

MARLOWE SRC - Elogs

BRAND BASICS

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MARLOWE P L C

DIVISION

MARLOWE | Software, Risk & Compliance

BRANDS

William Martin ✓

elogs

barbour

PRODUCTS



Consultancy



CAFM Service Desk



Consolidated



Meridian



Facilities Services



Comprehensive



Prosure360



Occupier Portal



Consultancy

Marlowe SRC does not seek to become a brand in its own right. However, it's the vehicle for our suite of integrated platforms. Therefore it does need to be described consistently like any other brand, as detailed on this page.

One-line Description of the Brand

Integrated platforms to enhance visibility, increase productivity, and reduce risk.

The brand in 100 words:

Three brands. Nine products. One compliance ecosystem.

Introducing a revolutionary compliance ecosystem that brings together three of the most trusted brands in the industry. Our integrated products and services cover every aspect of compliance, from risk assessments to supply chain management.

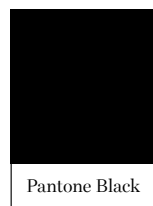
When everything works together seamlessly, you can spend more time on the things that matter to your business. That's why our products have been designed to integrate with each other, helping you save time and cost, ensure compliance, and keep your people and property running at peak performance. Better together. Only at Marlowe SRC.



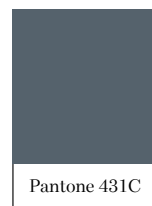
Logo variations and logo colours

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CMYK: 0, 0, 0, 100
RGB: 0, 0, 0
Hex Colour: #000000



CMYK: 64, 47, 40, 28
RGB: 91, 103, 112
Hex Colour: #5b6770



Gradient

The gradient incorporates some of the corporate colours from each of the Marlowe SRC companies



Logo space and positioning



The minimum space surrounding the logo (white space) should be equal to the depth of the uppercase 'o' in the word Marlowe (marked with cyan square above), regardless of logo size.

No other graphic elements or text should infringe on this space.

The Marlowe SRC logo should always maintain a consistent area of space above, below, and on each side, to ensure the impact of the logo is preserved.

- The logo must not be altered in any way. For print items use EPS or TIFF (300 dpi) files. For web, use either a .gif, .jpeg, .svg or .png format.
- The Marlowe SRC logo should always appear in the correct form, never outlined, condensed or expanded. Care should be taken when placing the logo files into documents so as not to distort the original.
- The logo can be reduced and enlarged. When changing its size, treat the logo as a whole.
- The logo should never be used within the context of copy or as wording in a statement or phrase.



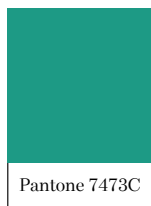
Writing about Elogs

Elogs is the correct way to write the brand name, always with a capital E.
No other variations are correct.

We are Elogs.



Logo variations, logo colours and icon



CMYK: 80, 17, 57, 2
RGB: 29, 154, 133
Hex Colour: #1d9a85



CMYK: 64, 57, 56, 33
RGB: 82, 82, 82
Hex Colour: #525252



CMYK: 2, 47, 100, 0
RGB: 244, 151, 26
Hex Colour: #F4971A





Logo space and positioning



The minimum space surrounding the logo (white space) should be equal to the depth of the lowercase 'o' in the word Elogs (marked with cyan square above), regardless of logo size.

No other graphic elements or text should infringe on this space.

The Elogs logo should always maintain a consistent area of space above, below, and on each side, to ensure the impact of the logo is preserved.

- The logo must not be altered in any way. For print items use EPS or TIFF (300 dpi) files. For web, use either a .gif, .jpeg, .svg or .png format.

- The Elogs logo should always appear in the correct form, never outlined, condensed or expanded. Care should be taken when placing the logo files into documents so as not to distort the original.
- The logo can be reduced and enlarged. When changing its size, treat the logo as a whole. The name and icon should be enlarged or reduced together. On no account should one be changed without the other.
- The logo should never be used within the context of copy or as wording in a statement or phrase.





Strapline

Powering Better Buildings.

One-line Description of the Brand

We manage property through the power of people and technology, giving our clients the freedom to unlock the potential of their assets.

The Brand in 100 Words

At Elogs, we enable our clients to maximise their buildings' performance by providing support around the clock. With our team of experienced problem solvers and our unrivalled platform, you gain full control of your facilities' performance. Confidence and reliability isn't a question - it's guaranteed.

We give our clients the people and technology they need to manage their assets and deliver outstanding experiences around their built environment. Embedded in your business, we own jobs from start to finish and take full control of your service providers. This empowers you to focus on unlocking the potential of your assets. Freedom - the Elogs way.



Our three words

Human.

High-Powered.

Handled.

Key Messages for the Brand

Technology underpinned by humans.

You get the best results when combining problem solvers with technology. Our solution ensures you can build high-performing assets while we do the hard work.

Full visibility whenever you need.

We give you a powerful platform that streamlines facilities management. Tapping into your assets 24/7, you get rich data-driven insights so you can level up your buildings.

Take facilities management to the next level.

Go from spreadsheet to dynamic facilities management in no time. We empower you to better manage your assets by taking control of your service providers.

Each of our nine products has:

- One line descriptor
- 3 key features and benefits

These are always up to date at www.marlowe-src.com

Every product also has Circular Product Iconography which are detailed in the following pages.

The following product pages also detail:

- Product logos, where they exist;
- In-app product logos, where they exist.
- How to use the product name when writing it.





Writing about CAFM+ Service Desk

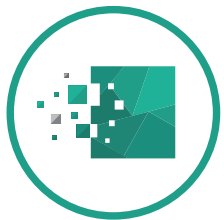
In written form, CAFM+ Service Desk is correct (no space between CAFM and +).

If you're referring to Elogs in the same sentence, "Elogs CAFM+ Service Desk" is good.

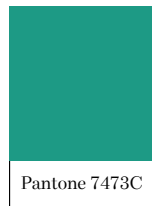
CAFM+ Service Desk product logo



CAFM+ Service Desk icon



CAFM+ Service Desk



Pantone 7473C

CMYK: 80, 17, 57, 2
RGB: 29, 154, 133
Hex Colour: #1d9a85



Pantone 425C

CMYK: 64, 57, 56, 33
RGB: 82, 82, 82
Hex Colour: #525252





Writing about Facilities Services

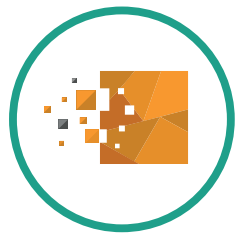
In written form, Facilities Services is correct.

The old acronym EFS is not correct. The product is Elogs Facilities Services.

Elogs Facilities Services product logo



Facilities Services icon



Facilities Services



Pantone 7564C

CMYK: 2, 47, 100, 0

RGB: 244, 151, 26

Hex Colour: #F4971A



Pantone P2015C

CMYK: 7, 51, 97, 0

RGB: 231, 143, 44

Hex Colour: #e78f2c





Writing about Occupier Portal

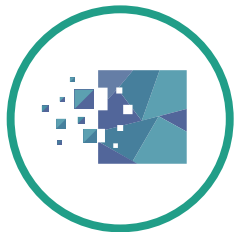
In written form, Occupier Portal is correct.

The old acronyms OP, or OSP, are not correct. The product is Elogs Occupier Portal.

Occupier Portal product logo



Occupier Portal icon



Occupier Portal



Pantone 425C

CMYK: 76, 41, 25, 2

RGB: 70, 128, 159

Hex Colour: #46809f



Pantone 7564C

CMYK: 63, 22, 22, 0

RGB: 98, 166, 183

Hex Colour: #62a3b7



Tone of Voice

The key to sounding like Marlowe SRC is to use words that are carefully selected, purposeful, and that have an impact. It's about being bold and confident in what we say and what we do. We don't compromise on compliance, so why would we compromise on the way we communicate?

We speak to people in a conversational, human tone by cutting out the formalities and getting on their level. We are friendly and helpful - and we always look to add value in everything we do. Adding value is not only done through our services, but also in the way we communicate.

Copy should always be straight to the point, honest, and resonate with the people we work with - regardless of whether this is internally or externally. This means that we don't faff around, use fluffy fillers, or buzzwords. We communicate in plain English.

To the point

We say what we mean, and we say it with confidence. We want what we say to have an impact, and to do this we need to be sharp, honest, and deliberate.

Powerful

We are not afraid to use big words to get our message across. We are proud of what we do, and it requires extraordinary ways to describe our products, level of service, and expertise.

Genuine

Our clients have many frustrations, and we can relate to these challenges. When we speak to our clients, we are familiar, warm, and accessible.

Style tips

Keep your sentences short

Most people prefer reading sentences which are 15-20 words long.

But, it doesn't mean you should make every sentence the same length. Vary it. Make them punchy and fun to read by mixing shorter and longer sentences.

Use active voice

When you use a passive voice, you sound bureaucratic and stuffy. We want to be straight to the point - this starts with the way we write.

A couple of examples:

Active: We've decided to close your account

Passive: A decision was made to close your account



Use 'you' and 'we'

To bring our communication to the level of our clients, talking to them in human terms makes a difference.

By using 'you' and 'we', we talk to people like they sit across the room from us, and they are more likely to respond in a better way.

Use words appropriate for the reader

There is nothing worse than reading something where you don't understand half of what is said. Say things exactly like you mean it with words the reader will understand. Avoid jargon, unless you are communicating directly with a specific group of people who understand it.

Speak everyday English.

Use positive language

We want to reinforce a positive feeling around Marlowe SRC. Some of this comes through the language we use.

Think about how the two different sentences make you feel:

You can't get a doughnut if you don't stand in line.

To get a doughnut, stand in line.

Avoid using can't, don't, won't etc. as they automatically make the reader feel restricted.

Myth-busting

Rules are there to be broken - and the same goes for grammar. It doesn't mean you should break these so-called rules all the time – just when they make a sentence flow better.

- You can start a sentence with and, but, because, so or however
- You can split infinitives. So you can say to boldly go
- You can use the same word twice in a sentence if you can't find a better word



How we talk

We say this...	... not that
Help	Assistance
Start	Commence
Make sure	Ensure
To	In order to
So	Therefore
Use	Utilise
But	However
Ask	Request
Need	Require
Question	Query
Client	Customer
Collaboration	Partnership
Cutting-edge	Innovative
Team	Staff
Technology/Platform	Software



Marlowe SRC typeface

Avenir & Arial

Avenir is the font adopted for Marketing purposes.

Arial is an alternative font if Avenir is unavailable or unable to be embedded. Arial font for operational documents across the business.

~ Avenir Next (12)	Marlowe SRC typeface	⌘
Ultra Light	Marlowe SRC typeface	⌘
Ultra Light Italic	Marlowe SRC typeface	⌘
Regular	Marlowe SRC typeface	⌘
Italic	Marlowe SRC typeface	⌘
Medium	Marlowe SRC typeface	⌘
Medium Italic	Marlowe SRC typeface	⌘
Demi Bold	Marlowe SRC typeface	⌘
Demi Bold Italic	Marlowe SRC typeface	⌘
Bold	Marlowe SRC typeface	⌘
Bold Italic	Marlowe SRC typeface	⌘
Heavy	Marlowe SRC typeface	⌘
Heavy Italic	Marlowe SRC typeface	⌘

Aa

Four most commonly used Avenir fonts.

Avenir Heavy

abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Avenir Bold

abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Avenir Medium

abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Avenir Regular

abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Two most commonly used Arial fonts.

Arial Bold

abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

Arial Regular

abcdefghijklmnopqrstvwxyz
1234567890?!*+(.,)

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Integrated platforms to enhance visibility,
increase productivity, and reduce risk.



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