



Brand Guidelines

Please use this brand guide as described and follow the guidelines to make sure you represent the Verifi3D brand correctly. All images, shapes,

graphics, etc. should be used in correspondence with this Brand book. The documents explain the usage of the Verifi3D logo, icon (favicon),

colours, imagery, messaging and positioning and provides examples for incorporating these elements in different contexts.

Contents

04 The Brand

08 Logo

11 Logo Icon

13 Colors

15 Typography

17 Photography

19 Imagery

21 Iconography

23 Stationary

25 Language

27 Templates

The Brand

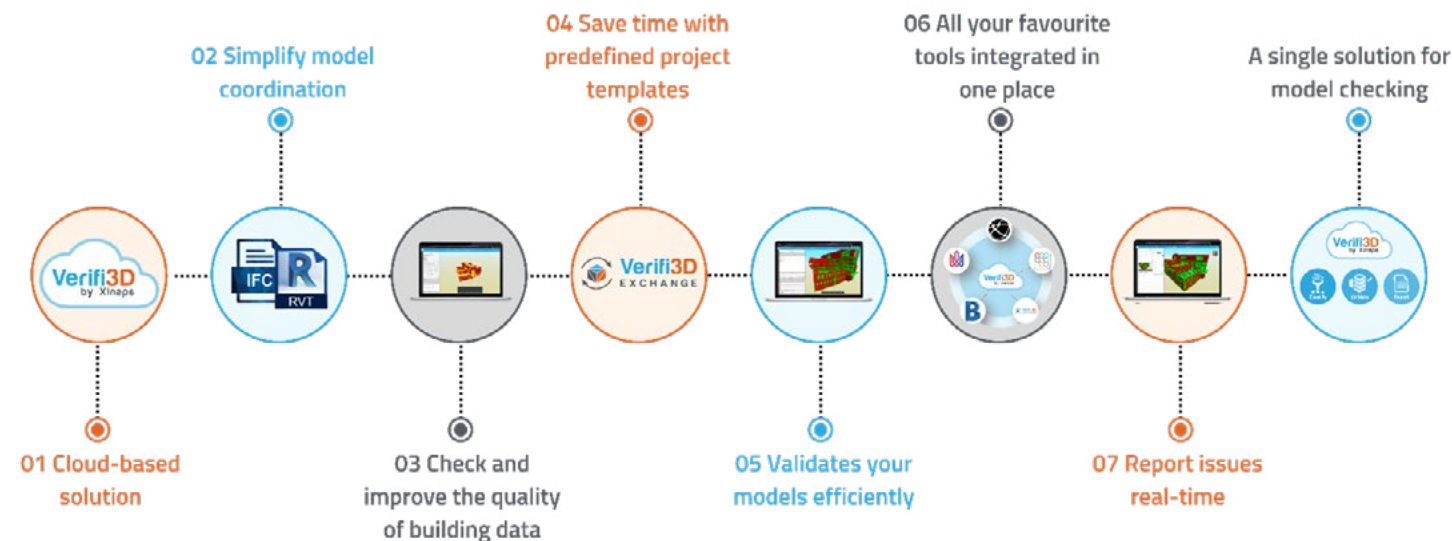
Clash and validate building designs.
Simplifying your model checking workflow.
Ensuring accuracy and quality of data.
We believe in building better.

About Xinaps and Verifi3D:

We are the developer of Verifi3D, the cloud-based (SaaS) solution for building design validation. Verifi3D bridges the gap between the design and the construction stage. With Verifi3D, user can automate checks with our advanced rule-based engine. Optimize cost, minimize the need for rework, and improve the quality of building data thus reducing waste.

It is our mission to lead the transformation and digitalization of the AEC industry.

We believe in building better!



Our value proposition

How we position Verifi3D and what value do we bring to our customers



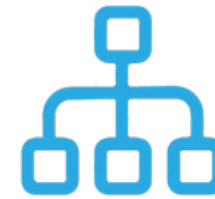
Cloud-based



Automate checks



Coordinate Efficiently



Improve Workflows



Seamless Integration

Trusted by

Our customers share the same innovation-driven vision of the future of the industry.



The brand look and feel combines realistic images with vector graphics to convey the innovative nature of the Verifi3D solution.

The language used is friendly, using industry terms but not too technical.

The focus of the messaging is the fact that Verifi3D is a user-driven, easy to use, intuitive solution.

|07



Logo





Logotype, logomark and combining them

The official Verifi3D logo is blue and orange logotype. It can be used with the extension "by Xinaps" or without, depending on the context.

The logo has a vertical and horizontal version, depending on the specifics of the layout on which it is used. In addition to the original blue and orange version of the logo, it also has a white and a black version.

The logomark can be used on its own, but only if the name of the company is mentioned somewhere else on the image or document. The logomark is only used for decorative / visualization purposes and does not replace the logo itself. Moreover, the logomark is used as a favicon in the Verifi3D application and on the Verifi3D website.

The logo can be placed on different backgrounds, as long as it is compliant with accessibility requirements and has enough contrast between the logo and the background color or pattern.

Depending on the logo version used, the following spacing guidelines should be followed:



The primary Verifi3D logo on white background



The Verifi3D logo on a light background



The Verifi3D logo in black for light background, where the fullcolor one doesn't fit.



The Verifi3D logo in white for dark backgrounds



Logo icon

The Verifi3D cube

The Verifi3D cube represents the 3D nature of the solution, while it also incorporates the “V” from the product name.

The corners of the shape are slightly curved to align with the overall look and feel of the brand.

- The colors (orange, grey, blue) are the same as the logo colors
- The Verifi3D cube appears not only on the logo but also as a favicon on the website
- The cube also appears in the application, as part of the navigation
- The Verifi3D cube is a common design element, which can be reused whenever necessary
- There are no specific restrictions on the use of the cube, except that it always needs to be recognizable
- The cube should not be stretched, recolored in colors outside of the brand ones or flipped
- For any questions regarding the use of the Verifi3D cube, please consult with the Marketing Team in advance



Colors

Blue and orange complement each other

Verifi3D uses a complementary color palette. The main colors of the brand light blue and orange. Solid colors and faded colors could also be used as background or layer above photos in backgrounds.

Avoid using gradients.

Don't

Don't put the two main colors directly next to each other (with no white space in between) as they are tiring for the eye. The two colors can be used together if there is white space in between (as in the logo).

The secondary colors can be used to complement the main shades or to highlight a section of an image but are not used separately.



Blue

Orange

Greys

Black

PMS 298 C
C70 M16 Y0 K0
R41 G169 225
#29a9e1

PMS 7578 C
C7 M73 Y99 K1
R225 G102 B39
#e16627

C68 M56 Y48 K24
R83 G91 B99
#535B63

C0 M0 Y0 K100
R0 G0 B0
#000000

C17 M12 Y12 K0
R218 G219 B221
#CBCCE

C10 M0 Y2 K0
R235 G250 B252
#ebfafc

C1 M7 Y48 K0
R254 G230 B153
#FEE699

C73 M60 Y53 K58
R53 G58 B62
#353A3F

Typography

Titillium and its variations is the main font that the brand uses.

Alternatively, Open Sans and its variations can be used as an alternative of Titillium.

The font can be used both for titles and for paragraphs.



Header

Titillium is the font used for titles.

Minimum size: 24 pt.
Spacing: 1 x size

Subtitle/intro

Subtitles can be written in Titillium or
Open Sans.

Size: 16-14 pt.
Spacing: 16 pt.

Body

The body text can be written in Titillium
or in Open Sans.

Size: 14-12 pt.
Spacing: 14 pt

Photography

Do's

When using photography, use up-looking buildings, sometimes with abstract elements to both depict the industry and convey the innovative feeling of the company. When using people, make sure they represent the industry.

Dont's

Don't use images that are too abstract, or too country-specific. Avoid overusing stock photos or illustrations unless they are used for infographics or visualizing data.



Use images that feel "close to the audience" - images from construction sites, buildings, etc.

Imagery

The Verifi3D brand combines photos and other realistic images with vector graphics to convey a modern, fresh look & feel. Images can also be masked in shapes, like the cloud one, to highlight the cloud-based nature of the product.



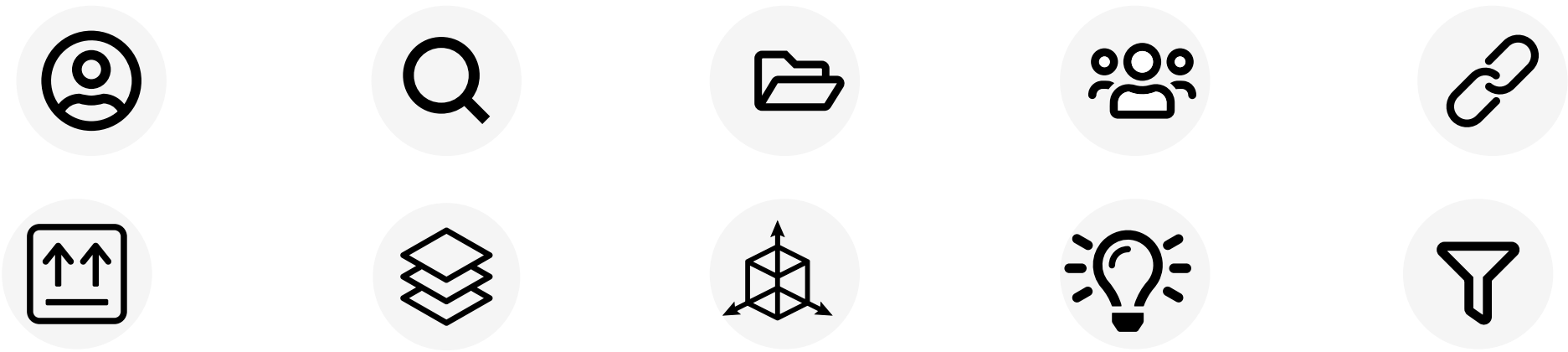
Verifi3D
by Xinaps

Iconography

To showcase the innovative solutions the company provides, Verifi3D use outline-style, simple, slightly curved icons. Most of the icons are from font awesome, using the light version of it.

The three pillars icons are the main icons that illustrate Verifi3D's workflow.

In-app icons



Website icons



Three Pillars icons



Stationary

We are social!




To: Jane Doe

Subject: new logo

Dear Jane Doe,

Dus, quatem fugia nihil magnimporio test, offictation comnimpos adit ullabo. Nequo temporum a sinto quiae quo eatem audae valoritae consecutur aspelen estiam, vellabo. Nequis audiamusam eicillit, consequi.

Omni utatque vid ex ex et eturectem et repellorum id quia nit rehende sero doluptas eos dis conem et, odis non et aut quam ipis aut estis dolent estrum quatum doloriamus es magnimpe elibusda quo tem de ne nullit, quaturepe eum fuga. Et molum laccum aborent.



Hristina Balabanova

Marketing & Design

Xinaps





sharher

+33 89 543 9732

hristina@xinaps.com

www.xinaps.com






100 rue de la Paix 75001 Paris, France

Social media

Here are our social media channels, so you can engage with us and share your thoughts!



- 
[xinaps](#)
- 
[xinaps_](#)
- 
[xinapssoftware](#)
- 
[xinaps](#)
- 
[xinaps_](#)

Language

The Verifi3D uses the industry language but is easy to follow.

To represent the company and the solutions it provides, you have to use the right words and terms. Below are some examples of words and phrases you can use when talking about Verifi3D and Xinaps.

The basics: Use American English, therefore do not use the Oxford comma.

When referring to Verifi3D and Xinaps and its services, use the following phrasing: tool, (online / cloud-based) solution, Software as a Service (SAAS), model checker, spell checker of BIM models, building design validation, data validation, clash check, clash and validate building designs.

The focus of the Verifi3D messaging and positioning is the fact that it is intuitive, easy to use and user-friendly.

Templates

And where to find them

To make sure that this Brand book is executed and used appropriately, templates in different formats are provided by Marketing.

These templates include:

- A PowerPoint template, including a Company Presentation and a Verifi3D Overview Presentation
- A Word template, including a basic, proposal and an offer template
- Email signature template
- Business cards template

These templates are available on the Company Portal and could be distributed to external parties by the Marketing team if applicable.

LET'S BUILD BETTER TOGETHER!



For any questions, please contact
hristina@xinaps.com

