SONITROL®

VERIFIED ELECTRONIC SECURITY

ADDENDUM A

TO THE CURRENT SONITROL GRAPHIC STANDARDS MANUAL / PRELIMINARY

INTRUSION ALARM
ACCESS CONTROL
VIDEO SURVEILLANCE
FIRE DETECTION
ALWAYS ON THE JOB.

SONITROL®

ADDENDUM A: LOGO STANDARDS

The corporate logo is the central element in Sonitrol's visual communication system and as such must be displayed in a consistent manner. The spacing of the elements must be consistent, as well as the use of the color, typography, and graphic display of the logo in all applications.

Additional care should be given to use the correct file format type, adherence to clear space parameters, minimal sizing standards for readability, as well as other common-sense considerations for optimal reproduction.

File Formats

In order to best reproduce the logo in various potential executions, some understanding of file format types is necessary. The basic rule is that for anything that will be physically printed, a vector file is optimal. Vector files have no inherent resolution, and can be scaled up and down with no degradation. EPS and PDF files created in a program like Adobe® Illustrator®, InDesign® or comparable, as well as native Illustrator/InDesign files are the correct file types for print.

Raster file formats are best if the application need is online like web, social media, blast emails, and the like. Raster files are comprised of pixels, and have innate resolutions based on how the file was authored. If scaled up, often times the image will look "pixelated" and there will be literal square pixels showing in a jagged manner. Most likely the file would be created in Adobe® Photoshop® or comparable, and will be saved in file formats such as JPG, PNG, TIF and the like.

THE SONITROL LOGO / REPRODUCTION GUIDELINES

The corporate logo must never be altered, recreated, edited, stretched, distorted, or modified in any way; it must be used as supplied by Sonitrol brand management. This will ensure consistent visual portrayal of the logo, thereby strengthening the visual brand with every usage.

SONITROL PRIMARY CORPORATE LOGO

The approved full-color logo is shown to the right and is comprised of the following colors:

**Black
Pantone 200 Red
Pantone 415 Gray**

The minimum size for the logo, depending upon the method of reproduction, is no less than 1" as measured horizontally.

AREA OF ISOLATION

Minimum clear space is presented here as a guide to positioning the Sonitrol logo at a visually safe distance away from distracting elements.

The minimum required clear space is a height and width of the "N" of the logo, surrounding each side of the Sonitrol logo (see right).

CORPORATE COLORS

The corporate colors of Sonitrol have been chosen to represent the professional image of the company. These colors and their application guidelines apply to all printed and online brand materials. Consistent use of the corporate colors further reinforces Sonitrol's image. The corporate colors have been selected from the Pantone® Matching System and are PMS 200 and PMS 415.

PMS 200
CMYK: 3/100/70/12
RGB: 186/12/47
HTML: BA0C2F

PMS 415
CMYK: 22/14/23/38
RGB: 145/147/136
HTML: 919388

ADDENDUM A: LOGO STANDARDS

THE SONITROL LOGO / 1-COLOR APPLICATION

In cases where one corporate color is specified, the supplied 1-color version of the logo must be used. It is generally not acceptable to use the logo in colors other than the standard color specifications outlined in this manual. Printing the logo in other colors should be an exception only. Permission must be obtained from Sonitrol brand management before using the logo in any colors other than PMS 415, PMS 200 or Black.

SONITROL 1-COLOR LOGO

The approved 1-color logo versions are shown to the right in the following colors:

Black
Pantone 200 Red
Pantone 415 Gray

SONITROL 1-COLOR REVERSE LOGO

The approved white reverse logo version is shown to the right on the following colors:

Black
Pantone 200 Red
Pantone 415 Gray

THE SONITROL LOGO / 2-COLOR APPLICATION

There is a version that uses Black and PMS 200, and a screen of the Black to create gray to achieve an approved 2-color application.

SONITROL 2-COLOR LOGO

The approved 2-color logo version is shown to the right in the following colors:

Black
Pantone 200 Red

SONITROL 2-COLOR REVERSE LOGO

The approved reverse 2-color logo version is shown to the right in the following colors:

Black
Pantone 200 Red

ADDENDUM A: LOGO STANDARDS

THE SONITROL LOGO / SPOT COLOR APPLICATION

The spot color version of the logo is comprised of spot (flat) colors for times when the specification warrants an all flat color solution such as offset lithography, screen printing, vinyl-cut signage, and the like.

SONITROL SPOT COLOR LOGO

The approved spot color logo version is shown to the right in the following colors:

Black
Pantone 200 Red
Pantone 415 Gray

SONITROL SPOT COLOR REVERSE LOGO

The approved reverse spot color logo version is shown to the right in the following colors:

Pantone 200 Red
Pantone 415 Gray

Note: Either Black or White is necessary to create logo, dependent on reproduction technique used)

THE SONITROL LOGO / 4-COLOR PROCESS APPLICATION (CMYK)

In the case of 4-color process printing through an offset or digital printer, the corporate PMS colors must be translated into a 4-color CMYK build. The below formulas match the PMS colors.

SONITROL 4-COLOR LOGO

The approved 4-color logo version is shown to the right in the following colors as CMYK builds:

Black: 0/0/0/100
Pantone 200 Red: 3/100/70/12
Pantone 415 Gray: 22/14/23/38

SONITROL 4-COLOR REVERSE LOGO

The approved reverse 4-color logo version is shown to the right in the following colors as CMYK builds:

Black: 0/0/0/100
Pantone 200 Red: 3/100/70/12
Pantone 415 Gray: 22/14/23/38

ADDENDUM A: LOGO STANDARDS

THE SONITROL LOGO / FRANCHISE IDENTIFICATION CONFIGURATION

In the case where it is necessary to show the particular public-facing franchise name relative to the corporate Sonitrol mark, the following are guidelines to standardize the execution. This allows for continuity of look, while addressing the distinctiveness and individuality of each franchise.

CORPORATE/FRANCHISEE CONFIGURATION

The corporate, franchise or distributorship identification (DBA) must be placed centered, below the Sonitrol logo.

The dealership name will be Myriad Pro, with the cut of the font being Semibold. To determine relative size, the lower case letters of the name will be the same height as the line "VERIFIED ELECTRONIC SECURITY" as contained within the logo lock-up. The name color will be Black.

The relative positioning will be determined by the letter "N" from the Sonitrol logo. The distance of the height of the letter "N" from the bottom of the logo lock-up will be used to establish the baseline for the name (as shown in figure to the right).

The width of the name will be constrained to fit within the measure of the width of the Sonitrol logo itself (as shown). Should the length of the name be longer than this afforded measure, the name can "wrap" onto a second line. The leading of the name type will be set "solid" (i.e. 21/21 in the example).

SONITROL®
VERIFIED ELECTRONIC SECURITY

Sonitrol Security Systems of the Great Lakes Area