

# Logo & Style Guidelines

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

Feel free to contact our design team with any questions.

[marketing@safestreets.com](mailto:marketing@safestreets.com)



# Logo **Horizontal**

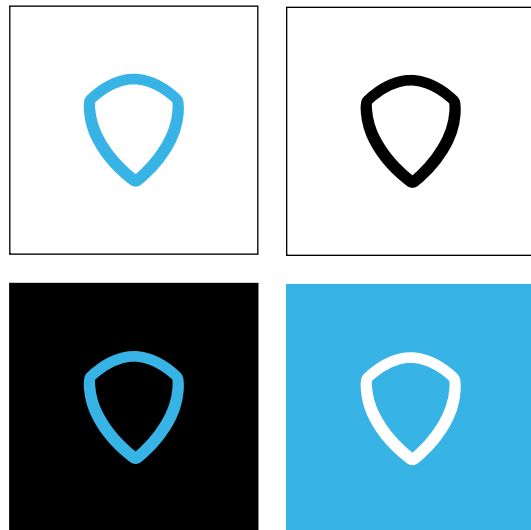
This is the Primary SafeStreets logo: this horizontal version should be used in most situations.



# Icon

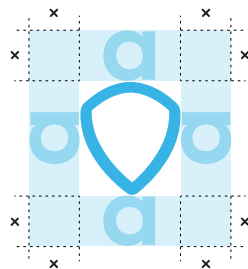
In cases when the SafeStreets brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon or the ADT branding.

\*



# Logo Exclusion Zone

The logo and the icon's exclusion zone is equal to the height of the logo's 'a' (marked as x in the diagram).



# Logo **Stacked**

Stacked version. This is the Secondary SafeStreets logo. It can be used whenever this configuration offers the best use of space.



# Logo Variations

Please choose the most appropriate color option and format for the application you need.

## Primary Version

### Positive



### Negative



## Secondary Version

### Positive



### Negative



Primary Version B/W

Positive



Negative



Secondary Version B/W

Positive



Negative














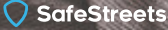

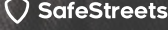








Downloads

	PNG	EPS	AI
Primary Positive	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Primary Negative	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Primary Positive B/W	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Primary Negative B/W	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Secondary Positive	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Secondary Negative	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Secondary Positive B/W	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>
Secondary Negative B/W	<a href="#">↓</a>	<a href="#">↓</a>	<a href="#">↓</a>

# Logo Variations

No need to try and get creative when applying the SafeStreets logo. There is just one correct logo application.

Please use the diagram on the right to help decide which logo use is best for your situation

	Positive	Negative	Positive Mono	Negative Mono
White				
Black				
SafeStreets Gradient				
Color Images				
Color Images				
Color Images				



# Dont's

We have set clear rules on how to use our logo.

Here you will find some examples of improper applications that'll help us illustrate those cases when our brand is distorted. This can damage our brand image.

You should never modify our logo, so always use the final artwork shown in these guidelines.

Do not change the order of elements composing the logo



Do not change the color of the symbol



Do not create symbols



Do not rotate the logo



Do not invert the colors



Do not add graphic effects of any kind



Do not narrow the logo



Do not compress the logo



Do not modify the proportions of the elements



Do not create "lock-up" near the logo



Do not use SafeStreets symbol beside any text



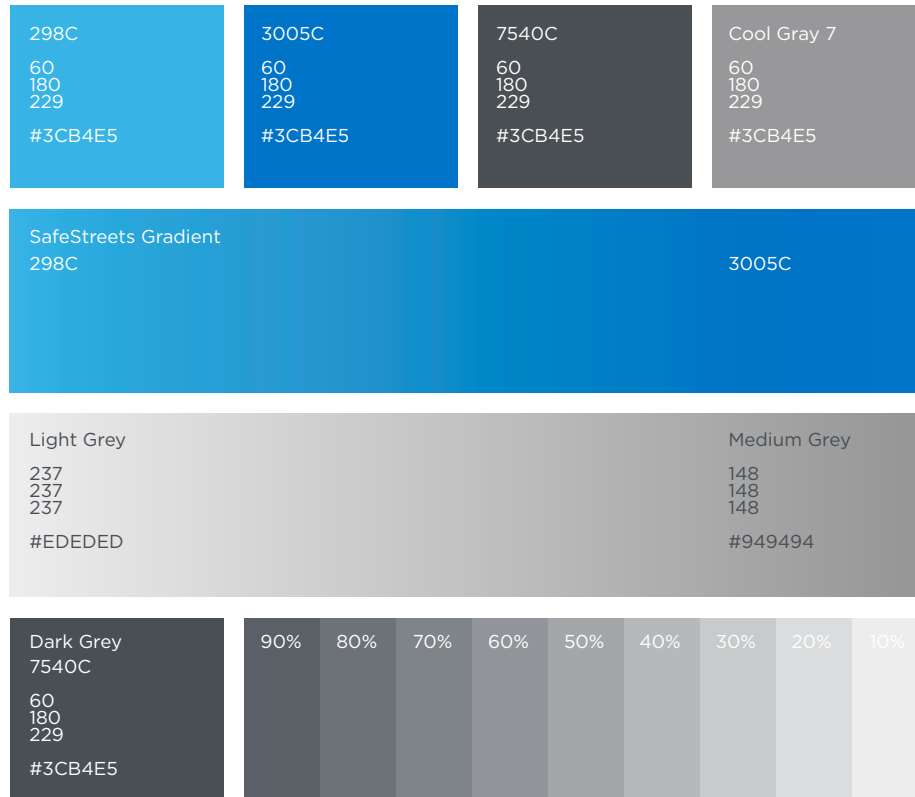
Do not use the SafeStreets text without the symbol



# Primary Colors

Our corporate colors are one of the basic elements that will serve to identify the SafeStreets brand.

Blue represents technology, control and innovation.



# Secondary Colors

Secondary colors exist to add splash. They are not as replacements for primary colors when using the SafeStreets logo or icon.

1495C

255  
144  
21

#FF9015

641C

0  
101  
161

#0065A1

SafeStreets Gradient #2  
298C

641C

# Corporate Typeface

The corporate typeface is the Gotham Family. It is a classic and flexible sans-serif typeface. It allows for quick and easy legibility even in small sizes.

Gotham is a very versatile font. Composed of 16 weights, from thin to ultra (including italics), we can adapt to any communication need.

For compatibility reasons, we need a back-up typeface that can be visualized on any computer. We use Helvetica Neue. If Helvetica Neue is unavailable, we use Arial.

Gotham Bold

# Hello!

Gotham Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Gotham Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

Helvetica Neu Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

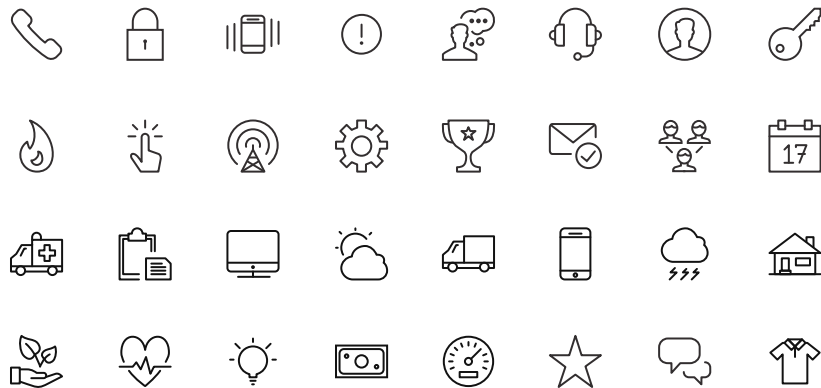
Helvetica Neu Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

# Icon Set

The SafeStreets icon set is comprised of stroke based icons with rounded strokes to compliment the friendliness and accessibility of the SafeStreets logo. A filled version is also available for download.

To the right is a sample of the icons on the list.



Downloads

EPS

AI

SS Icon List (stroke)



SS Icon List (fill)

