



buildingSMART brand identity guidelines

Version 1/July 2017

1.0 Primary logo

The primary buildingSMART logo is the International home of openBIM logo.

These logo guidelines refer to this logo mark but can also be applied across the full buildingSMART logo suite.



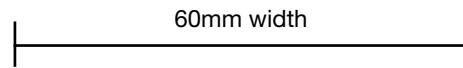
Examples of additional logo marks in the buildingSMART logo suite:



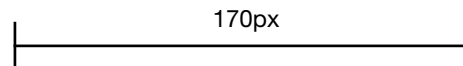
1.1 Logo minimum size

To ensure legibility of the logo, the minimum size the logo should be used in print is 60mm wide and 170 pixels wide in digital use.

Minimum logo size in print



Minimum logo size in pixels



1.2 Logo clear space

To ensure the integrity of the buildingSMART logo is retained, a protective space surrounding all sides has been defined.

No text or graphic elements should encroach into this area. This exclusion zone applies to all variations and sizes of the buildingSMART logo.

The space around the logo should be no less than the height of the M character in 'SMART'.

Logo clear space



1.3 Incorrect use

Careful consideration should be taken to ensure that the buildingSMART logo is applied consistently across communications.

The logo artwork should not be altered in any way other than being resized proportionately.

Incorrect use



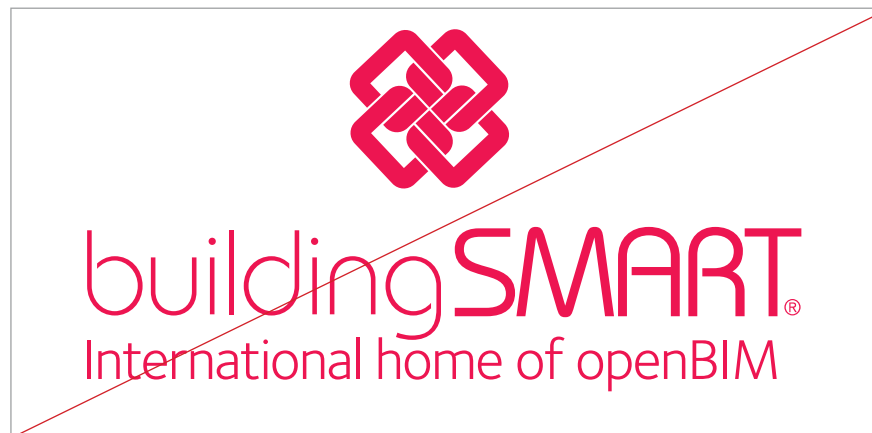
Do not shrink the logo in any direction except proportionally.



Do not angle the logo.



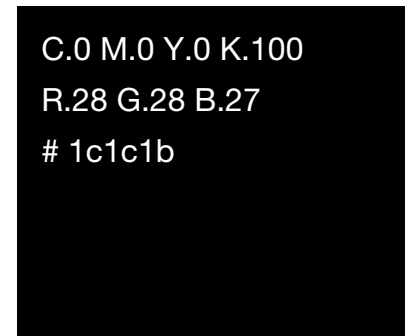
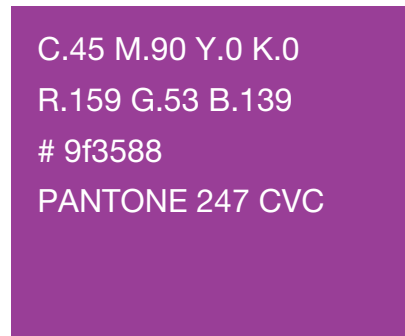
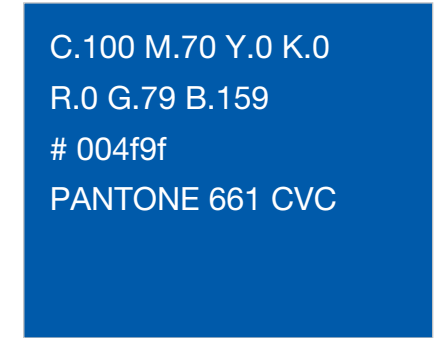
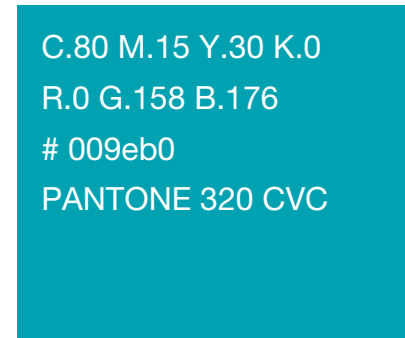
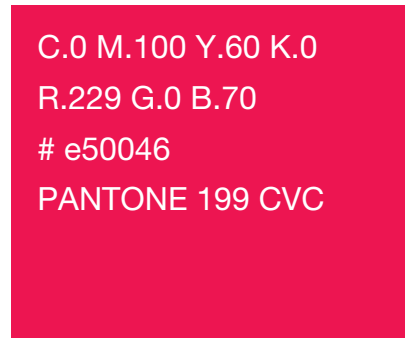
Do not stretch the logo



Do not alter the logo mark layout, design or colour

2.0 Colour Palette

The colour palette consists of the primary colours from the logo icon and font.



3.0 Primary print typeface

The primary headline font for print is FoundrySterling-Book Regular.

Headline font

FoundrySterling-Book Regular

A B C D E F G H I J K L M O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = + ! ? £ € \$ ¥ % ^ & * ()

© § [] { } \ / | ; : , . ' " < > @

The primary body copy font for print is Helvetica Neue LT Pro Roman.

Body font

Helvetica Neue LT Pro Roman

A B C D E F G H I J K L M O P Q R S T U V W

X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 - = + ! ? £ € \$ ¥ % ^ & * ()

© § [] { } \ / | ; : , . ' " < > @

3.1 Primary digital typeface

The primary headline font for digital is Open Sans Bold.

Headline font

Open Sans Bold

A B C D E F G H I J K L M O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - = + ! ? £ € \$ ¥ % ^ & * () © § [] { } \ / | ; : , . ' " < > @

The primary body copy font for digital is Open Sans Regular.

Body font

Open Sans Regular

A B C D E F G H I J K L M O P Q R S T U V W X
Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 - = + ! ? £ € \$ ¥ % ^ & * ()
© § [] { } \ / | ; : , . ' " < > @