

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



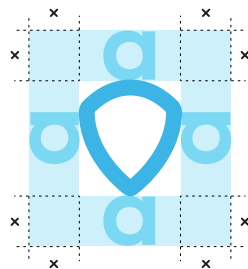
Logo Horizontal

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



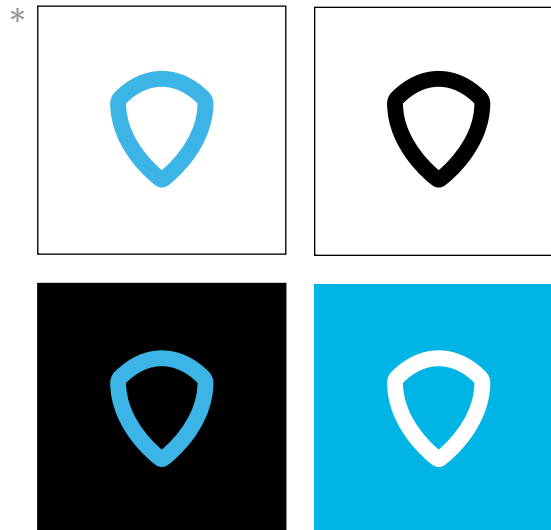
Logo Exclusion Zone

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



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 Variations

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

Primary Version

Positive



Negative



Secondary Version

Positive



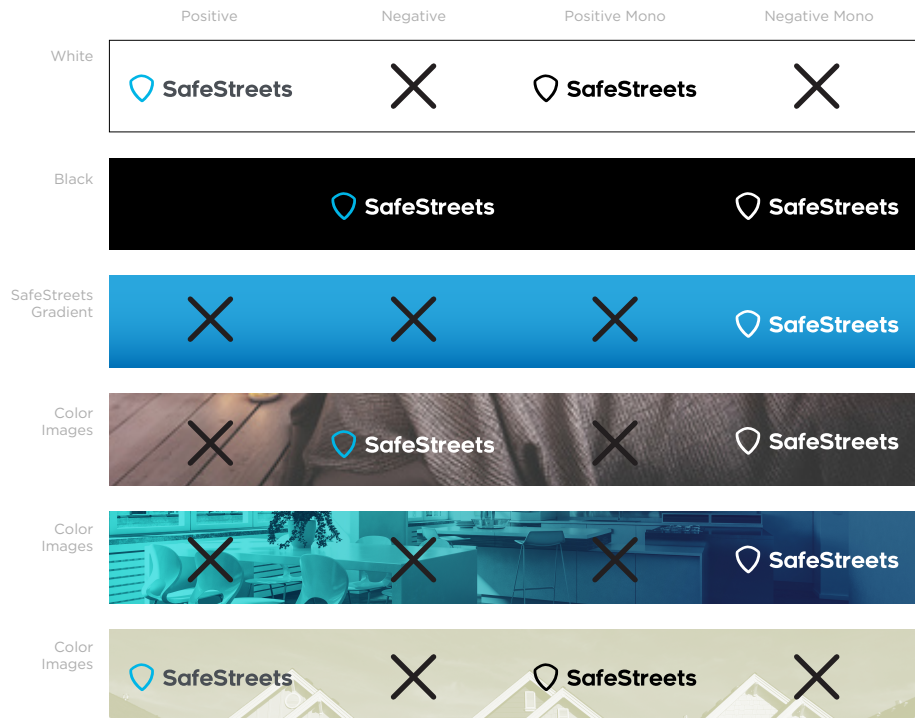
Negative



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



Don't'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 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.

<p>Primary Cyan 298C</p> <p>60 180 229</p> <p>#3CB4E5</p>	<p>Primary Blue 3005C</p> <p>0 117 201</p> <p>#0075C9</p>	<p>Dark Gray 7540C</p> <p>74 79 84</p> <p>#4A4F54</p>	<p>Cool Gray 7</p> <p>152 152 154</p> <p>#98989A</p>	
<p>Dark Blue 2767C</p> <p>21 48 75</p> <p>#15304B</p>	<p>Light Blue 656C</p> <p>230 244 249</p> <p>#E6F1F9</p>	<p>Medium Gray 7538C</p> <p>148 148 148</p> <p>#949494</p>	<p>Light Gray 663C</p> <p>237 237 237</p> <p>#EDED</p>	
<p>SafeStreets Gradient 298C</p> <p>60 180 229</p> <p>#3CB4E5</p>				<p>3005C</p> <p>0 117 201</p> <p>#0075C9</p>
<p>Light Grey</p> <p>237 237 237</p> <p>#EDED</p>		<p>Medium Grey</p> <p>148 148 148</p> <p>#949494</p>		

Secondary Colors

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

Highlight Gold
109C

255
210
0

#FFD200

Highlight Rich Gold
7549C

255
183
3

#FFB703

Secondary Cyan
2975C

144
219
244

#90DBF4

SafeStreets Gradient #2

3005C

0
117
201

#0075C9

2767C

21
48
75

#15304B

SafeStreets Gradient #3

2975C

144
219
244

#90DBF4

298C

60
180
229

#3CB4E5

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

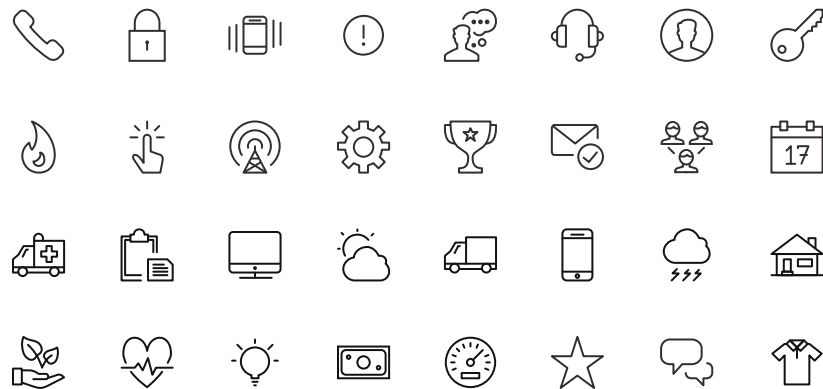
Helvetica Neu Bold

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)

