

Brand Guidelines





Brivo, Inc. 2024

About Brivo

Brivo is the **global leader** in cloud-based security and property management solutions for commercial and multifamily properties that **simplify security** interactions for property managers, tenants, employees and visitors.



Innovation First



Obrivo.

Introduction

These guidelines help standardize the visual qualities that make our company unique. It's important to ensure that the look and feel of all our marketing communications convey the same brand standards with impact and consistency.

The following pages are a description of the visual system for key applications and the naming convention for Brivo products and programs.

By using these standards, you will provide a unified means of depicting Brivo and convey the company's identity to all target audiences, including our users, partners, clients, employees and all others who help in our mission.

Brivo Story

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Brivo is

Forward-looking with a bright and optimistic sound to it. While not directly associated with any particular word in English or other most common languages, it reminds the listener of mostly positive qualities. This is true not just for English, but also speakers of many other languages.

Also an easy word to pronounce and remember for most people with diverse linguistic backgrounds.

Brivo: Company Name



Pronunciation, rhythm and stress:

Pronounced /brivo/ (BREE-voh), the name has two syllables with the primary stress falling on the first. This type of beat can convey a feeling of rest, confidence or peacefulness.

Tone and sound symbolism of the vowels:

This name begins with an /i/, the strongest of the vowels that can send a message of quickness, brilliance and precision. The final vowel sound, /o/, adds a sense of space, fullness and open wonder.

Articulation and sound symbolism of the consonants:



Brivo begins with the plosive /b/ that adds a degree of interest and memorability to the name. An /r/ sonorant contributes suggestions of smooth and fluid movement (always a plus for a company with innovative solutions). The transition to a /v/ adds vigor and animation for a dynamic mix. Brivo was founded in 1999 with the vision to use cloud technology and internet connected devices (IoT) to control access to physical spaces

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Brivo Brand



Brivo is a company of Firsts

First to employ the cloud for access control

First to free-up time and resources with mobile and automation solutions

First to provide a complete property management solution

First to deliver a solution for your growing amounts of data



Brivo is Brand Story

Security is hard and complex. It compels one to be cautious and risk averse, which is why innovation and transformation in security is behind. We thought, if you put security into a corner and kept it out of the light, we have a better chance at staying safe.

We at Brivo think there is simply a better way.

We believe security should be out in the light of day. All companies deserve Access to expertise, great tools, technologies and the right partners to create a safe and harmonious world.

Brivo has always thought this way, which is why we stand apart as a company of firsts. We believe the act of protecting people, property and reputations deserves transformational technologies. We were first to employ the cloud for access control, first to free up time and resources with mobile and automation solutions. Brivo was first to deliver a complete property management solution. Now we are first to deliver a solution for your mountains of data.

More than 20 years of access experience and 10 years of independent cybersecurity audits back us up.

Join with us to access the power of simply better security

Brivo is The global leader in cloud-based building access control

Company Values

Tagline:

Simply Better Security

Mission:

Protecting lives, assets & facilities with the best products and services

Value prop:

For commercial and residential companies who want to modernize and transform the human - building connection. es, Brivo provides access to the best technology, tools, ecosystem and communities to transform the human experience.



collaborate innovate deliver contribute

Brivo's Boilerplate

Brivo, Inc., created the cloud-based access control and smart spaces technology category over 20 years ago and remains the global leader serving commercial real estate, multifamily residential and large distributed enterprises. The company's comprehensive product ecosystem and open API provide businesses with powerful digital tools to increase security automation, elevate employee and tenant experience, and improve the safety of all people and assets in the built environment. Brivo's building access platform is now the digital foundation for the largest collection of customer facilities in the world, occupying over 600 million square feet across the globe. Learn more a <u>www.Brivo.com</u>

Brivo is the foundational platform for smart spaces



Brivo Brand Personality



Brivo is A leader who can define and deliver the future

Brivo's personality is insightful, trusted, consistent, calm, and trustworthy



Brivo Attributes

⊕Brand Voice

authoritative and trustworthy, direct, respectful and respected

⊕Brand Tone

upbeat and hopeful about the future



Brivo is simply better security, insights & experiences

Tagline*

*Do not use the tagline on its own (separated from logo). Unless, it is the title or subtitle of an article or slide or you are referring to it in a context within the copy.

Brivo Visual Identity



Brivo Logo

Our logo is our corporate identity. It is our most important brand feature.

It is distinctive in its design and text style. The logo suggests much of what the Brivo brand represents —simple and innovative security.

The logotype—is based on Trade Gothic Bold Extended font with open letter spacing (wide tracking) and optically equal kerning.

This custom design provides a unique simple and modern look by keeping all letters in lowercase and by eliminating the dot on "i".

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Brivo Logo

Our logo is a lettermark combination logo with a tagline, which can also be used without the tagline.

The wordmark or brand name color is Brivo Gray. The mark, is called Brivo eye, and it's vertically centered and placed to the right of the icon with height of "b" being 6/10 of the sign. The color of the eye is Brivo blue.



Brivo Logo Architecture

Two hollow circles with equal outline thickness (12/100 of the large circle's diameter).

The smaller circle is almost 2/3 of larger circle and center-bottom aligned with the large one.

The combined graphic is filled with the Brivo Blue color and is rotated 45 degrees counterclockwise, providing an eye like icon symbolizing focus, precision and dynamic solution (rotation).



Brivo Logo Architecture

The minimum clear-space for the logo is the same as the letter "v" height.

The exceptions to the "v" space rule are in sub-branding cases such as in product branding.

When adjusting the size of the logo, always scale proportionately, and never go smaller in width than one inch for print products and 120 pixels for digital displays.

Follow the clear space guidance provided. Don't alter, rotate, invert the colors or modify the logo.







Stacked version

Stacked version w/tagline

Brivo Eye

Brivo Logo Background Application

The white and black version of our logo can be used over our color palette and images.

For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.

Limitations with color printing may apply



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Brivo Logo Rules

Preferred logo, primary logo with or without tag



Don't alter, rotate, invert the colors or modify the logo





Don't accessorize the logo with extra elements like speech bubbles



Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy.



Primary

Clean. Modern. Simple.

Open Sans is our primary font family. It is the font used in our logo. It is simple and legible across all platforms and is to be used in all communications.

We do not use italics to highlight text. If we need to highlight a word, phrase or blurb, we use different font weights or play with the colors.

Open Sans



Aa	Bb	Сс	Dd	Ee	Ff	Gg
Hh	li	Jj	Kk	LI	Mn	00
Рр	Qq	Rr	Ss	Tt	Uu	Vv
Ww	Хх	Yy	Zz			
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Secondaries

We give flexibility and versatility to the brand by including the following font families for use in specific assets, blurbs, headlines, presentations and apps.

We do not use italics to highlight text. If we need to highlight a word, phrase or blurb, we use different font weights or play with the colors.

Ubuntu	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Montserrat	Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890
Poppins	Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
Oswald	Aa Bb Cc Dd Ee Ff Gg Hh li Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0
IBM Plex Sans	Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

While we allow a variety of styles for each category (h1, h2, body, etc.) across applications, they must be applied consistently.

Legibility is the most important factor in choosing the size, weight and color for every asset we create.

H1 | THE SIMPLE AND SECURE OPEN SANS ALL CAPS | WAY TO OPEN DOORS

H2 First Caps or ALL CAPS
Building Blocks for Brivo Access Control Services

Body

You are responsible for making sure your facility is properly maintained and that all amenities are secure

Brivo Typography Rules

Keep word spacing even

- Left-aligned type with ragged right hand margin is preferred
- 3 Give words space to breathe and make sure there is enough space in between lines, letters, and paragraphs
 - Keep layout clean with adequate space between and around the text blocks
- 5 Use a maximum of 2-3 font weights in your paragraph styles and apply them consistently to keep your design clean and professional
- 6
- Use margin and column widths consistently
- 7

Keep your rags clean and avoid orphans and widows

Color is the most basic, yet most powerful, tool \bigcirc

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Color is the most basic, and most powerful, tool for expressing or creating a mood or feeling. Make the most of it.

Use color to your advantage.

Our brand is brought to life by color. Color can communicate clarity, consistency, and modern sophistication when it is used simply and in balance. Ordinary becomes extraordinary thanks to vivid highlights and subtle contrast.

Brivo Colors

Our visual identity features a diverse color palette that was created with adaptability in mind. Color is used to evoke mood, affect imagery, draw attention, and create themes and hierarchies.

Our color palette, while diverse, is carefully crafted to tie together the many expressions of our visual identity.

The Brivo primary color palette consists of the selected Blues, Grays, White and black. These colors must be present in any chromatic marketing material.

Our secondary colors are commonly used in titles, graphic elements, backgrounds and apps as needed, to keep the brand visually dynamic but maintaining its identity. In the Brivo Palette tints and shades are allowed.

Brivo Primary Colors

PMS 284 C C55 M30 Y0 K0 R115 G156 B210 #739CD2 PMS 2767 C C98 M88 Y41 K40 R25 G40 B76 #19284C

PMS 7687 C100 M82 Y6 K0 R19 G75 B153 #134B99

PMS 653 C C87 M69 Y22 K6 R56 G88 B138 #38588a

PMS 306 C C69 M6 Y0 K0 R12 G183 B235 #0CB7EB

PMS C0 M0 Y0 K0 R255 G255 B255 #FFFFFF PMS 427 C C16 M13 Y13 K0 R212 G210 B210 #D4D2D2

PMS Cool Gray 10 C62 M52 Y49 K20 R98 G101 B104 #626568

PMS 446 C C69 M62 Y62 K55 R55 G55 B54 #373736

PMS Black 6 C C75 M68 Y67 K90 R0 G0 B0 #000000
Brivo Secondary Colors





Brivo Color Codes





Brivo, Inc. 20 Brivo, Inc. 20

Brivo Color Applications Gradients

Gradients emphasize Brivo's primary colors while adding warm and cool hues to backgrounds and other graphics.



Brivo Graphic Treatment Samples



Know Your Audience Design for them

For your channel's communication efforts, you'll need to decide on a look and feel. Create communications and creative assets for Brivo's diverse audience by following this flexible visual design system.

Brivo Design Direction

Simplicity is and important part of our graphics look and feel. It will allow us to organize content in a better way, by helping our users to achieve their goals effortlessly, all while enjoying a great user experience.

We also use stylized design elements, including text boxes, headers, footers, and glyphs to highlight our content.



Brivo Design Direction

Our graphic identity is more than just our logo, typeface, and colors. It is...



-) Less is More

Simple, clean, and clear communication

Brivo's Philosophy

Our brand communication and design is about being **clear and simple...**

) Keep it simple

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Messaging should be simple short and friendly

It's all about the product

Our communication is focused on our products, such as readers, phones, and usability

Brivo Graphics & Textures

Textures and graphics subtly reinforce the Brivo brand. They add visual accents to backgrounds and other graphics and can be used at any scale and can be incorporated into diagrams, illustrations, infographics, or ad concepts.

We can see them in overlay over images or with solid or gradient backgrounds.

Brivo's textures are sleek, modern, and futuristic to create continuity throughout materials and increase brand recognition.



Brivo Graphics & Textures

Our Brivo eye is usually a main element for patterns and graphics. It's mostly present throughout our visuals.

Movement and rhythm are core components of how we visualize patterning. We achieve this through heavy to light transitions that create a gradated effect that appear in multiple directions.



Brivo Stationary

Our company stationery exhibits a clean look with plenty of white space dominated by the Brivo logo.

The promotional items are also carefully selected with branding colors and usefulness in mind.

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Brivo Collateral

Brivo collateral is used to promote the brand and support the sales and marketing of Brivo's products and services. These branded materials include **Product & Admin Manuals**, **Sales Sheets**, **Data Sheets**, **eBooks**, **Reports**, and **White Papers**.

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Data Sheets

Double-sided single page portrait documents with images and diagrams on one or both sides. Written for our dealers with all the technical data and specifications of our products.

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Sales Sheets

Double-sided single page portrait documents with images and information on one or both sides. Written for our end users with focus on features and benefits of a specific product.

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Ebriefs

A short whitepaper, with a cover page, typically 3-4 pages. Designed for online view in PDF format, but also available for download and print. Used for promoting and establishing Brivo's unique point of view on a subject of interest to our end users.

Brivo Collateral

Examples



Sales Sheets



White Papers / Ebriefs





Data Sheets



Admin Manuals and Installation Guides

Øbrivo

Your Mobile Credential is now your Key



Brivo Photography

Photography is about telling stories through personalities, interactions, moods, and experiences. We use high-end photography that includes people and buildings engaged with Access Control and Property Management. It is important to remember that everyone is a customer. It's important to be inclusive when selecting models.

Directions to follow for images:

Spacious. Open space is created by architecture and composition. Use vast and clean surroundings or a cut-out figure on a solid background.

Anchored. Image is cropped, locked to and bleeding off at least one edge of the artboard. Don't chop — ahem, crop someone's head off. Don't create or add busy props or setups. No pixelated photos.













Brivo Photography

Simple, human, intuitive - Product is at the core

Images should work for each orientation - vertical- horizontal-square- panoramic.

Products we should be the focus **"Access"** is the Hero of the story. It should present the ease and simplicity of entering smart spaces.

When showing hands make sure they does not appear unattached.

There should be images in different angles and perspectives beyond the standard bird's eye view.

Most images we will include headlines and text, intentionally compose some photographs with areas of negative space and reduced backgrounds so there is enough room to appear clear and legible when text is placed on top of the image.















Products

Models should be engaged with the product and look natural. No overly joyed or forced looks, but natural happiness of how easy and simple is to use Brivo.

Model should try not to look at camera or away from the "Access moment"

Hands should be manicured, no harsh colors on nails and preferably clean and trim.



Visuals Enterprise



Visuals Multifamily











Visuals Vacation Rental



Brivo Iconography

We have two types of icons:

Technical icons Show how the Brivo access control system works

Symbolic icons Convey the features and benefits All icons should:

- Be simple, flat outline glyphs with no 3D effects
- Have a consistent look and feel in weight, color, and style within a single marketing piece or publication
- Follow the color palette



Brivo Iconography

Technical Icons



Brivo Iconography Symbolic Icons

View library icons available to the company

download



Brivo Events

A Brivo event is usually based on a theme with a visual concept that appears throughout the event materials, including the registration website, email invite, event agenda, banners, and stage backdrops.

An exhibition booth is used for trade shows, where design of the panels is based on the specific products or programs to be promoted in each trade show.



Iconography Brand Language



Brivo App Iconography

App icons visually communicate the core idea of a product or service through either objective or abstract form. Expressive and distinct, each icon serves to identify apps at a glance, while collectively appearing to be part of a whole. All app icons are constructed on the same 32px grid and share many stylistic properties of UI Icons. Several different forms of app icons exist to serve the needs of different products, services, and the contexts in which they appear.

Icons are created by combining, intersecting, and subdividing two core shapes: the square and the circle. These shapes can be scaled to fit within the grid to allow for endless possibilities.



Color

Gradients

The color gradient provides color to the background of the icon or the element against a black or white background. This application remains at 45° and the lighter color must be on top left.

Here are some standard gradient combinations. Additional color gradients can be created from any acceptable combination from the blue color family in our Brivo palette. Refer to pages 41 and 42 when creating new color gradients. Note that the colors must be adjusted for both light and dark backgrounds to appear best in either context.







Stroke

Stroke app icons bring contrast against the color gradients or solid background to stand out from product UI icons. Stroke app icons work best in product situations where app icons, UI Icons, and typography appear in the same context.



Fill Element

Fill icons communicate the core idea of the app with more simplicity and abstraction. Functionally, fill app icons work best in situations where you need to call attention to the app with more visual weight or a larger color field, as opposed to the light, linear form of fill app icons.

Elements

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Brivo Eye

Our Brivo Eye must be present in every app icon. Either as a central element, bleeding outof format or present. Even though icons must be visually part of the same family, thiswill guarantee that each, is a unique expression of our brand.



Iconography

Traditional iconography, such as a pictogram, ideogram or arbitrary symbols can be used. These must represent either tool, function or navigation, and should focus on the bigger concepts of the product or service.



Abstract Elements

We can create abstract elements that convey the concept of the product in a single symbol. These can be created by combining, intersecting, and subdividing two core shapes: the square and the circle within, the grid.

Brivo Products



Brivo Products

Brivo family of products are carefully designed to convey the smooth and fluid essence of the solution



Brivo Product Line

for Commercial Access Control



Brivo Product Line

for Smart Home



Brivo Products Overview & Statements



Brivo Product Descriptions

Our Platform Includes: Access, Mobile, Video, Visitor, Identity, Data Analytics



Brivo Access our cloud-based building security solution



Brivo Visitor our visitor management/visitor registration solution



Brivo Mobile Pass (BMP) for building users to open doors with smartphone



Brivo Identity Connector enables integrations with Okta, G Suite and Azure



Brivo Mobile App for system administrators to manage remotely



Brivo Smart Home our multifamily home automation solution



Brivo Access Cam our video solution



Brivo Vacation Rental our vacation rental home solution

Brivo Access

The New Standard for Access Control



Automate Every Aspect of Your Access Control Needs

Have the flexibility to manage properties from anywhere, at any time, with any device using a cloud-based platform that brings your data together, so you get a full picture of what is happening at your organization

Brivo Mobile Pass

Open Doors Across Locations With the Push of a Button on Your Smartphone

Use the fingerprint and facial recognition functionality built into smartphones to protect high security areas or use Siri shortcuts when you need a hands-free option



Brivo Access Cam

Keep an Eye on Your Facilities with Real-time Video

Views on your mobile device and link recorded video clips to important access events with this direct camera-to-cloud solution built for your Brivo platform



Brivo Visitor

Protect Everyone in Your Duty of Care by Automating the Sign-In Experience

Visitors, printing badges that display visitor identification and asking custom visitor questions during sign-in to ensure the safety of your facility



Brivo Smart Home

Transform the Resident Experience

Have residents interact with your property and make them proud to call it home by delivering a mobile lifestyle experience with smart apartment automation, energy efficiency, foundational security and seamless property access



Brivo Self-guided Tour

Offer Prospective Residents the Convenience of a Self-guided Tour While the Property Stays Secure

With cloud-based access control to help you rent faster, ensure safety and create a one-of-a-kind leasing experience



Brivo Vacation Rental

Deliver Security and Convenience to Improve Property Management

Increase revenue, prevent damage and create a seamless guest experience using one dashboard with status views that allows you to filter and drill down to a specific unit to ensure the premises is secure





