



Brand Guidelines

2014

Building our brand

Tridium is a company reborn. For nearly two decades, we have created and led the development of open platforms for building automation. Now, as a proven M2M provider, Tridium is expanding into exciting new markets such as data centers, industrial automation, and smart cities.

The Tridium brand has transformed as well. It embodies our company and community, conveying what we believe, promise, and deliver. It shapes how customers perceive Tridium, and it influences their buying decisions. That's why these brand guidelines are important. They will help you apply the visual and verbal elements of the Tridium brand in a clear and consistent manner, at every customer touchpoint.

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Brand elements

BRAND VISION

Tridium creates and advances truly open environments for harnessing the power of the Internet of Things.

BRAND POSITIONING

Tridium's truly open environments give you the freedom to connect diverse devices and systems in ways you never imagined possible; and the freedom to choose how and with whom you work.

BRAND VALUES

True Openness: The power to make things work together. The freedom to create without restrictions; to actually build whatever you imagine.

Activism: Leading the cause of open platforms with conviction and integrity. Empowering customers to seize the future and achieve more than they ever imagined.

Collaboration: The power of connections, and the power of community. Devices and systems working together; people working together. Achieving more, together.

Inspiration: Constant change is our natural state. We surf the waves of change with inspired thinking—smart, inventive, disruptive.

BRAND PERSONALITY

Visionary: Smart. Creative. Forward thinking. What can be accomplished now, and the exciting possibilities ahead.

Influential: Confident; leading by example. Evangelist of open platforms. Driving thought leadership about the Internet of Things.

Boundless: Energetic, enthusiastic, collaborative. Passionate about the power of open.

Trustworthy: Committed to delivering on promises. Genuine, reliable, transparent, secure.

System at a glance

The Tridium brand system reflects our elements of openness and connections. It's a highly versatile system that expresses space, inventiveness, energy, and freedom built on structure.

Note: Throughout this guide, you'll see examples like these. They are not final work. They have been developed to demonstrate design executions.



Brochure and spreads



Ads



PowerPoint

Logo: basics

The logo is a key component of the Tridium identity. It's our signature. The triangle signifies change (delta) and upward movement. The extended typeface balances both strength and openness.

Please use the Tridium logo correctly. Proper and consistent use of the logo builds equity in our brand and helps us differentiate our organization from competitors.

APPROVED VERSIONS

The preferred logo for use is either the two-color version or reversed/white version. When placing the logos, be mindful of the contrast levels between the logo and the underlying color. Be sure the logo clearly shows up on the background you may be placing it on.

LOGO RESOURCES

Download approved vector files of the Tridium logo at **tridium.com/to_be_determined**.

PREFERRED VERSIONS



Two-color



Reversed/white

REVERSED/WHITE



TWO-COLOR

ACCEPTABLE ALTERNATE

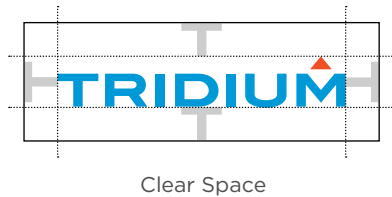


100% Black

Logo: usage

CLEAR SPACE

Clear space, which equals the height of the Tridium “T”, always surrounds the mark. Never run content, logos or images in this space.



MINIMUM SIZE

When reducing the size of the logo, do not make it smaller in width than 0.6" (15mm). Meeting this minimum size requirement ensures that the logo is readable when reproduced. Scale the logo accordingly, and use caution to not distort it in any way.



Minimum width:
0.6" (15mm)

LOGO MISUSE

Do not recreate the Tridium logo, or modify it as shown in these examples.



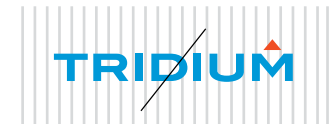
Don't alter the colors.



Don't add gradients or effects.



Don't use low-contrast backgrounds.



Don't use on busy patterns.



Don't change the font.



Don't stretch or skew.



Don't place the logo at an angle.



Don't use on busy images.

Logo placement

Consistent placement of our logo helps build brand equity and recognition. It is sized and positioned appropriately to the document type. Generally, it will be placed in the upper left for brochures and the lower right for ads.



Logo placement on brochure cover (8.5" x 11")



Logo placement on ad (8.5" x 11")

Typography

Gotham is the primary font for all Tridium communications. Explore color, composition, and scale to structure messaging and layouts with variety and emphasis. When Gotham is not available, or when you are producing materials for web or internal communications, use Helvetica.

GOTHAM

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium Italic

Gotham Bold

Gotham Bold Italic

HELVETICA

Helvetica Light

Helvetica Light Oblique

Helvetica Regular

Helvetica Oblique

Helvetica Bold

Helvetica Bold Oblique

Typography (continued)

1. HEADLINE

- Gotham Light
- All lowercase
- Staggered copy lines
- Concise, impactful message
- Whenever possible, connect headline to an emphasis word

2. EMPHASIS WORD

- Gotham Light
- Staggered with headline
- Maximum one to two words
- Conveys the core concept of the message

3. PREAMBLE

- Gotham Light
- Sets up situation or concepts
- Ideally leads to an emphasis word

4. CALL-OUTS

- Gotham Bold Italic
- Additional explanation or side comment
- Lives outside the main flow of messaging

5. SUBHEAD

- Gotham Book; all caps
- Recommended size is 9pt

6. BODY

- Gotham Book
- Make sure the text is readable when reversed out of a color
- Recommended size is 11pt/15pt



Color palette

Bold use of color is an essential part of the Tridium visual identity system. These colors help convey the energy and boundless imagination of the Tridium brand. Use these colors in design layouts for elements such as color bars, color floods, headlines, and graphics.

PRIMARY



Note: With the exception of gray, use these colors at 100%, not tinted. For guidance on color usage, see layout/design examples throughout these guidelines.

CMYK: 100/31/0/0
RGB: 0/136/206
HEX: 0088ce
PANTONE: 3005

SECONDARY



CMYK: 0/96/93/2
RGB: 23/44/42
HEX: e82c2a
PANTONE: 1795



CMYK: 0/0/0/80
RGB: 180/200/42
HEX: b4c82a
PANTONE: 583



CMYK: 0/55/100/0
RGB: 237/139/0
HEX: ed8b00
PANTONE: 144



CMYK: 0/0/0/80
RGB: 90/90/90
HEX: 5a5a5a
80% Black

Photography

Photographs are a powerful way to communicate ideas, support messaging, and express the essence of the Tridium brand. Whenever possible, select photos that convey imagination and vision, and reinforce Tridium's position as an extraordinary company with game-changing products.

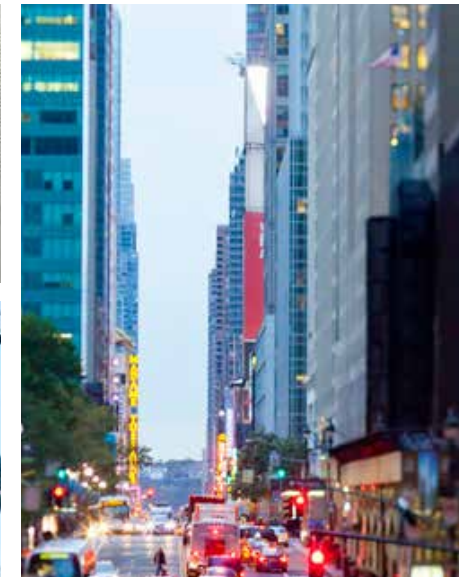
SELECTING PHOTOGRAPHY: THINGS TO CONSIDER

Select images that are topic appropriate, and present a unique perspective: looking up into open space, playing with patterns and rhythm, using light and focus or movement to say more than a conventional picture.

Opt for photos that are open and uncluttered. A photo with a limited color palette tends to appear more simplistic in nature. As much as possible, use this style for supporting photography as well; although supporting images may have to be more utilitarian depending on purpose.

GENERAL PHOTOGRAPHY GUIDELINES

- Use the highest quality images possible: 72 pixels per inch (ppi) for web and 300 dots per inch (dpi) for print.
- Avoid using drop shadows and borders around images unless directed by a specific template.
- Do not use clip art. Be selective about use of illustrations.
- Use approved images from the Tridium image library, or purchase them from an approved royalty-free stock photography source. Do not copy images from the internet.



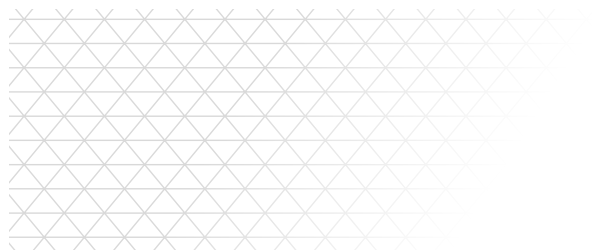
Design elements: dissected

As a general rule, keep your design free of clutter. Create layouts that feel clean and open, but not empty. Openness is a key element of the Tridium brand; a balance of freedom and imagination built on a structure.

TRIDIUM TEXTURE

The Tridium texture uses angles that mimic the triangle angles found in our logo. The texture should be a subtle design element, representing a framework or structure upon which our systems are built upon.

- Use to subtly add interest and texture
- Be sure it doesn't visually distract or interfere with the messaging
- To add dimension, vignette the pattern
- White and gray versions are available for use.
Use the white version whenever placing it on a colored background
- Always use the texture with a transparency; never at 100% opacity
- Never recreate the texture or fill it with color
- Use your best judgement to not overuse the texture in one piece. For example, not using it on every panel in a brochure



Gray Tridium texture (with transparency and fade)



TRIDIUM TEXTURE



White Tridium texture (with transparency and fade)

Design elements: dissected

ICONS

Icons may be used to help communicate an idea or add interest and a pop of color to a page. Keep the icons you select very simple in nature without any gradients. A number may be treated as an icon by increasing the size and weight (example on page 4).

- Use solid colors from Tridium color palette without shadows or gradients
- Whenever possible, avoid very detailed icons



COLOR FLOOD

- Use a color from Tridium color palette
- Be sure the type is readable when on color flood

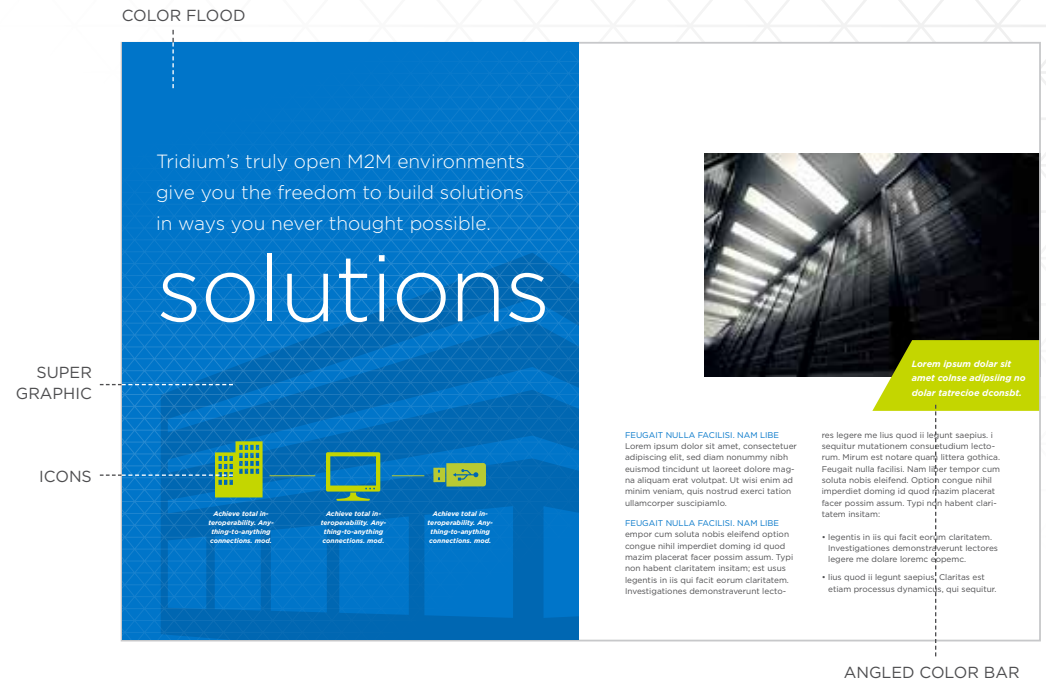
SUPER GRAPHICS

A Super Graphic is simply an enlarged icon used to subtly add detail to the background and support to messaging

- Effect should be subtle; color should be slightly darker than the color it is placed on (in example shown, the shape is 15% Tridium Gray with a “multiply” effect applied)
- Graphic should be simple without shading or gradation

PHOTOGRAPHY

- Use full-beed (full page) photographs for impact
- Bleed supporting images off one side of page where appropriate
- See page 10 for further guidelines on photographic style



ANGLED COLOR BARS

- Use to add a bold, pop of color while highlighting content
- May be used to house a headline or call-out
- Bottom angle should be that of a perfect triangle (60°)
- Bar should always bleed off one side of the page
- When bar is used over a photograph, you may create a “multiply” effect (available in Adobe InDesign) to allow for transparency (Note: to create desired appearance, it may be necessary to use two identical shapes placed on top of each other. Bottom shape may have a slight transparency, while top shape would use a “multiply” effect.)



PowerPoint® presentations

Be sure to incorporate Tridium design elements into your PowerPoint presentations. Do not use typefaces, graphics, clip art, or photography that fall outside of Tridium brand guidelines. Creating presentations that are consistent with digital experiences, collateral, and other Tridium communications go a long way to promoting our brand equity and recognition. In short, good PPTs show that we have our act together.

Title slide



LOGO WIDTH = 1.5"

TITLE SLIDE

- Headline: Helvetica Light; 60 pt
- Subhead: Helvetica Light; 40 pt
- Use brand appropriate photography (see photography guidelines on page 10).
- Place presentation title in a contrasting color bar with or without a transparency (or “multiply” effect)
- Place logo in a white color bar on bottom of presentation

Chapter slide



CHAPTER SLIDE

- Headline: Helvetica Light; 60 pt
- Subhead: Helvetica Light; 40 pt
- Use a solid color from Tridium color palette
- Add the triangle pattern/texture gradating to transparent
- If desired, layer a subtle super graphic over color (people and building examples above)
- Use reversed/white logo
- Alternate colors for chapter slides

Content slide



CONTENT SLIDE

- Headline: Helvetica Light; 40 pt
- Bullets: Helvetica Light; 20 pt
- Call-outs: Helvetica Oblique; 15 pt
- Add the triangle pattern/texture gradating to transparent in upper right corner

Resources

With questions relating to the Tridium Brand Guidelines, contact:

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* Any usage of the Tridium brand elements that fall outside these guidelines must be approved by Marketing Communications.