



SOUNDTHINKING™

Brand Identity Standards
v1.4

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Getting Acquainted With Our Identity

This document is intended to serve as a guide and reference to understanding and implementing SoundThinking's brand identity. The rules outlined here should be adhered to across all communications and applications. Following these guidelines will build value in our brand as well as result in a consistent and recognizable identity.

Questions regarding design and messaging should be directed to our marketing team.



Who We Are

What We Say & How We Say It

In order for people to understand what we're all about, we must communicate in a way that employees, law enforcement, civic leadership, and the communities that benefit from our services clearly understand and can relate to.

Our Brand Statement

This public-facing brand statement serves as boilerplate to quickly and simply explain what we're all about.

SoundThinking™ is a public safety technology company that combines transformative solutions and strategic advisory services for sound decisions, to make neighborhoods safer and improve community confidence.



Our Corporate Identity

Every Interaction Counts

Whether in person, on paper, online or otherwise, we are always communicating something about our brand. Our identity system ensures that no matter how we connect, there will always be a high level of consistency.

SoundThinking Name & Trademark

Whether in graphic form (our Lockup) or in plan text, our name should appear as one word with InterCaps.



Graphic

SoundThinking™ is a public safety technology company that combines transformative solutions and strategic advisory services for sound decisions, to make neighborhoods safer and improve community confidence.

Plain Text

USAGE:

™ is used until we receive registration from the trademark office. Once the trademark is registered, we will use ® and these guidelines will be updated to reflect our registration status.

APPLICATION:

Trademark designation should always be applied in our logo or plain text, with the designation appearing after the word “Thinking,” as shown above. In plain text, the trademark designation must be used in the first, and most prominent instance on each page, printed or digital.

Our Corporate Logo

The SoundThinking logo is a core brand signal that identifies us. It must be applied with consistency if people are to develop a visual bond with the brand's identity. Below are some high-level basics that apply when working with our logo:

Do

- + Only display the logo in the forms specified in this guide.
- + Only display the logo in the colors specified in this guide.
- + Only reproduce the logo from the master art or from an electronic file provided directly by SoundThinking.

Do Not

- ⊘ Don't rotate, skew, redraw, re-proportion, or otherwise alter the logo or its elements in any way.
- ⊘ Don't combine the logo with any other elements—such as other logos, words, graphics, photos, slogans or symbols.
- ⊘ Don't translate elements of the logo into other languages or change them to another character set.

Color Logos

Our logo exists in several configurations. These are our color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using one of these logos over imagery, be sure that the logo is placed in an area where it remains legible.



Standalone Icon

SoundThinking-StandaloneIcon-Color...

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinking-LockupHorizontal-Color...



SoundThinking-LockupStacked-Color...



SoundThinking-LockupSuperStacked-Color...

Lockups with Tagline



SoundThinking-TagLockupHorizontal-2Color...



SoundThinking-TagLockupStacked-2Color...



SoundThinking-TagLockupSuperStacked-2Color...

Reverse Logos

These logos can be used on backgrounds that are specified as our Primary Gray color. Below, the lockups without a tagline, are merely the white versions of the logo. They are presented here to show usage.

The lockups with a tagline are identified by “2ColorReverse” in their file names. It is important that these logos are used at a size to maintain legibility of the tagline on the colored background to meet accessibility standards.



Standalone Icon

SoundThinking-StandaloneIcon-White...

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinking-LockupHorizontal-White...



SoundThinking-LockupStacked-White...



SoundThinking-LockupSuperStacked-White...

Lockups with Tagline



SoundThinking-TagLockupHorizontal-2ColorReverse...



SoundThinking-TagLockupStacked-2ColorReverse...



SoundThinking-TagLockupSuperStacked-2ColorReverse...

Black Logos

Our black logos can be used in applications where color is not an option.



Standalone Icon

SoundThinking-StandaloneIcon-Black...

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinking-LockupHorizontal-Black...



SoundThinking-LockupStacked-Black...



SoundThinking-LockupSuperStacked-Black...

Lockups with Tagline



SoundThinking-TagLockupHorizontal-Black...



SoundThinking-TagLockupStacked-Black...



SoundThinking-TagLockupSuperStacked-Black...

White Logos

Our white logos are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.



Standalone Icon

SoundThinking-StandaloneIcon-White...

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinking-LockupHorizontal-White...



SoundThinking-LockupStacked-White...



SoundThinking-LockupSuperStacked-White...

Lockups with Tagline



SoundThinking-TagLockupHorizontal-White...



SoundThinking-TagLockupStacked-White...



SoundThinking-TagLockupSuperStacked-White...

Exclusion Zone

Exclusion zones exist in order to keep all of our logos free and clear of graphics and text within the applications they are displayed. This minimum area around our lockups is built into each file so that when placed into an application, it is automatically accounted for within the graphic's bounding box. Trademark symbols have been taken into account in order to maintain balance within this free space.



Specialty Application











Our standalone icon can be used, in full or cropped form, as a screened background graphic as in the examples below. There are two acceptable applications:

- the crop still captures the overall concept of the logo without being unrecognizable
- a full lockup accompanies the cropped version



Incorrect Usage

To ensure consistent and cohesive application across all communications our logos must not be used in the following manners:

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

1. **Color Clashing:** The logo must not be used on backgrounds of similar color or tone.
 2. **Background Pattern Clashing:** Logos must not be used over patterns, multi-colored backgrounds, or photos that compromise legibility.
 3. **In a Box:** The logo must not be contained within a holding device, such as a white or other color box.
 4. **Distortion:** The logo must not be used where the height and width are at different percentages.
 5. **Rotation:** The logo must not be rotated.
 6. **Skewing:** The logo must not be skewed.
 7. **Outlining:** The logo must not be used as outlined artwork.
 8. **Re-Proportioning:** The elements of the logo must not be scaled separately from their original proportions.
 9. **Re-Configuring:** The elements of the logo must not be re-positioned from one another in any way.
 10. **Drop Shadow:** Drop shadows may not be used behind the logo.
- Note:** These rules should be upheld when using our corporate logos, our platform logos, or any of our product logos.

Inc. Logos Color

In the event that there is a requirement for the use of a logo with the company's full legal name, there is a set of lockups that follow the same configurations and color variations as our primary corporate mark.

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinkingInc-LockupHorizontal-Color...



SoundThinkingInc-LockupStacked-Color...



SoundThinkingInc-LockupSuperStacked-Color...

Lockups with Tagline



SoundThinkingInc-TagLockupHorizontal-2Color...



SoundThinkingInc-TagLockupStacked-2Color...



SoundThinkingInc-TagLockupSuperStacked-2Color...

Inc. Logos Color Reverse

These logos can be used on backgrounds that are specified as our Primary Gray color. Below, the lockups without a tagline, are merely the white versions of the logo. They are presented here to show usage.

The lockups with a tagline are identified by “2ColorReverse” in their file names. It is important that these logos are used at a size to maintain legibility of the tagline on the colored background to meet accessibility standards.

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinkingInc-LockupHorizontal-White...



SoundThinkingInc-LockupStacked-White...



SoundThinkingInc-LockupSuperStacked-White...

Lockups with Tagline



SoundThinkingInc-TagLockupHorizontal-2ColorReverse...



SoundThinkingInc-TagLockupStacked-2ColorReverse...



SoundThinkingInc-TagLockupSuperStacked-2ColorReverse...

Inc. Logos Black

Our black logos can be used in applications where color is not an option.

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinkingInc-LockupHorizontal-Black...



SoundThinkingInc-LockupStacked-Black...



SoundThinkingInc-LockupSuperStacked-Black...

Lockups with Tagline



SoundThinkingInc-TagLockupHorizontal-Black...



SoundThinkingInc-TagLockupStacked-Black...



SoundThinkingInc-TagLockupSuperStacked-Black...

Inc. Logos White

Our white logos are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Lockup SuperStacked

Lockups without Tagline



SoundThinkingInc-LockupHorizontal-White...



SoundThinkingInc-LockupStacked-White...



SoundThinkingInc-LockupSuperStacked-White...

Lockups with Tagline



SoundThinkingInc-TagLockupHorizontal-White...



SoundThinkingInc-TagLockupStacked-White...



SoundThinkingInc-TagLockupSuperStacked-White...

Color

For our colors to successfully function as brand signals, they must be used correctly and consistently.

Color Palette





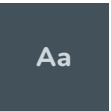
















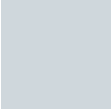
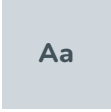



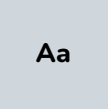



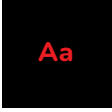
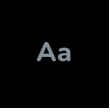
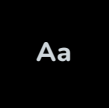

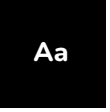

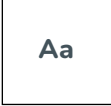



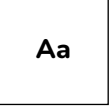

Color appearance may vary by application. It is more important that the color “appear correct” (match) than it is to use the exact “numbers” supplied. Use best judgement when matching colors, and always reference actual PMS (Pantone Matching System) color chips for the most accurate color.

	PMS	CMYK	RGB	HEX	
Primary	Gray	Pantone 431	20.0.0.80	67.82.90	#43525A
	Red	Pantone 485	0.100.100.0	237.28.36	#ED1C24
	Black*	Process Black	0.0.0.100	0.0.0	#000000
Secondary	Mid Gray	60% PMS 431	12.0.0.48	132.146.155	#84929B
	Light Gray	20% PMS 431	4.0.0.16	206.215.220	#CED7DC

*Small Text (print)

Accessibility

Accessible color pairs that meet a contrast ratio: AA. Level AA requires 4.5:1 for normal text and 3:1 for large text (at least 18pt) or bold text.

	Gray Text #43525A Aa	Red Text #ED1C24 Aa	Mid Gray Text #84929B Aa	Light Gray Text #CED7DC Aa	Black Text #000000 Aa	White Text #FFFFFF Aa
 Gray Background #43525A						
 Red Background #ED1C24						
 Mid Gray Background #84929B						
 Light Gray Background #CED7DC						
 Black Background #000000						
 White Background #FFFFFF						

Fonts

Fonts help to visually differentiate the brand. They empower the written word by adding visual articulation.

Our Fonts

In order to maintain consistency across all communications, both printed and digital, we always use the following fonts. This will allow for flexibility in the hierarchy of our content. The fonts below are all part of the Google Web Fonts library.

Headlines/Titles: Inter Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Subheads: Inter Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy: Nunito Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Body Copy With Emphasis: *Nunito Light Italic*, **Medium**, *Medium Italic*, **Semibold**, *Semibold Italic*, **Bold** and **Bold Italic** can be used when emphasis is needed.

(note: in web applications, italic fonts are NOT used for emphasis)

Font Usage

The example below illustrates how we use our fonts, combined with color and graphic treatments (red underline) for various forms of copy. The specific content below is merely for illustrative purposes and should not be replicated.



Inter Bold (gray)

Inter Medium
(gray)

Nunito Light
(black)

Nunito Semibold
(red)

Introducing CrimeTracer™

For 21st century law enforcement to succeed agencies need to be evidence-based, proactive, and community-minded.

Gun violence in America's cities is a devastating epidemic. It has killed more than 65,000 individuals and injured several hundred thousand in just the last five years. What's more devastating – 80% of gunfire incidents are never reported to police.

Subhead Example

Criminals are evolving, so we have to evolve too. Be proactive against gun violence with ShotSpotter Respond. It's like a digitized 911 call for gunshots that is faster and more accurate than our 50+ year old emergency call system to make sure your agency knows about all gunfire and can respond immediately to help save a life.

Subhead Example

Criminals are evolving, so we have to evolve too. Be proactive against gun violence with ShotSpotter Respond. It's like a digitized 911 call for gunshots that is faster and more accurate than our 50+ year old emergency call system to make sure your agency knows about all gunfire and can respond immediately to help save a life.

Gun violence in America's cities is a devastating epidemic. It has killed more than 65,000 individuals and injured several hundred thousand in just the last five years. What's more devastating – 80% of gunfire incidents are never reported to police.

Imagery

Images can communicate volumes, from subject matter to style, every detail counts. Whether we are using stock or custom photography it is important to set the tone appropriately, so that each image fits within our collective library of images.

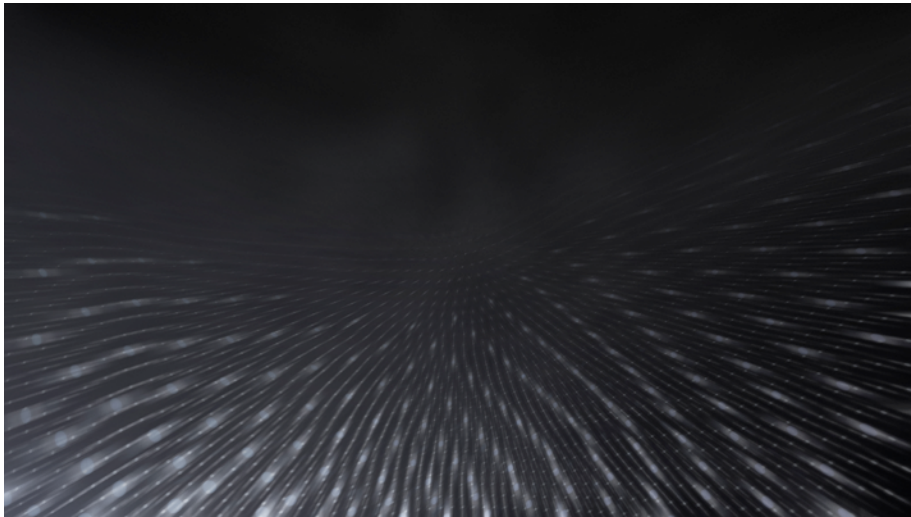
Image Characteristics

To come

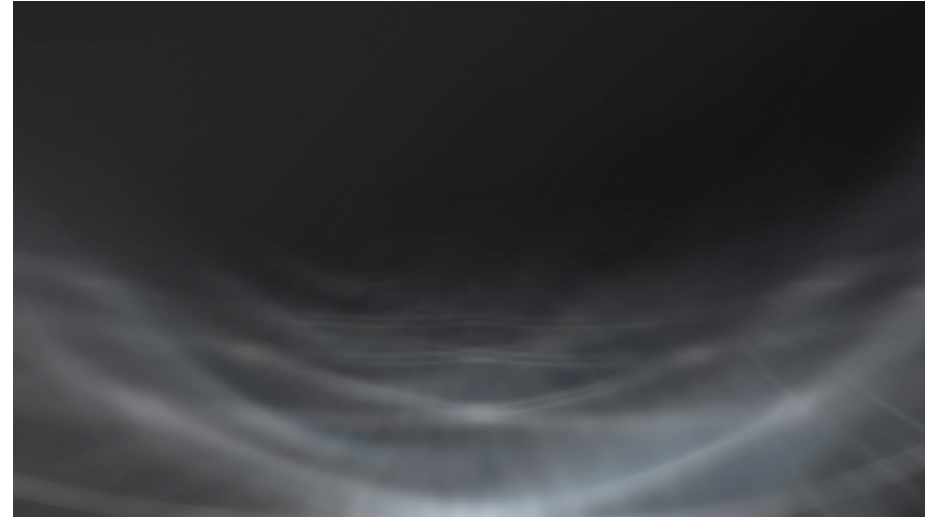
IN PROGRESS

Background Images

The images below can be used as background “pattern” imagery to add volume and texture when photographic imagery is not appropriate. Examples of their usage can be seen on the [cover](#) of this document as well as the section titled “[Presenting the Platform.](#)”



This image should be used when speaking to SoundThinking more broadly.



This image should be used when presenting or referring specifically to the SafetySmart Platform.

Usage Examples

As we begin to develop materials that will represent us in the market, it is important that we take the right first steps. The examples outlined here are for illustrative purposes only and will be updated as these or other items become a reality.

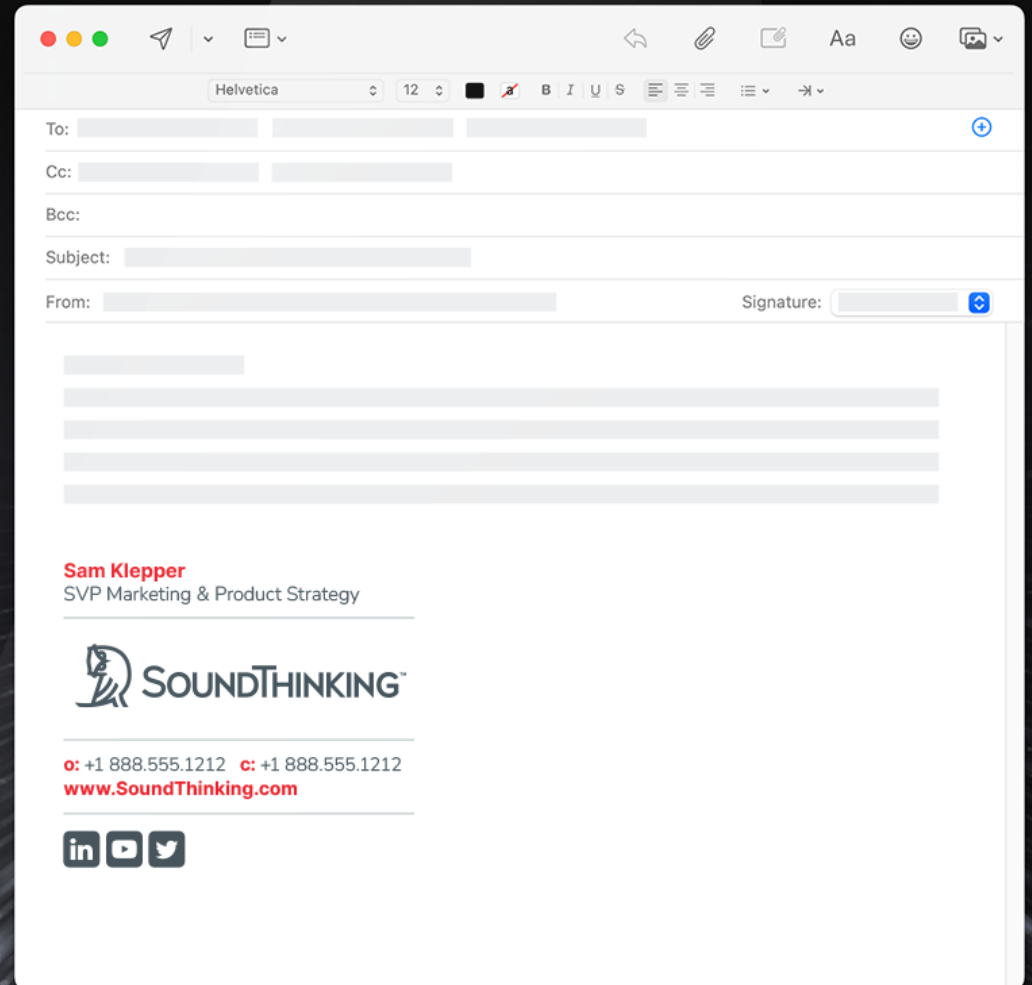
Signage



SOUNDTHINKING™
for greater public safety™



Business Cards & Email Signatures



Apparel & Accessories



Promotional Items

When purchasing promo items, keep the following in mind:

- Choose products that are a match or a close match to our gray color. If none are available, default to silver (stainless steel/aluminum) or white.
- Use our red color only as an accent. For example our tagline can be printed in red, or red elements such as bottle caps, zipper pulls, stitching, spiral bindings... can be used.
- Choose the most appropriate logo lockup configuration for the item.



Promotional Items

1. SoundThinking-TagLockupSuperStacked-2ColorReverse (on gray stress ball)
2. SoundThinking-TagLockupStacked-White (minus owl icon), Background: SoundThinking-StandalonIcon-Color
3. SoundThinking-TagLockupStacked-2ColorReverse (printed on our Primary Gray colored background)
4. Front: SoundThinking-LockupSuperStacked-White, Right Side: custom artwork created for SoundThinking.com with tagline, Top: SoundThinking-TagLockupHorizontal-2Color
5. White Pen: SoundThinking-LockupHorizontal-Color, Gray Pen: SoundThinking-LockupHorizontal-White
6. Left: custom artwork created for SoundThinking.com with tagline, Right: SoundThinking-StandalonIcon-Color
7. SoundThinking-TagLockupHorizontal-2Color, Background: SoundThinking-StandalonIcon-Color (10% opacity), red spiral detail



A grayscale photograph of a person in profile, wearing a headset and glasses, looking at a computer workstation. The workstation features multiple monitors displaying various data visualizations, including a large grid or map on the left and several smaller charts or tables on the right. The person's hands are visible at the bottom, resting on a keyboard. A dark, semi-transparent rectangular box is overlaid on the lower-left portion of the image, containing the text 'SafetySmart Platform' in white.

SafetySmart Platform

SafetySmart Name and Trademark

Whether in graphic form (our Lockup) or in plan text, SafetySmart should appear as one word with InterCaps. In graphic form, Platform should appear in ALL CAPS. However, when using the full name “SafetySmart Platform”, the word Platform should appear in upper and lower case.



Graphic

The SafetySmart™ Platform brings together specialized software and objective data to help law enforcement and civic leadership better protect their communities by ensuring the right resources are provided when and where they're needed most.

Plain Text

USAGE:

™ is used until we receive registration from the trademark office. Once the trademark is registered, we will use ® and these guidelines will be updated to reflect our registration status.

APPLICATION:

Trademark designation should always be applied in our logo or plain text, with the designation appearing after the word “Smart,” as shown above. In plain text, the trademark designation must be used in the first, and most prominent instance on each page, printed or digital.

SafetySmart Platform Statement

This public-facing statement serves as boilerplate to quickly and simply explain what our platform is all about.

The SafetySmart™ Platform brings together specialized software and objective data to help law enforcement and civic leadership better protect their communities by ensuring the right resources are provided when and where they're needed most.

Presenting the Platform

When visually presenting the products that make up our platform, our core products (ShotSpotter, CrimeTracer, CaseBuilder, and ResourceRouter) should remain together as a group and in the order shown in the examples that follow. By displaying our products in this order, we can easily tell the story: ShotSpotter detects and alerts Law Enforcement when shots have been fired, allowing them to respond immediately. Investigators then use CrimeTracer to make connections between various people, places and/

or things that may be involved in a given crime even before a case is built. CaseBuilder offers a centralized place to create and manage all aspects of a case, and lastly ResourceRouter allows agency and community resources to be organized and deployed when and where they're needed most.

If our other tools (InSight and Admin) are displayed, they should be visually separated from the core group.



Presenting the Platform



Shown with stacked platform lockup and stacked product lockups

Presenting the Platform

When using our platform imagery as a background, the 2 Color Reverse versions of the platform and product logos should be used.



SafetySmart™
PLATFORM



ShotSpotter®



CrimeTracer™



CaseBuilder™



ResourceRouter™



InSight



Admin

Shown with stacked platform lockup and stacked product lockups

SafetySmart Logo

Our platform logo must be applied with consistency. Below are some high-level basics that apply when working with this logo:

Do

- + Only display the logo in the forms specified in this guide.
- + Only display the logo in the colors specified in this guide.
- + Only reproduce the logo from the master art or from an electronic file provided directly by SoundThinking.

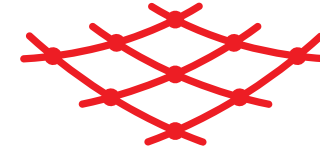
Do Not

- ⊘ Don't rotate, skew, redraw, re-proportion, or otherwise alter the logo or its elements in any way.
- ⊘ Don't combine the logo with any other elements—such as other logos, words, graphics, photos, slogans or symbols.
- ⊘ Don't translate elements of the logo into other languages or change them to another character set.

Color Logos

Our logo exists in several configurations. These are our color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones). If using one of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

The lockups containing the “Platform” descriptor include “Platform” in their file names. It is important that these logos are used at a size to maintain legibility of the descriptor.



Standalone Icon

ST-SafetySmart-Standalonelcon-Color...

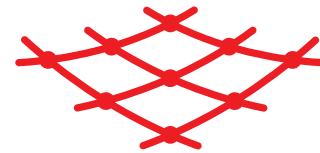
Lockup Horizontal

Lockups without Descriptor



ST-SafetySmart-LockupHorizontal-2Color...

Lockup Stacked



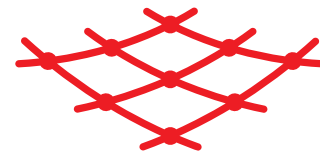
SafetySmart™

ST-SafetySmart-LockupStacked-2Color...

Lockups with Descriptor



ST-SafetySmart-Platform-LockupHorizontal-2Color...



SafetySmart™
PLATFORM

ST-SafetySmart-Platform-LockupStacked-2Color...

Color Reverse logos

These logos can be used on backgrounds that are specified as our Primary Gray color.

The lockups containing the “Platform” descriptor include “Platform” in their file names. It is important that these logos are used at a size to maintain legibility of the descriptor.



Standalone Icon

ST-SafetySmart-StandaloneIcon-Color...

Lockup Horizontal

Lockup Stacked

Lockups without Descriptor



ST-SafetySmart-LockupHorizontal-2ColorReverse...



ST-SafetySmart-LockupStacked-2ColorReverse...

Lockups with Descriptor



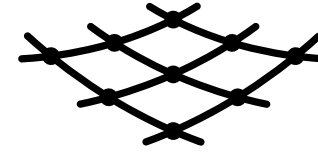
ST-SafetySmart-Platform-LockupHorizontal-2ColorReverse...



ST-SafetySmart-Platform-LockupStacked-2ColorReverse...

Black Logos

Our black logos can be used in applications where color is not an option.



Standalone Icon

ST-SafetySmart-StandaloneIcon-Black...

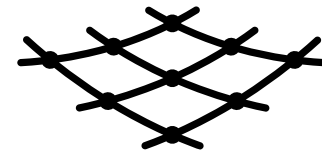
Lockup Horizontal

Lockups without Tagline



ST-SafetySmart-LockupHorizontal-Black...

Lockup Stacked



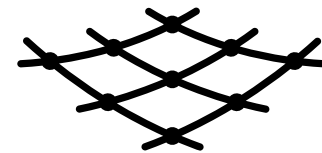
SafetySmart™

ST-SafetySmart-LockupStacked-Black...

Lockups with Tagline



ST-SafetySmart-Platform-LockupHorizontal-Black...

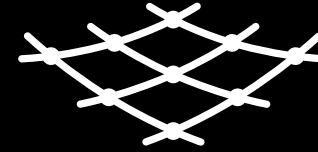


SafetySmart™
PLATFORM

ST-SafetySmart-Platform-LockupStacked-Black...

White Logos

Our white logos are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.



Standalone Icon

ST-SafetySmart-StandaloneIcon-White...

Lockup Horizontal

Lockup Stacked

Lockups without Tagline



ST-SafetySmart-LockupHorizontal-White...



ST-SafetySmart-LockupStacked-White...

Lockups with Tagline



ST-SafetySmart-Platform-LockupHorizontal-White...



ST-SafetySmart-Platform-LockupStacked-White...











Exclusion Zones

Exclusion zones exist in order to keep all of our logos free and clear of graphics and text within the applications they are displayed. This minimum area around our lockups is built into each file so that when placed into an application, it is automatically accounted for within the graphic's bounding box. Trademark symbols have been taken into account in order to maintain balance within this free space.



Incorrect Usage

To ensure consistent and cohesive application across all communications our logos must not be used in the following manners:

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

1. **Color Clashing:** Logos must not be used on backgrounds of similar color or tone.
2. **Background Pattern Clashing:** Logos must not be used over patterns, multi-colored backgrounds, or photos that compromise legibility.
3. **In a Box:** Logos must not be contained within a holding device, such as a white or other color box.
4. **Distortion:** Logos must not be used where the height and width are at different percentages.
5. **Rotation:** Logos must not be rotated.
6. **Skewing:** Logos must not be skewed.
7. **Outlining:** Logos must not be used as outlined artwork.
8. **Re-Proportioning:** The elements of the logos must not be scaled separately from their original proportions.
9. **Re-Configuring:** The elements of the logos must not be re-positioned from one another in any way.
10. **Drop Shadow:** Drop shadows may not be used behind logos.

Product Logos

ShotSpotter®
CrimeTracer™
CaseBuilder™
ResourceRouter™
InSight
Admin

Our platform logo must be applied with consistency. Below are some high-level basics that apply when working with this logo:

Do

- + Only display the logo in the forms specified in this guide.
- + Only display the logo in the colors specified in this guide.
- + Only reproduce the logo from the master art or from an electronic file provided directly by SoundThinking.

Do Not

- ⊘ Don't rotate, skew, redraw, re-proportion, or otherwise alter the logo or its elements in any way.
- ⊘ Don't combine the logo with any other elements—such as other logos, words, graphics, photos, slogans or symbols.
- ⊘ Don't translate elements of the logo into other languages or change them to another character set.

Product Names & Trademarks

Whether in graphic form (lockups) or in plain text, our products should appear as one word with InterCaps.

Graphic

Plain Text



ShotSpotter® will now be sold as part of the SafetySmart™ Platform.



CrimeTracer™ will now be sold as part of the SafetySmart™ Platform.



CaseBuilder™ will now be sold as part of the SafetySmart™ Platform.



ResourceRouter™ will now be sold as part of the SafetySmart™ Platform.

USAGE:

® is used for ShotSpotter as we already have registration for this mark. ™ is used for CrimeTracer, CaseBuilder, and ResourceRouter until we receive registration from the trademark office. Once the trademark is registered, we will use ® and these guidelines will be updated to reflect our registration status.

APPLICATION:

Trademark designation should always be applied in our logo or plain text, with the designation appearing after the product name as shown above. In plain text, the trademark designation must be used in the first, and most prominent instance on each page, printed or digital.

ShotSpotter

Color Logos

The ShotSpotter logo exists in several configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

Standalone Icon

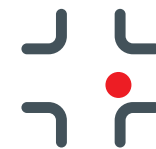
2 Color



ST-ShotSpotter-LockupHorizontal-2Color...



ST-ShotSpotter-LockupStacked-2Color...



ST-ShotSpotter-StandaloneIcon-2Color...

2 Color Reverse



ST-ShotSpotter-LockupHorizontal-2ColorReverse...



ST-ShotSpotter-LockupStacked-2ColorReverse...



ST-ShotSpotter-StandaloneIcon-2ColorReverse...

ShotSpotter

Black Logos

The black versions of the ShotSpotter logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

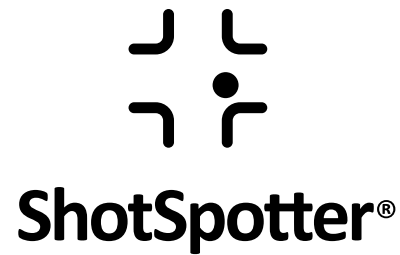
Lockup Stacked

Standalone Icon

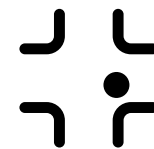
Black



ST-ShotSpotter-LockupHorizontal-Black...



ST-ShotSpotter-LockupStacked-Black...

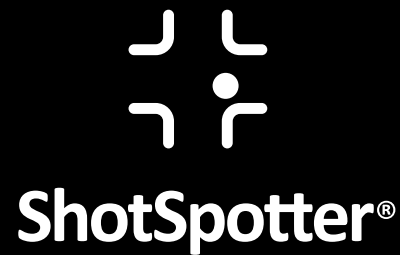


ST-ShotSpotter-StandaloneIcon-Black...

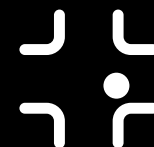
White



ST-ShotSpotter-LockupHorizontal-White...



ST-ShotSpotter-LockupStacked-White...



ST-ShotSpotter-StandaloneIcon-White...

CrimeTracer

Color Logos

The CrimeTracer logo exists in several configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

Standalone Icon

2 Color



ST-CrimeTracer-LockupHorizontal-2Color...



ST-CrimeTracer-LockupStacked-2Color...



ST-CrimeTracer-StandaloneIcon-2Color...

2 Color Reverse



ST-CrimeTracer-LockupHorizontal-2ColorReverse...



ST-CrimeTracer-LockupStacked-2ColorReverse...



ST-CrimeTracer-StandaloneIcon-2ColorReverse...

CrimeTracer

Black Logos

The black versions of the CrimeTracer logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Standalone Icon

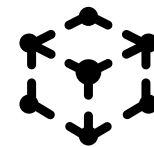
Black



ST-CrimeTracer-LockupHorizontal-Black...



ST-CrimeTracer-LockupStacked-Black...



ST-CrimeTracer-StandaloneIcon-Black...

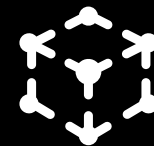
White



ST-CrimeTracer-LockupHorizontal-White...



ST-CrimeTracer-LockupStacked-White...



ST-CrimeTracer-StandaloneIcon-White...

CaseBuilder

Color Logos

The CaseBuilder logo exists in several configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

Standalone Icon

2 Color



ST-CaseBuilder-LockupHorizontal-2Color...



ST-CaseBuilder-LockupStacked-2Color...



ST-CaseBuilder-StandaloneIcon-2Color...

2 Color Reverse



ST-CaseBuilder-LockupHorizontal-2ColorReverse...



ST-CaseBuilder-LockupStacked-2ColorReverse...



ST-CaseBuilder-StandaloneIcon-2ColorReverse...

CaseBuilder

Black Logos

The black versions of the CrimeTracer logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Standalone Icon

Black



ST-CaseBuilder-LockupHorizontal-Black...



ST-CaseBuilder-LockupStacked-Black...



ST-CaseBuilder-StandaloneIcon-Black...

White



ST-CaseBuilder-LockupHorizontal-White...



ST-CaseBuilder-LockupStacked-White...



ST-CaseBuilder-StandaloneIcon-White...

ResourceRouter

Color Logos

The ResourceRouter logo exists in several configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

Standalone Icon

2 Color



ST-ResourceRouter-LockupHorizontal-2Color...



ST-ResourceRouter-LockupStacked-2Color...



ST-ResourceRouter-StandaloneIcon-2Color...

2 Color Reverse



ST-ResourceRouter-LockupHorizontal-2ColorReverse...



ST-ResourceRouter-LockupStacked-2ColorReverse...



ST-ResourceRouter-StandaloneIcon-2ColorReverse...

ResourceRouter

Black Logos

The black versions of the ResourceRouter logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

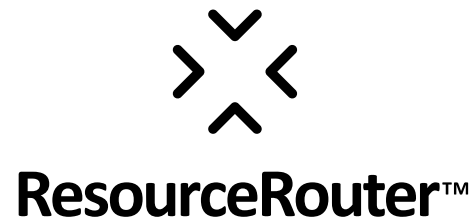
Lockup Stacked

Standalone Icon

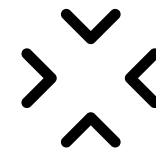
Black



ST-ResourceRouter-LockupHorizontal-Black...



ST-ResourceRouter-LockupStacked-Black...

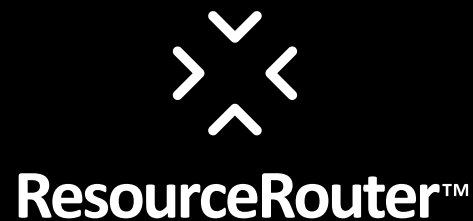


ST-ResourceRouter-StandaloneIcon-Black...

White



ST-ResourceRouter-LockupHorizontal-White...



ST-ResourceRouter-LockupStacked-White...



ST-ResourceRouter-StandaloneIcon-White...

InSight

Color Logos

The InSight logo exists in several configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

Standalone Icon

2 Color



ST-InSight-LockupHorizontal-2Color...



ST-InSight-LockupStacked-2Color...



ST-InSight-StandaloneIcon-2Color...

2 Color Reverse



ST-InSight-LockupHorizontal-2ColorReverse...



ST-InSight-LockupStacked-2ColorReverse...



ST-InSight-StandaloneIcon-2ColorReverse...

InSight

Black Logos

The black versions of the InSight logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Standalone Icon

Black



ST-InSight-LockupHorizontal-Black...



ST-InSight-LockupStacked-Black...



ST-InSight-StandaloneIcon-Black...

White



ST-InSight-LockupHorizontal-White...



ST-InSight-LockupStacked-White...



ST-InSight-StandaloneIcon-White...

Admin

Color Logos

The Admin logo exists in several configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

Standalone Icon

2 Color



ST-Admin-LockupHorizontal-2Color...



ST-Admin-LockupStacked-2Color...



ST-Admin-StandaloneIcon-2Color...

2 Color Reverse



ST-Admin-LockupHorizontal-2ColorReverse...



ST-Admin-LockupStacked-2ColorReverse...



ST-Admin-StandaloneIcon-2ColorReverse...

Admin

Black Logos

The black versions of the InSight logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

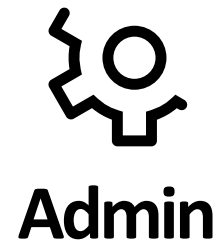
Lockup Stacked

Standalone Icon

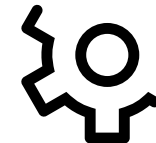
Black



ST-Admin-LockupHorizontal-Black...



ST-Admin-LockupStacked-Black...



ST-Admin-StandaloneIcon-Black...

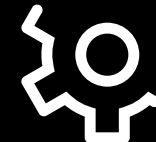
White



ST-Admin-LockupHorizontal-White...



ST-Admin-LockupStacked-White...



ST-Admin-StandaloneIcon-White...











Exclusion Zones

Exclusion zones exist in order to keep all of our logos free and clear of graphics and text within the applications they are displayed. This minimum area around our lockups is built into each file so that when placed into an application, it is automatically accounted for within the graphic's bounding box. Trademark symbols have been taken into account in order to maintain balance within this free space.



Incorrect Usage

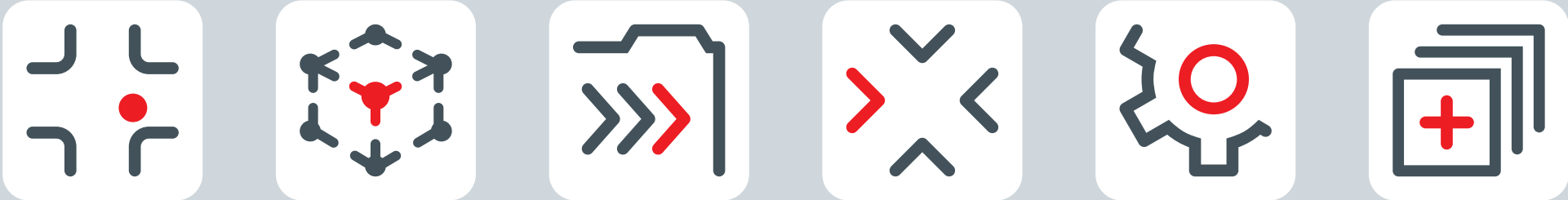
To ensure consistent and cohesive application across all communications our logos must not be used in the following manners:

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

- 1. Color Clashing:** The logo must not be used on backgrounds of similar color or tone.
- 2. Background Pattern Clashing:** Logos must not be used over patterns, multi-colored backgrounds, or photos that compromise legibility.
- 3. In a Box:** The logo must not be contained within a holding device, such as a white or other color box.
- 4. Distortion:** The logo must not be used where the height and width are at different percentages.
- 5. Rotation:** The logo must not be rotated.
- 6. Skewing:** The logo must not be skewed.
- 7. Outlining:** The logo must not be used as outlined artwork.
- 8. Re-Proportioning:** The elements of the logo must not be scaled separately from their original proportions.
- 9. Re-Configuring:** The elements of the logo must not be re-positioned from one another in any way.
- 10. Drop Shadow:** Drop shadows may not be used behind the logo.

App Icon Usage

When used as app icons, our standalone icons should maintain an area of clear space between the icons and the outer edges of the bounding box. For these icons, we always use the 2Color versions of the icons on a white background.



Sub-Product Logos

ShotSpotter® Respond

ShotSpotter® Dispatch

ShotSpotter® Review

ShotSpotter® Security

CaseBuilder™ Crime Gun

Our platform logo must be applied with consistency. Below are some high-level basics that apply when working with this logo:

Do

- + Only display the logo in the forms specified in this guide.
- + Only display the logo in the colors specified in this guide.
- + Only reproduce the logo from the master art or from an electronic file provided directly by SoundThinking.

Do Not

- ⊘ Don't rotate, skew, redraw, re-proportion, or otherwise alter the logo or it's elements in any way.
- ⊘ Don't combine the logo with any other elements—such as other logos, words, graphics, photos, slogans or symbols.
- ⊘ Don't translate elements of the logo into other languages or change them to another character set.

Sub-Product Names & Trademarks

Whether in graphic form (lockups) or in plan text, our products should appear as one word with InterCaps.

Graphic

Plain Text



ShotSpotter® Respond will now be sold as part of the SafetySmart™ Platform.



ShotSpotter® Dispatch will now be sold as part of the SafetySmart™ Platform.



ShotSpotter® Review will now be sold as part of the SafetySmart™ Platform.



ShotSpotter® Security will now be sold as part of the SafetySmart™ Platform.



CaseBuilder™ Crime Gun will now be sold as part of the SafetySmart™ Platform.

USAGE:

® is used for ShotSpotter as we already have registration for this mark. ™ is used for CaseBuilder until we receive registration from the trademark office. Once the trademark is registered, we will use ® and these guidelines will be updated to reflect our registration status. Our Sub-Product names (Respond, Dispatch, Review, Security and Crime Gun) do not receive any trademark designations.

APPLICATION:

Trademark designation should always be applied in our logo or plain text, with the designation appearing after the product name as shown above. In plain text, the trademark designation must be used in the first, and most prominent instance on each page, printed or digital.

NOTE: In plain text, we do not use the separation bar between the product and sub-product name.

ShotSpotter Respond

Color Logos

The ShotSpotter Respond logo exists in two configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

2 Color



ST-ShotSpotterRespond-LockupHorizontal-2Color...



ST-ShotSpotterRespond-LockupStacked-2Color...

2 Color Reverse



ST-ShotSpotterRespond-LockupHorizontal-2ColorReverse...



ST-ShotSpotterRespond-LockupStacked-2ColorReverse...

ShotSpotter Respond

Black Logos

The black versions of the ShotSpotter Respond logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Black



ST-ShotSpotterRespond-LockupHorizontal-Black...



ST-ShotSpotterRespond-LockupStacked-Black...

White



ST-ShotSpotterRespond-LockupHorizontal-White...



ST-ShotSpotterRespond-LockupStacked-White...

ShotSpotter Dispatch

Color Logos

The ShotSpotter Dispatch logo exists in two configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

2 Color



ST-ShotSpotterDispatch-LockupHorizontal-2Color...



ST-ShotSpotterDispatch-LockupStacked-2Color...

2 Color Reverse



ST-ShotSpotterDispatch-LockupHorizontal-2ColorReverse...



ST-ShotSpotterDispatch-LockupStacked-2ColorReverse...

ShotSpotter Dispatch

Black Logos

The black versions of the ShotSpotter Dispatch logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Black



ST-ShotSpotterDispatch-LockupHorizontal-Black...



ST-ShotSpotterDispatch-LockupStacked-Black...

White



ST-ShotSpotterDispatch-LockupHorizontal-White...



ST-ShotSpotterDispatch-LockupStacked-White...

ShotSpotter Review

Color Logos

The ShotSpotter Review logo exists in two configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

2 Color



ST-ShotSpotterReview-LockupHorizontal-2Color...



ST-ShotSpotterReview-LockupStacked-2Color...

2 Color Reverse



ST-ShotSpotterReview-LockupHorizontal-2ColorReverse...



ST-ShotSpotterReview-LockupStacked-2ColorReverse...

ShotSpotter Review

Black Logos

The black versions of the ShotSpotter Review logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Black



ST-ShotSpotterReview-LockupHorizontal-Black...



ST-ShotSpotterReview-LockupStacked-Black...

White



ST-ShotSpotterReview-LockupHorizontal-White...



ST-ShotSpotterReview-LockupStacked-White...

ShotSpotter Security

Color Logos

The ShotSpotter Security logo exists in two configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

2 Color



ST-ShotSpotterSecurity-LockupHorizontal-2Color...



ST-ShotSpotterSecurity-LockupStacked-2Color...

2 Color Reverse



ST-ShotSpotterSecurity-LockupHorizontal-2ColorReverse...



ST-ShotSpotterSecurity-LockupStacked-2ColorReverse...

ShotSpotter Security

Black Logos

The black versions of the ShotSpotter Security logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Black



ST-ShotSpotterSecurity-LockupHorizontal-Black...



ST-ShotSpotterSecurity-LockupStacked-Black...

White



ST-ShotSpotterSecurity-LockupHorizontal-White...



ST-ShotSpotterSecurity-LockupStacked-White...

CaseBuilder Crime Gun

Color Logos

The CaseBuilder Crime Gun logo exists in two configurations. These are our two-color logos to be used on white backgrounds. Each has an area of space around it that should be kept free of other elements (see exclusion zones).

If using any of these logos over imagery, be sure that the logo is placed in an area where it remains legible.

Color Reverse Logos

These two-color logos can be used on backgrounds that are specified as our Gray color.

Lockup Horizontal

Lockup Stacked

2 Color



ST-CaseBuilderCrimeGun-LockupHorizontal-2Color...



ST-CaseBuilderCrimeGun-LockupStacked-2Color...

2 Color Reverse



ST-CaseBuilderCrimeGun-LockupHorizontal-2ColorReverse...



ST-CaseBuilderCrimeGun-LockupStacked-2ColorReverse...

CaseBuilder Crime Gun

Black Logos

The black versions of the CaseBuilder Crime Gun logo can be used in applications where color is not an option.

White Logos

The white logos below are intended for use on solid colored backgrounds (where our primary colors are not available, such as a black background) or over imagery. When using a white logo over imagery, be sure that the logo is placed in an area where it remains legible.

Lockup Horizontal

Lockup Stacked

Black



ST-CaseBuilderCrimeGun-LockupHorizontal-Black...



ST-CaseBuilderCrimeGun-LockupStacked-Black...

White



ST-CaseBuilderCrimeGun-LockupHorizontal-White...



ST-CaseBuilderCrimeGun-LockupStacked-White...

Exclusion Zones

Exclusion zones exist in order to keep all of our logos free and clear of graphics and text within the applications they are displayed. This minimum area around our lockups is built into each file so that when placed into an application, it is automatically accounted for within the graphic's bounding box. Trademark symbols have been taken into account in order to maintain balance within this free space.



File Naming Conventions

Files exist in different configurations, color combinations, color spaces and file formats. Use the appropriate file for the given use.



ST-ShotSpotter-LockupHorizontal-2Color-CMYK.ai

Company Initials

Product Name

Configuration

Colors

Color Space

File Extension

PMS Logos

These files are for commercial printing and support the use of spot color separation.

These files are Adobe Illustrator and EPS documents that remain in their original vector form and can be scaled without loss of quality.

CMYK Logos

These files are for commercial printing and support the use of 4-color process separation (CMYK).

These files are Adobe Illustrator and EPS documents that remain in their original vector form and can be scaled without loss of quality.

RGB Logos

These files are for use on-screen only (web, PowerPoint...).

The files labeled ".ai" and ".eps" remain in their original vector form and can be scaled without loss of quality. If using these files to generate raster images, never scale artwork up once it has been rasterized. This will cause the loss of quality.

File Naming Key

ST = SoundThinking

LockupHorizontal = horizontal orientation

LockupStacked = stacked orientation

TagLockup... = contains tagline

Color - one color in document

2Color = two colors in document

2ColorReverse = two color for color backgrounds

PMS = spot color

CMYK = 4 color process

RGB = on-screen use

.ai, .eps, svg = scalable, vector documents

.png = non-scalable, raster documents



SOUNDTHINKING.com
for greater public safety™