

SOLIBRI BRAND VISUAL GUIDELINES

Introduction

Solibri, a Nemetschek Company, is the global leader in **model checking and digital quality assurance** for the construction industry. Our solutions help project teams prevent costly errors, ensure compliance, and deliver high-quality buildings. Trusted in over 100 countries, Solibri sets the standard for BIM-based design validation and coordination.

Visual cues: Convey leadership with confident layouts and trusted colors; use modern, digital-inspired graphics to reflect innovation; highlight collaboration, quality, and global reach in imagery and design elements.

Mission and vision

Vision:

Creating a digital future of **better builds**

Mission:

We build a better world where digitization optimizes the use of resources for everyone. By doing so, Solibri is recognized as the de facto **standard of quality** in the construction industry.

Strategy

- Support use of open standards in BIM for better builds.
- Build local presence globally using partner channels.
- Collaborate with key industry players for complete Digital Workflows.
- Embrace openness to accelerate scalability and adaptability to fit customer needs.
- Leverage using leading technologies to drive customer satisfaction and continuous improvement.

Values

- Professionalism
- Collaboration
- Quality
- Added value

How to use the guideline

This Guideline will be used to **unify the Solibri brand visual identity across all touchpoints.**

For internal teams:

Use this as your playbook to maintain consistent brand representation in all communications

For partners, agencies, and freelancers:

Refer to this guide when briefing your work and creating materials on Solibri's behalf

Tone-of-Voice

Solibri's brand voice is professional, expert, and clear, leading global conversations on BIM quality and digital construction. All communications should be authoritative yet approachable, build trust through collaboration, and highlight innovation with measurable, solution-oriented messaging. Use active voice, concise language, and American English as the standard, adapting for local markets when needed. Consistency is key: all content should reflect Solibri's leadership, clarity, and the real-world benefits brought to customers.

Note: Do not use emojis in any brand-related content.

[Solibri Tone-of-Voice Guidelines link](#)

Logos

LOGO

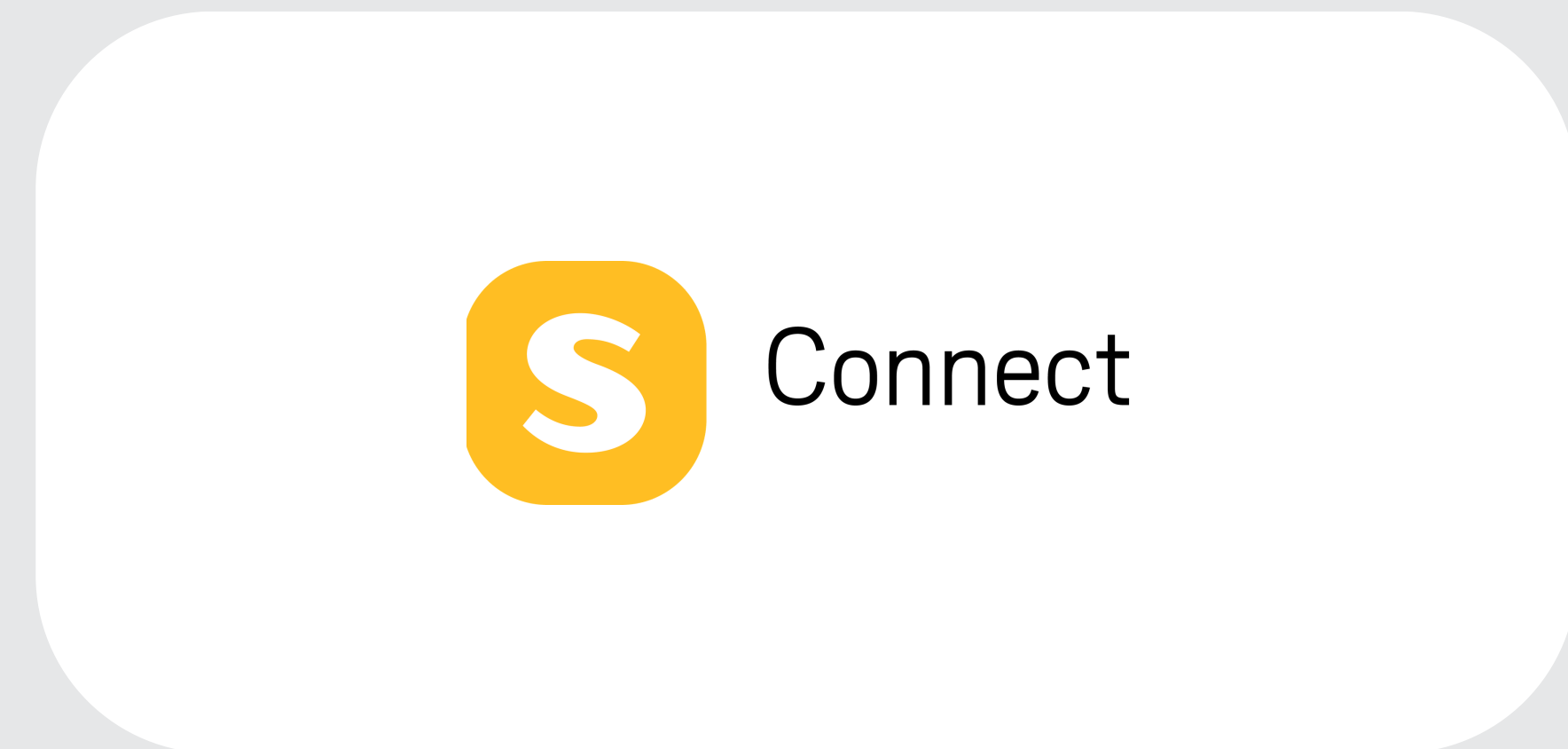
Use Solibri Nemetschek logos in their dark and white versions on simple, solid backgrounds. The dark logo works best on light (ideally white) backgrounds, and the white logo on dark backgrounds. Logos may be placed on overlaid images provided the overlay does not compromise logo visibility or readability. Avoid placing logos directly on unmodified photos or busy graphics; if imagery is necessary, ensure sufficient contrast through overlay or masking to maintain clarity and recognition.



Icons

The yellow S logo is used where the full Solibri Nemetschek logo does not fit or feels disproportionate, particularly in limited spaces, platforms, and social media channels. It may appear as a standalone mark or in certain advertisements where “Solibri” is already clearly mentioned in the surrounding text, and does not accompany product names.

Solibri uses icons as visual aids to enhance clarity and guide user attention. Icons should support the primary message without overwhelming the design. Avoid heavy or excessive icon usage that distracts from the main content. All icons must maintain consistency in style, weight, and color to reinforce the Solibri brand identity.



In-product Icons for product portfolio

Product icons that can be used to show Solibri products across all materials: banners, website, presentations, etc. Always Yellow S logo + product name. Please note, old version of the logos changed from S icon + Solibri Office, becomes S icon + Office

 Anywhere

 Site

 Office

 Starter

 Essential

 Advanced

 Premium

Customer logos

When displaying partner or customer logos, adjust their color to grey (#878E49) to ensure a consistent and unified appearance across all materials. Leave at least one “logo width” of clear space between each logo and around the group of logos so they remain legible and visually balanced.

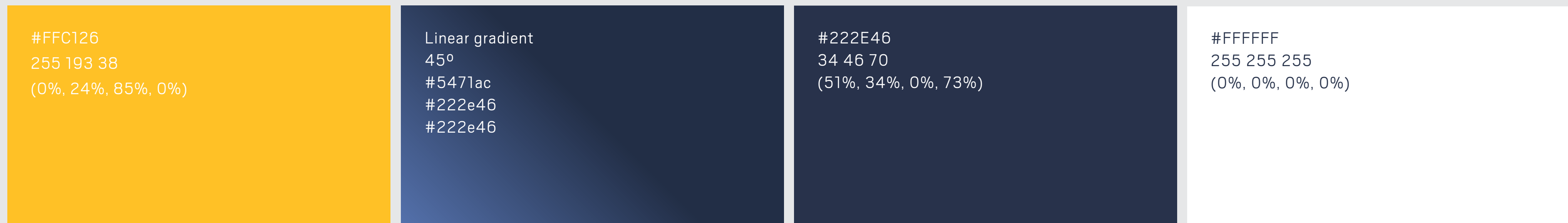


Primary colors

The Solibri brand identity is built on 4 primary colours: yellow, a gradient variation of the dark blue color, dark blue, and white.

The gradient is primarily for events, backdrops, and large-format assets

Primary colors



Other brand colors

There is also a wider range of complementary colors available for creating infographics, presentations and UI graphics elements.

Base

These are base black and white color styles to quickly swap out if you need to.

255 255 255	0 0 0
White #FFFFFF	Black #000000

Secondary /complimentary/ functional

These colors support infographics, UI elements, and data visualization. Functional colors must never override primary brand colors. Use functional colors for meaning (status, data, indicators), not decoration

0 127 255	255 73 100	80 205 139	118 87 255
Blue #007FFF	Red #FF4964	Green #50CD8B	Purple #7657FF

Website grey

Gray is a neutral color and is the foundation of the color system. Almost everything in UI design — text, form fields, backgrounds, dividers — are usually gray.

242 244 247	249 250 251	192 198 204	192 198 204	105 113 120	80 90 99	55 63 70	29 38 46
100 #F2F4F7	200 #F9FAFB	300 #C0C6CC	400 #878E94	500 #697178	600 #505A63	700 #373F46	800 #1D262E

Website dark blue

Dark Blue 900 can be used in backgrounds

29 38 46	234 236 240	192 198 204	135 142 148	105 113 120	80 90 99	55 63 70	0 20 34
100 #F2F4F7	200 #EAECF0	300 #C0C6CC	400 #878E94	500 #697178	600 #505A63	700 #373F46	800 #001422

Website primary

The Solibri brand blue is the primary color, and is used across all interactive elements such as buttons, links, inputs, etc. This color can define the overall feel and can elicit emotion.

204 229 255	153 204 255	102 178 255	51 153 255	0 127 255	4 106 209	0 88 171	0 70 131
100 #CCE5FF	200 #99CCFF	300 #66B2FF	400 #3399FF	500 #007FFF	600 #046AD1	700 #0058AB	800 #004683

Website red/error

THESE ARE SOLIBRI COLORS - ACCESSIBILITY VALUES NOT UPDATED Error colors are used across error states and in "destructive" actions. They communicate a destructive/negative action, such as removing a user from your team.

240 206 206	229 172 173	215 125 126	2.78	215 82 84	207 41 45	186 34 37	156 28 31
100 #FOCECE	200 #E5ACAD	300 #D77D7E	400 #D75254	500 #DE3336	600 #CF292D	700 #BA2225	800 #9C1C1F

Website yellow/warning

THESE ARE SOLIBRI COLORS - ACCESSIBILITY VALUES NOT UPDATED Warning colors can communicate that an action is potentially destructive or "on-hold". These colors are commonly used in confirmations to grab the users' attention.

255 237 191	255 230 166	255 217 122	255 208 89	255 193 38	239 180 35
100 #FFEDBF	200 #FFE6A6	300 #FFD97A	400 #FFD059	500 #FFC126	600 #EFB423

Website green/success

Success colors communicate a positive action, positive trend, or a successful confirmation. If you're using green as your primary color, it can be helpful to introduce a different hue for your success green.

200 234 215	184 217 200	153 191 171	71 158 113	51 133 90	2 122 72	40 103 70	5 96 58
100 #C8EAD7	200 #B8D9C8	300 #99BFAB	400 #479E71	500 #33855A	600 #027A48	700 #286746	800 #05603A

Colors used on the website

TEXTS

Headlines on dark

255 255 255

White
#FFFFFF

Outline & disabled

- Outlines
- Disabled buttons
- Body and pretitle texts on dark backgrounds

192 198 204

300
#C0C6CC

Tertiary text color

- Pull quote
- Text link underline color
- Footer / navigation link item hover color

105 113 120

500
#697178

Secondary text color

For all Description & Lead paragraph, and body texts on white and on grey backgrounds

80 90 99

600
#505A63

Primary text color

For all headlines on white and on grey backgrounds

29 38 46

800
#1D262E

BORDERS

Grey 300

Primary outline, use cases:

- Buttons

192 198 204

300
#C0C6CC

Grey 200

Secondary outline, use cases:

- External link cards (references, integrations)
- Pricing / product cards

234 236 240

200
#EAECF0

Grey 100

Tertiary outline, use cases:

- Footer
- Header bars
- Tab element background
- Spacers

242 244 247

100
#F2F4F7

BACKGROUNDS

White

255 255 255

White
#FFFFFF

Grey

249 250 251

50
#F9FAFB

Dark Blue

0 20 34

800
#001422

Dark Blue gradient

Linear gradient
45°
#5471ac
#222e46
#222e46

FUNCTIONAL AND DECORATIVE

Yellow decorative

Pull quote side bar

255 217 122

300
#FFD97A

Blue Active & Decorative

- Text link underline hover and button color.
- Pretitle and badge text color.

4 106 209

600
#046AD1

Blue Hover & Decorative

- Button, card outline etc hover color
- Decorative icon color
- link text hover color

0 127 255

500
#007FFF

Error state outline

- Input fields

215 125 126

300
#D77D7E

Error state text

- Error messages

207 41 45

600
#CF292D

Primary gradient color

Gradients are a key element in Solibri's content, adding visual impact and energy to the produced materials. The examples below illustrate recommended gradient usage across different formats. When gradients are applied to printed materials, special care is required to ensure precise color reproduction and avoid printing issues. To maintain consistency and quality, all event and printed assets featuring gradients must be submitted for approval to the Global Marketing Team before production.

Linear gradient

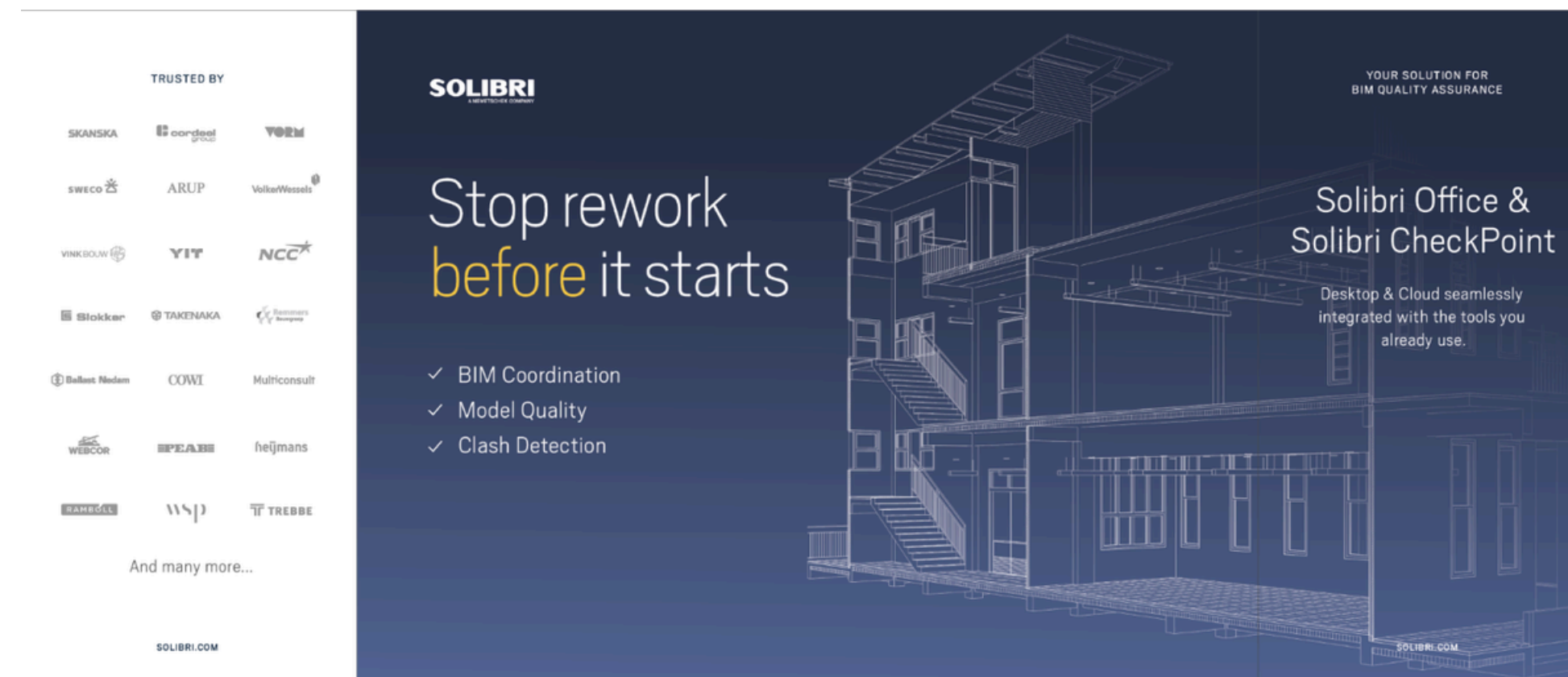
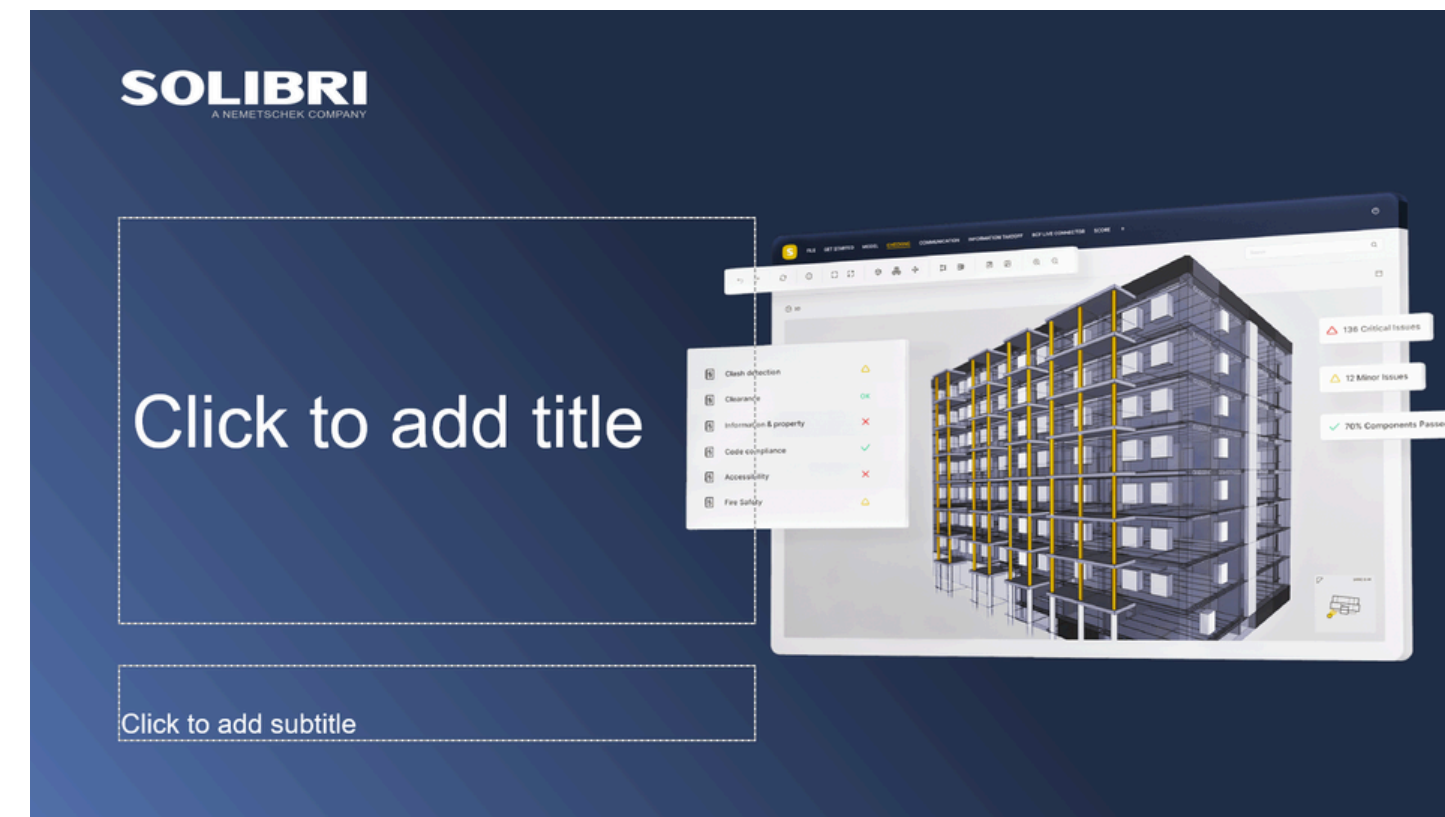
45°

#5471ac

#222e46

#222e46

The degree might change depending on the text placement to increase visibility.



Gradient colors

The following gradient variants are currently reserved for use in the product UI only. Green and light blue gradients may appear in interface elements where appropriate, while the red gradient is used only in very specific cases and should be applied sparingly and with clear functional purpose.

Light blue

Angle: 177deg

Stop 1: #046AD1 -13.49%

Stop 2: #004683 77.75%);

Green

Angle: 177deg

Stop 1: #05603A -13.49%

Stop 2: #027948 77.75%);

Red

Angle: 177deg

Stop 1: #CF292D -13.49%

Stop 2: #9C1C1F 77.75%);



Update Solibri Office

Version x.xx

Introducing Solibri Formulas in ITO and Classifications, New Measurement Tools and View, ACC Integration and more!

Introducing Solibri Formulas in ITO and Classifications, New Measurement Tools and View, ACC Integration and more!

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[Read release notes](#)

Update Solibri Office

Version x.xx

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Update Solibri Office

Version x.xx

Introducing Solibri Formulas in ITO and Classifications, New Measurement Tools and View, ACC Integration and more!

[Read release notes](#)

Buttons

For creating buttons in digital materials, the primary style is a yellow button with dark blue (#222e46) text, widely used across digital banners, emails, and in-product pages. Additionally, three other styles are introduced on our website:

- a light blue button with white text
- a light blue outlined button with light blue text
- a white outlined button with white text

On the website, all button styles include a hover effect, appearing in a brighter color when hovered to enhance interactivity while maintaining brand consistency and usability.

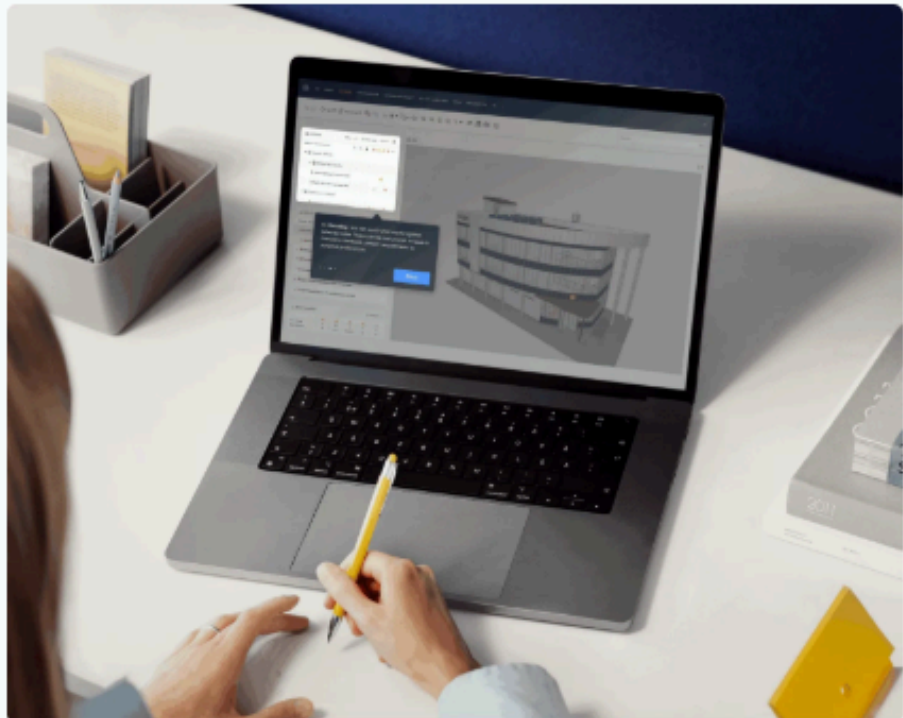


SOLIBRI
A NEMETSCHEK COMPANY

Validated BIM: the foundation for data center construction

Meet project requirements
Comply with regulations
Keep teams safe

[Read the article](#)



[See how it works](#)

Preview Solibri in action

Solibri has over 70 predefined rulesets and the option to create your own to match your project's needs and requirements. Explore the possibilities Solibri has to offer through our intuitive product tour.

[Take the tour](#)

Give everyone in your project the right tool for the right job and **start your journey to quality with Solibri**

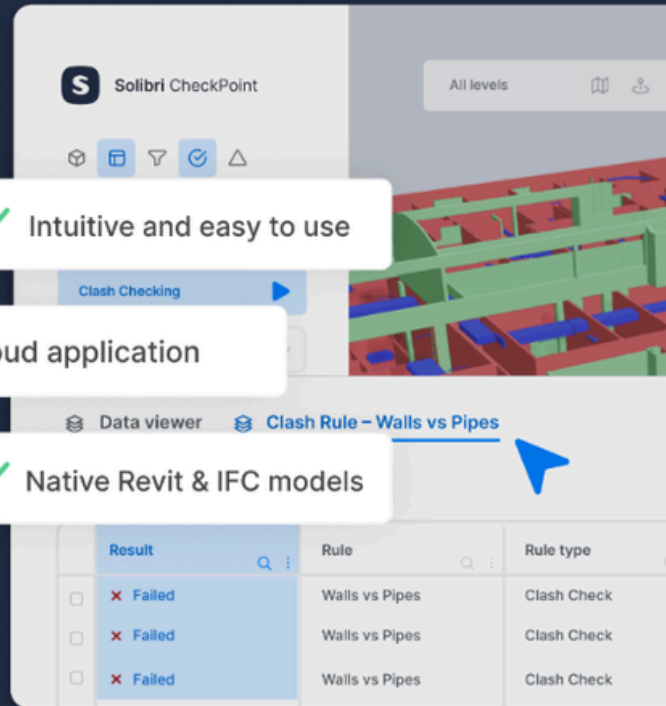
[Contact sales](#)

Font color

In all digital materials, white text is used when placed over our dark blue (#222E46) or dark blue gradient background to ensure optimal readability and brand consistency.

Conversely, when text appears on a white background, it can be set in our dark blue (#222E46) font, and default black is also acceptable.

For emphasis or highlights within any text, yellow (#FFC126) is used to draw attention while maintaining Solibri's distinctive look.



SOLIBRI
A NEMETSCHek COMPANY

Streamline your workflow, **reach your CheckPoint**

- ✓ Intuitive and easy to use
- ✓ Cloud application
- ✓ Native Revit & IFC models

Result	Rule	Rule type
✗ Failed	Walls vs Pipes	Clash Check
✗ Failed	Walls vs Pipes	Clash Check
✗ Failed	Walls vs Pipes	Clash Check

The cost of **fixing a mistake** during different phases grows **exponentially**

- ✓ Design - \$
- ✓ Design review - \$\$
- ✓ Production - \$\$\$
- ✓ Installation - \$\$\$\$
- ✓ Court - \$\$\$\$\$

Typography

Solibri uses the Scout font family for all core visual communications in both print and digital.

- Scout Thin: Large headlines and hero statements, mostly on the website.
- Scout Black: Compact headlines or all-caps titles
- Scout Bold: Subheadings and section headers
- Scout Regular: Body text
- Scout Light: Fine print or secondary information (use sparingly)

Licenses for Scout can be purchased from Typekit:

typekit.com/fonts/scout.

Other fonts:

For user interfaces and small body text where legibility is essential, native system fonts are recommended.

When Scout is unavailable, Arial Regular/Bold is the primary fallback for office documents, PowerPoint slides, emails, and UI environments where Scout is not supported. System fonts such as Roboto, Inter, San Francisco, or Segoe UI may be used, depending on the operating system, to ensure accessibility and broad compatibility.



MAIN FONT

SCOUT FONT FAMILY
THIN – BLACK

FALLBACK OPTION

ARIAL REGULAR &
BOLD

NATIVE OPTIONS

DEPENDING ON OPERATING
SYSTEM: ROBOTO, SAN
FRANCISCO, SEGOE UI ETC.

Typography

Presentations

- **Headline (H1): 36–48 pt**
- **Transition slide headline: 36–54 pt**
- **Subheading (H2): 24–28 pt**
- **Body text: Minimum 18 pt**

Documents (PDF / Word)

- **Headings: 16–20 pt**
- **Body text: 10.5–11 pt**
- **Captions: Minimum 9 pt**

Email

- **Use system default font sizes**
- **Do not manually style fonts or sizes**

Letter spacing & font consistency

Maintain standard letter spacing for optimal readability. Do not mix different font families within the same layout—for example, avoid combining Scout with Arial in a single design. When system fonts are necessary, use Arial as a replacement, not alongside Scout. Condensed or decorative fonts are avoided.

Title capitalization

Titles should use sentence case, where only the first word and any proper names are capitalized. Using ALL CAPS for an entire title is acceptable as an emphasis style, but should remain occasional.



SOLIBRI
A NEMETSCHEK COMPANY

Validated BIM: the foundation
for data center construction

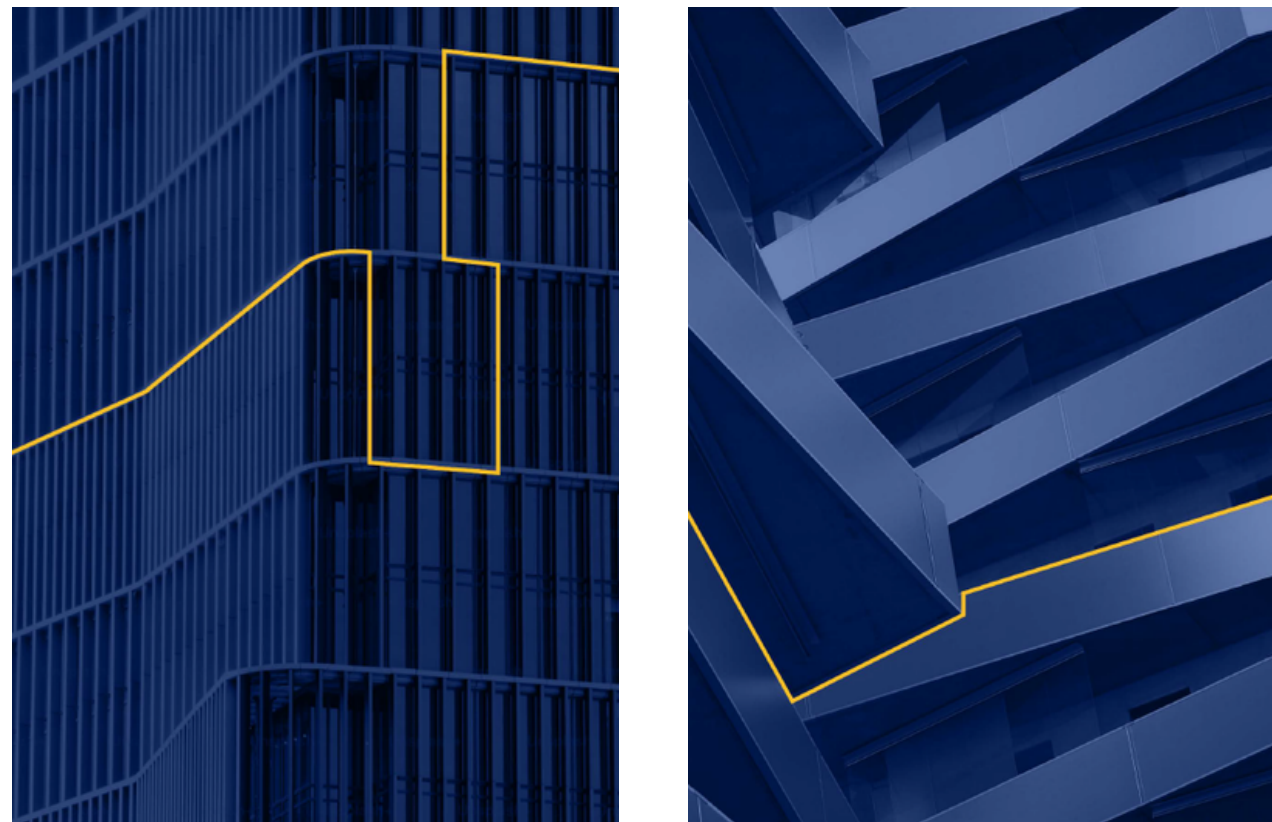
Meet project requirements
Comply with regulations
Keep teams safe

[Read the article](#)

Image types

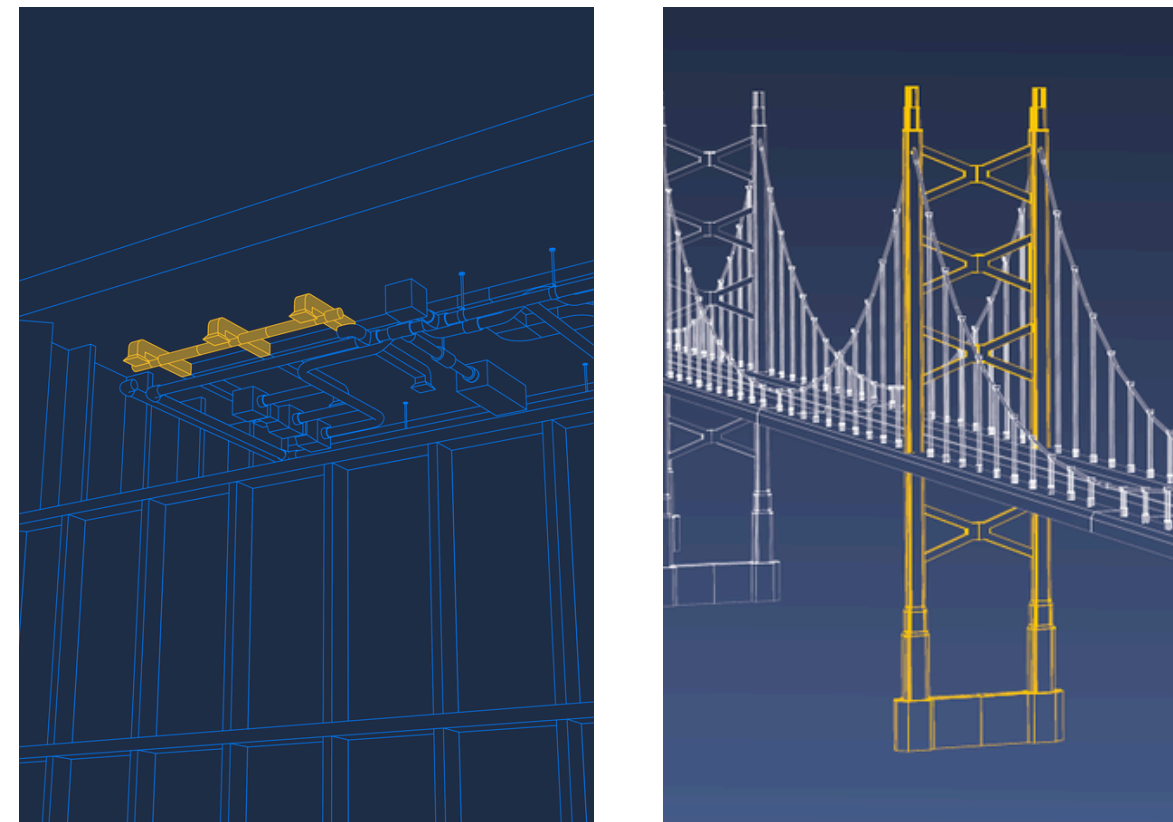
Solibri's imagery communicates value through clarity and authentic representation. Images should reinforce the brand's leadership in digital construction quality and support the specific use case. Authentic, professional imagery is always preferred over generic or overly styled visuals.

BRAND AND TOP LEVEL MATERIALS



Abstract architectural imagery with subtle yellow line overlays (#FFC126) represents digital transformation and BIM coordination. These visuals create a sophisticated, forward-thinking aesthetic suitable for website heroes, campaign covers, and foundational brand materials.

FEATURE ILLUSTRATION



Rendered BIM models that showcase specific functionality with clear issue highlighting demonstrate tangible product value and help audiences understand Solibri's capabilities at a glance.

PEOPLE AND USERS



Authentic stock imagery showing professionals in realistic construction and office environments reflects diversity, collaboration, and real-world application of Solibri's solutions. Staged or overly polished photography that feels disconnected from actual workflows should be avoided.

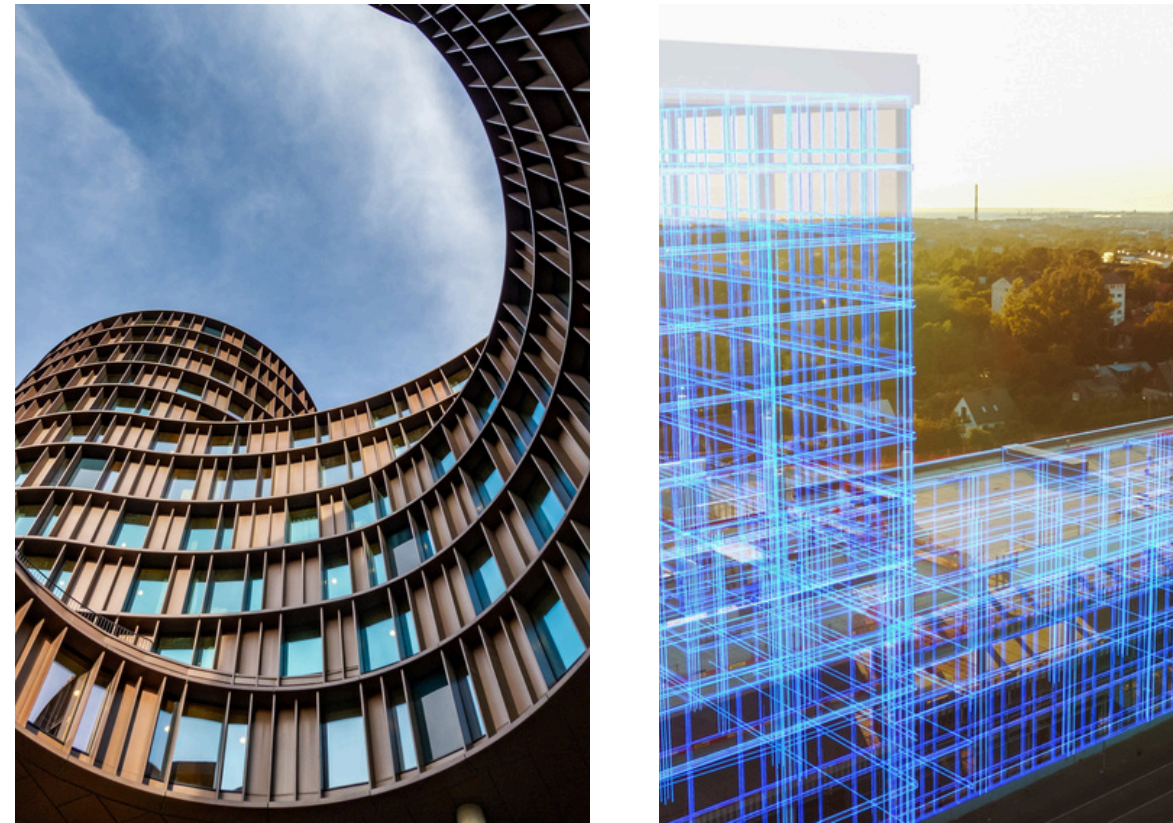
Image types

CUSTOMER STORIES AND CASE STUDIES



Customer-provided project imagery and product screenshots paired with professional photography build credibility and directly showcase real-world impact.

CAMPAIGN VISUALS



Visual style flexibility depends on campaign objectives. Rendered model imagery works well for product-focused campaigns to highlight certain features, while architectural visuals suit brand-wide campaigns. The Global Marketing Team should coordinate to ensure consistency across campaign touchpoints.

POWERPOINT PRESENTATIONS



A reusable image library for general presentation slides draws from all categories as needed. Images should align with slide content and maintain visual hierarchy without overwhelming text or data.

Image types

Product UI

Solibri product screenshots require careful handling due to interface complexity and text density.

Best Practices

- Use only high-resolution screenshots from the pre-approved Canva Brand library.
- Ensure clean, proportional cropping without awkward cuts.
- Include brief captions describing what screenshots represent.
- Prioritize the 3D model visualization, minimizing side menus and interface elements.

Avoid

- Low-resolution or compressed images.
- White UI elements positioned against banner edges.
- Incoherent cropping that obscures interface details.

New Screenshots

- Contact the Global Marketing Team at marketing@solibri.com for new product UI images. Provide requirements: high resolution, landscape orientation, full-screen capture, and readable text size.

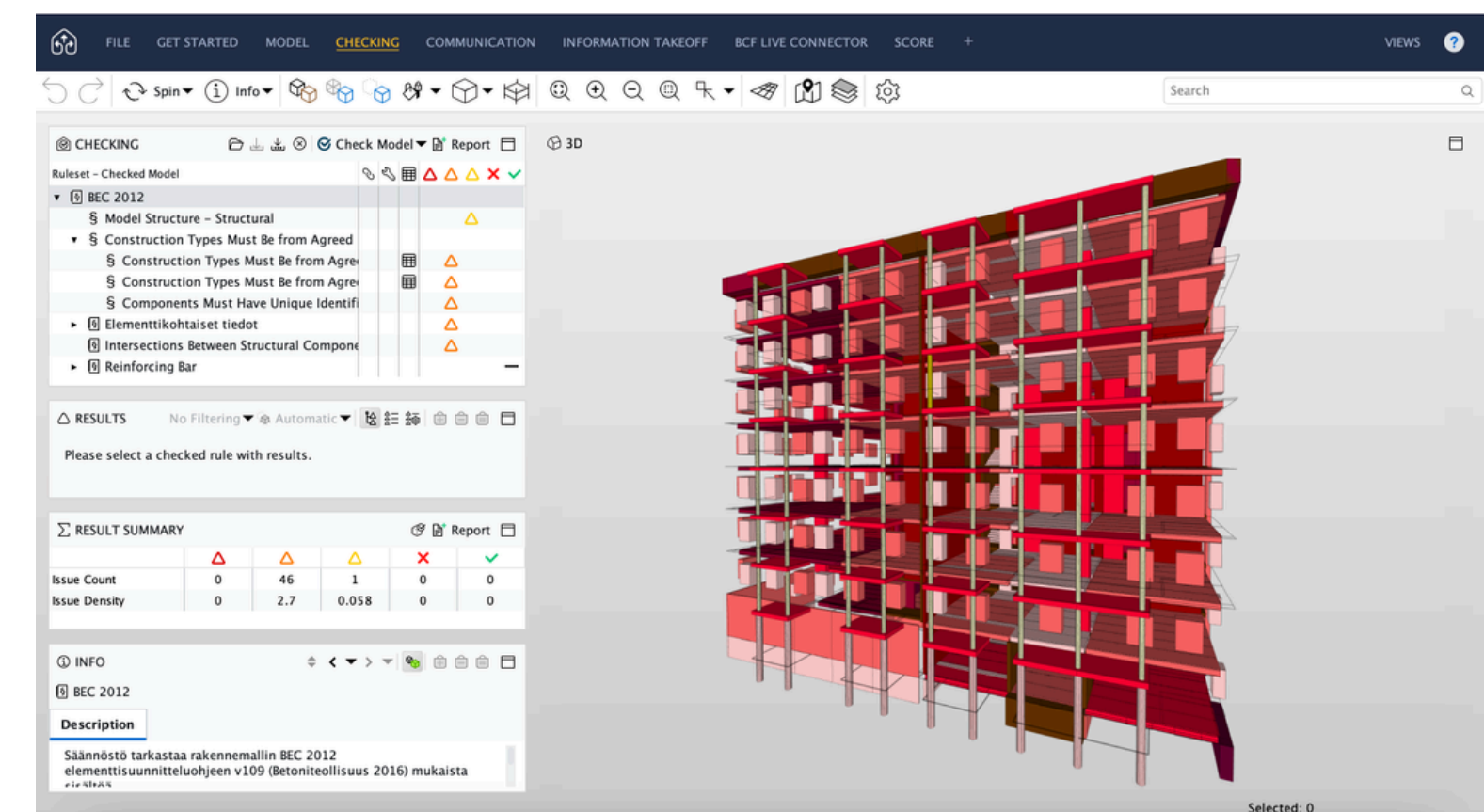


Image types

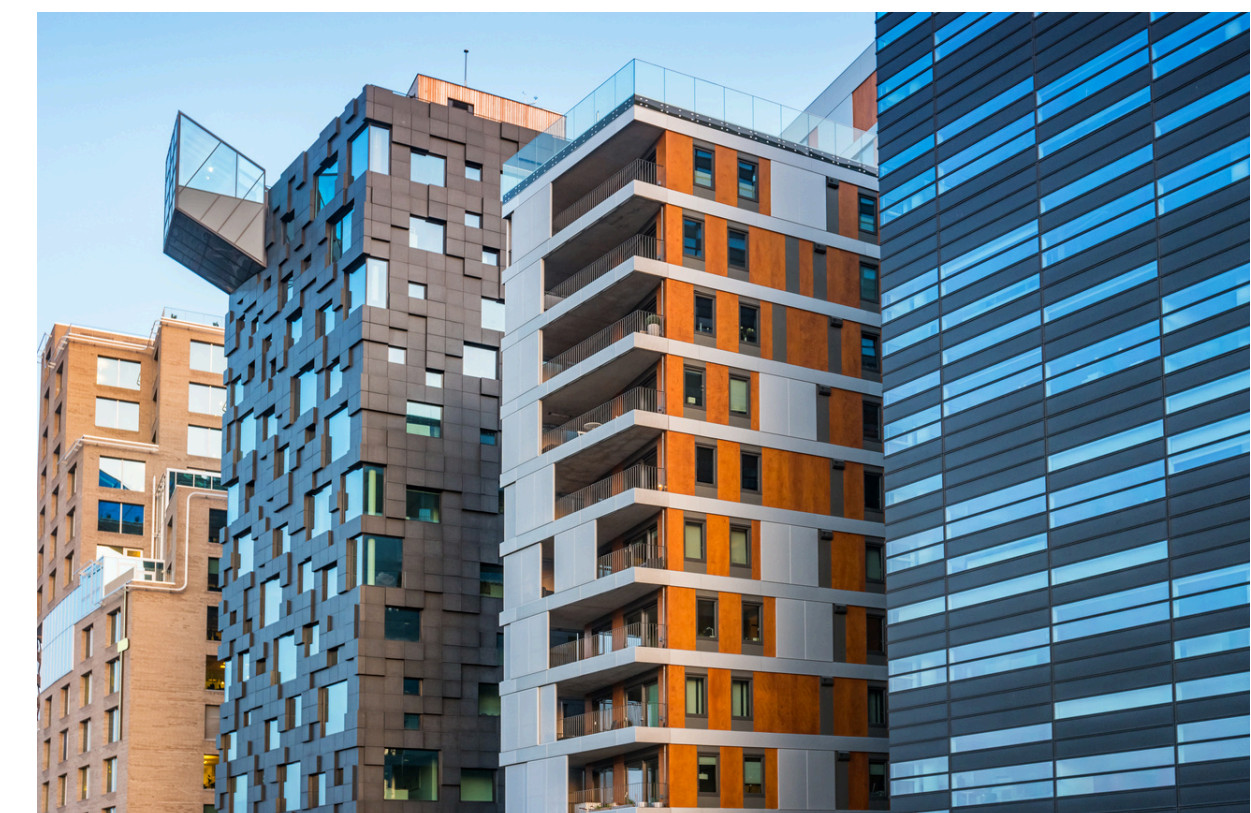
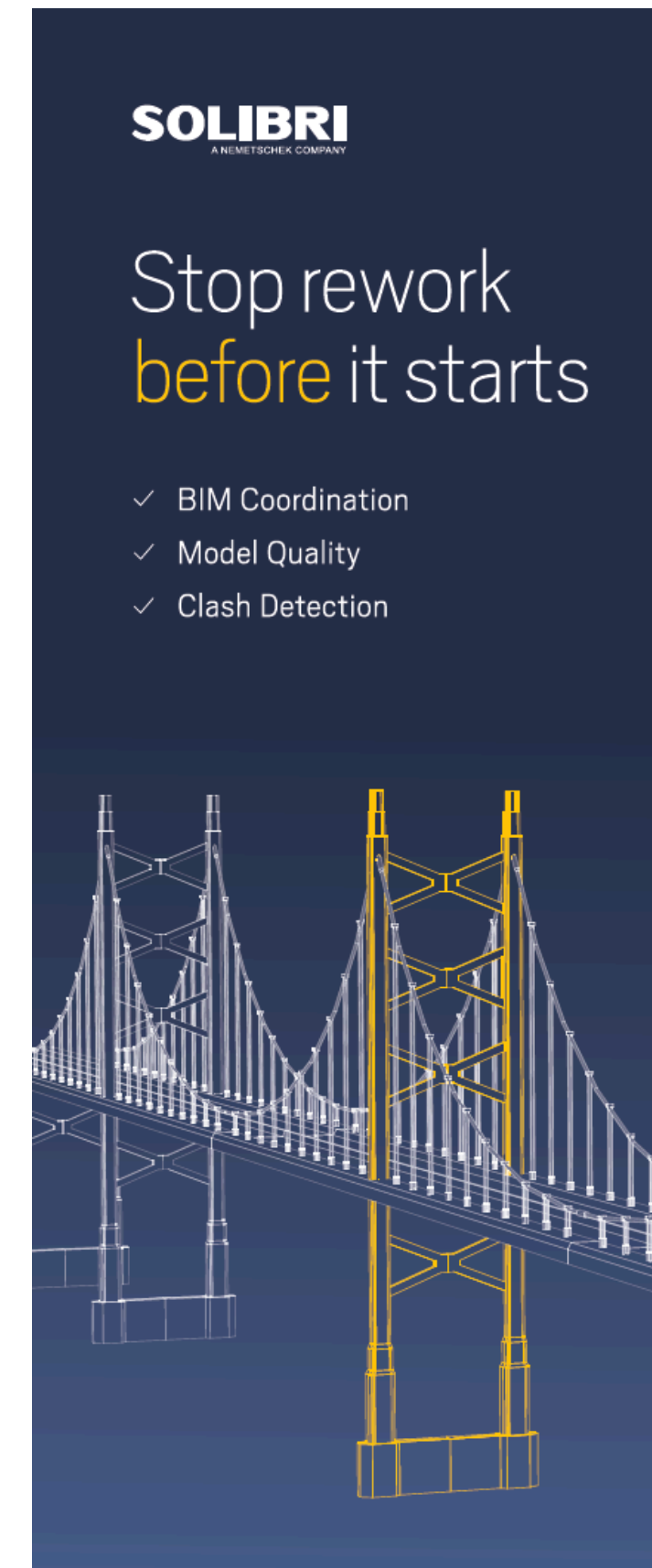
Printed materials and merchandize

Visual style for printed materials such as roll-ups and event signage should flex based on use case and target audience. Abstract architectural imagery with yellow accents or rendered model imagery may be employed depending on event objectives. The Solibri Nemetschek logo should be used on all printed merchandise to maintain brand consistency and professional appearance. The Global Marketing Team should coordinate all printed touchpoints.

Stock image selection

Stock imagery should prioritize authenticity, diversity, and professional quality. Clichéd construction or tech imagery, overly staged scenarios, or visuals disconnected from real industry workflows should be avoided. All imagery should align with Solibri's professional and forward-thinking brand identity.

A pre-approved stock image and video library is available at [Stock images & videos](#). The Global Marketing Team has access to iStock and additional stock resources. For specific stock image needs, contact marketing@solibri.com.



Banners

Solibri provides banner templates as creative references to streamline content creation and build event identity. All banner designs must align with brand guidelines and be reviewed by the Global Marketing Team before publication. Solibri's logo must be on the top left corner of the banner, unless there are specific exceptions.

Recommended Banner Sizes

- Social Media: 1200 × 628 px or 1080 x 1080 px (LinkedIn, Facebook), 1024 × 512 px (Twitter/X)
- Email: 600 × 300 px (standard), 600 × 200 px (header)
- Website: 1920 × 600 px (hero), 1200 × 400 px (secondary), 1440 x 960 px (card visual)

Events banners

A slashed design layout positions Solibri's logo and event details (name, date, "Meet us at") on the left, paired with location-relevant stock imagery on the right. This template creates geographic relevance and event recognition.

Webinars banners

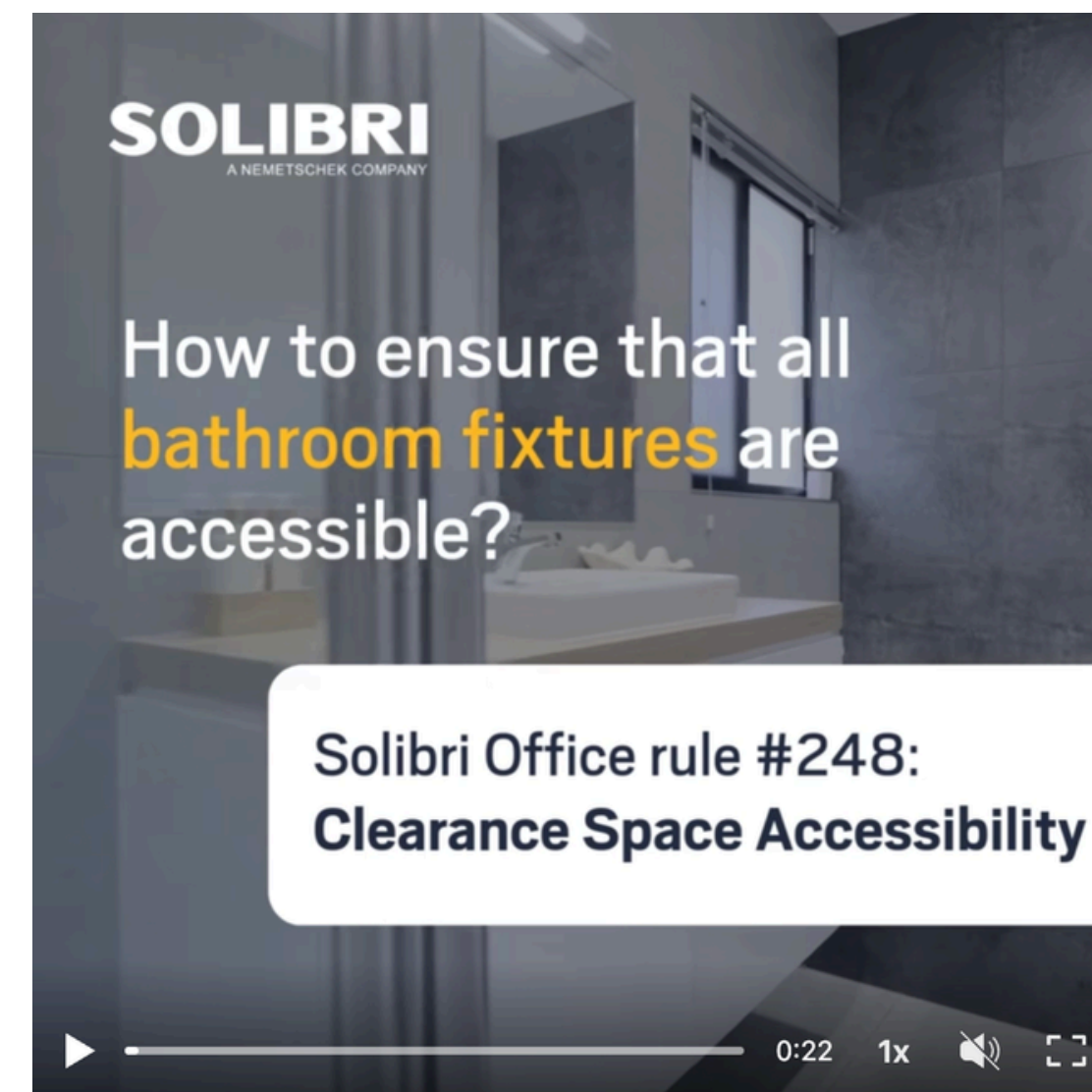
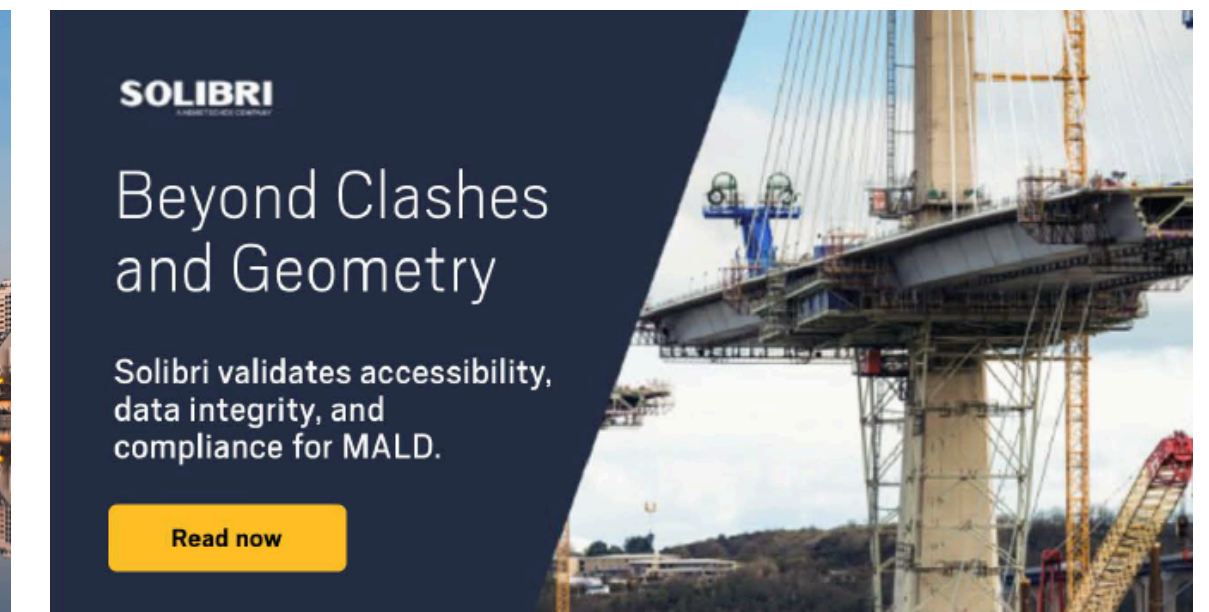
A speaker template with yellow outline and circular photo frame builds consistency across speaker promotions and strengthens event series identity.

Articles banners

A slashed design positions Solibri's logo and article title on the left, paired with relevant imagery on the right. Imagery should directly support the article's core message.

Email Banners

Email banners feature Solibri's dark blue background (#222E46), or gradient. Background images are allowed using the blue gradient overlay. Include a clear, concise title aligned to the email content.



What not to do

Image selection – don'ts:

- Clichéd construction or tech stock photography that feels generic or disconnected from real workflows
- Overly staged, polished, or artificial scenarios that lack authenticity
- Low-quality or pixelated imagery
- Images that do not align with Solibri's professional and forward-thinking brand identity
- Busy or cluttered backgrounds that distract from the main message
- AI-generated images or banners

Banner design – don'ts:

- Overcrowding banners with too much text or competing visual elements
- Using mismatched fonts or mixing Scout with other font families such as Arial
- Placing logos on unmodified busy backgrounds without overlay or masking
- Inconsistent spacing, alignment, or color usage across banner variations
- Using unapproved color variations or gradients in printed materials
- Placing imagery directly over logos without sufficient contrast or visibility
- Ignoring banner size specifications for different platforms (social, email, website)
- Adding external logos with colored or messy backgrounds

General brand violations:

- Distorting, rotating, or stretching the Solibri Nemetschek logo
- Using outdated logo versions or incorrect color variants
- Applying heavy, distracting effects or animations to support imagery
- Using the S logo as a standalone mark outside approved campaign contexts



Video instructions

Intro & Outro: All Solibri videos must use the approved branded intro and outro sequences. (Add link here to official video assets: [Intro & Outro link])

Music Selection:

- Background music should reflect Solibri's core values—professional, innovative, and confident. Choose background music that is modern, minimal, and uplifting, it needs to support narration without overpowering it.
- Preferred styles include subtle electronic, ambient, or light orchestral music that conveys clarity, trust, and forward-thinking energy.
- Avoid overly dramatic, aggressive, or heavily percussive music.

Interview Videos (Customers or Solibri Staff):

- Use clean, professional backgrounds that are visually neutral. Avoid cluttered or distracting surroundings.
- Ensure bright, natural, or evenly balanced lighting.
- Capture clear, high-quality audio with minimal background noise.
- Apply consistent lower thirds with names and titles in dark blue (#222E46) or white (for dark backgrounds), ensuring full readability.
- Use smooth, minimal transitions consistent with Solibri's brand motion guidelines.
- Keep transitions smooth, minimal, and consistent with Solibri's brand motion guidelines.

AI voiceover is supported as an alternative to human narration, provided the tone remains professional, clear, and aligned with Solibri's brand voice.

All videos must be reviewed and approved by the Global Marketing Team before release to ensure alignment with Solibri's visual and tonal standards.



Co-branding

Logo Pairing

When Solibri appears alongside partner logos, position the Solibri Nemetschek logo on the left and the partner logo on the right, separated by an "×" symbol in the center. Both logos should use dark or grey versions to maintain visual harmony and equal prominence. Maintain consistent spacing and scale between logos to ensure a balanced co-branded presentation. Preferred format for logos is SVG.

Boilerplate Usage

In co-branded materials, boilerplate order must follow the hosting and ownership of the content:

Solibri-hosted materials:

- When content is published or hosted on Solibri-owned channels, partner, reseller, or customer boilerplates appear first. The Solibri boilerplate must appear last.

Partner, reseller, or customer-hosted materials:

- When content is published or hosted on external partner, reseller, or customer channels, the Solibri boilerplate must appear first, followed by the partner or customer boilerplate.

Nemetschek-led communications:

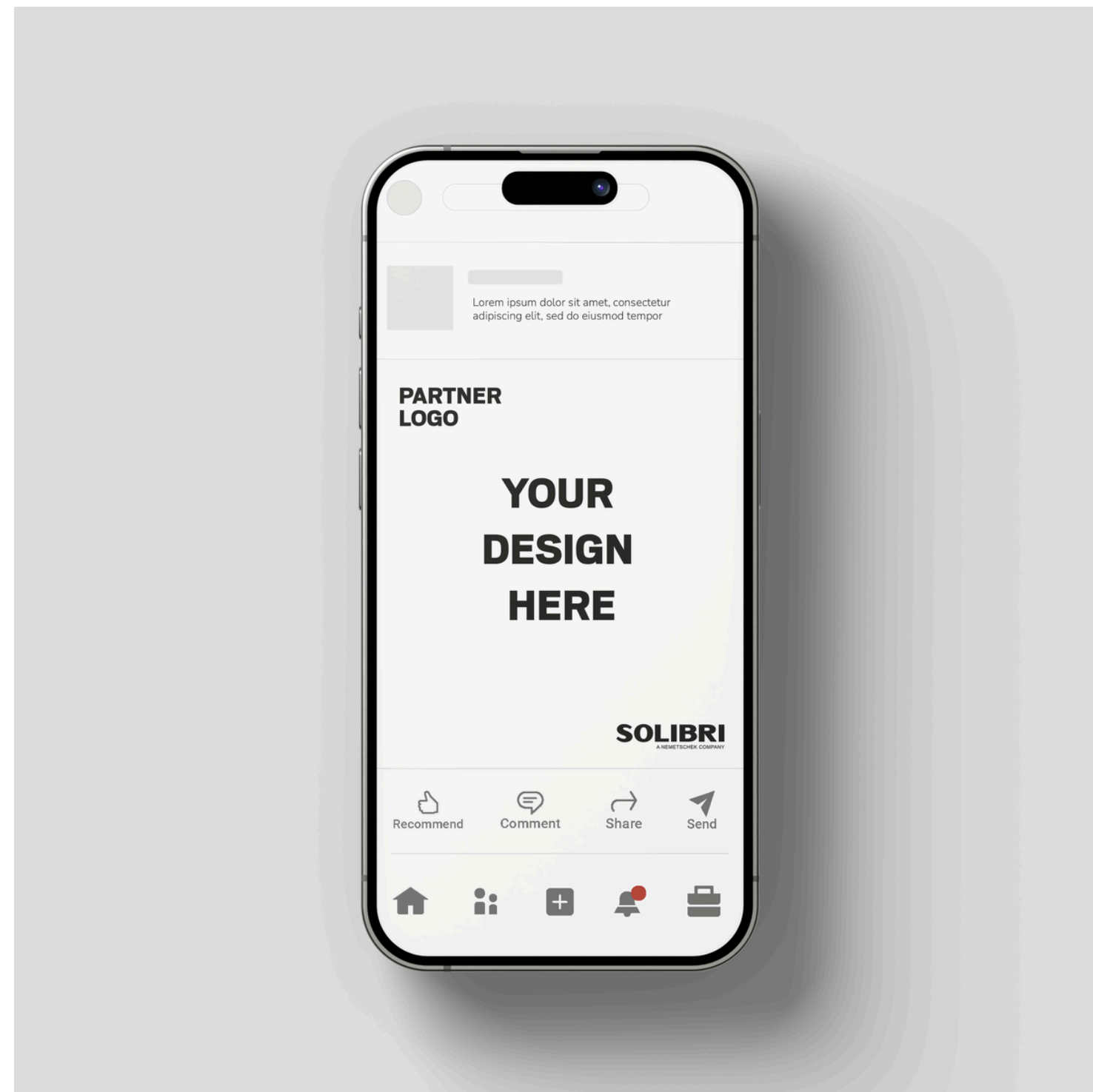
- For materials issued under Nemetschek Group communications, boilerplate order and placement are defined by Nemetschek and must be followed without modification.

Only approved boilerplate text may be used. Any exceptions require validation by the Global Marketing Team.

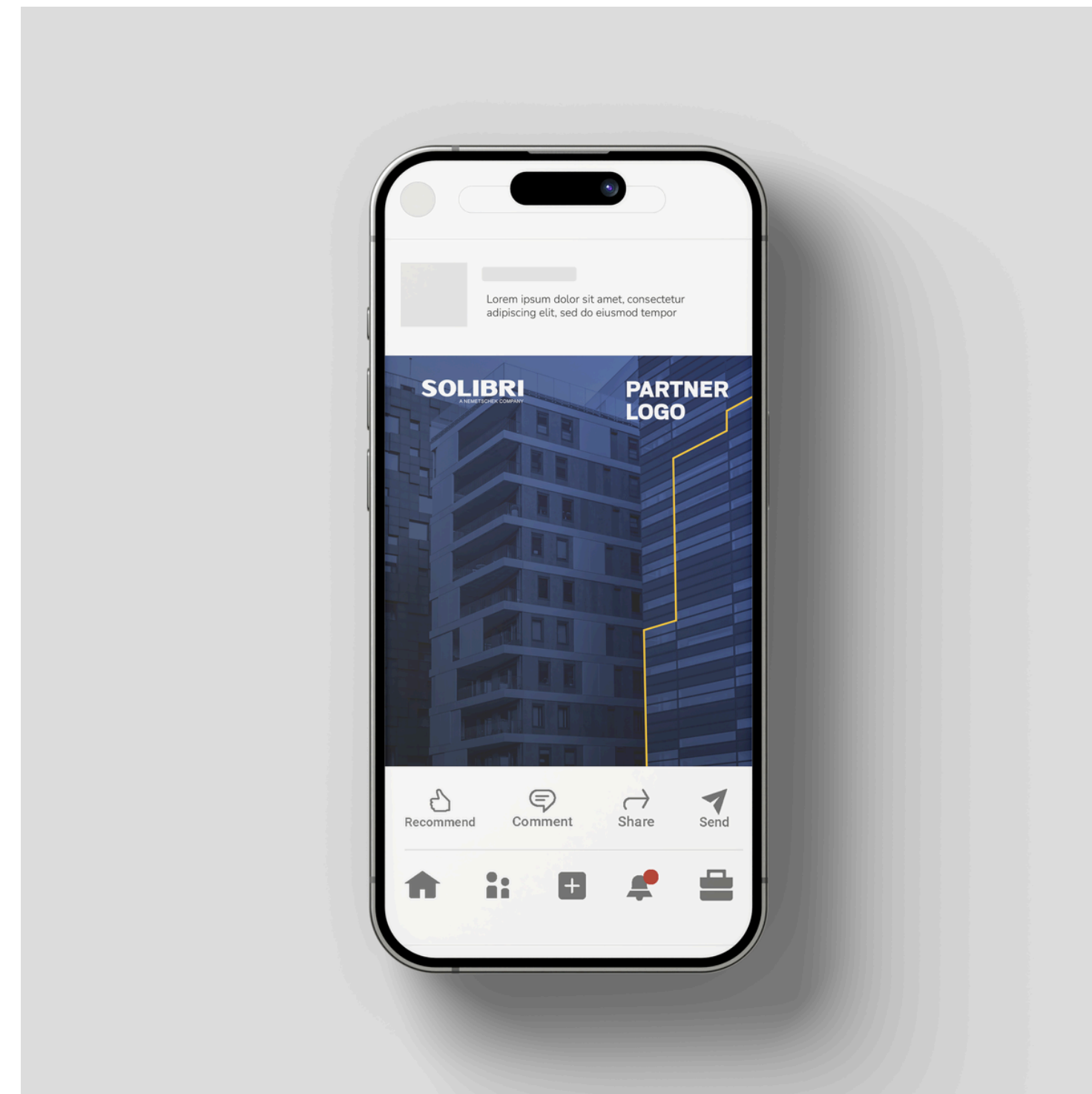


Digital banners

In digital advertisements, where space is restricted, Solibri's logo must remain intact, within its proportions. The width of the logo must match the width of the partners logo. The logo must be placed so all elements within can be clearly seen with no other visual elements intruding its spacial proximity. If using Solibri provided imagery, please place Solibri's logo first. In digital banners, Solibri's logo must be at least 120px in width.



Partner branded content



Solibri branded

Find Solibri materials in the partner portal

Printed ads

In printed materials, Solibri's logo must remain within its original proportions and not stretched, cropped or disrupted by other visual elements. Solibri's logo must be the same width dimension as partner logo(s). When using Solibri branded elements, the preference is to place the Solibri logo first. Spacing between visual elements must remain the same and relative to which information needs to be grouped together. In printed materials Solibri's logo must not be smaller than 30mm in width.



Partner branded content



Solibri branded

Find Solibri materials in the partner portal.

Event materials

(1/2)

In event materials, whether it is rollups or booth/stand designs, logos must be placed at the top of the design, to be instantly identifiable. Solibri's logo must remain intact and within its original proportions, and evenly spaced away from other visual elements to avoid cluttering. Event materials must be readable, with text placed at eye level height. For larger event materials the minimum logo requirement is 20cm in width.



Partner branded content



Solibri branded

Find Solibri materials in the partner portal.

Event materials

(2/2)

For large scale trade show stands, logos should be placed at the top of the backdrop, to be instantly identifiable from afar. Backdrop designs must not interfere with the logos defined proximity. When designing backdrops and printed materials, ensure the correct color space is being used, with high-quality print files (eps/svg) and all text outlined when finalised.



Partner branded content



Solibri branded

Find Solibri materials in the partner portal.

Presentation materials

Presentation materials must have logos placed in visible areas that do not impact the content. On title slides, where there may be more space, the Solibri logo can be larger, preferably placed in the upper left hand corner. For slides with limited space, the preference for logo placement is in the bottom right hand corner. Solibri's logo must remain intact and within its original proportions, and evenly spaced away from other visual elements to avoid cluttering.



Title slide



Content heavy slide

Email marketing

Email marketing can vary through different layouts. Therefore, in order to provide a coherent design approach to email marketing we have created banner templates for either guidance on logo placement or for reference.

Solibri's logo must remain intact, within its proportions. The width of the logo must match the width of the partners logo. The logo must be placed so all elements within can be clearly seen with no other visual elements intruding its spacial proximity. If using Solibri provided imagery, please place Solibri's logo first. In digital banners, Solibri's logo must be at least 120px in width.



For questions, approval requests, or to access Solibri's complete brand kit, contact the Global Marketing Team at marketing@solibri.com.

All brand assets, templates, and the latest guidelines are available at <https://www.solibri.com/press-materials>.