



**SOUNDTHINKING™**

**Brand Identity Standards**  
v3.0

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## Getting Acquainted With Our Identity

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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

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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

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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

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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.

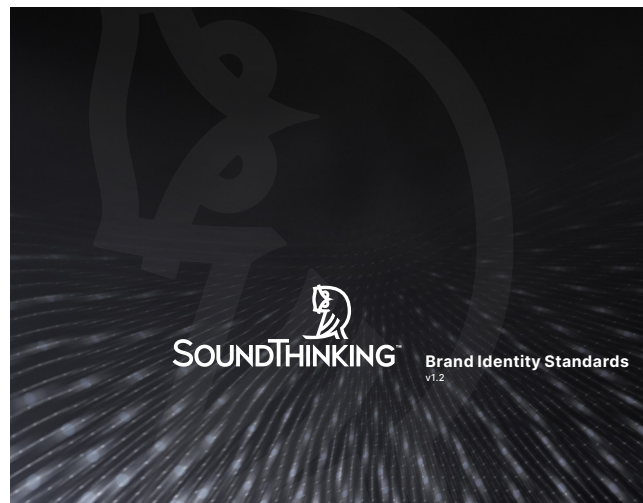


# Specialty Application

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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

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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	
<b>Primary</b>	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
<b>Secondary</b>	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

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

# Our Fonts

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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

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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)

## Introducing **CrimeTracer™**

---

**Inter Medium**  
(gray)

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

**Nunito Light**  
(black)

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.

**Nunito Semibold**  
(red)

### **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

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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

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Carefully selecting and photographing the right subject matter is extremely important in helping to convey the tone and attitude of SoundThinking and expressing the benefits of our platform, products and services. In order to stay on track, lean towards images that support the following:

## **Not the Power, but the Empowerer:**

SoundThinking empowers law enforcement agencies and communities to work together towards better public safety outcomes. Avoid images that emphasize power dynamics, aggression or promote a militarized approach.

## **Data-driven Insights:**

SoundThinking is committed to unbiased, data-driven insights. To capture this, use images that convey people using technology and data, such as computers, devices and dashboards.

## **Trust is Earned:**

SoundThinking is a trusted and reliable partner to the agencies and communities we help. Use images that show people working together, or that convey a sense of community and collaboration towards a common goal.

## **Together:**

SoundThinking is committed to public safety, working with clients and the community to develop socially responsible products and services. Use images that show collaboration and community involvement.

# Graphic Overlay Treatment

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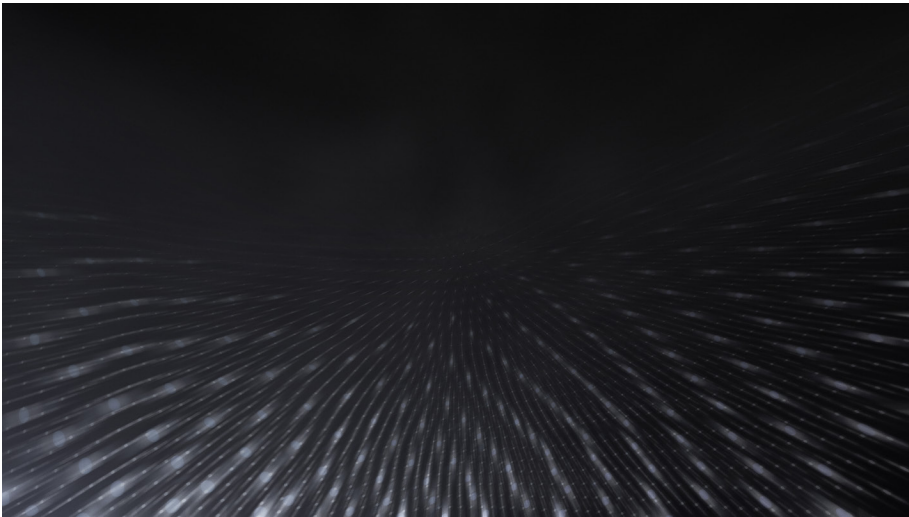
We illustrate how law enforcement and communities can better interface with data for safer neighborhoods and greater community confidence through imagery overlaid with white “data field” patterns.



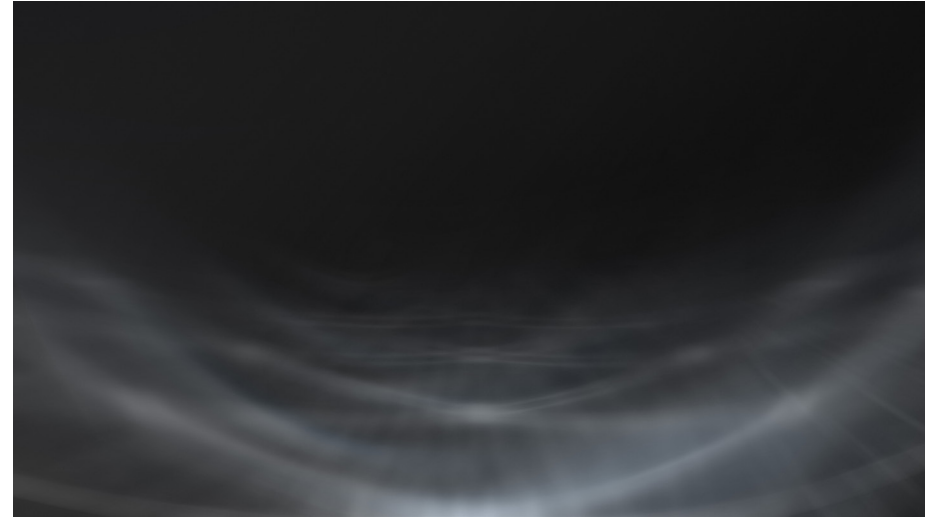
# Background Images

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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 the SafetySmart Platform.

## Usage Examples

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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

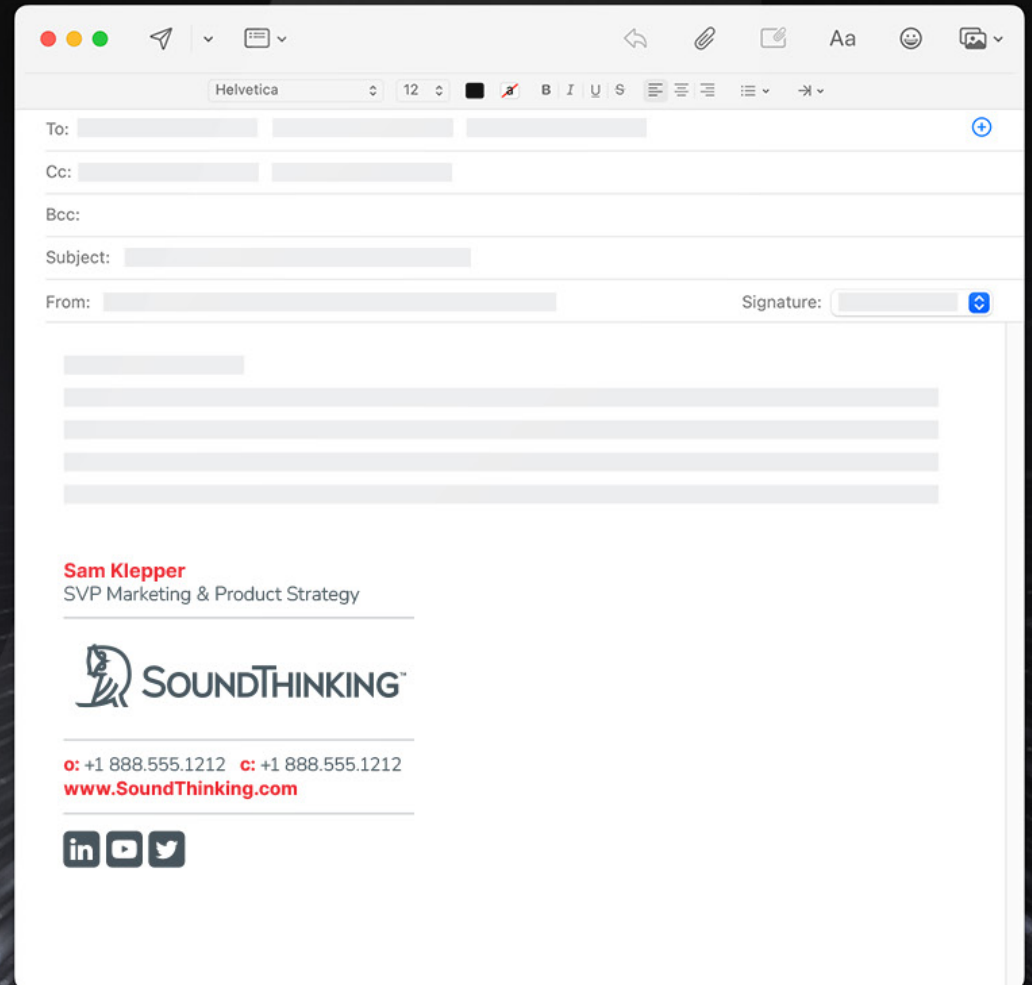
---



**SOUNDTHINKING™**  
*for greater public safety™*



# Business Cards & Email Signatures





# Apparel & Accessories

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# Promotional Items

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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-StandaloneIcon-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-StandaloneIcon-Color
7. SoundThinking-TagLockupHorizontal-2Color, Background: SoundThinking-StandaloneIcon-Color (10% opacity), red spiral detail




# Templates



**PUBLIC SAFETY SUCCESS STORY**

## Winston-Salem Police Department Saves Lives and Takes Firearms Off the Streets

CITY	POPULATION	COVERAGE AREA	PRODUCT USED	CUSTOMER SINCE
WINSTON-SALEM, NC	245,787	3 SQ. MI	 ShotSpotter®	AUGUST 2021

### SITUATION

Prior to the installation of ShotSpotter, nearly 80% of gun crime went unreported in Winston-Salem. The subsequent lack of police response left offenders at large to commit more crimes and eroded the community's trust in law enforcement. To address the issue, the WSPD implemented ShotSpotter in August 2021.

### RESULTS

One year after ShotSpotter implementation, the WSPD reported that there had been 1,398 total ShotSpotter alerts, 78% of which did not have a corresponding 9-1-1 call for service. With ShotSpotter's 99% detection rate, law enforcement can respond to calls faster and with greater situational awareness, provide emergency care to victims, and collect more evidence. The greater levels of responsiveness improve the community's trust in law enforcement and strengthen relations between the police and the community.

# 47

Firearms recovered

# 27

Victims aided

# 2

Lives saved

In one recent success story, officers responded to a ShotSpotter alert outside a local high-rise apartment building. Working in tandem with a real-time crime center detective, law enforcement was able to apprehend an armed offender inside the building, avoiding an officer-involved shooting as well as any citizen injuries.

In another incident, a ShotSpotter alert led law enforcement to a field where a gunshot wound victim was covered in blood. Attending officers were able to apply a tourniquet to stop the bleeding until emergency medical support arrived. WSPD believe the swift response, thanks to ShotSpotter, saved the victim's life.

**“**

*Our mission is to provide exceptional service to our community in partnership with the citizens, and to me, two lives saved, 47 guns recovered, and a police response to 80% more of the [gun] crime is pretty exceptional.*

— Captain **AMY GAULDIN**, Criminal Investigations Division at Winston-Salem


### How ShotSpotter Benefits Winston-Salem PD

- ✔ **SAVING LIVES**  
 Every second matters for shooting victims. ShotSpotter ensures responders are notified quickly with an accurate location, allowing them to provide prompt medical care and save lives.
- ✔ **EVIDENCE COLLECTION**  
 One year after the implementation of ShotSpotter, the WSPD recovered 3,678 shell casings as well as 47 firearms.
- ✔ **STRONGER COMMUNITY RELATIONS**  
 Law enforcement's responsiveness and effectiveness at the scene helps deter gunshot incidents and builds trust with the community.


### How Can Your City Benefit From Using ShotSpotter?

Request a consultation with one of our experts to find out how we can help you improve public safety in your city.

REQUEST A CONSULTATION



To learn more about our SafetySmart Platform, scan the QR code or visit:  
[SoundThinking.com/SafetySmart-Platform](https://www.soundthinking.com/safety-smart-platform)



All rights reserved ©2023. The SoundThinking logo, the ShotSpotter logo and the SafetySmart logo are registered trademarks of SoundThinking, Inc.

# SafetySmart Platform



# SafetySmart Name and Trademark

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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 (SafePointe, 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: SafePointe identifies potential threats in a crowd before they enter a building. 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.



Shown with stacked platform lockup and horizontal product lockups



# 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



---

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.

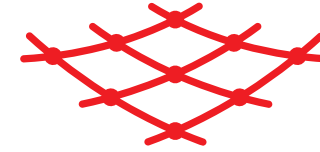
## Do Not

- ⊘ 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-StandalonIcon-Color...

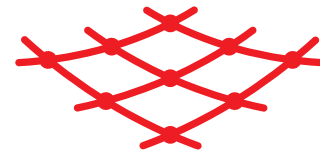
## Lockup Horizontal

Lockups without Descriptor



ST-SafetySmart-LockupHorizontal-2Color...

## Lockup Stacked

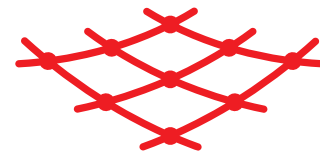


ST-SafetySmart-LockupStacked-2Color...

Lockups with Descriptor



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



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



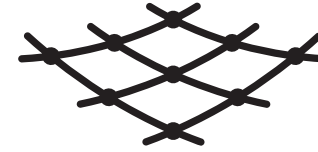
ST-SafetySmart-Platform-LockupHorizontal-2ColorReverse...



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...

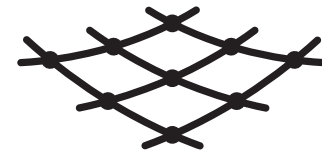
## Lockup Horizontal

Lockups without Tagline



ST-SafetySmart-LockupHorizontal-Black...

## Lockup Stacked



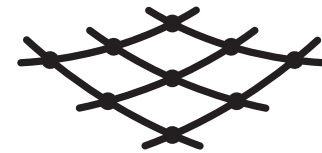
SafetySmart™

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

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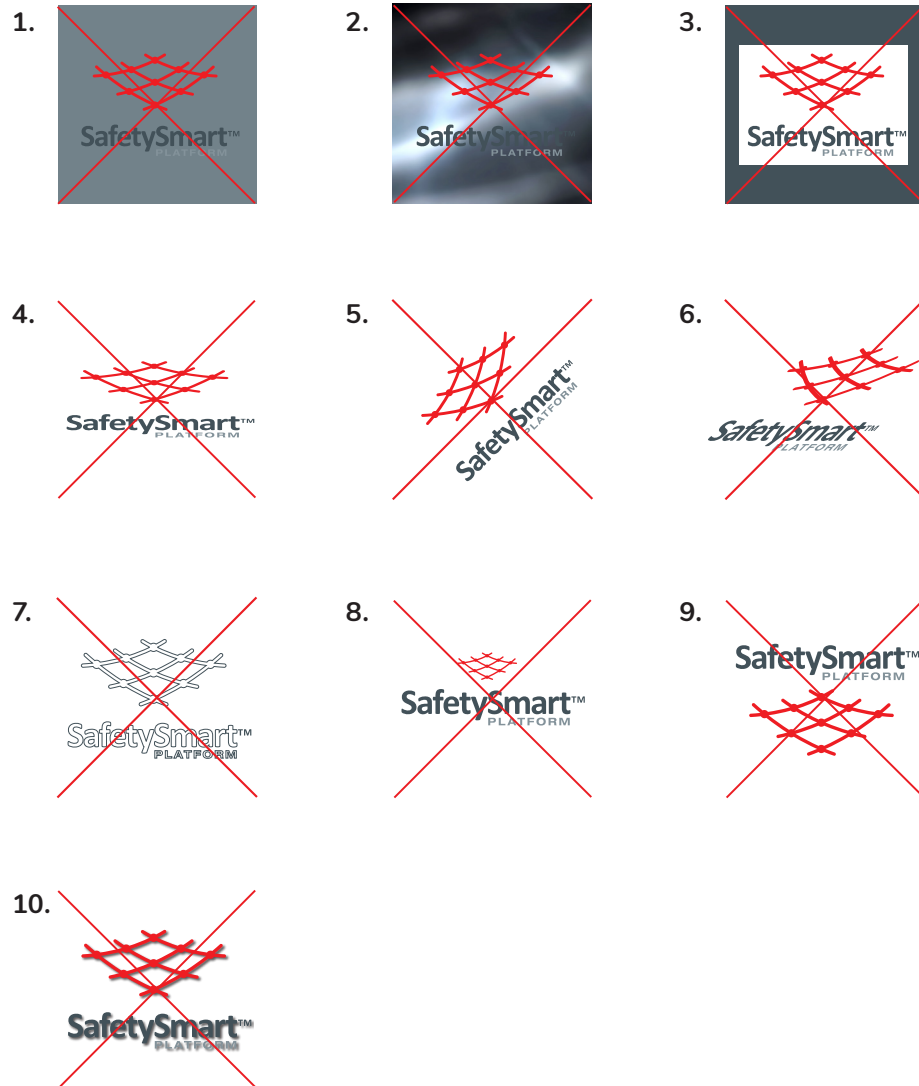
Exclusion zones exist in order to keep all of our logos free and clear of graphics and text within the applications they are displayed. This minimum area around our lockups is built into each file so that when placed into an application, it is automatically accounted for within the graphic's bounding 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. 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 Names & Trademarks

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

Graphic	Plain Text
 <b>SafePointe™</b>	<b>SafePointe™ is ...</b>
 <b>ShotSpotter®</b>	<b>ShotSpotter® is ...</b>
 <b>PlateRanger™</b> <small>Powered by REKOR®</small>	<b>PlateRanger™ is ...</b>
 <b>CrimeTracer™</b>	<b>CrimeTracer™ is ...</b>
 <b>CaseBuilder™</b>	<b>CaseBuilder™ is ...</b>
 <b>ResourceRouter™</b>	<b>ResourceRouter™ is ...</b>

## USAGE:

® is used for ShotSpotter as we already have registration for this mark. ™ is used for SafePointe, PlateRanger, 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.

# Product Logos

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SafePointe™  
ShotSpotter®  
PlateRanger™  
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.

# SafePointe

## Color Logos

The SafePointe 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-SafePointe-LockupHorizontal-2Color...



ST-SafePointe-LockupStacked-2Color...



ST-SafePointe-StandaloneIcon-2Color...

2 Color Reverse



ST-SafePointe-LockupHorizontal-2ColorReverse...



ST-SafePointe-LockupStacked-2ColorReverse...



ST-SafePointe-StandaloneIcon-2ColorReverse...

# SafePointe

## Black Logos

The black versions of the SafePointe 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-SafePointe-LockupHorizontal-Black...



ST-SafePointe-LockupStacked-Black...



ST-SafePointe-StandaloneIcon-Black...

White



ST-SafePointe-LockupHorizontal-White...



ST-SafePointe-LockupStacked-White...



ST-SafePointe-StandaloneIcon-White...

# 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

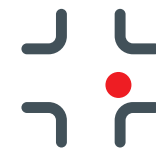
2 Color



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

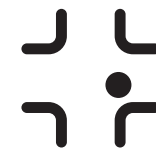
Black



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...

# PlateRanger

## Color Logos

The PlateRanger 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-PlateRanger-LockupHorizontal-2Color...



ST-PlateRanger-LockupStacked-2Color...



ST-PlateRanger-StandaloneIcon-2Color...

2 Color Reverse



ST-PlateRanger-LockupHorizontal-2ColorReverse...



ST-PlateRanger-LockupStacked-2ColorReverse...



ST-PlateRanger-StandaloneIcon-2ColorReverse...



# PlateRanger

## Black Logos

The black versions of the PlateRanger 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-PlateRanger-LockupHorizontal-Black...



ST-PlateRanger-LockupStacked-Black...



ST-PlateRanger-StandaloneIcon-Black...

White



ST-PlateRanger-LockupHorizontal-White...



ST-PlateRanger-LockupStacked-White...



ST-PlateRanger-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











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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:

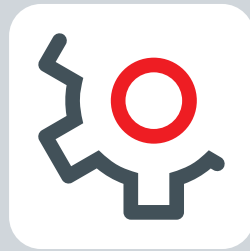
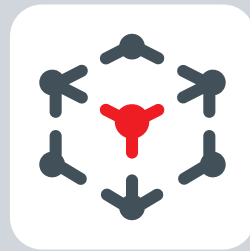
1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 
9. 
10. 

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

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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 Names & Trademarks

Whether in graphic form (lockups) or in plain text, our sub-product names (e.g.; Respond, Crime Gun, Community...) should appear as two words in Title Case as illustrated below.

Additionally, in plain text, we never use the separation bar between the product and sub-product names.

Graphic

Plain Text



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



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



**ResourceRouter® Community 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 and Resource Router 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 (e.g.; Respond, Crime Gun, Community...) 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.

# Sub-Product Logos

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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 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.



# 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...

# ResourceRouter Community

## Color Logos

Because the name ResourceRouter is longer than our other names, the ResourceRouter Community logo exists in three configurations. The third of which is a “Hybrid” layout to account for its length. 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-ResourceRouterCommunity-LockupHorizontal-2Color...



ST-ResourceRouterCommunity-LockupHybrid-2Color...



ST-ResourceRouterCommunity-LockupStacked-2Color...

#### 2 Color Reverse



ST-ResourceRouterCommunity-LockupHorizontal-2ColorReverse...



ST-ResourceRouterCommunity-LockupHybrid-2ColorReverse...



ST-ResourceRouterCommunity-LockupStacked-2ColorReverse...

# ResourceRouter Community

## Black Logos

The black versions of the ResourceRouter Community 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-ResourceRouterCommunity-LockupHorizontal-Black...



ST-ResourceRouterCommunity-LockupHybrid-Black...



ResourceRouter™  
Community

ST-ResourceRouterCommunity-LockupStacked-Black...

White



ST-ResourceRouterCommunity-LockupHorizontal-White...



ST-ResourceRouterCommunity-LockupHybrid-White...



ResourceRouter™  
Community

ST-ResourceRouterCommunity-LockupStacked-White...

# ResourceRouter Civic

## Color Logos

Because the name ResourceRouter is longer than our other names, the ResourceRouter Civic logo exists in three configurations. The third of which is a “Hybrid” layout to account for its length. 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-ResourceRouterCivic-LockupHorizontal-2Color...



ST-ResourceRouterCivic-LockupHybrid-2Color...



ST-ResourceRouterCivic-LockupStacked-2Color...

#### 2 Color Reverse



ST-ResourceRouterCivic-LockupHorizontal-2ColorReverse...



ST-ResourceRouterCivic-LockupHybrid-2ColorReverse...



ST-ResourceRouterCivic-LockupStacked-2ColorReverse...

# ResourceRouter Civic

## Black Logos

The black versions of the ResourceRouter Civic 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-ResourceRouterCivic-LockupHorizontal-Black...



ST-ResourceRouterCivic-LockupHybrid-Black...



ST-ResourceRouterCivic-LockupStacked-Black...

White



ST-ResourceRouterCivic-LockupHorizontal-White...



ST-ResourceRouterCivic-LockupHybrid-White...



ST-ResourceRouterCivic-LockupStacked-White...

# Exclusion Zones

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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





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