

neeve 

Brand Guidelines

October 2024

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Strategy



— Strategy

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Positioning Statement

A smarter foundation for spaces.

Neeve is the foundational platform that every space needs — the smart, secure, and safe environment that accelerates their digital transformation.

As an innovative tech leader, we are able to act in meaningful ways and understand the needs of our customers and partners at every step.

It's these foundations that make for extraordinary experiences — for our partners, customers, and users.



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Values

Be human

We're open, honest, and caring to our customers, occupiers, and the communities we serve within spaces.

Keep it simple

Simple doesn't mean simplistic. With our advancements in technology and customer-centric approach, we ensure clarity in everything we do.

Always improve

We live to innovate and we never stop caring for our customers. So we are always striving to improve our product, service levels, and outcomes for everyone.



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Vision

What do you want to achieve that's beyond profit?

To make spaces work for people.



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Vision

What do you want to achieve that's beyond profit?

To make spaces work for people.

We're reinventing and re-energizing spaces by providing the critical foundations for them to be simple, smart, and sustainable.



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Vision

What do you want to achieve that's beyond profit?

To make spaces **work** for people.

Our technology makes spaces effortless —
by being welcoming, safe, and responsive.



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Vision

What do you want to achieve that's beyond profit?

To make spaces work **for people.**

For partners, we are the trusted advisors and technological pioneers in the creation of smart spaces

For owners, we are the leading providers of the critical technology foundations for their spaces.

For occupiers, we go unnoticed as everything just works — making every space simple, smart and sustainable.

Writing



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Messaging framework

Tone of voice

Attributes that guide how Neeve sounds and writes consistently as one organization.

Key themes

What are the things we want people to remember most about Neeve?

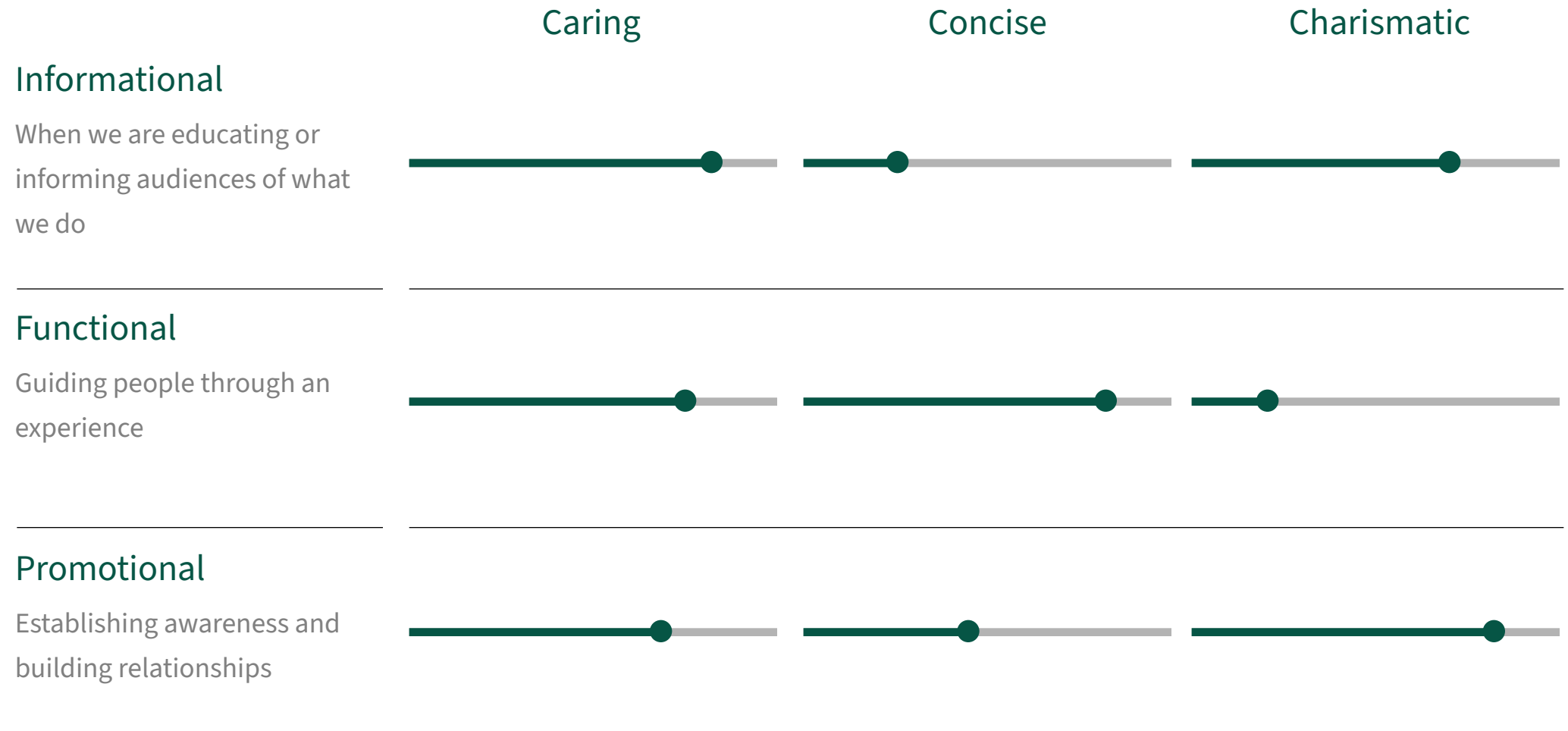
Target audiences

Who Neeve talks to and how we adapt messages to elevate what matters.



Attributes we can modulate for specific content

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Messaging framework

Tips for writing

Use American spellings.

Use sentence case for all writing, the only exception being the tagline, “security | intelligence | cloud”.

Write for your audience. If it is a global audience, make sure your references are universal. Be as specific as possible for local audiences.

Use ‘you’, ‘we,’ and ‘us’. This sounds warmer and more direct.

Use verbs more than nouns (eg ‘we communicate’ rather than ‘our communications’).

Use contractions (‘don’t’ instead of ‘do not’, ‘we’ll’ instead of ‘we will’).

Minimize use of capitals unless it’s a name, title, or hashtag. Choose sentence case over title case.

Read what you’ve written aloud to check for clarity and conciseness.

Ask someone else to read your writing and give you a second opinion.



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Tone of voice

Voice attribute:

What this means to how we write:

What it sounds like:

Caring

We are as human and real as possible, but never patronize or speak down. We ask important questions and never assume people have the same knowledge as we do.

Accessible, not patronizing
Inquisitive, not uninformed
Thoughtful, not insincere
Attentive, not overbearing

Concise

We keep sentences short and to the point. We avoid using too many clauses as we know this can hinder understanding. We experiment with short — perhaps even one-word paragraphs. We keep things simple.

Brief, but lacking detail
To-the-point, not abrupt
Bold, but aggressive

Charismatic

We start with the upside of any situation and describe the possible benefits. We always try to find and reinforce the positive moment whenever we can, maybe even leaving a smile on the reader's face.

Confident, not boastful
Upbeat, not mindless
Assured, not arrogant
Real, not cheeky

Identity



Logo



The Neeve logo lockup is one of the most important visual components of our brand. This logo lockup consists of both a wordmark and a symbol.

The wordmark is a customized version of the typeface Rethink Sans. A simple sans serif that evokes a modern aesthetic.

The symbol was designed to represent several ideas and attributes:

- Forward movement that represents leadership and innovation in our field.
- A layered construction of the symbol represents multi-faceted security.
- Multiple widths of the strokes in the symbol evoke speed that transforms the industry.



Wordmark

Symbol



Service mark version

***NOTE:**
The SM version of the logo should be used in all instances until the TM is finalized and approved

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Logo colorways



In almost all instances the symbol and wordmark should be shown in the approved lockup. In some cases, the logomark can be used alone as shown on the following pages.

To maintain brand recognition, only use the Neeve lockup in the these specified, approved brand colors. Our color palette is defined later in this document, and in all instances, the logo should follow the color palette guidance.

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Logomark



Although the full logo should be used in the vast majority of cases, there will be instances in which using the symbol alone is appropriate and/or necessary. In these instances, the symbol should be used only in the approved color combinations shown here.

32px



Although the full logo should be used in the vast majority of cases, there will be instances in which using the symbol alone is appropriate and/or necessary. In these instances, the symbol should be used only in the approved color combinations shown here.

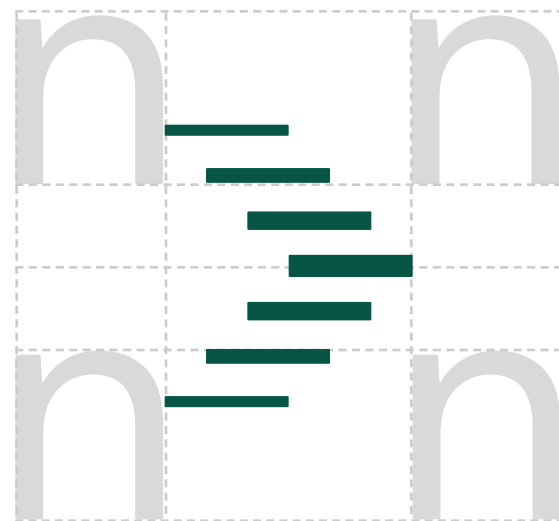
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Logo clearspace



For maximum visibility and impact, we maintain a minimum space around the logo. That space is equal to the x-height of the wordmark, marked “n” in the figures to the left.



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Typography



Strategy

Writing

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— **Typography**

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Typography family

Primary typeface: Source Serif 4

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Serif 4 Commonly set in the Medium weight

Secondary typeface: Source Sans 3

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Source Sans 3 Common weights are 350, 400 (Regular) and 600 (Semibold)

About our typefaces

Our primary typeface is called “Source Serif 4,” a serif typeface that is easily available, versatile for all platforms, and highly legible.

Our secondary type is called “Source Sans 3,” a sans serif typeface that complements the primary typeface.

Download

Source Serif 4 is available for free download [here](#).

Source Sans 3 is available for free download [here](#).

Install

To install these typefaces on your computer for use in presentation or Neeve communications, first download the fonts from the links above. Then, right click on the fonts you would like to install and select “install”.



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Usage

We use Source Serif 4 Regular & Semibold, sentence case, for our headlines.

Headlines and large statements are set in Source Serif 4, Medium.

Use sentence case in all writing, the only exception being the tagline, “security | intelligence | cloud”.

We use Source Sans 3 Semibold, for our subheads

Headings, Subheads and labels use Source Sans 3 Semibold to create contrast in weight and style

We use Source Sans 3 Regular for body copy - Luptas aut erciae et am sant volorecus nis am, id ute volupti oritis min reritiis nihillescit, solorpores ersperum nonesto esequas archiliquam aborenda nobit.

Body Copy should be set in either 350 or Regular when variable weights are not available.

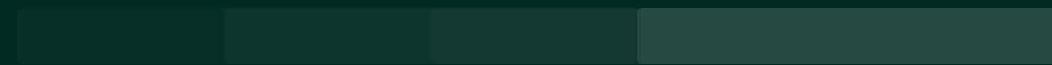
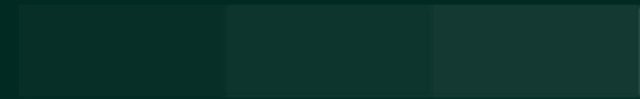
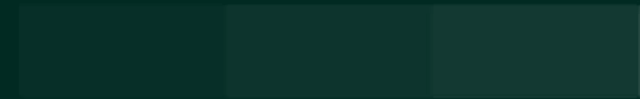
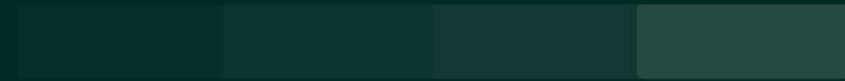
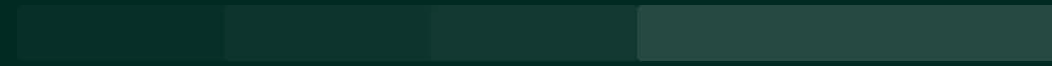
2021 55% 780k

Numerals are set in Source Serif 4 to add visual contrast

“Lorem ipsum dolor vel pruiet.”

Quotes use Source Serif 4 italic

Color





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Core palette

Green #065545 Pantone 3298C	R: 6 G: 85 B: 69	C: 90 M: 42 Y: 73 K: 37
Dark green #012a22 Pantone 627C	R: 1 G: 42 B: 34	C: 87 M: 55 Y: 73 K: 70

White #ffffff	R: 255 G: 255 B: 255
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Our color palette is a blend of greens that reflects the growth and innovation of the Neeve brand. These core colors acts as a foundation for all communication and can be supplemented with accents from the secondary palette.



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Secondary palette

Cream #fff3da	R: 255 G: 243 B: 218	C: 0 M: 3 Y: 15 K: 0
Yellow #feb58	R: 254 G: 191 B: 88	C: 0 M: 27 Y: 75 K: 0
Orange #ff7e3f	R: 255 G: 126 B: 63	C: 0 M: 63 Y: 81 K: 0
Mint #e8fcf5	R: 232 G: 252 B: 245	C: 7 M: 0 Y: 5 K: 0
Light blue #b8e8f2	R: 184 G: 232 B: 242	C: 25 M: 0 Y: 5 K: 0
Sky blue #85d8f2	R: 133 G: 216 B: 242	C: 43 M: 0 Y: 3 K: 0

The secondary palette supports Neeve's core colors with a harmonious blend of warm and cool tones.

Iconography



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Product icons



Secure Edge

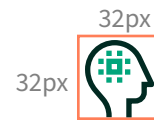


Intelligence



Cloud

Utility icons



Product icons

These icons are paired with the Neeve symbol and are used exclusively for products offered by Neeve.

Utility icons

These icons are used to help illustrate concepts and services. Utility icons should be built on a 32px by 32px grid with a stroke weight of 2pt. We use a combination of dark and light green from the color palette.

New icons can and should be developed as necessary. Of course they must adhere to the same design styling and composition as those shown here in order to ensure consistency in how we represent the brand in even the most detailed applications.

Photography



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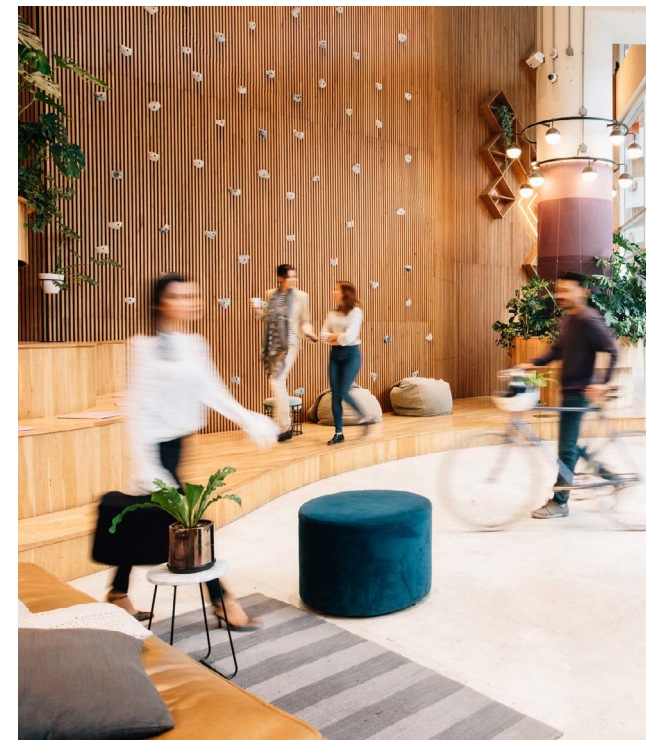
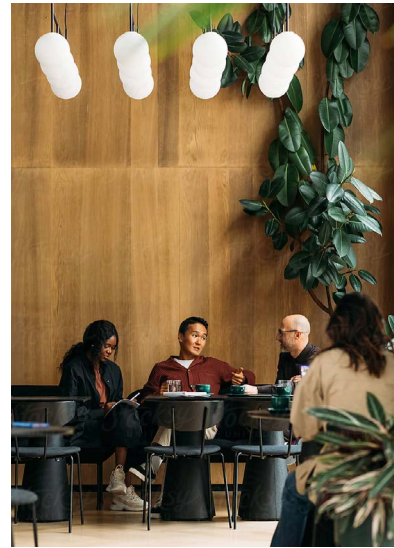
Iconography

— **Photography**

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Photography



Photography captures both individuals and the spaces they inhabit, with images unified by a cohesive color palette often featuring warm, natural hues. Subtle elements of nature are thoughtfully woven into the compositions, creating a harmonious thread that connects the visuals.

Graphic elements



Graphic elements - Movements

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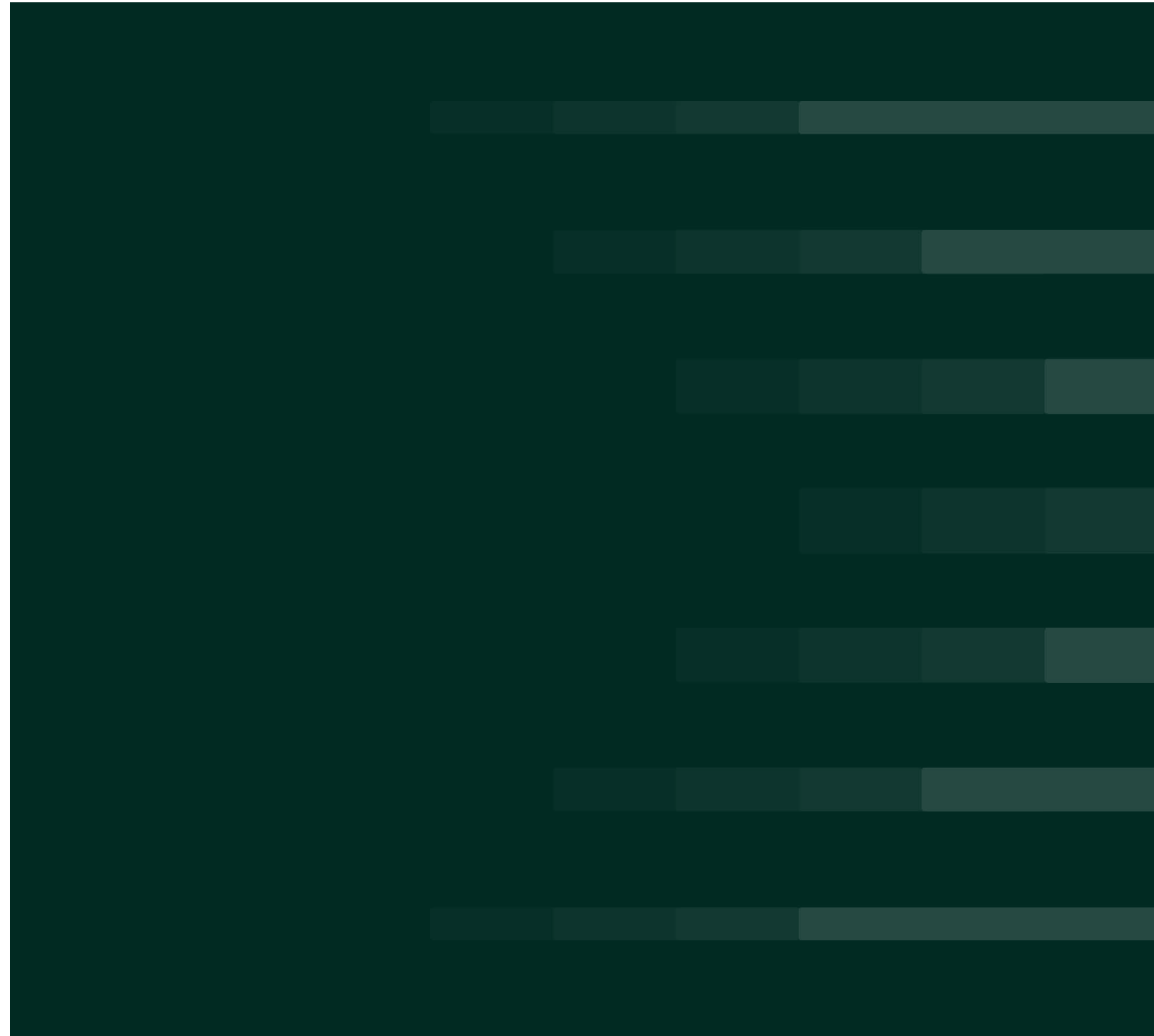
Color

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— **Graphic elements**

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This graphic element is built off the design of our primary symbol. The blend and movement of the graphic communicates our speed and commitment to innovation.

This graphic element should be used in simple layouts that need depth and texture, it should not overpower or overlap with readable content.



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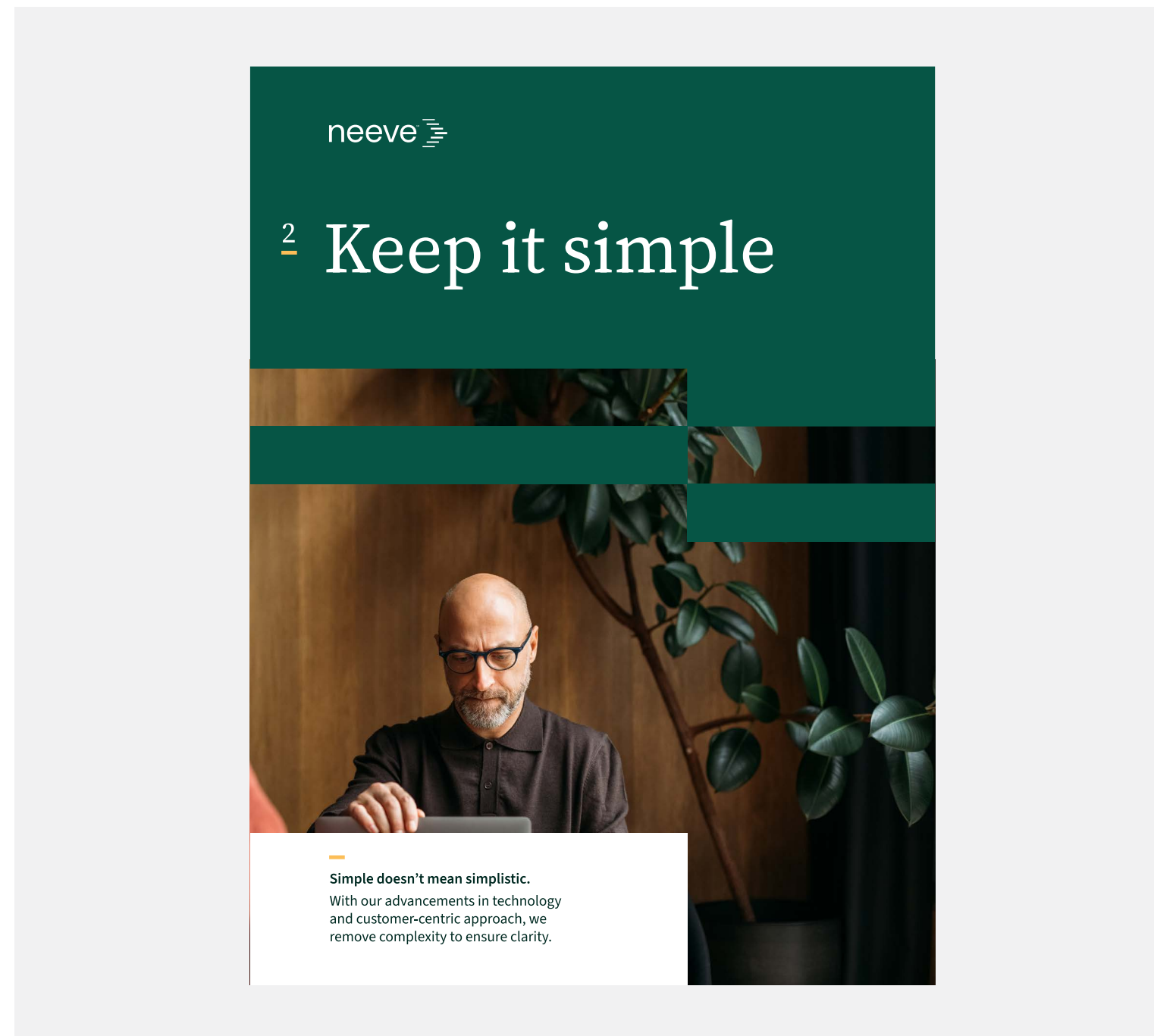
Iconography

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— **Graphic elements**

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Graphic elements - Transitions



This graphic element is meant to help transition color fields or content areas into imagery. This communicates an integration and ecosystem of technology that works in concert with each other.

This graphic element should be used where content or color fields are paired with photography.



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Graphic elements - Gradient



In order to closer tie the photography to the Neeve visual brand, a green gradient overlay is added images. This can be used to help with contrast for overlaying readable content.

Example applications



Business Cards

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Profile and Favicon

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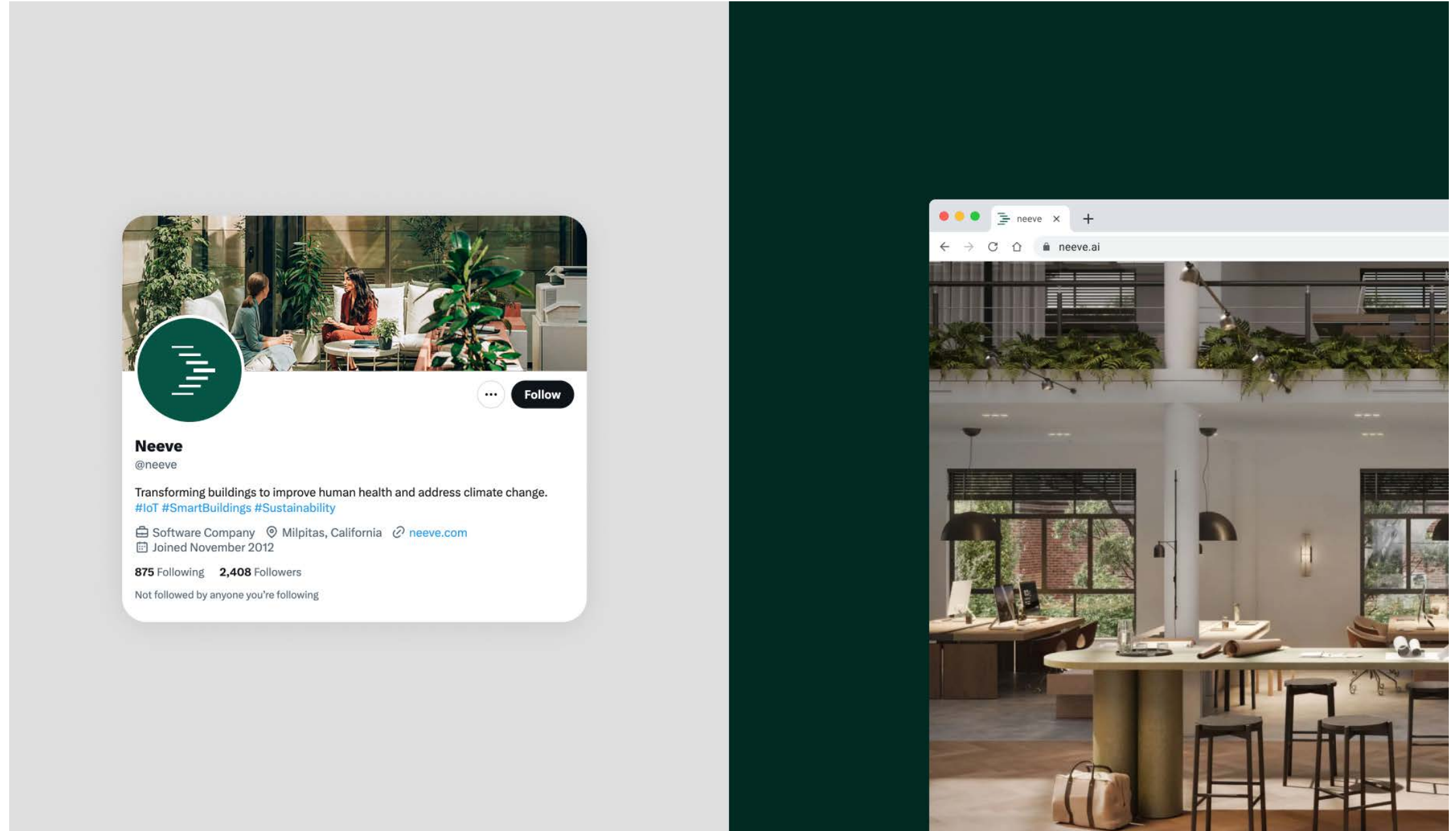
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T shirts

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Social Post

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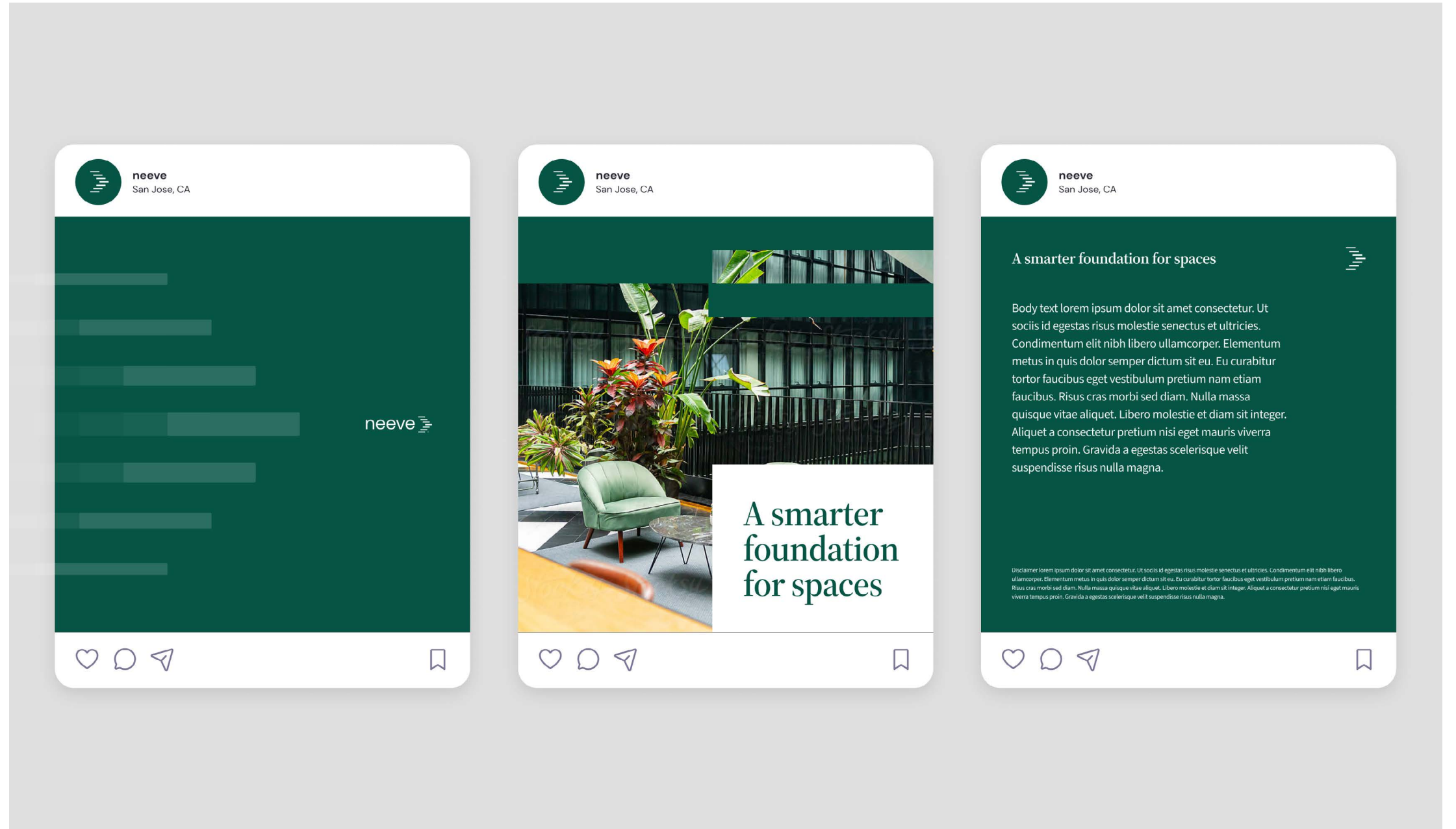
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Event booth

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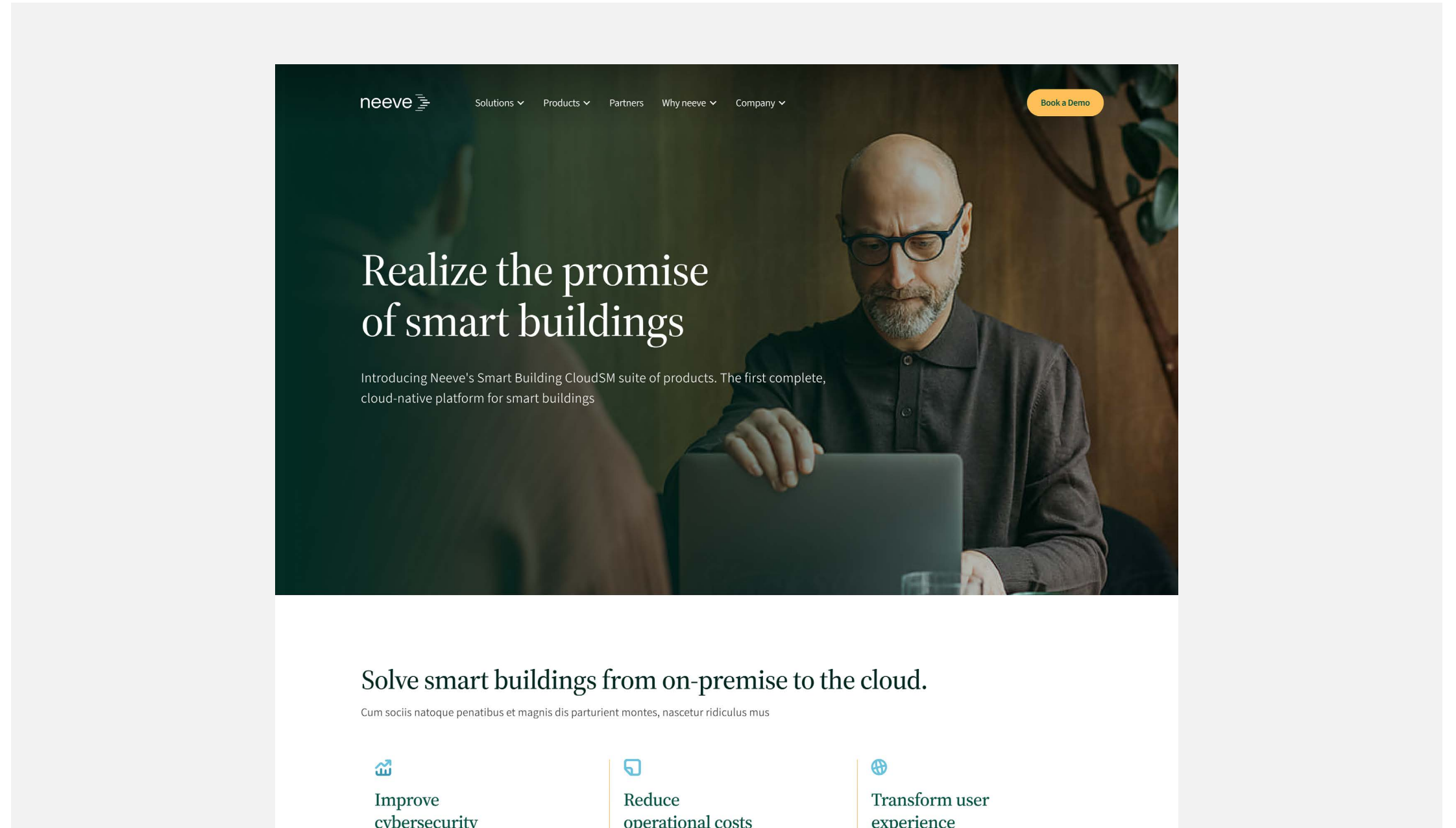
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For questions or more information, contact
info@neeeve.ai