.4567
Local: 513.765.4321

John Smith

Job Title
jsmith@FaciliBuild.com
513.765.4321