

VIM Brand Book

Jan 2023



VIMTM

Unlock Intelligence from
Your BIM Data

“

Experience is something you feel, something you sense and interpret, and, more importantly, what you commit to memory. The most successful brands prioritize people because otherwise, nothing else matters in the long term.

”

BRIAN SOLIS, FUTURIST AND AUTHOR

How to use this document

This living document was created to provide backstory and context for those who are just getting familiar with the brand and those looking for some inspiration.

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01 Who we are

Our origin story

What inspired the creation of our company is the harsh fact that buildings are compromising our environment as the largest contributor to excessive resource consumption and waste, which is a direct result of the industry's fragmented process and litigious culture of accountability.

We noticed an urgent need for change, so we assembled the right team to solve this unique and universal problem.

We are determined to transform the way that architects, engineers and construction professionals design and build buildings. By combining our decades old expertise in business, art and science we lead the industry's rallying cry for a better future for our planet's population.

"The construction sector contributes to 50% of climate change."

– BIMHow, 2019

**VIM's mission is to help
construction industry professionals
unlock the value of BIM data and
do more with real-time analytics
in Microsoft Power BI.**

Our values

Curious

Our insatiable appetite for knowledge and empathy towards the needs of our customers fuels our passion to continuously improve.

Custodians

We leverage our expertise to relentlessly pursue solutions that will improve what's here today, and protect it for the next generation.

Pioneers

We are inspired by the great visionaries that came before us, to be the innovators of tomorrow, strategic and unbound.

Champions

We are instigators of change for the greater good, enabling our customers to realize their vision.



About the team

Our cross-discipline team is comprised of former AEC R&D professionals and experts across architecture, construction, technology, UX/UI design, games and film production. Our team is experienced with Revit, Building Information Modeling and real-time engines extremely well. Our diversity is a unique combination of our agility and strength to deliver technology that our competitors are unable to match.

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01 Design principles

How VIM should look and feel

This is our set of principles that will ground our philosophy and guide our team. Not every project will leverage every principle, and it shouldn't be expected to. However, this should also be a list of truths that we hold each other accountable to as we navigate constantly changing technology and audience expectations.

“

“The magic doesn’t live in technology, it lives in the way we experience it.”

”

LUKE HAMILTON, HEAD OF DESIGN AT VIM

PRINCIPLES

USER VALUES

EXPERIENCE DESIGN CONSIDERATIONS

Be Smart

Useful, Efficient,
Connected, Safe

Think about the user's environment and anticipate the user's needs, wants and desires by shaping unique, contextual, purposeful interactions that allow the user to achieve their goals quickly.

Be Clear

Unobtrusive,
Consistent,
Responsive,
Trustworthy

Gain the user's trust by demonstrating a concern for their expectations through a reliable, fast, and consistent experience that is minimalistic in nature, focusing on their content.

Be Inclusive

Accessible,
Dependable,
Sharable, Diverse

Design an experience that everyone has a sense of belonging, value and purpose to empower meaningful conversations leveraging intelligence, devices and content that is contextual.

Be Familiar

Simple, Intuitive,
Memorable,
Empathetic

Where possible maintain familiar and intuitive interaction paradigms to reduce cognitive load and connect people, ideas, and stories – remember, if it needs instruction, there's room for improvement.

Be Humanistic

Friendly, Soulful,
Approachable,
Ergonomic

The more people feel something the more they do something, in that spirit look to design micro-interactions and animations that espouse personality throughout the experience.

Be Delightful

Playful, Curious,
Magical, Visionary

Design an experience that imbues users with super powers and inspires them to be more curious

Be Measurable

Purpose, Influence,
Loyalty, Advocacy

Through well executed experiences with purpose that delight and encourage repeat uses we can finally influence behavior, driving advocacy, loyalty and transforming industry expectations.

Making it meaningful

Inspired by each principle, we want to provoke different emotions for each user to imbibe.

BE

FEEL

**Smart
Clear**



Confidence

The user quickly feels a sense of mastery and trustworthiness

**Inclusive
Familiar**



Empowerment

The user feels empowered to reach their goals faster

**Humanistic
Delightful**



Inspirational

The user feels inspired to be a change-agent within their organization

Measurable



Motivational

The user feels motivated to influence the perception of others

Influencing Behaviors

If we can make people feel something, we can make them do something, which in turn drives industry transformation.



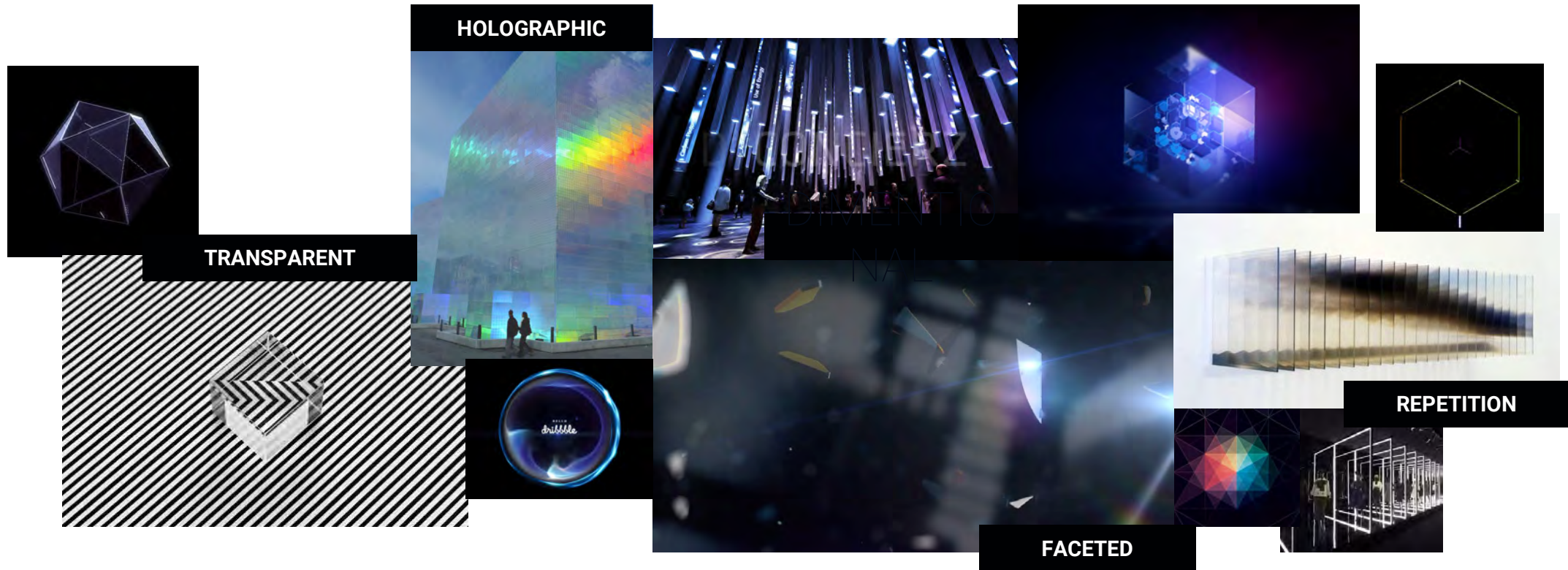
Brand signatures

Signatures are the visual hallmarks of our brand. We apply them across everything we do to unite how we look and feel.

BE		FEEL		SIGNATURE
Smart Clear	→	Confidence	→	Prismatic
Inclusive Familiar	→	Empowerment	→	Harmonious
Humanistic Delightful	→	Inspirational	→	Radiant
Measurable	→	Motivational	→	Responsive

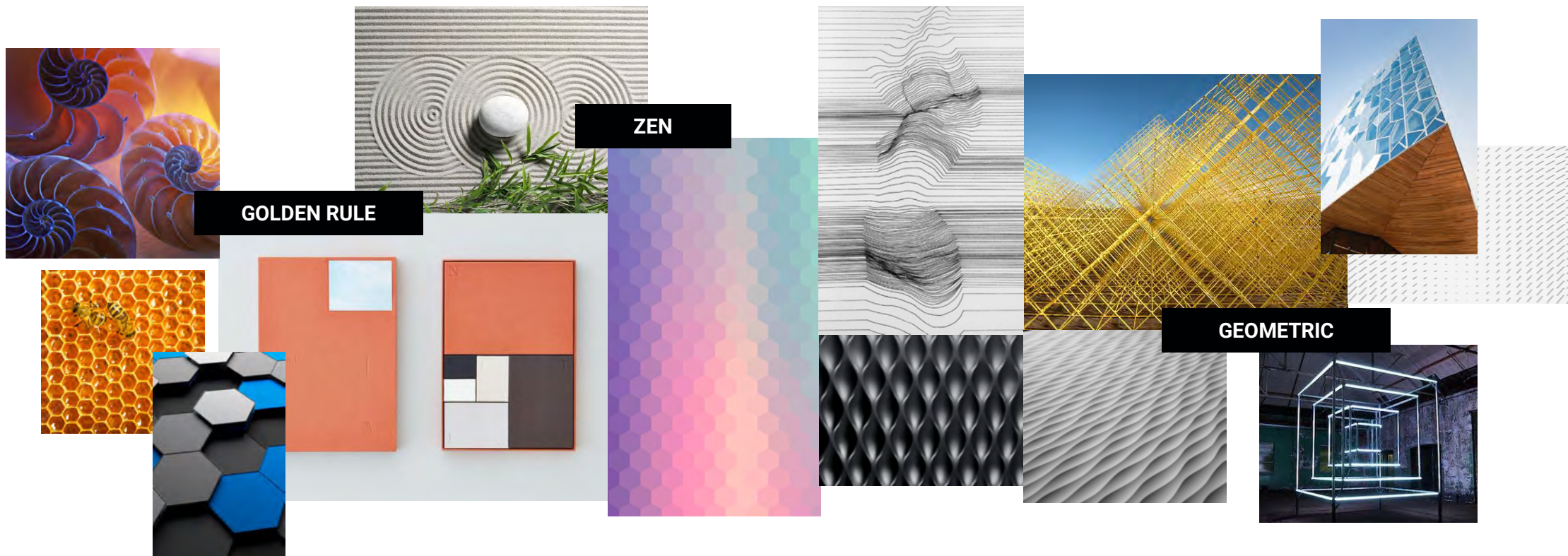
Prismatic

Premium without being pretentious



Harmonious

Intelligent and mindful rhythm

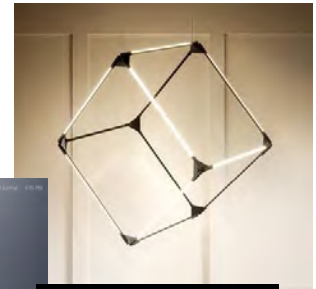


Radiant

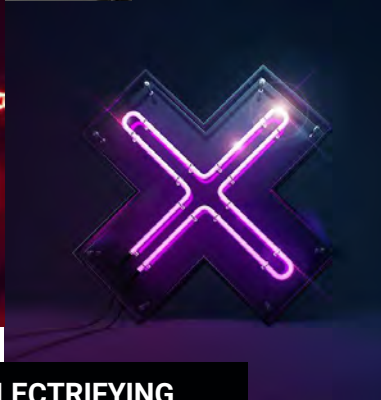
Make the improbable possible



LUMINOUS



LUCENT

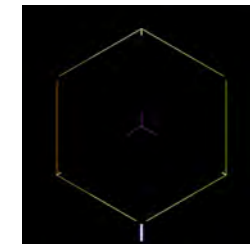
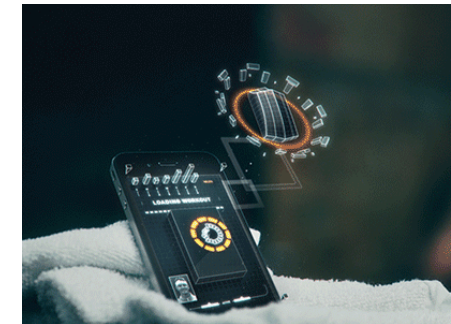
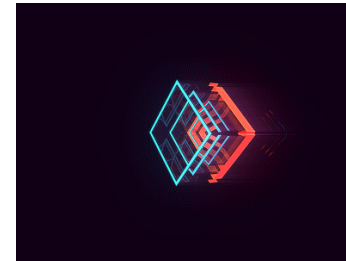
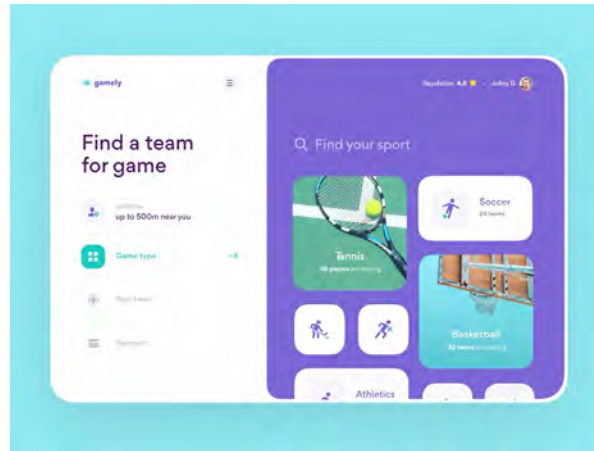


ELECTRIFYING

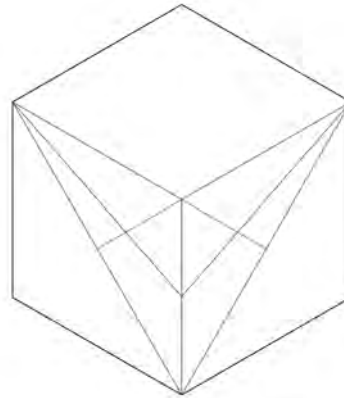
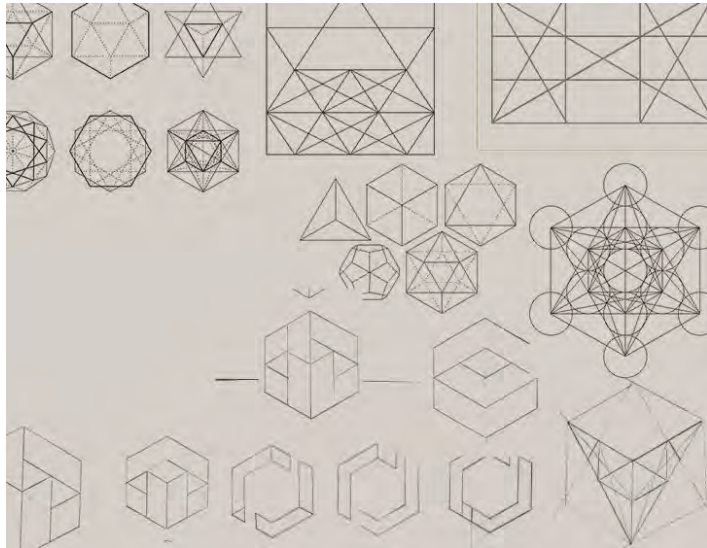


Responsive

Purposeful personality to solicit emotion



Creation of the logo from the principles



03 Brand Guidelines

Logo clear space



Clear space equal to the height of the V in VIM must be kept around the logo no matter where it is placed.



Clear space equal to the height of the V in VIM must be kept around the logo no matter where it is placed.

Color logos



Acceptable logo usage



Logo on white background



Logo on very light color background



Logo with white type on black background



Logo with white type on the VIM dark grey background



White logo may be used on colors or even in the UI over subtle shape layers



White logo can be used over image with an acceptable level of contrast

Unacceptable logo usage



Color logo and gray wordmark on gradient background



Color logo with dark grey text on dark background



White logo on photograph with poor contrast



Use the main color logo with the dark grey text here, white text is only for a very dark background



Color logos over image must be approved by the head of design. There must be acceptable contrast for the logo and the wordmark.



Color logo on color background

Other crimes against the logo



Stretching or distorting



Using just the mark (unless for social media user picture)



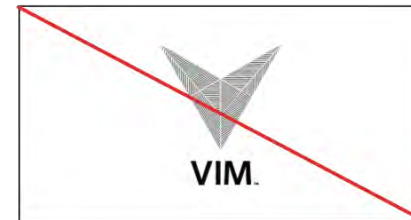
Using just the logotype



Fading or using as a background



Drop shadows



Using the black version on screen or print (only for engraving)



Adding text within the clear space



Using the mark with different text



Adding a frame

Brand colors

The latest and greatest color schemes can be found online [here](#)

Primary

#0590CC
C80/M30/Y2/K0
PMS 639

Secondary

#7EBF50
C55/M2/Y92/K0
PMS 368

Tertiary

#284EA2
C94/M80/Y0/K0
PMS 7685

Accent 1

#FFB700
C0/M31/Y100/K0
PMS

Accent 2

#D93393
C9/M93/Y0/K0
PMS 233

Accent 3

#5E3C97
C78/M92/Y0/K0
PMS 7679

*Neutrals and variants, see Figma file

Typography

Retina

(-25 character spacing)

Primary use for logo treatments. Limited use in print materials and applications - for titles, headlines and taglines only.

Retina
Aa

Cassia Light

Primary use for body copy in print. Not to be used for logos or in digital.

Cassia Light
Aa

Cassia Light Italic

(-10 character spacing)

Primary use for pull quotes in digital and print. Limited use for charts and graphics in digital and print. Not for logos.

IBM Plex Serif

Primary use for block quotes and pull quotes in digital and print.

IBM Plex Serif
Aa

Roboto Regular

Primary use for body copy in digital. Limited use in print.

Roboto Medium

Primary use for meta tags and labels in digital. Not for use in print.

Roboto
Aa

ROBOTO BOLD

(all caps; 25 character sp)

Primary use for buttons, labels and ancillary sub-headlines in digital. Limited use for labels and charts in print.



Thank you

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Contact luke.hamilton@vimaec.com with additional questions