




The Brand Book



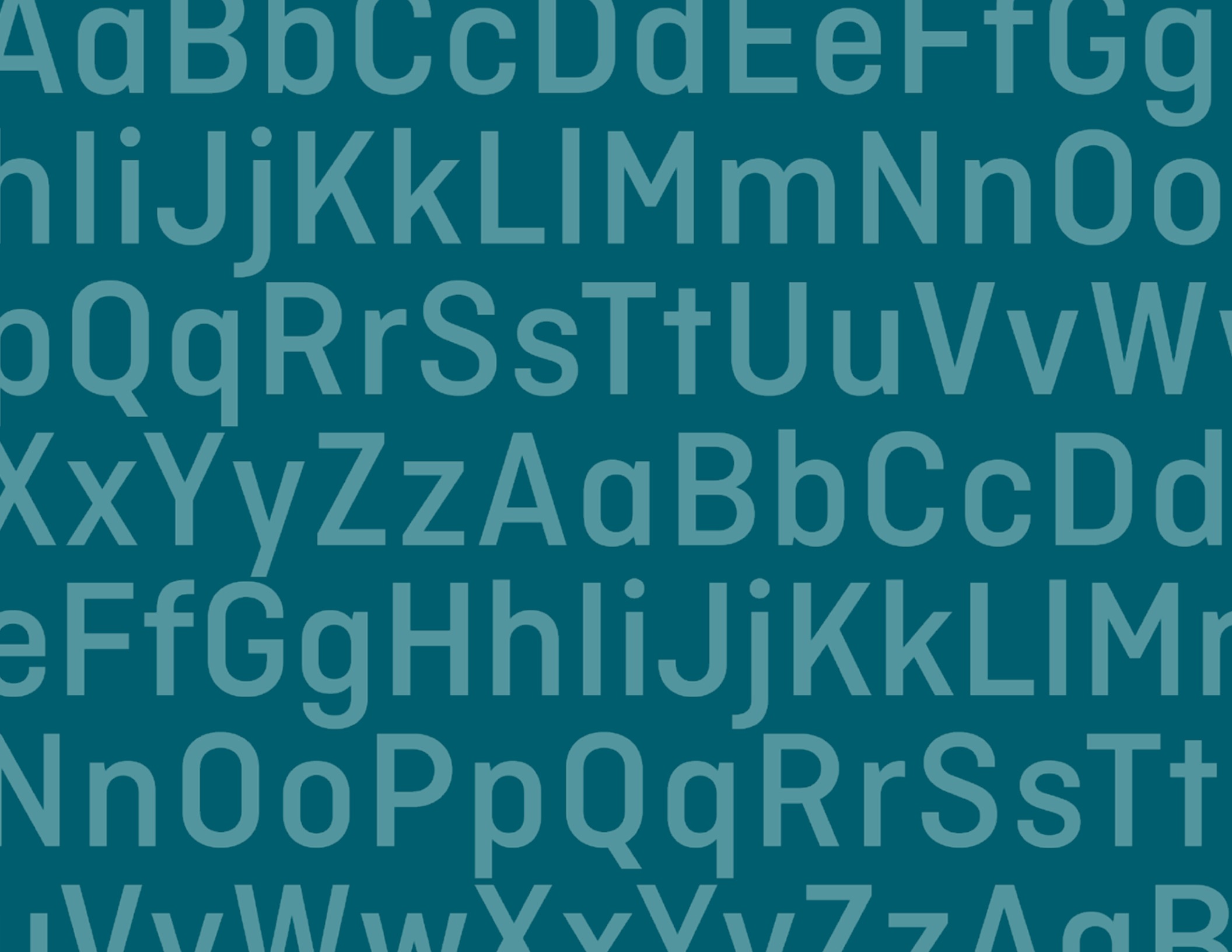


Let's do this.



As SMRT continues to evolve and grow, one core message remains central to all that we do - working together. Nothing that happens in or outside the firm is done alone. We value and elevate our clients as true partners. We integrate across disciplines, specialties, and sectors. We cross geographies and generation lines. We don't do pre-determined design, we create bespoke solutions that speak to our clients' specific needs.

This brand expression is based on many hours of research inside and outside the firm with clients, partners and colleagues. You don't have to navigate this alone, our marketing team is your go-to resource for all things brand. Hop on in to read more about what we can accomplish... together.



Contents

Overall Messaging	7
Visual Identity	11
Graphic Toolkit	25
Telling our Story	31

It's All About Consistency

A brand identity is more than just a logo and color palette. It is a declaration of our values, what we say and how we speak, and how we want people to feel when they interact with us.

Consistency across our brand expression is vital to its success. A strong brand is memorable and creates trust over time, and the best way to instill confidence is by presenting a reliable face. Our kit of parts creates room for flexibility and creativity within the brand, while ensuring that everything we produce is harmonious in representing SMRT.

“

People don't buy what you do; they buy why you do it. And what you do simply proves what you believe.”

— Simon Sinek

／ Pillars of the Brand

- Key theme of together.
- Focus on how we work instead of what we do.
- Strategic use of visual metaphor, inspiration imagery, and detail to celebrate design and tell the story of our creative work.
- Writing and speaking in an authentic, personal way.
- Using word pairings to evoke emotion.
- Allowing white space and room to breathe in our materials.



Overall Messages

Brand Promise

Together, we design and deliver smart, inventive solutions. As responsive partners, SMRT embraces the complex and keeps purpose top of mind. Resourceful and reliable. Practical and imaginative. Curious, knowledgeable and nice - **you'll love how we work together.**

Tagline

You'll love how we work together.

Elevator Speech

We're a team of architects, engineers, planners and professionals committed to solving problems through design. Our specialty is complex, 24-7 facilities. Our clients come to us with big opportunities, first-of-a kind challenges, hard deadlines. This is where we thrive.

Word Pairings

Effective & efficient

Resourceful & reliable

Practical & imaginative

Nimble & flexible

Curious, knowledgeable and nice

Outside and in

Form meeting function

Reason embracing emotion

Planning inspiring design

Necessity enabling invention

Word pairings offer contrasting ideas that capture diverse strengths that our team brings.

Overall Brand Phrases



Imagine better. Create better. Live better.

Precision matters.

Navigating the complex.

We delight in telling your story.

Your data drives our process.

Define, imagine, shape, and solve.

We get it done. Right.

Design for positive, measurable outcomes.

Complex engineering, coordinated systems.

Passionate focus drives results.

Smart is beautiful.

We're on your team, you're on ours.

Meaningful space inspires meaningful work.

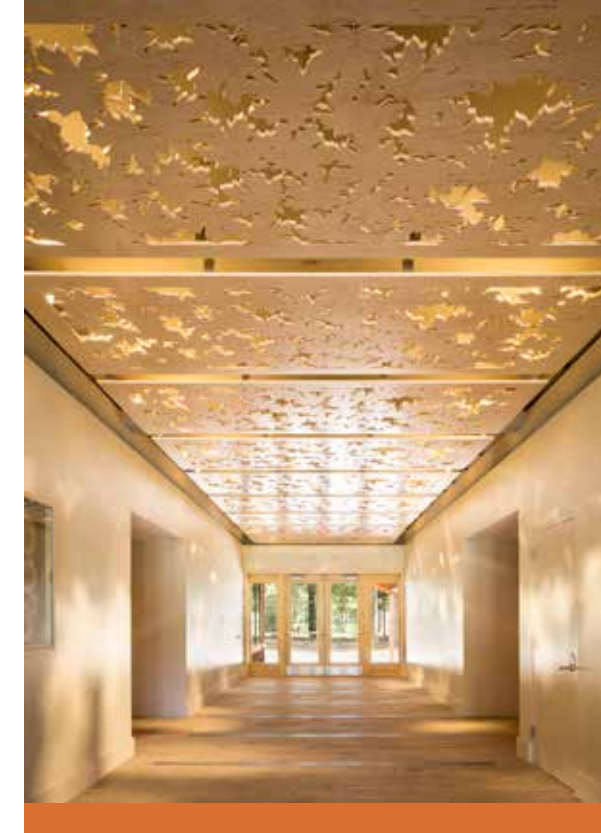
Get excited. A better future is coming.



These are examples of suggested headings for use in qualifications and proposals when telling the SMRT story, in its many forms. Focus on punchy headlines that grab attention, evoke emotion and lead reader into the narrative.

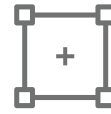


Visual Identity



Our brand features a large graphic “kit of parts” that will allow us future flexibility while maintaining consistency. Our color palette is lively yet sophisticated. Imagery is chosen with purpose— incorporating the micro and the macro— to illustrate the full complexity of our work. Using inspiration, detail, and texture to complete a full narrative, we show the design expertise underpinning all that we do.

Logo



Logo Do's

4-color - use on light backgrounds



White / blue - use on dark backgrounds



Grayscale - use for one-color imprint on light colors



White - use for one-color imprint on dark colors.
[Gray box is for visibility of white logo only.]



Architecture ■ Engineering ■ Planning



Architecture
Engineering
Planning

Logo with services layouts

Logo Don'ts

SMRT



Never use SMRT logo graphic on its own.

Never use slash/block element on its own



When possible, avoid imprinting logo on non-brand colors.



Don't make our logo too large on a page:

8.5" x 11" and 8.5" x 14" page - 1 1/4" wide

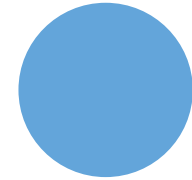
11" x 17" page - 2" wide

24" x 36" and larger page - 2.5" wide

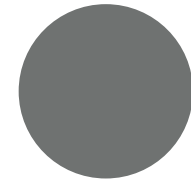
Color Palette



Primary Colors



CMYK: 59 / 23 / 0 / 0
PMS: 2171 C / 292 U
RGB: 99 / 165 / 218
HTML: 63A5DA

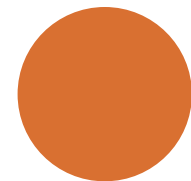


CMYK: 0 / 0 / 0 / 70
PMS: 424 C / 233 U
RGB: 110 / 110 / 110
HTML: 6E6E6E

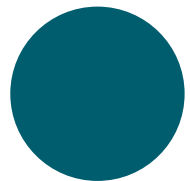
Secondary Colors



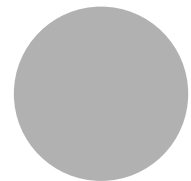
CMYK: 35 / 10 / 100 / 0
PMS: 383 C / 583 U
RGB: 179 / 193 / 53
HTML: B3C135



CMYK: 5 / 65 / 90 / 7
PMS: 7578 C / 158 U
RGB: 0 / 93 / 110
HTML: 005D6E



CMYK: 100 / 40 / 40 / 30
PMS: 3155 C / 3155 U
RGB: 0 / 93 / 110
HTML: 005D6E



CMYK: 0 / 0 / 0 / 30
PMS: CGray 5 C / 421 U
RGB: 190 / 190 / 190
HTML: BEBEBE

In most cases, only 1 or 2 palette colors will be used at a time. The general exception to this is in charts and graphs with more than 2 data sets.

Fonts



Marketing Fonts

Headline

DIN Next LT Pro - Bold

Sub-Headline

DIN Next LT Pro - Medium

Body

Ciudadella - Light

Ciudadella - Regular

Ciudadella - Medium

Ciudadella - SemiBold

Ciudadella - Bold

Administrative Fonts

Headline

Myriad Pro - Bold

Sub-Headline

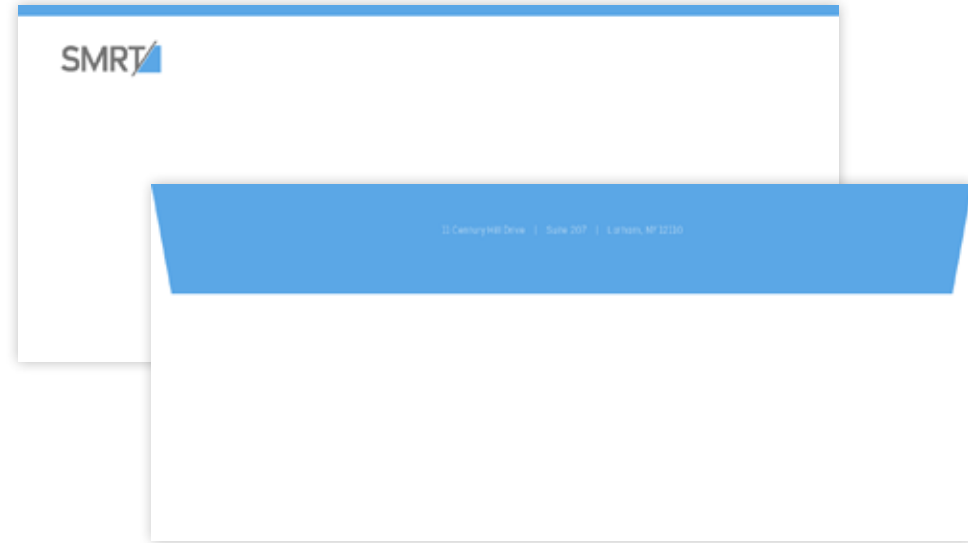
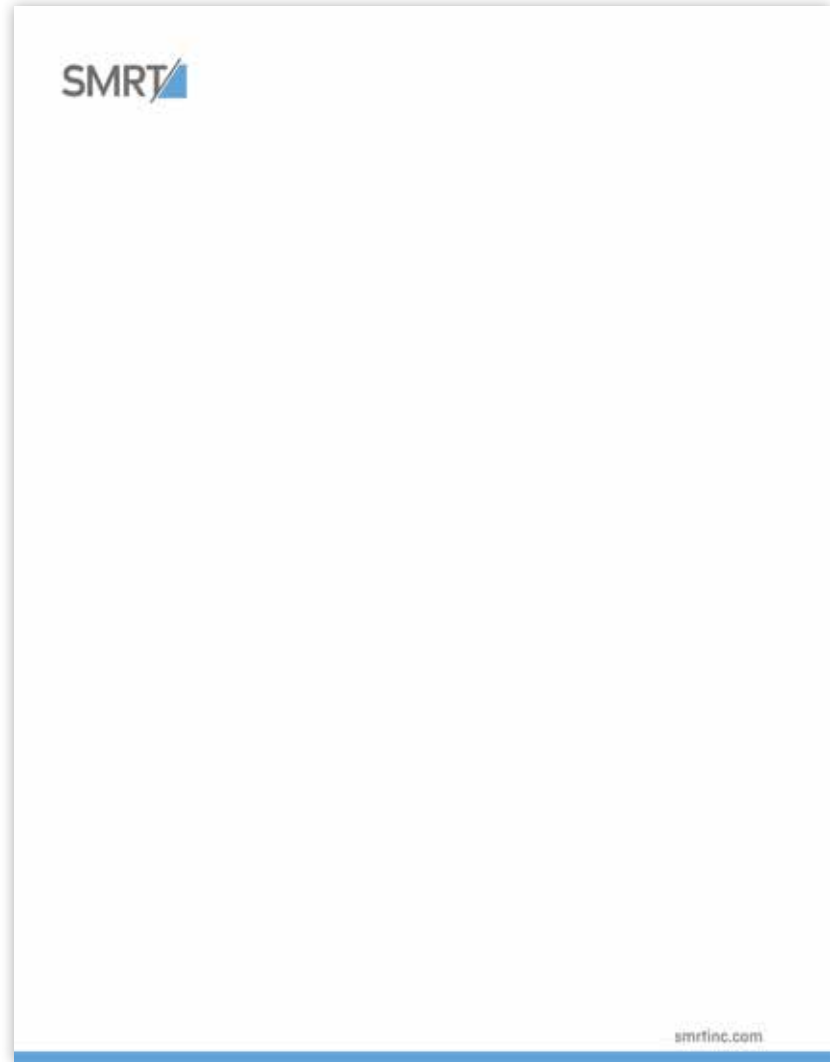
Myriad Pro - Bold

Calibri - Bold

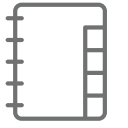
Body

Calibri- Light

Stationary



Proposals



Brochures



Photography



Photos should include a variety of photo angles and subjects, ideally including at least one photo showing people using the space. Also, include photos showing the interior, exterior, micro-details and texture as well as visual metaphors.



Margins in photo collages should be 1/8"

Visual Metaphor



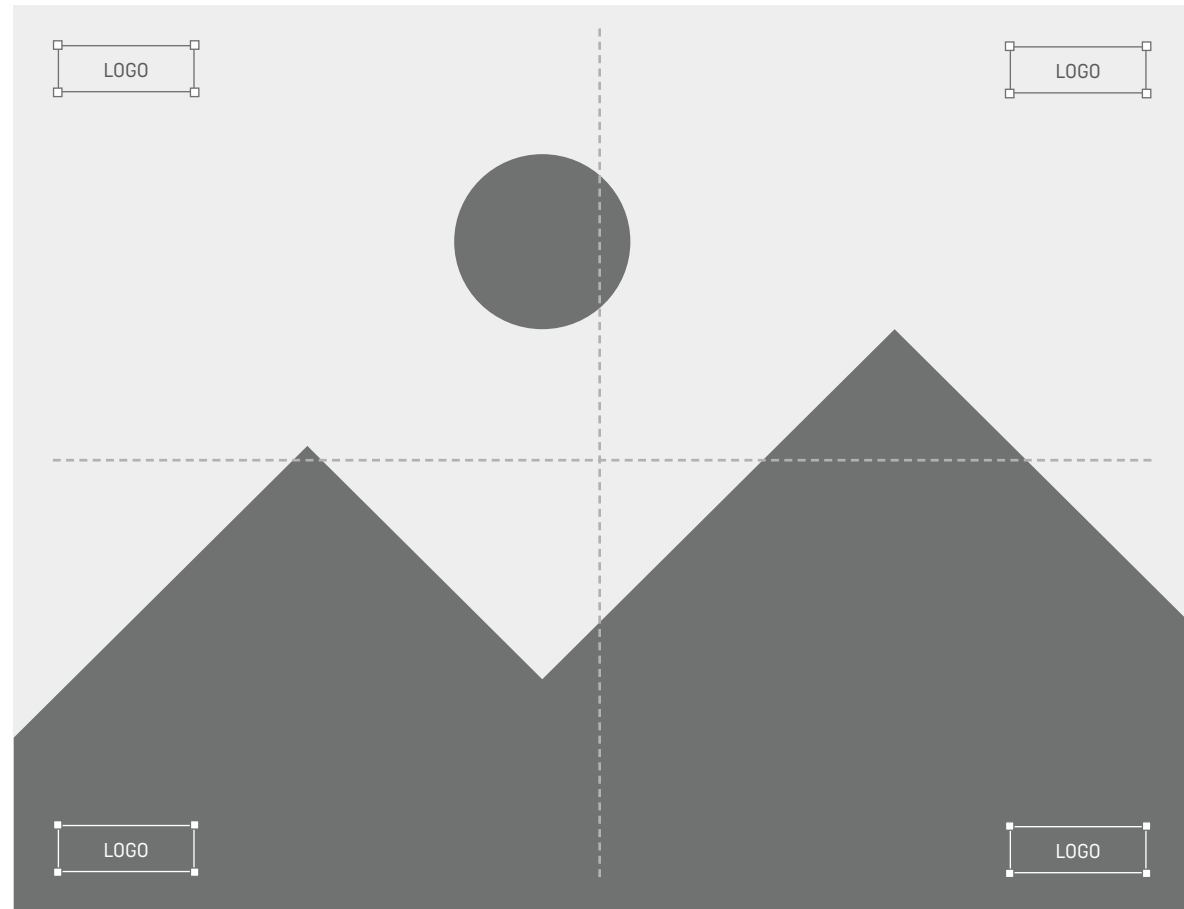
Visual metaphors are a critical part of the brand and provide opportunities to shift the lens of the viewer to see the work we create in a fresh, interesting way, and bring emotion into the brand. When used, the metaphor image should be organic, if possible, and connect to related project images through some cue: portraying the emotion we want to evoke, mimicking the reflectivity of materials, or echoing the natural world. These visual metaphors should be used to soften promotional pieces and layouts that feature heavy project imagery, to incorporate a human, emotional feel.



Logo on Photos



When placing our logo over a photo, imagine there is a four section grid on the page. Aim for the top or bottom corners of the grid for logo placement. Ensure that your margins around the logo are even on both sides closest to the edges of the page. Use whichever logo stands out the best against the photo in the section of the grid where you're placing it. It's helpful to use photos that have areas of smooth color, such as floors or skies for contrast visibility. Busy photos are not ideal for logo overlay.

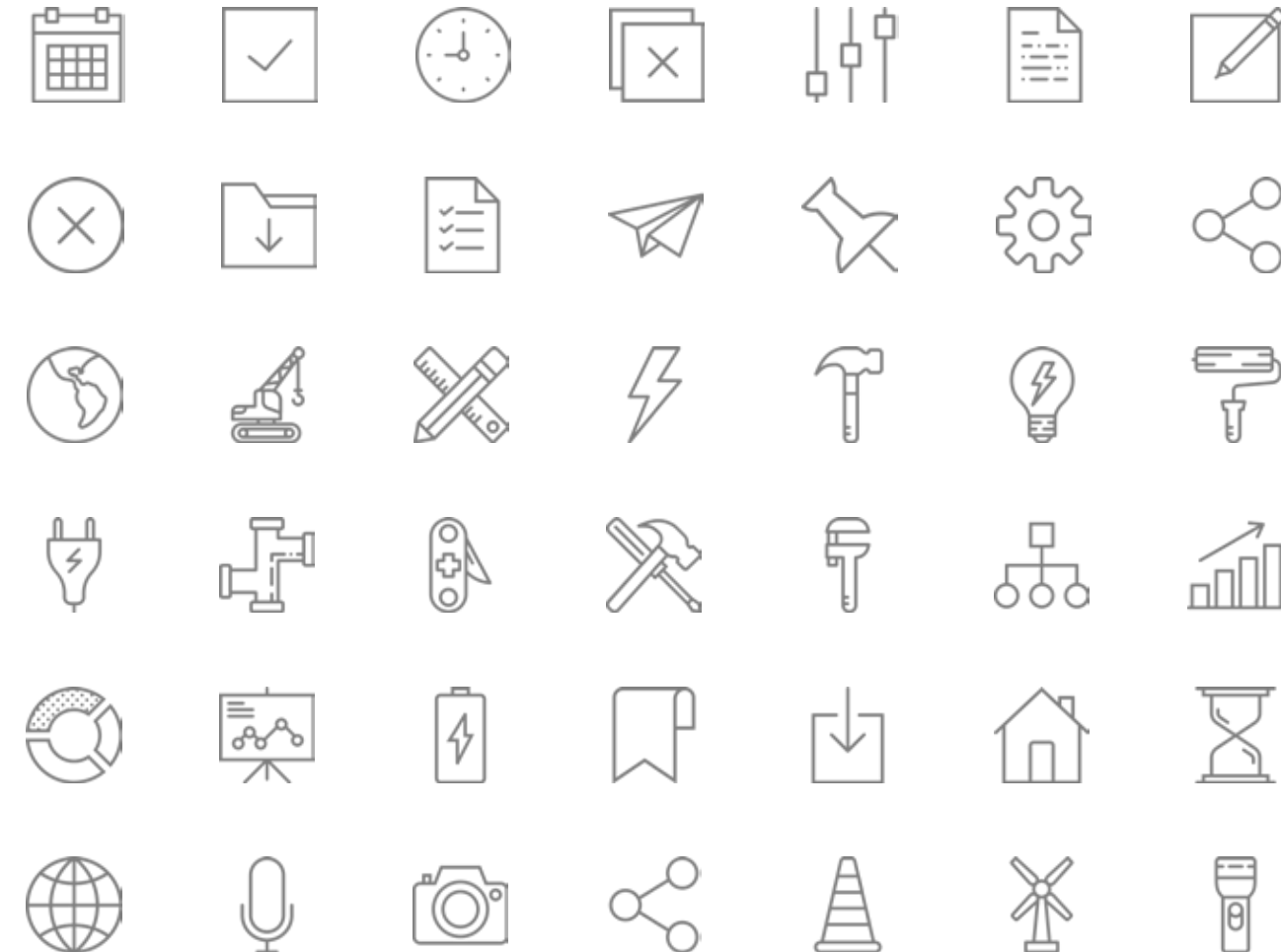


Graphic Toolkit

Iconography

Icons should be simple, linear forms in a single color. Do not use filled icons. You can find a library of approved icons in .eps, .psd, .png, and .svg formats here:

<I:\Projects Marketing\00010-AM Marketing Admin\Marketing Graphics\ICONS>



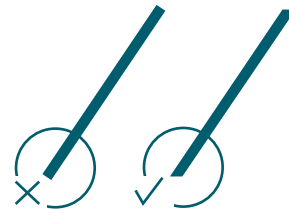
Graphic Toolkit



Slash Element

Any slash on the page must be the same angle as our logo- 34 or -34 degrees. The top and bottom edges of the slash must remain parallel to the top of the page.

Do not simply angle a line segment, as the top and bottom edges will not be correct.



Headshots should feature the person's face centered in the image, with just below the collar/neckline visible in the crop. In layouts with multiple headshots, faces should all be the same size.



Imagine better. Create better. Live better.

Our work synthesizes purpose, vision and values.

Headlines and sub-headlines should be different weights. The sub-headline should also be approx. 60% the size of the headline.

Ribbon should be attached to the edge of the layout and the slant should be the same angle as the logo.

The ribbon can be flipped if needed, but the slope should stay the same.



The workspace design has brought our teams together, fostered more real-time conversations, and set the foundation for ongoing innovation."

— Martin Wesolowski, DO
Martin's Point Health Care

Call-outs should always be in white on dark backgrounds and in black on light backgrounds. One large quotation mark on the top of the text block should be used when featuring a quote.

Photo intrusions can be used in conjunction with a colored line to accentuate text and add a visual element to the page.

Blocks of color can be used to highlight headlines, showcase outcomes, and add color to photos.

**Knowledgeable
& Nice**



**\$1.2 MILLION IN
ENERGY SAVINGS**



Graphic Toolkit

Charts, tables and smart art graphics should avoid black outlines in favor of thin white or light gray outlines. Styles that include drop shadows, 3-D perspective, bevel elements or gradients should also be avoided.

Table Do's

	Label	Label	Label
Label	Data	Data	Data
Label	Data	Data	Data
Label	Data	Data	Data

Table Don'ts

	Label	Label	Label
Label	Data	Data	Data
Label	Data	Data	Data
Label	Data	Data	Data



Table do's: lighter gray, thinner interior cell lines without an exterior border. In Word, PowerPoint & Excel, use pre-defined styles per our templates.



Table don'ts: no thick, fully black outlines with white, unfilled cells.

Chart Do's

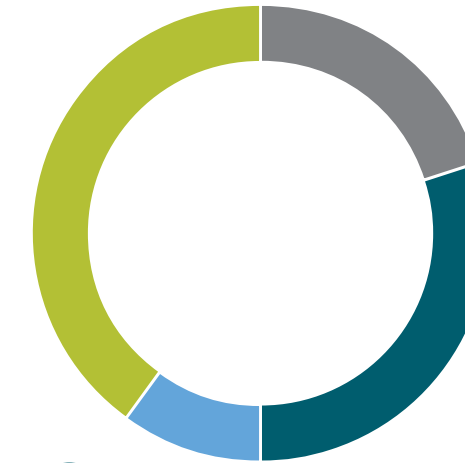
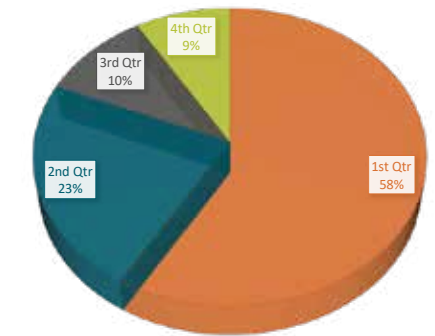
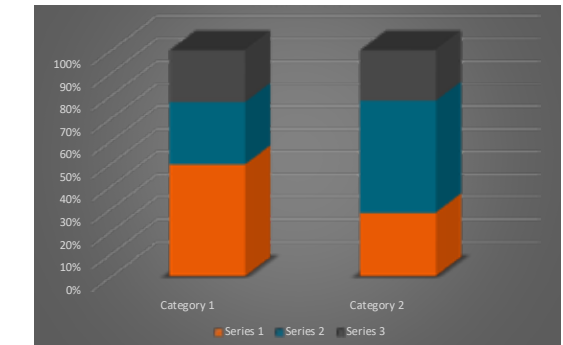


Chart do's: clean, simple charts. Light white interior borders. In Word, PowerPoint & Excel, use pre-defined styles per our templates.

Chart Don'ts



Chart don'ts: no thick black outlines. Do not apply effects like drop shadows, bevel, 3D rotation, etc.





Telling Our Story

Our clients care more about what SMRT can help them do, than what we do. They look to us to help them commercialize innovative research, enhance learning environments, compete for talent, optimize productivity, create healing environments and better serve expanding populations. This provides the focus of our narrative as we share our stories with our clients. The following messaging, organized by market sector, provides phrases, headlines and adjectives that can be used when crafting a narrative. The key – authentic language which evokes emotion while speaking directly to what we can help our clients do.

Athletics



Phrases

- Designing the experience for athletes, coaches, prospective students and the community.
- We seek opportunities to create meaningful traditions that cultivate your team's unity and pride.
- We create positive student (and faculty) experiences to help you compete in a tough recruiting atmosphere.
- Our materials expertise means you'll have the right product to stand the test of time.
- Active dehumidification strategies and key systems keep your space functioning flawlessly.
- Your innovative facility will be a catalyst for growth, retention and pride for your athletes, coaches and community.
- No "consultant lag." Our full-service, in-house team gets ahead of potential hitches before they start.
- Renew, refresh, repurpose. Conserve resources, celebrate sustainability.
- We design to create community and a sense of belonging.
- We don't do pre-designed solutions.
- First we help define your goals – then we design to meet them.
- We understand both trend and tradition.
- We maximize your resources to give you the highest impact.
- We plan, design and deliver in alignment with your campus culture, people, process and resources.
- We become a member of your team.
- We advocate for you.
- We put your interests first.
- We love solving problems in a novel way.
- We are problem seekers and problem solvers.
- Discover a new use for what was always there.

Headlines

- We're on your team
- Catalyst for growth, retention and pride
- Creative branding strategies for every budget
- Inspire excellence
- Addressing emotional health as well as physical
- High performance competition fields
- Pride of place for your athletes
- Designing the experience
- Competition & performance
- Encouraging camaraderie and pride
- Innovative storm-water strategies
- Compelling design, durable and sustainable
- Cohesive campus design
- Design that improves outcomes
- Keeping your athletes safe
- Engineering healthcare solutions
- Efficient environments
- Clinically sophisticated. Cost effective
- Custom, flexible solutions

Adjectives

- Active
- High performance
- Innovative
- Durable
- Creative
- Functional
- Collaborative
- Listen
- Experienced
- Integrated
- Energetic
- Inspired
- Informed
- Insightful
- Efficient
- Dependable
- Passionate
- Well-researched
- Research-driven
- Comfortable
- Secure
- Safe
- Tech enabled
- Low maintenance

Education



Phrases

- We create positive student (and faculty) experiences to help you compete in a tough recruiting atmosphere.
- Renew, refresh, repurpose. Conserve resources, celebrate sustainability.
- We plan, design and deliver in alignment with your campus culture, people, process and resources.
- Stunning student life spaces that feel like home.
- Promoting faculty and student community.
- Promoting a culture of engagement campus-wide.
- Technologically advanced (academic) spaces that prepare students for the real world.
- We understand both trend and tradition.
- First we help define your goals – then we design to meet them.
- We are problem seekers and problem solvers.
- We design to create community and a sense of belonging.
- Our skilled facilitators navigate the varying agendas of multiple stakeholders.
- We design to encourage casual collisions on campus.
- Discover a new use for what was always there.
- We don't come in with pre-designed solutions.
- We become a member of your team.
- We advocate for you.
- We put your interests first.
- We love solving problems in a novel way.

Headlines

- We learn together
- Smart is beautiful
- Foster creative/critical dialogue
- Create opportunities for casual collisions
- Where (do) ideas flourish
- Inspire creativity
- Invite inquiry
- Design that improves outcomes
- Competition & performance
- Encouraging camaraderie and pride
- We're driven to solve
- An essential ingredient for success is to first understand the problem you're solving
- Understanding trends and traditions
- Preparing students to shape a bright future
- Space inspires
- Space enables achievement
- Encourage creative thinking (more for k-12)
- Foster creative/critical thinking (more for k-12)
- Design dismantles barriers
- Invite & Inspire
- Open minds & inspire solutions

Adjectives

- Innovative
- Collaborative
- Listen
- Creative
- Passionate
- Functional
- Wise
- Experienced
- Integrated
- Energetic
- Inspired
- Informed
- Insightful
- Efficient
- Dependable
- Research-driven
- Comfortable
- Home-like
- Secure
- Safe
- Tech enabled
- Low maintenance
- Sustainable
- Green

Government



Phrases

- We design to safeguard the public and those who serve.
- We're a small large firm; your project is our priority.
- Our risk mitigation expertise protects your installation and community.
- We understand the unique demands of your agency.
- We're on your team, you're on ours.
- We use data and research to inform decisions.
- Large firm expertise with small firm client focus.
- We bring industry expertise to your agency.
- We understand the unique complexities of engineered systems.
- Our in-house energy and commissioning professionals improve project delivery and optimize performance.
- We're facile in all delivery methods: design/bid/build, design/build, design/build/bridging, CM, IPD (and P3).
- We color inside the lines but look outside the box (when appropriate).
- Project managers with broad expertise in _____ (work/agency).
- We design to military standards.
- Responsible use of taxpayer dollars.
- Design to exacting requirements (ATFP, VA Design Guide, UFCs).
- We value the cutting-edge research and standards the federal government requires.
- Function. Schedule. Budget. Performance. We enhance your mission.

Headlines

- Ready when you need us
- Precision matters
- We serve those who serve
- Sustainability, resilience, energy
- We get it done. Right
- Safe. Secure. Resilient
- Nimble & Responsive
- Integrated services improve outcomes
- Resilient, sustainable design
- Efficient & effective
- We plan. You succeed
- Consistency delivers quality
- (We) Respect the process
- You can count on us
- We follow through
- We understand the process and deliver within it
- We work within your system
- We make you look good
- Qualified and capable
- We're on your team, you're on ours
- You (will) have our attention
- High performing engineered systems

Adjectives

- Efficient
- Secure
- High performance
- Sustainable
- Cost effective
- Reliable
- Flexible
- Functional
- Resilient
- Integrity
- Responsive
- Design finesse
- Capable
- Diligent
- Detail oriented
- Safe
- Process oriented
- Quality
- Meticulous
- Value-driven
- Trustworthy
- Proactive
- Dependable
- Persistence

Healthcare



Phrases

- We ask. We understand. We embrace. We collaborate.
- We are skilled facilitators prepared to work with (insert client name) to imagine the future.
- SMRT brings proven experience in aligning facility decisions with the strategic objectives of our clients.
- Our experience ranges from small, single room equipment projects to green field replacement hospitals.
- We are constantly learning, evaluating and improving in order to position our clients for success.
- Design to support the health and well-being of patients and staff.
- We understand the complex interplay inherent to healthcare (operations, facilities, outcomes) {select word for specific message as appropriate} and develop solutions in that context.
- We process client data and mirror it back in ways that enable them to view it with fresh eyes.
- We harness research-based evidence to design for positive, measurable outcomes.
- Our commitment to sustainable practices in 24/7 healthcare facilities realizes measurable energy savings.
- We are stewards of your resources.
- We leverage integrated thinking from concept through construction (resulting in seamless design solutions).
- We anticipate future advances in the industry, building flexibility and adaptability, to extend the useful life of your facility.
- We consistently design complex, multi-phased projects with a sensitivity to constructability, schedule and budget.
- SMRT's engineers understand the complexities of operating, maintaining and providing care in 24/7 healthcare environments.
- We embrace the WELL building standard.

Headlines

- Clinically sophisticated. Cost effective
- Balance "high tech" and "high touch"
- Well-designed spaces promote healing and comfort
- Design begins with integrated thinking
- A strategic mindset positions clients for success
- Creating healing spaces
- Design for positive, measurable outcomes
- Improving quality and safety with thoughtful design
- Adaptable space through flexible design
- Optimizing space. Maximizing investment
- Seeking balance
- Experience & Ingenuity
- Experienced & Inventive
- Nimble & Responsive
- Fresh perspectives inspire new ideas
- Anticipate the future
- Leverage integrated thinking
- Design for maximum impact
- Wired to collaborate
- Focused on highest and best use
- Embrace challenges
- A deep bench of talent

Adjectives

- Collaborative
- Strategic
- Beautiful
- Empowering
- Authentic
- Responsive
- Informed
- Rewarding
- Empathetic
- Creative
- Approachable
- Engaging
- Important
- Pragmatic
- Effective
- Healing
- Nurturing
- Value-driven
- Sensitive
- Efficient
- Collaborative
- Hardwired to succeed
- Dynamic
- Smart

Justice



Phrases

- We design environments that support restorative justice.
- SMRT has been at the seat of invention for direct supervision design movement more than 30 year ago, and remain leaders in the field.
- SMRT has demonstrated expertise designing environments for special populations - female, mental health/substance abuse/healthcare, juvenile, reentry and prerelease facilities.
- We are experts across the spectrum of the full justice system.
- We are full-service justice planning consultants- from bed needs determination through transition planning assistance.
- Nimble & knowledgeable - from \$2 million to \$200 million projects.
- SMRT is on the forefront of trends in corrections (look to healthcare point that has value attached).
- We bring exposure to the national conversation.
- We can navigate complex political environments, from small local governments, to county jails, to state prisons.
- Deep client loyalty.
- Our work begins at justification and demographic trends analysis, through to concept and construction.
- SMRT is proficient in all government procurement models.
- 30+ years of expertise in jails and reentry centers.
- We understand the justice system holistically in the area that we are practicing.
- We understand the operational/staffing models required by our clients.

Headlines

- Our projects support restorative justice
- Leaders in Direct Supervision facility design
- Evidence based design in environmental psychology
- We combine the tenants of restorative justice, environmental psychology and direct supervision
- Creating secure & normative environments
- Environment impacts behavior
- Nimble & Knowledge
- Direct supervision improves inmate behavior (saying “direct supervision” is very important)

Adjectives

- Safe
- Secure
- Healthy
- Rehabilitative
- Normative
- Welcoming
- Efficient
- Collaborative
- Accessible
- Flexible
- Organized
- Professional
- Informed
- Expert

Science / Tech / Industry



Phrases

- Our integrated team allows us to respond to speed-to-market demands.
- Our passionate focus on safety, control, performance and security yields exceptional results for businesses and researchers.
- SMRT delivers comprehensive, coordinated results for fast-paced, dynamic, and complex challenges.
- We support the entirety of the product development and manufacturing life cycle, from research to market.
- We partner with owners to increase through-put, maximize yield, and minimize waste.
- We're a full service, fast-track, trusted advisor.
- We design today's solution with tomorrow in mind.
- We design to improve outcomes.
- The pace of business is only getting faster.
- Engineering approaches and criteria drive the projects.
- Engineered systems and workflow drive the projects.
- Exacting functional requirements drive the design.
- Precisely controlled temperature, humidity, and particulate levels are essential to achieving desired results.
- SMRT is set apart by our depth of knowledge; attention to detail, and responsiveness.
- We understand the here and now in the context of the broader goal.
- Our commitment to LEAN enables you to increase through-put, maximize yield, and minimize waste.
- Our engineered systems support employee safety.

Headlines

- Complex engineering, coordinated systems
- We get it done. Right
- Maximize yield; minimize scrap
- When you need speed, you need us
- We thrive on challenge
- Safe operations, safe personnel
- Understand the here and now. Execute with the future in mind
- Passionate focus drives results
- We're all-in
- We're in this together
- We love to solve problems
- Quick, comprehensive, and coordinated
- Complex engineering, coordinated systems
- Form follows function
- Space enables achievement
- Place influences ideas (use for lab context)
- Design opens minds (research end)
- Encourage creative thinking (research end)
- Today's solution keeps tomorrow in mind (research)
- Foster creative thinking (research)
- Effective design improves outcomes

Adjectives

- Confident
- Complex
- Creative
- Dynamic
- Demanding
- Controlled
- Clean
- Highly program driven
- Reliable
- Integrity
- Redundancy
- Reliability
- Proven
- Flexible
- Trusted advisor
- Partner
- Clean
- Secure
- Right sized
- Modular
- Scalable
- Nimble
- Flexible
- Resourceful

Workplace



Phrases

- We're on your team, you're on ours.
- Together we imagine better. Create better. Live better.
- Meaningful space inspires meaningful work.
- We delight in telling your story.
- Encourage optimism. Inspire happiness. Foster connection.
- Your data drives our process.
- Data-informed decision-making.
- A positive work environment fosters wellness, improves employee retention, and makes people feel valued.
- We use activity-based planning to support specific workflows providing efficient and effective workplaces, accommodating a variety of work styles and personality types.
- Empowering people with choice increases productivity and drives employee engagement.
- A custom solution to accommodate your unique needs.
- Your vision, values, ideas come to life through our design.
- Good design fosters positive outcomes.
- We make decisions based on research and best practice models.
- Today's technology-enabled workplace supports mobility and flexibility.
- A multi-generational workforce with varying communication styles and personal preferences requires a flexible and adaptable workplace.
- We incorporate WELL principles promoting employee health and well-being whenever possible.
- Our full-service team includes an accredited telecommunications expert, resulting in an integrated tel/data design that works from day one.

Headlines

- Together we imagine better. Create better. Live better
- Meaningful space inspires meaningful work
- Get excited. A better future is coming
- We delight in telling your story
- Telling Your Story Through Design
- Thoughtful. Creative. Responsive
- Design that looks as good as it feels
- A complete package
- Research shapes design
- Team designed. Team Delivered
- Tech-enabled & Flexible
- We're on your team, you're on ours
- Understand the here and now. Execute with the future in mind
- Maximum impact - minimum resources
- Engineering healthcare solutions
- Efficient environments
- Clinically sophisticated. Cost effective
- Custom, flexible solutions

Adjectives

- Engaging
- Creative
- Positive
- Dynamic
- Thoughtful
- Responsive
- Reliable
- Innovative
- Collaborative
- Attentive
- Passionate
- Functional
- Experienced
- Integrated
- Energetic
- Inspired
- Informed
- Insightful
- Efficient
- Dependable
- Research-driven
- Comfortable
- Tech-enabled
- Durable



Questions?

Get in touch.

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