LogCheck

A Building Engines Company

2021 **BRAND STANDARDS GUIDE**

A

TABLE OF CONTENTS

PURPOSE OF THIS DOCUMENT

This document serves as both a guide and a resource for anyone seeking to publicly represent LogCheck, primarily in online or media outlets, but also anywhere someone might encounter the LogCheck brand.

If you have any questions, please don't hesitate to contact LogCheck's Marketing Department, at marketing@logcheck.com

IDENTITY

COMPANY NAME

Log Check is a Building Engines company. Building Engines as a company focuses on developing, acquiring and partnering to address long-standing problems in building operations.

Unless specifically referring to LogCheck as a part or extension of the Building Engines portfolio, it should continue to be referred to as "LogCheck".

NAME USAGE

"LogCheck" is both the name of the company and the product. Our product encompasses a mobile app, a web app, an email reporting system, and the process of using our technology to use building rounds.
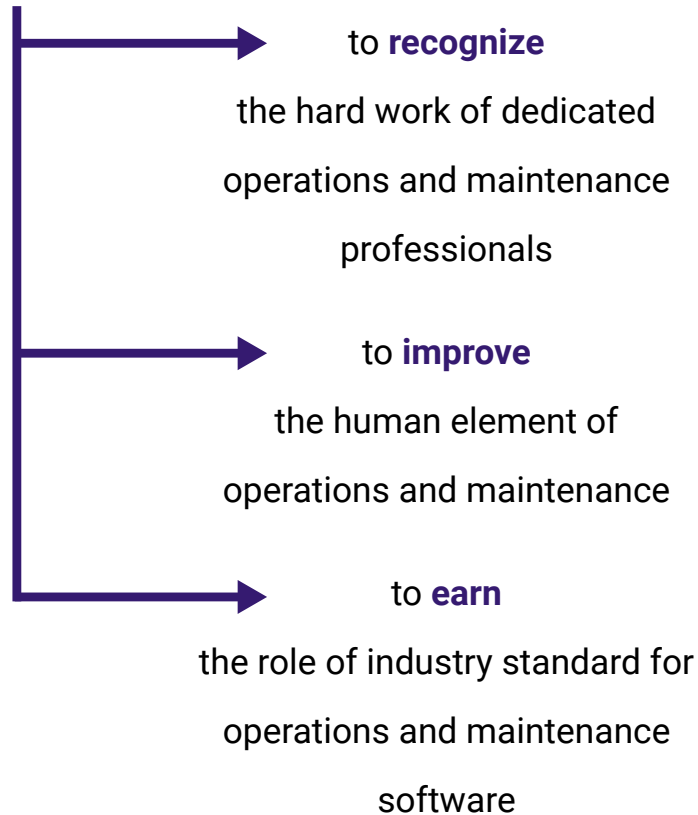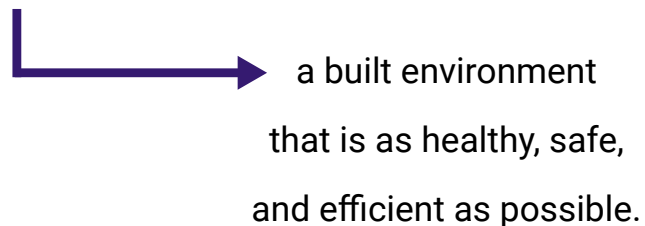
WEBSITE

Our marketing website is www.logcheck.com

Our customer facing web app is logcheckapp.com - you must sign in (as a current customer) to access this website.

MISSION STATEMENT

WE WORK

to **recognize**

the hard work of dedicated

operations and maintenance

professionals

to **improve**

the human element of

operations and maintenance

to **earn**

the role of industry standard for

operations and maintenance

software

SO THAT WE MAY ACHIEVE

a built environment

that is as healthy, safe,

and efficient as possible.

PHILOSOPHY

INTEGRITY IS EVERYTHING

If you can't be honest with your colleagues, your customers, or yourself, what are you left with?

> **A professional is a man who can do his best at a time when he doesn't particularly feel like it.**
>
> *-Alistair Cooke*

SMALL BEHAVIORAL CHANGES OVER TIME CAN HAVE A BIG POSITIVE IMPACT

Change at any scale is hard, but a little bit of training, guidance, and respect for your colleagues can transform the culture and performance of any organization. Our company is named Emergent Properties for a reason…the phenomena of self-organization emerges from the feedback between simple interactions.

SOFTWARE SHOULD SOLVE REAL PROBLEMS

Buildings are like bodies, complete with respiratory systems *(HVAC)*, circulatory systems *(pipes, pumps, valves...)*, and immune systems *(engineers, handymen, and other maintenance workers)*. Our software helps those maintenance professionals keep their buildings healthy.

> **Good design is good business.**
>
> *-Thomas J. Watson*

The job of maintenance is not easy and never done, but the keys to a more efficient, healthy and sustainable built environment are in the hands of hardworking, under-appreciated professionals that do their job even when no one is watching. We should **give them the respect they deserve**.

> **Another flaw in the human character is that everybody wants to build and nobody wants to do maintenance.**
>
> *-Kurt Vonnegut,* Hocus Pocus *(1990)*

OUR NATURAL ENVIRONMENT IS IMPORTANT

We've only got one, and we're only borrowing it from our children, so we probably should **do a better job maintaining it**.

LOGO

The primary logo is made up of the LogCheck logotype in black with a black and blue logo mark.

The mark's concentric arrows point toward each other, creating an endless circle that represents how the job of maintenance is never done. They also reflect LogCheck's two fundamental components: logging *(saving records in the field)* and checking *(reviewing and analyzing collected data)*. The blue check represents how LogCheck is used as a checklist that displays work completed and work needed to be done.

The LogCheck Logo should not appear without the "A Building Engines Company" tagline if at all possible.

Approved lockups are listed below.

COLOR TREATMENTS

The color logo treatment must always be shown at full opacity and must be on either a white or consistently light background.

Logo Mark

Logo Type

BLACK TREATMENTS

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

Logo Mark

Logo Type

WHITE TREATMENTS

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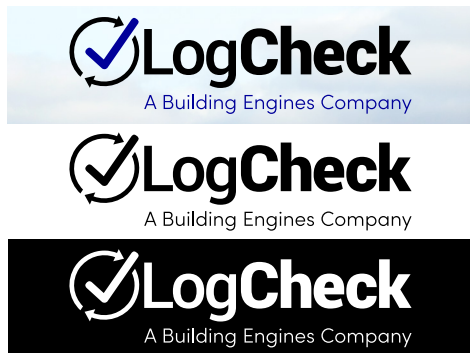

Logo Mark

Logo Type

DOWNLOAD LOGCHECK LOGO ASSETS

LOGO USAGE RESTRICTIONS

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 LogCheck logo is constructed using custom variations on the Roboto and Sofia Pro typefaces. For consistency, the logo must always be represented graphically, and never typed out. The stylized logotype is never to be used without the mark. The logo mark "check" may be used on its own as secondary branding, but should not be used as the sole representation of the LogCheck brand. The logo may only be completely black, completely white, or black with a blue check mark and tagline *(#000099)*. The logotype may never be broken into separate words, nor stacked over the logo mark. The logo should never be outlined or given overly distracting shadows or shading.

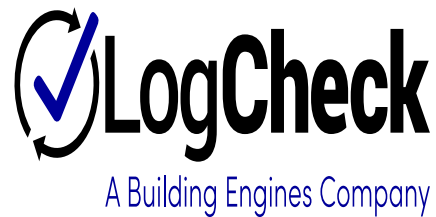*CORRECT USAGE*

INCORRECT USAGE

SIZE & SHAPE

The LogCheck 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 the arrow elements and tagline of the logo retain clarity. Non-uniform scaling, shearing and distorting should never be applied to the logo.
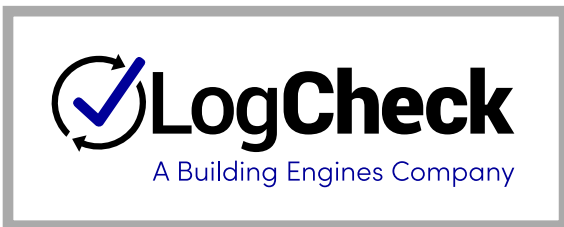
CORRECT USAGE   INCORRECT USAGE

CLEARANCE

Regarding composition layout, the LogCheck logo should always have at least a .5 em clearance around the logo. The logo should also always be in the foreground, and never overlapped by other elements.
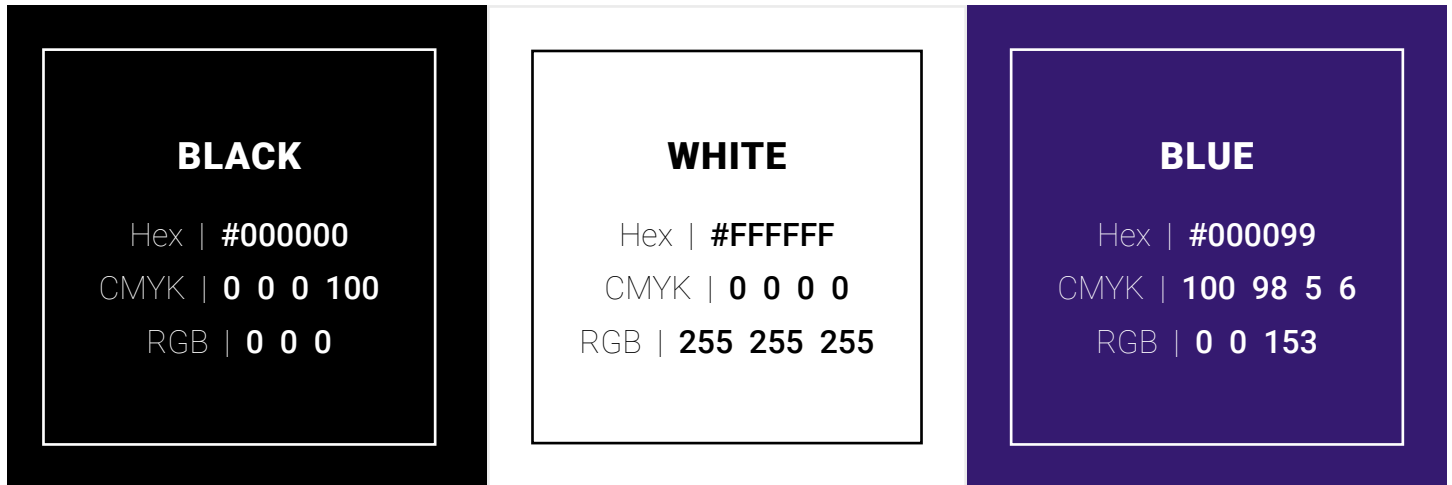
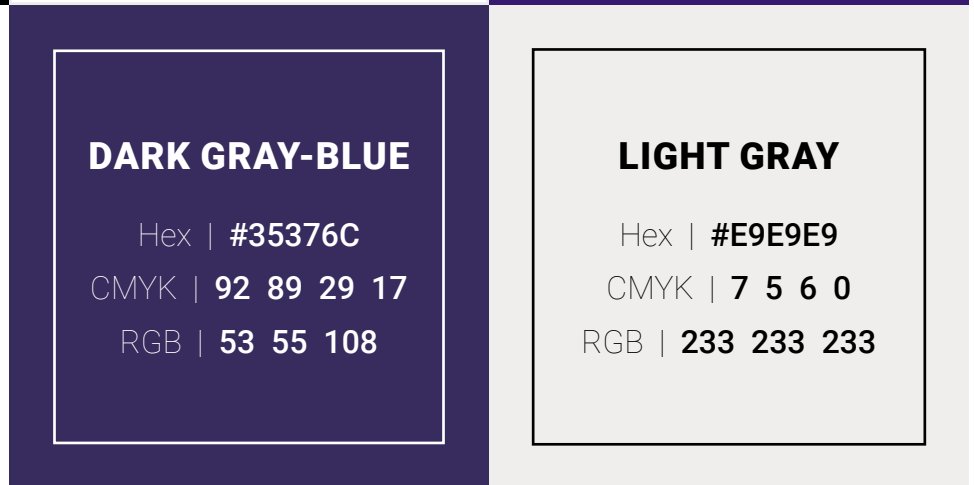CORRECT USAGE   INCORRECT USAGE

PALETTE

PRIMARY PALETTE

These are the main colors representing LogCheck. All compositions for LogCheck should usually incorporate these colors when possible, particularly LogCheck blue.

BLACK

Hex | **#000000**

CMYK | **0 0 0 100**

RGB | **0 0 0**

WHITE

Hex | **#FFFFFF**

CMYK | **0 0 0 0**

RGB | **255 255 255**

BLUE

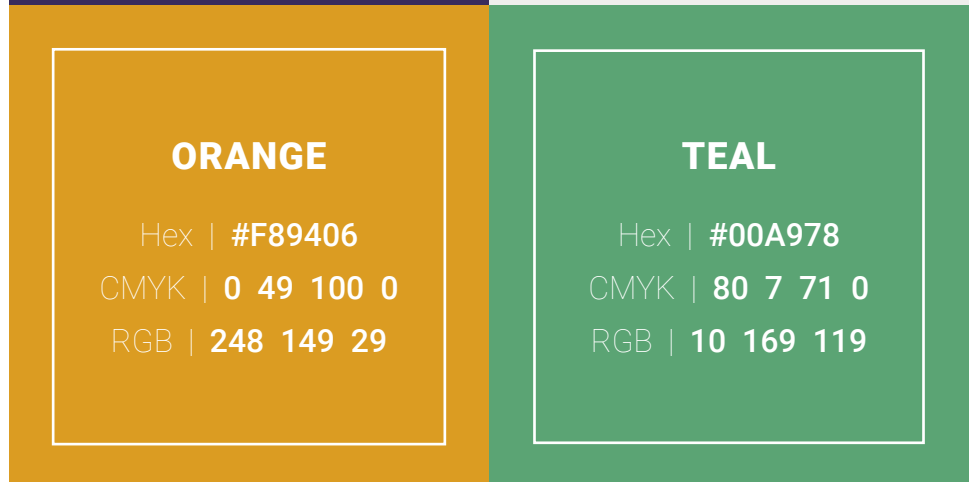Hex | **#000099**

CMYK | **100 98 5 6**

RGB | **0 0 153**

SECONDARY PALETTE

These are colors that support LogCheck layouts. They should be used to support other elements, and not draw attention themselves. They are ideal for background colors.

DARK GRAY-BLUE

Hex | **#35376C**

CMYK | **92 89 29 17**

RGB | **53 55 108**

LIGHT GRAY

Hex | **#E9E9E9**

CMYK | **7 5 6 0**

RGB | **233 233 233**

ACCENT PALETTE

These colors are boldly atypical compared to the main LogCheck colors. They are used for call-outs and are intentionally meant to forcefully call the eye. These colors should be used sparingly, if at all. The orange is an option for warm composition, the teal for cool; try to choose one or the other, not both.

ORANGE

Hex | **#F89406**

CMYK | **0 49 100 0**

RGB | **248 149 29**

TEAL

Hex | **#00A978**

CMYK | **80 7 71 0**

RGB | **10 169 119**

FONTS

LogCheck exclusively uses the Roboto family of typefaces. Since typography is subject to layout requirements, consider these treatments as guidelines to follow when possible. The related typeface, Roboto Condensed may also be used to represent LogCheck as the need arises, but never as body copy. In addition, headline text should generally be kept in all-caps.

Of note, the typeface Sofia Pro is only used as the tagline for the logo. It is a visual relation to the LogCheck parent company, Building Engines. It should not be used in general LogCheck copy for the time being.

BODY COPY - Roboto Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce efficitur erat sit amet lacus elementum, sed molestie nunc dignissim. Phasellus non ipsum hendrerit, condimentum lacus non, venenatis ipsum. Mauris congue est suscipit tellus suscipit aliquet. Pellentesque accumsan magna in venenatis eleifend. Vestibulum neque dui, laoreet ut cursus sed, aliquet at ipsum. Sed rutrum pulvinar tortor vitae elementum.

HEADLINE OPTION 1 - ROBOTO BLACK

LOREM IPSUM DOLOR SIT AMET

HEADLINE OPTION 2 - ROBOTO REGULAR (100 KERNING)

LOREM IPSUM DOLOR SIT AMET

HEADLINE OPTION 3 - ROBOTO THIN

LOREM IPSUM DOLOR SIT AMET

HEADLINE OPTION 4 - ROBOTO CONDENSED BOLD

LOREM IPSUM DOLOR SIT AMET

DOWNLOAD LOGCHECK FONT ASSETS

APP SCREENSHOTS

Screenshots from the LogCheck mobile app, web dashboard, and email reports may be used to demonstrate functionality or convey information.

Any persons not employed by LogCheck must attain written permission from our Marketing Director before publicly displaying any screenshots from the LogCheck mobile app, web app, or email reports.
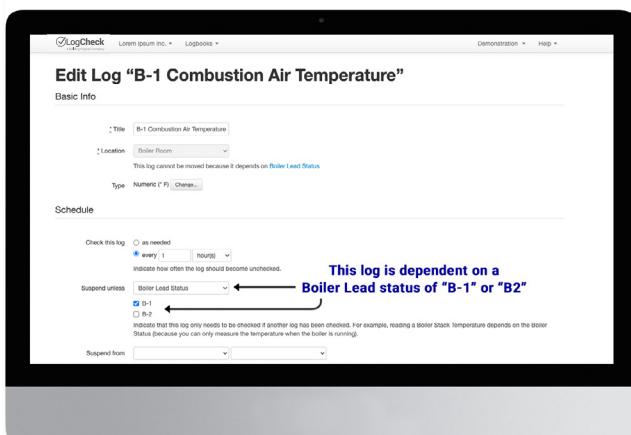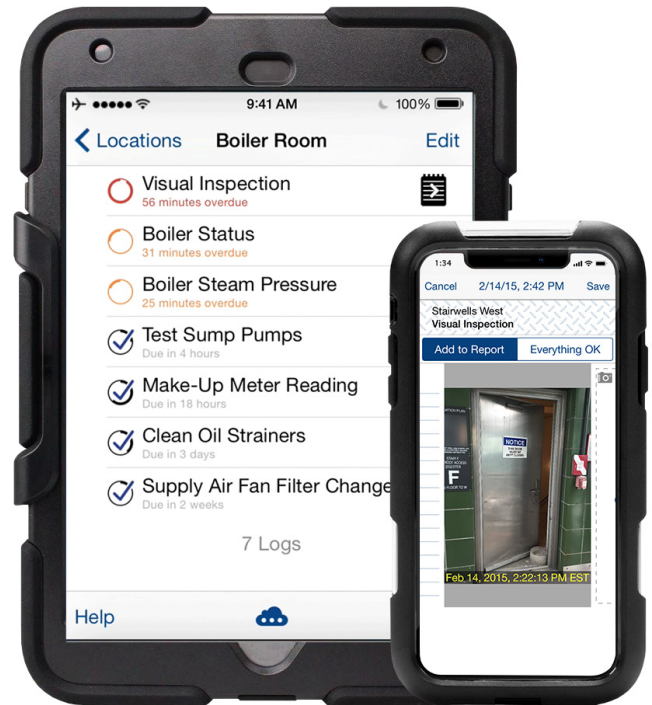
- **Exception:** any usage of LogCheck product screenshots directly related to facility management *(e.g. using screenshots of LogCheck graphs to show building ownership a change in a temperature log over time)* is not only allowed, but highly encouraged.

Any usage of customer-facing screenshots by LogCheck employees should be approved by a member of the marketing team if it is to be used more than once or sent to more than one customer
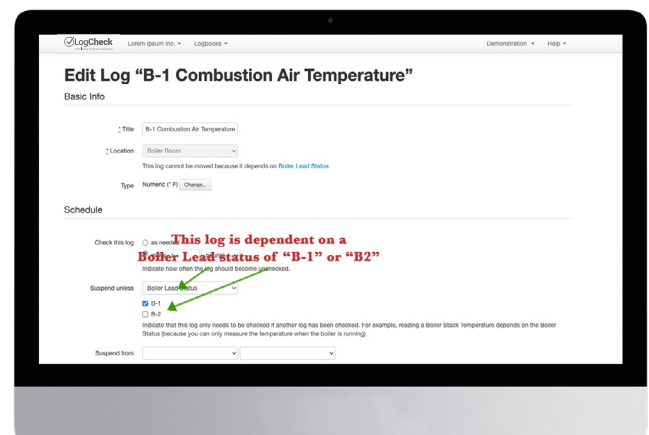
- This should include all sales materials or collateral used by any department

- This excepts usage by Customer Success using screenshots to address a specific customer

In general, approved usage of screenshots will follow these guidelines:
- **Never** include identifiable customer information without explicit customer permission
- It is acceptable to resize, crop, or obscure part of a screenshot, but:
  - Ensure that any graph axes are visible whenever possible
  - Avoid obscuring text
- Information may be superimposed on screenshots, but when adding text/arrow to images, limit the amount of arrows and colors used to one where possible. Avoid overlays on top of existing text.
- Remember to respect Logcheck style standards *(colors, fonts, etc.)*.
- Screenshots displayed on a mockup of a mobile device should be uniformly scaled to appropriately fit the device. Any padding added by the device itself, including the black bars seen on iPad, may be omitted for easier visibility.

CORRECT USAGE

INCORRECT USAGE

IMAGE GUIDELINES

PHOTO USE

LogCheck centers real people in real conditions. Avoid generic stock photographs whenever possible, as they lack authenticity. Edit genuine location photos to fulfill a prompt.

CORRECT USAGE

INCORRECT USAGE

DEVICE DEPICTIONS

When displaying the mobile or desktop LogCheck app, it is helpful to house them visually within an iPad or iPhone for clarity. Due to the nature of how and where LogCheck is used, it is preferred that proper care and protection of devices is reinforced visually. Therefore, please depict devices within durable protective cases.

PREFERRED USAGE

LESSER USAGE