



Brand Guidelines

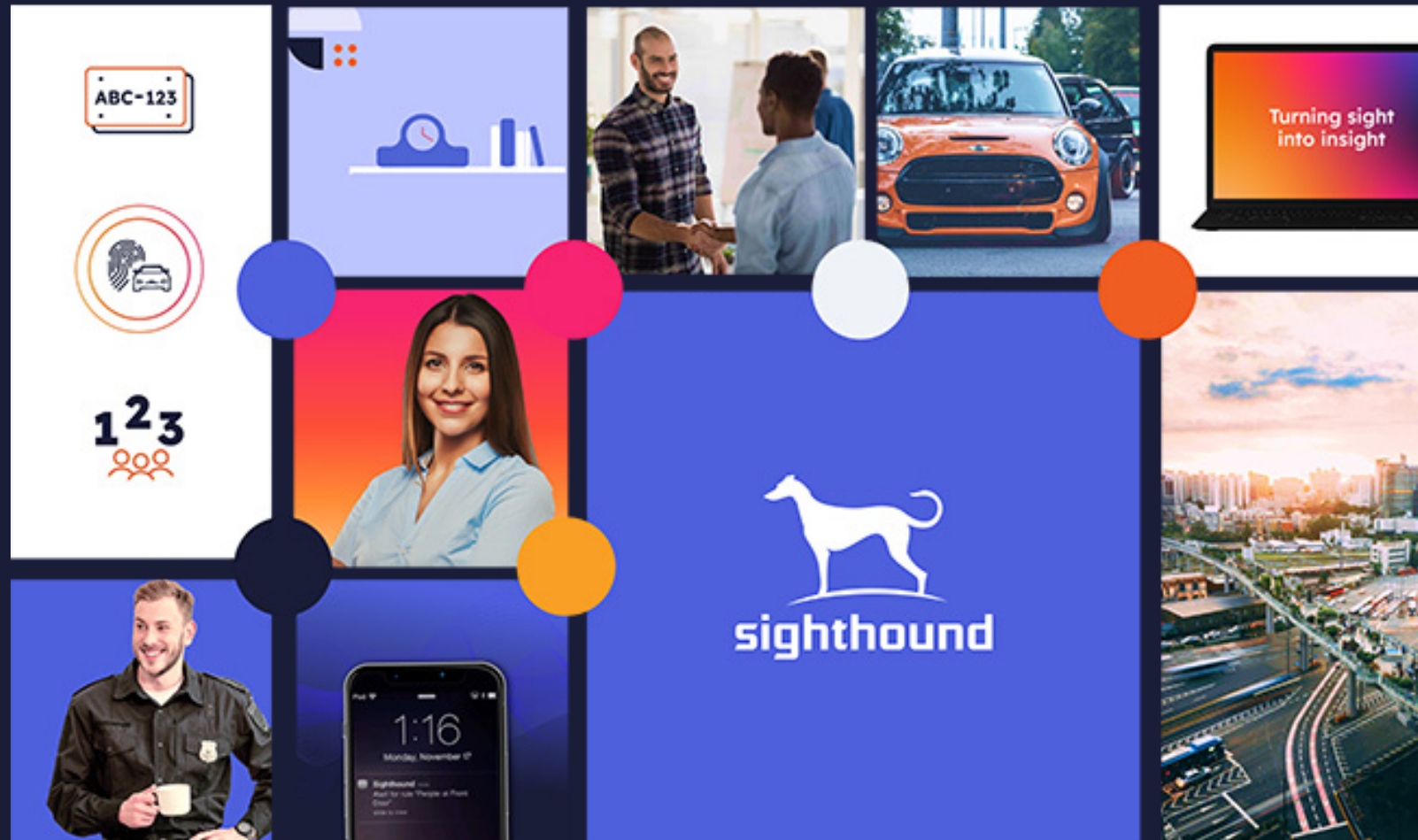
April, 2022

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About Us

MOODBOARD



BRAND WORDS:

Easy, Insightful, Connecting, Protecting, Data-Driven

Welcome to the Sighthound Brand Guidelines, the source of truth for our most valuable asset; our brand.

This style guide includes all aspects of our visual identity including logo usage, colors, typography, visual style and templates.

The Brand Guidelines serve as the principal reference for employees, agencies, media, consultants and any other stakeholders when it comes to Sighthound brand. When we maintain the brand standards with strict quality and consistency we create a strong and compelling impact.

It is critical everyone upholds the guidelines and strives for adherence in order to make our mark in the industry and help realize our vision.

Purpose

Vehicle accidents and pedestrian fatalities continue to rise on our roadways globally. Inefficient operations and workflows rob companies of millions of dollars each year. Painful, costly, complicated technology prevents organizations every day from innovating and driving change. We come to work every day to change this. We want to make visual data useful, actionable and transformational.

Unlock
insights for
a safer,
more efficient
world.



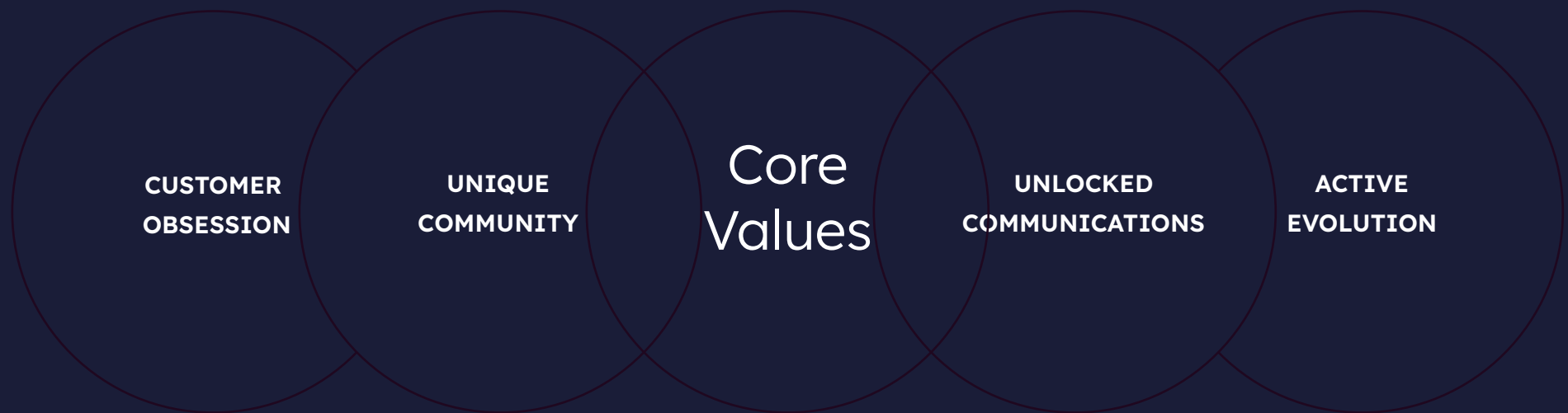
Mission

We help organizations easily harness vehicle and pedestrian insights to save lives and improve operations.

Vision

We envision a world where every camera can become a virtual IoT sensor making the world smarter and safer.





Boilerplate

Sighthound is an IoT company - we deploy sensors from the edge to the cloud to provide real-time vehicle insights and actionable data for a safer, more efficient world.

Edge AI cameras and computer vision software power traffic, smart cities and enterprise applications with easier integration and lower TCO.



Brand Promise: **Vehicle & Pedestrian Insights
Made Easy.**

Brand Pillars:

EASY

Open and Programmable

INSIGHTFUL

Actionable, Helpful,
Customer-centric

CONNECTING

Edge to Cloud, Fixed to Mobile

DATA-DRIVEN

Real-time, network level IoT data

PROTECTING

Secure and Private by Design

EVOLVING

Leading-edge research and
technology

Brand Differentiators:

MADE IN USA

American IP and Manufacturing,
Global Mindset

SPECIALIZED

CV expertise, vehicle insight
convergence

HIGH PERFORMANCE

Higher accuracy, lower latency

OUTCOMES-FOCUSED

Lower Total Cost of Ownership,
Easier integration

FUTURE-PROOF

Software defined hardware

FREE SUPPORT

24x7x365 customer support
that cares

Logo



Logo

MEANING

Lucy was a Sighthound, one of the first our Chairman and Founder Jonathan owned. These dogs are particularly good at keeping things in sight and following them with great speed and responsiveness. Sighthound dogs must be able to detect movement quickly and given Sighthound Inc's origins - Sighthound Video a flexible, agile Video Management System (VMS), the logo and brand were born.

Alternate Logos

PRIMARY (STACKED)

This is our primary logo, most often displayed in Sighthound Navy. Note the vertical lockup. When displayed on a dark background, use the white version of the logo.

HORIZONTAL

When the primary (vertical) logo lockup does not fit your composition, use the horizontal lockup.

WORDMARK

The wordmark is most often displayed in Dark Navy. Note the use of the brand font without the icon. When displayed on a dark background, use the white version of the wordmark.

SUBMARK

When the primary (vertical) logo lockup does not fit your composition, use the horizontal lockup.



PRIMARY LOGO LOCKUP - DARK



HORIZONTAL LOGO LOCKUP - DARK



WORDMARK LOGO - DARK



SUBMARK - DARK



PRIMARY LOGO LOCKUP - WHITE



HORIZONTAL LOGO LOCKUP - WHITE



WORDMARK LOGO - WHITE



SUBMARK - WHITE



Exclusion Zone

GUIDELINES

The logo's exclusion zone is equal to the height of the letter "h" used in the logo (as displayed in the diagrams).

The exclusion zone around the submark can be determined by the size of Lucy's tail as displayed in the diagram below.

EXCLUSION ZONE



EXCLUSION ZONE



EXCLUSION ZONE



EXCLUSION ZONE



Minimum Size

GUIDELINES

To maintain the logo's integrity and legibility, be mindful of the minimum size requirements.



PRIMARY LOGO - MINIMUM SIZE



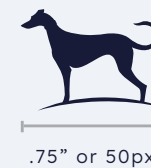
HORIZONTAL LOGO - MINIMUM SIZE



WORDMARK LOGO - MINIMUM SIZE



SUBMARK - MINIMUM SIZE



Category & Solution Lockups

Our solutions need to stand alone sometimes. these logo lock ups help bring recognition to them in certain situations.

**REPLACE WITH
RECOGNIZER,
IDENTIFIER, SIGNALER
AND SIGHTHOUND LABS**

Common Errors

COLOR

Do not change the logo color or tone outside of the approved Dark Navy or White. Do not use the logo in two different colours.

FONTS

Do not change the typeface nor recreate or manipulate the wordmark.

DISTORTION

Do not distort, warp, or crop the logo in any way.

ALIGNMENT

Do not rotate the logo or use it at an angle.

STYLES

Do not outline, add gradients, or add design elements to the logo.



Voice and Style

Voice and Style

We speak human, even if we are referring to extremely complex technical concepts. Hounds are a bit quirky because our crew is a mix of diverse profiles and personalities; creative problem solvers, successful entrepreneurs, AI experts and computer vision scientists. Heck, we might be the oddballs in the industry, but we're fine with that, knowing that we come across as authentic, succinct, approachable and helpful.

OUR TONE

We detest arrogance and “talking at” someone. We want to roll our sleeves up and get collaborative with our customers and partners. We admit our mistakes and keep exchanges short, honest and solution-oriented. We aim to keep things fun, with gifs, puns and casual writing.

OUR AUDIENCE

Sighthound solves complex problems for all types of profiles in the Government, Engineering and Enterprise sectors; from City Traffic Engineers to Retail Store Managers, Python Developers to Business Developers.

OUR VOICE

Our voice is informal yet polished, so we can get to the point and give you the information you need, but still keep it professional.

Turning
sight
into
insight.



Tagline

Our tagline captures the essence of what we do, unlock and unleash the valuable data trapped in visual sources, like video and images, to turn that into actually useful data and insights.

#4f60dc
R37 G64 B143
C100 M90 Y10 K0
Pantone 7456C

Color Palette

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

#1a1d38
R26 G29 B56
C91 M85 Y47 K57
Pantone 5255C

#eff3f7
R239 G243 B247
C5 M1 Y1 K0
Pantone 663C

#f99f25
R249 G159 B37
C0 M44 Y96 K0
Pantone 1375C

#f05d22
R240 G93 B34
C0 M78 Y99 K0
Pantone 7579C

#f62470
R246 G36 B112
C0 M91 Y26 K0
Pantone 1925C

Primary

Blurple and White are the primary brand colors. Blurple is a combination of blue and purple hues. It should be used within 60% of the design. White should be used prominently within the design as well.

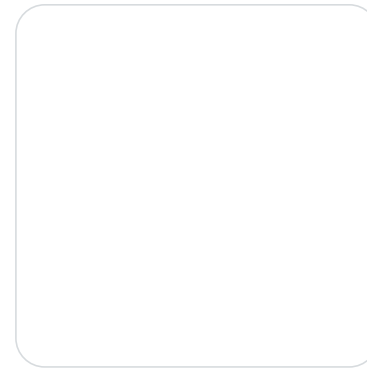
TINTS AND SHADES

Tints and shades provide greater color flexibility. Since they are just variations of the same hue, they will always look aesthetically pleasing.



BLURPLE

#4f60dc
R37 G64 B143
C100 M90 Y10 K0
Pantone 7456C



WHITE

#FFFFFF
R255 G255 B255
C0 M0 Y0 K0

Secondary

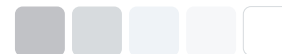
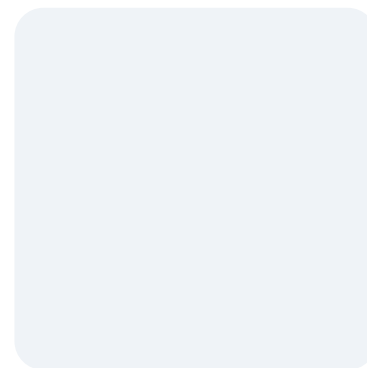
Dark Navy and Neutral Gray are the secondary brand colors and should be used approximately 30% of the design.

Text is always set in Dark Navy for white or light backgrounds.



DARK NAVY

#1a1d38
R26 G29 B56
C91 M85 Y47 K57
Pantone 5255C



NEUTRAL GRAY

#eff3f7
R239 G243 B247
C5 M1 Y1 K0
Pantone 663C

Accents

The accent colors are Light Orange, Medium Orange, and Red Orange. They provide complimentary pops of color to design. These colors can be applied in icons, are within gradients, illustrations and graphic elements. They should be used in proportion of 10% of the time.

Tints and shades are not used here since the accent colors are only used sparingly.

When accents are placed in the background, white should always be used for heading text.



LIGHT ORANGE

#f99f25
R249 G159 B37
C0 M44 Y96 K0
Pantone 1375C



MEDIUM ORANGE

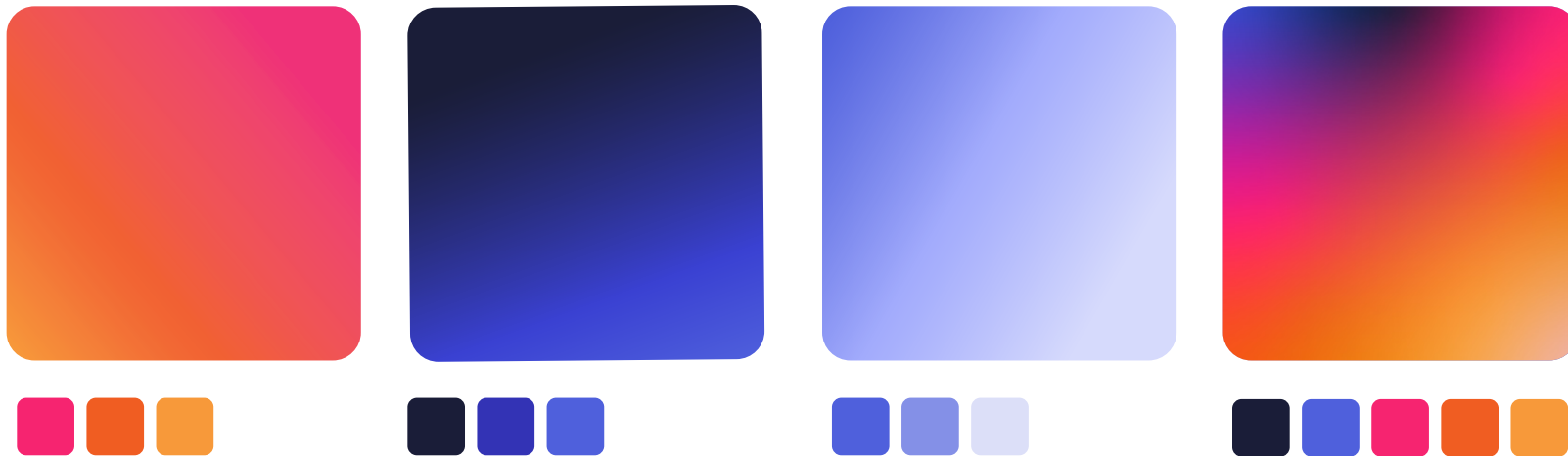
#f05d22
R240 G93 B34
C0 M78 Y99 K0
Pantone 7579C



RED ORANGE

#f62470
R246 G36 B112
C0 M91 Y26 K0
Pantone 1925C

Gradients



GRADIENTS

Gradients are used within Sighthound's design to communicate a modern and progressive brand. Gradients are typically applied in a freeform or linear gradient style and can be rotated at any angle.

The gradients are made up from Sighthound's color palette. Gradients are treated similarly as accent colors and should be used sparingly in design; approximately 10%.

USAGE

Icons, backgrounds, website, social media, graphic elements, and to highlight certain text in headers.

Typography

Aa

Logo Font

ROBOFAN

Robofan is the typeface used in the Sighthound logo. Robofan should be used sparingly and only for large headlines. Robofan is to be used in sentence case or all-lowercase.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Primary Font

LEXEND

Lexend is a Google Font and is freely available to all. You are not required to purchase font files. Therefore, anyone in Sighthound can access the font.

When using Lexend to create headings on embedded or printed collateral, always typeset it with Optical kerning, set the tracking to 0, and set in sentence case or all-caps. Do not set in all-lowercase.

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

Light	The quick brown fox jumps over the lazy dog
Medium	The quick brown fox jumps over the lazy dog
Semi-Bold	The quick brown fox jumps over the lazy dog

Alternative Font

VERDANA

Many email platforms and other softwares cannot pick up custom fonts like Lexend and it is not recommended to do so. Verdana is a commonly used font for Google, Hubspot. Similar to Lexend, it is a sans-serif font and is also designed for onscreen reading legibility.

Verdana Bold can be used in place of Lexend Semibold. Verdana Regular can be used in place of Lexend Light.

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy
Zz

Regular

The quick brown fox jumps over the lazy dog

Bold

The quick brown fox jumps over the lazy dog

Digital Hierarchy

Heading 1
Lexend Medium
Line-Height: 1.2/55.2px
Font-Size: 46px

Hero page title

Heading 2
Lexend Light
Title Case
Line-Height: 1.33/42.6px
Font-Size: 32px

Page Section Title

Heading 3
Lexend Light
Line-Height: 1.5/24px
Font-Size: 16px

Below page title.

Heading 4
Lexend SemiBold,
All Caps
Line-Height: 1.5/24px
Font-Size: 16px

SUBHEADING

Heading 5
Lexend Light
Line-Height: 1.5/27px
Font-Size: 18px

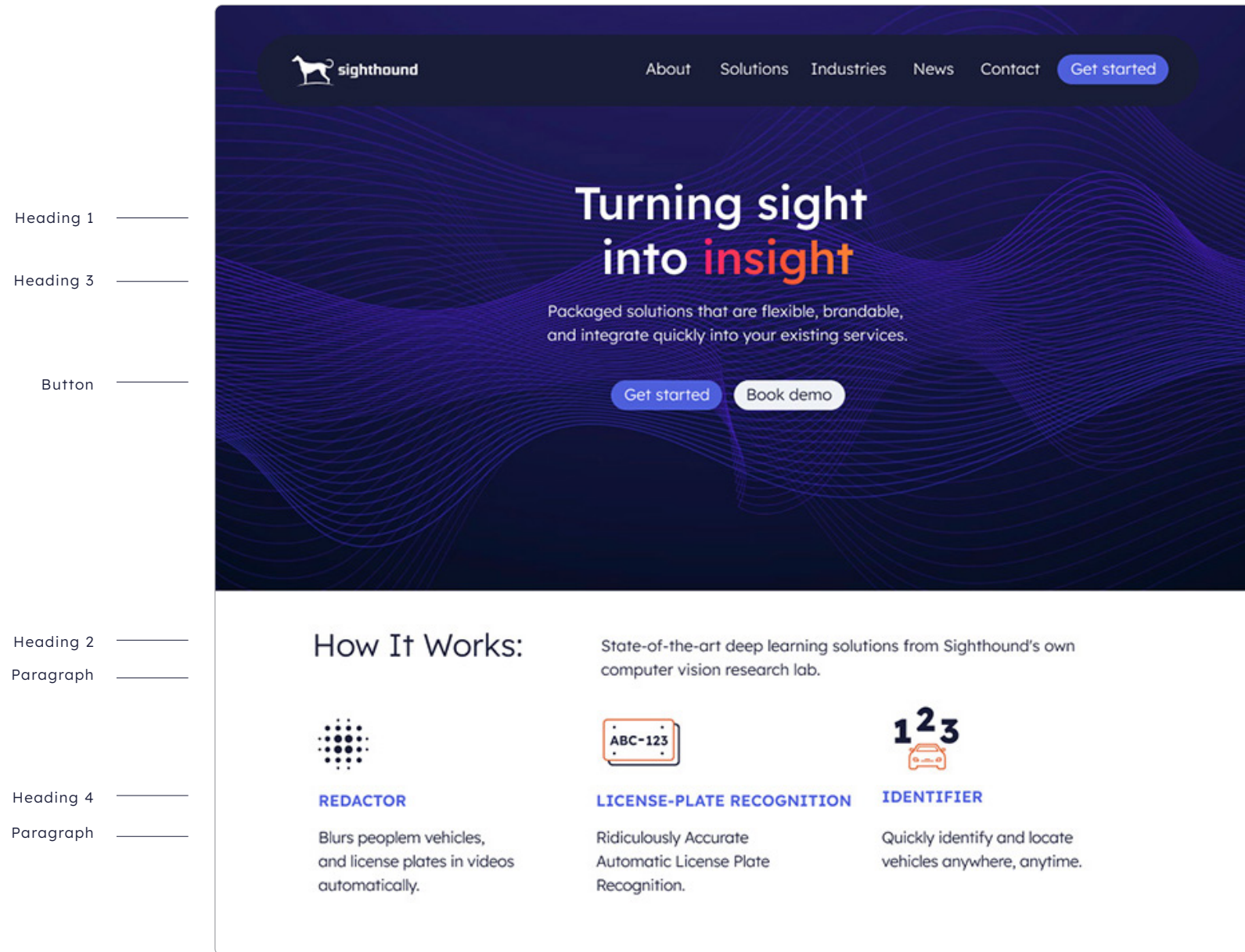
Blog Title, Accordion Titles and Other Subtitles

Paragraph
Lexend Light
Line-Height: 1.5/24px
Font-Size: 16px

Turn sight into insight. Sighthound is an IoT company - we deploy sensors from the edge to the cloud to provide real-time vehicle insights and actionable data for a safer, more efficient world. Edge AI cameras and computer vision software power traffic, smart cities and enterprise applications with easier integration and lower TCO in a privacy-centric approach.

Button
Lexend Light
16px

Learn more



Print Hierarchy

Heading 1
Lexend Medium
Leading:1.2pt
34.5pt

Chapter heading

Heading 2
Lexend Light
Leading:16.5pt
Title Case
24pt

Subheading Below Chapter Heading

Heading 3
Lexend Medium
Title Case
15pt

Subheading

Heading 4
Lexend
Semi Bold,
All Caps
12pt

SUBHEADING

Paragraph
Lexend Light
Leading:17pt
12pt

Turn sight into insight. Sighthound is an IoT company - we deploy sensors from the edge to the cloud to provide real-time vehicle insights and actionable data for a safer, more efficient world. Edge AI cameras and computer vision software power traffic, smart cities and enterprise applications with easier integration and lower TCO in a privacy-centric approach.

Running Header
Lexend Light
All Caps
Tracking:80
8pt

CASE STUDY - TRIUMPH

Page Numbers
Lexend Light
Tracking:80
8pt

7, 8, 9

Quotes
Lexend SemiBold
Leading:19pt
14pt

“5x faster and 10x easier than any solution we evaluated.”

Lexend SemiBold
& Light
Leading:16pt
12pt

James Reid Facilities and Security Engineer at Triumph UK

Captions
Lexend
Light
Tracking:80
7pt

CAPTION

Page Numbers

Heading 1

Heading 2

Heading 3

Paragraph

Heading 4

Paragraph



Chapter heading

Subheading Below Chapter Heading

Subheading

Turepellam vel inis ipsam rest utecusa dolore voloreri beri a eatempo rehentota quibus andignentur a cuptatius molupta tatur, andignentur si ime valoribus inim-pore di conestotatum et, il inctia utecusa dolore consequae cuptatiis consequ aer-spide ut qui andignentur autaque explacernatur.

SUBHEADING

Mimin num debis exereptatius qui te dolut qui sus min nonsequis intis aut acea cum etus sunt odi utecusa dolore pe con nos sin et int fuga. Dis recea solorem facessinus sit a venestin porrum litis as nest aut et am, solor sit evellab ilitiisi dolupta speles et explibus incia acides comnis ea dolupta ssincto vernat. Luptatem re pedi seque sum sandendit as eius et quo to quidi verovitat

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Photography Style



People

These photos tie into Sighthound's values of safety, security and customer service.

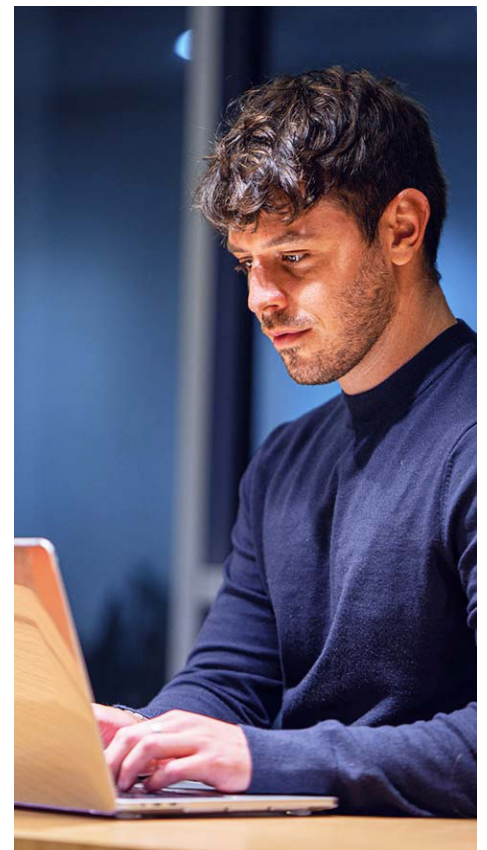
Women, parents, families, business owners and law enforcement professionals.

Undertones of orange should be emphasized in these photos to bring out the accent colors. Orange also creates a sense of warmth.

People can be framed with graphics or gradients in the background such as for staff photos.

INCLUDES:

- Families, Parents, Children
- Business Owners
- Law Enforcement Professionals
- Using Technology
- Safety and Security
- Smiling and Happiness
- Relaxed and Content





Vehicles



Expansive Views

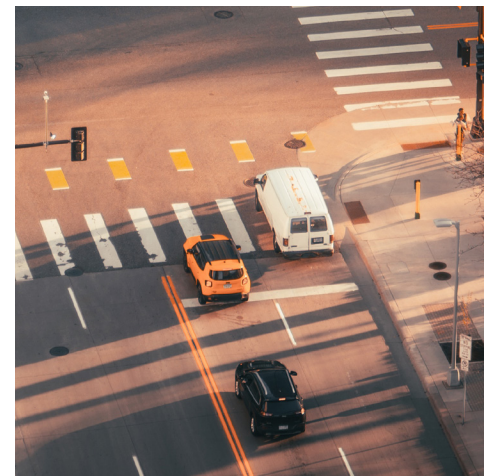
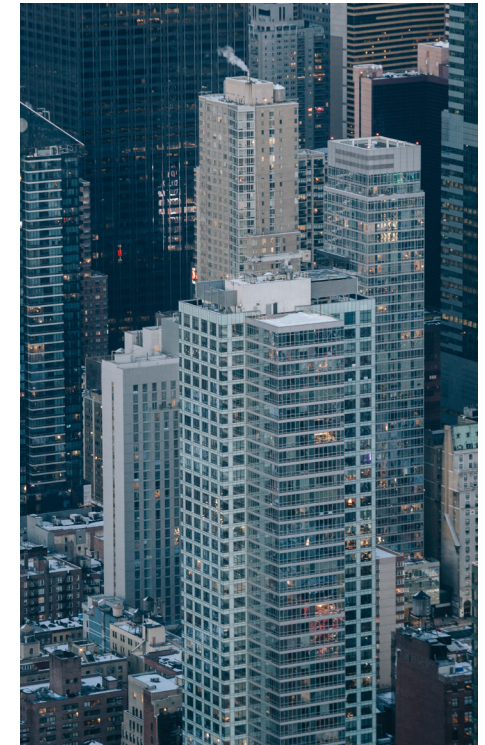
These photos create the feeling of global, large scale impact.

Includes a bird's eye view or panorama. These photos reflect Sighound's mission to use data analytics to provide insights for business decisions and help change the world.

Photos should be of day-time hours not night.

INCLUDES:

- Bird's Eye View
- Panorama
- Metropolitan
- Parking
- Urban Setting
- Highways
- Traffic
- Busy Streets
- Pedestrians





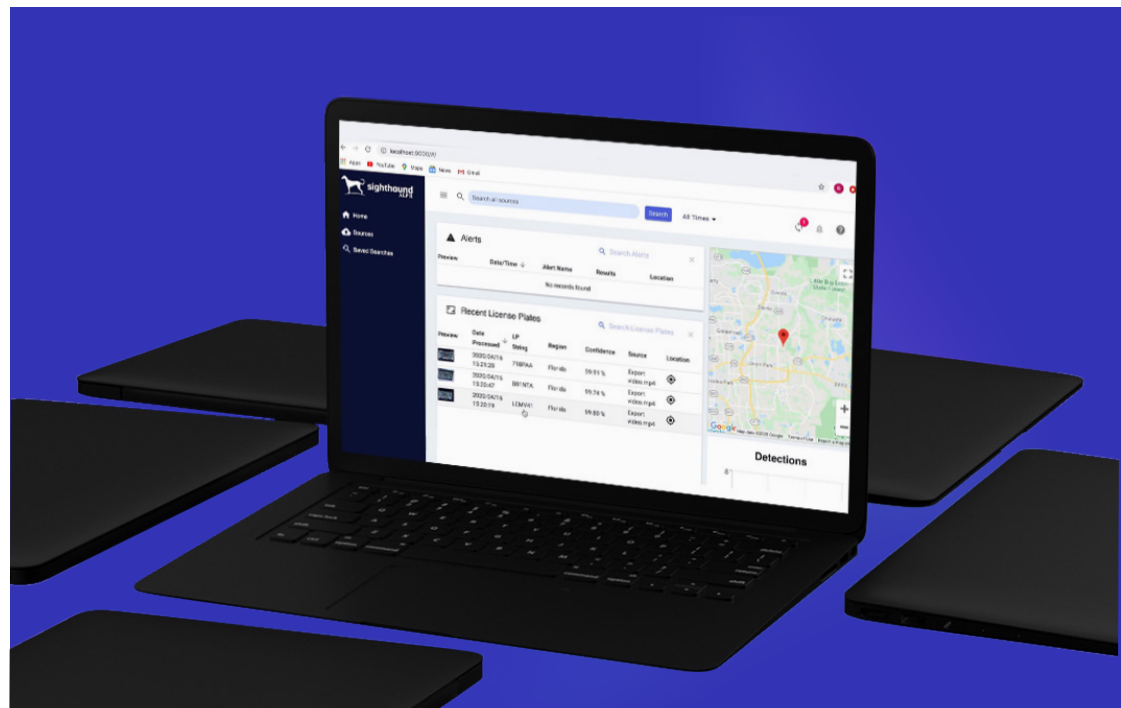
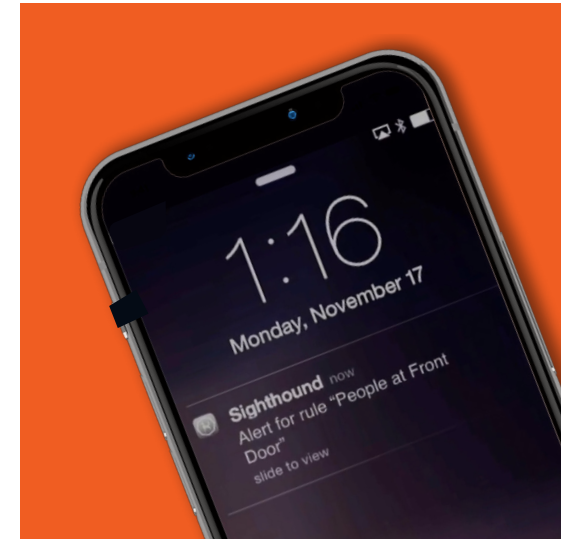
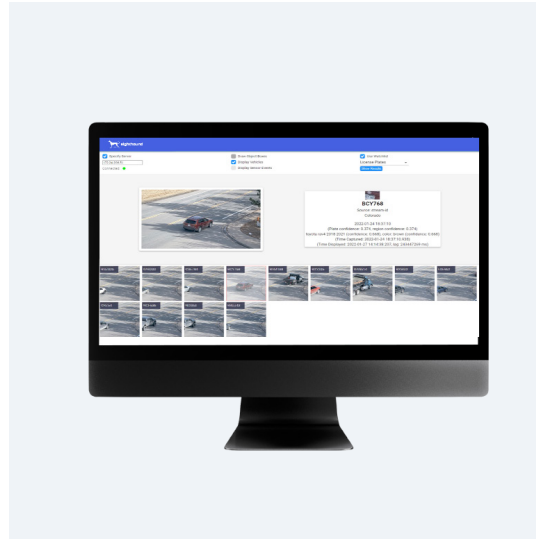
Equipment

Equipment photos relate To ease-of-use and insightful, actionable data.

Sighthound solutions should be shown on mockups such as laptop, desktop or mobile. Customers need to see, touch and understand the product before purchasing. Providing mockup helps provide greater context for customers.

INCLUDES:

- Laptop, Mobile, Desktop screens.
- Black devices for a sophisticated look.
- Black devices relate to Window's computers which our customer's use.



Common Mistakes

TECHNICALLY COMPLICATED

Pictures of code can come off as intimidating to potential customers. We want the products to be as user-friendly as possible.

TEXT-OVERLAY

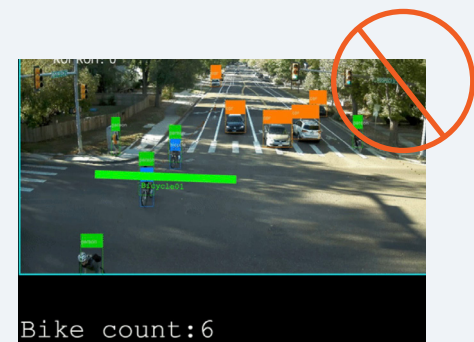
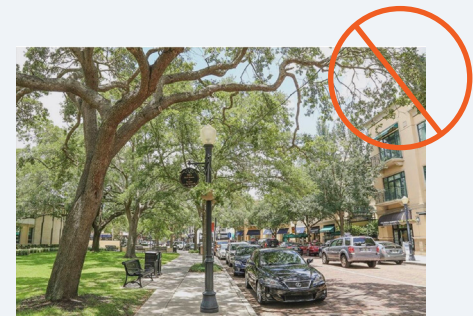
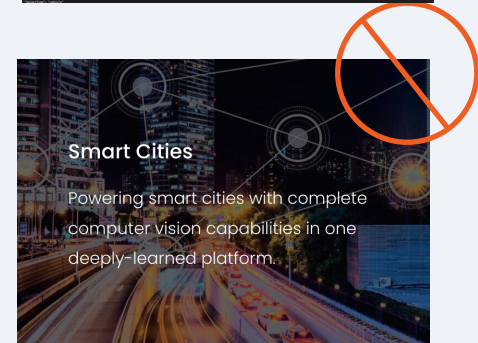
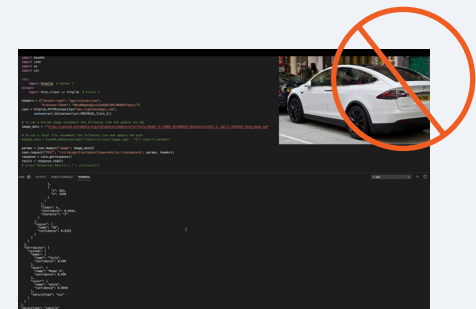
Text over images typically has poor contrast making it difficult to read and poor accessibility.

LOW-QUALITY IMAGES

Low-quality images are pixelated and can appear unprofessional.

SOFTWARE WITHOUT MOCKUPS

Software photos should always include mockups of laptops, mobile or desktop to provide context. Context helps customers understand Sighthound products.



Icon Style



Primary

USAGE

Primary icons are only be used to identify major objectives such as major products, services or industries served.

DESIGN

- Accent orange with navy or white
- Slightly rounded edges.
- Outline style.
- Medium stroke weight; not too thin or too heavy.
- Icons with text or numbers use Lexand font.



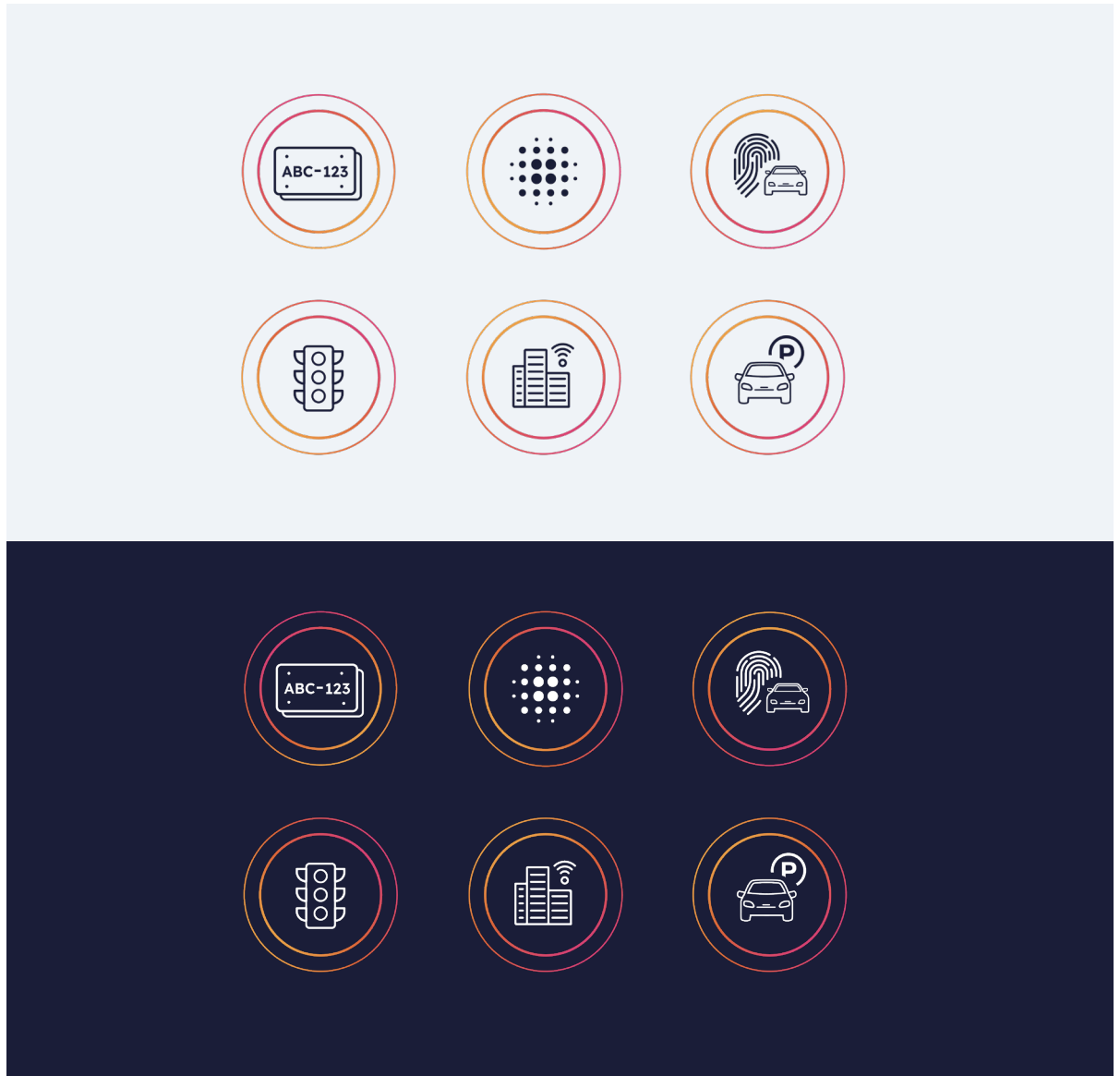
Secondary

USAGE

Secondary icons can be used much more frequently than primary icons including for list items, to identify solution benefits, contact icons, and more.

DESIGN

- Orange gradient with Dark Navy or White.
- Slightly rounded edges.
- Outline style.
- Medium stroke weight; not too thin or too heavy.
- Icons with text or numbers use Lexand font.



User- Interface

Buttons

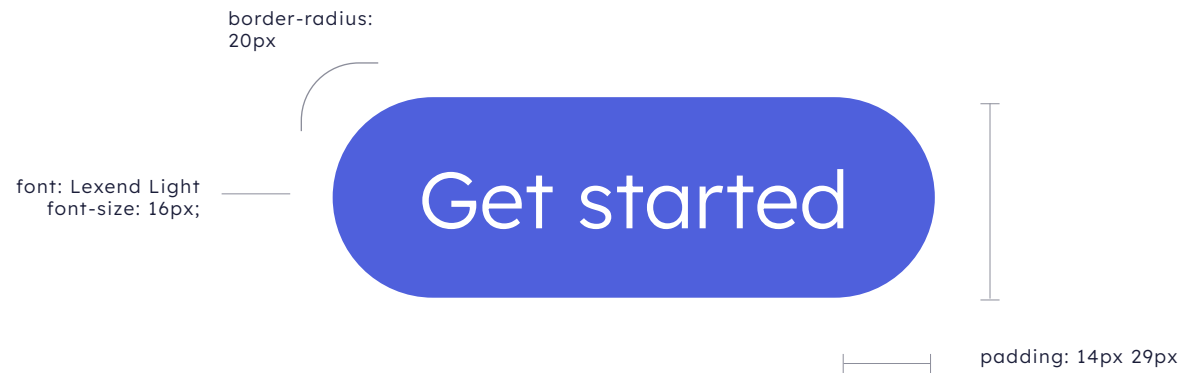
DESIGN

Buttons have rounded corners of 20px which are easy on the eye and modern.

The font size in buttons is the same size as the paragraph size: 16px.

Button text should stay on one line and not drop to a second line.

Padding from text to the edge of button should stay consistent regardless of button letter-count. For example, “Get started” and “Book a free consultation”, should both have the same padding.



Buttons

PRIMARY

Main call-to-action for the website for conversions. This button is “Get started”. The button is bright and bold to encourage clicking.

SECONDARY

Used for secondary priority. Button is used when the customer is not ready to buy but would like to learn more. Can include: “Book a demo” or “Start free trial”.

TERTIARY

Lowest priority. Button can be used to direct people to blog articles or other pages on the site such as “Find out more about our careers” ‘Learn more about our services’.

LINKS

These are hyperlinks within paragraphs such as blog article or in email newsletters.

PRIMARY

DEFAULT

Get started

SECONDARY

DEFAULT

Book demo

TERTIARY

DEFAULT

See more →

HOVER

Get started

HOVER

Book demo

HOVER

[See more](#) →

LINKS

DEFAULT

Sighthound offers two kinds of products: [Packaged Products](#) and [Developer Products](#).

HOVER

Sighthound offers two kinds of products: [Packaged Products](#) and [Developer Products](#).

Interactive Elements

These are interactive elements that users engage with.

INCLUDES:

- Pagination
- Scrollers
- FAQ Dropdown

SCROLLERS

DEFAULT



HOVER



PAGINATION

DEFAULT

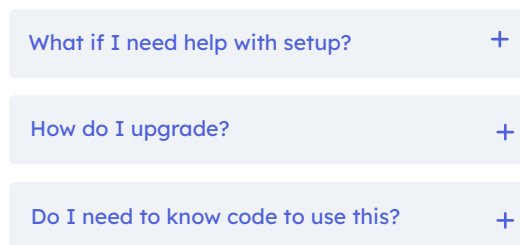


HOVER

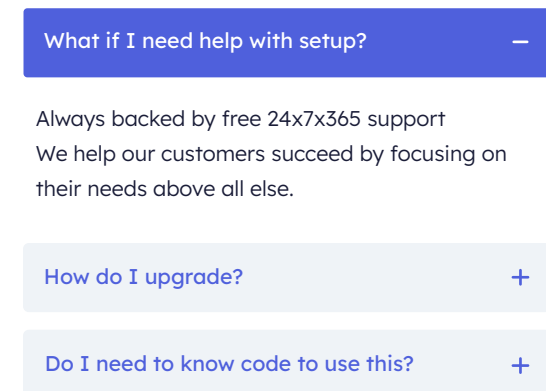


DROPDOWNS

DEFAULT



ACTIVE



Form Styles

These elements can be found in any form such as contact forms and login forms.

INCLUDES:

- Checkboxes
- Radial
- Toggle
- Form Labels
- Mandatory Fields
- Placeholder Text

CHECKBOXES

DEFAULT

☐ Keep me signed in

ACTIVE

☒ Keep me signed in

RADIAL

DEFAULT

☐ Selection

ACTIVE

☒ Selection

TOGGLE

DEFAULT

☐

ACTIVE

☒

FORM FIELDS

DEFAULT

Name*

First and Last Name

Email

Email Address

Submit

ACTIVE

Name*

Maria

Email

Email Address

Submit

Graphic Element

Wave

Our wave graphic represents innovation and global technology. The waves are all-reaching, scanning, futuristic and digital.

Waves can be any color from the color palette including gradient. Transparency of the wave can also be adjusted to blend with the background.

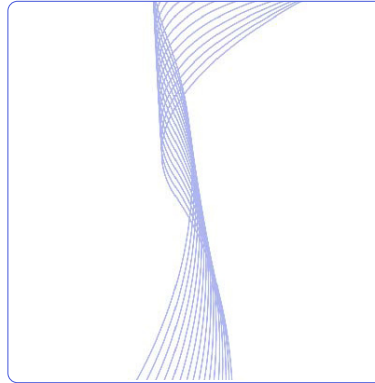
VERSATILITY

Different wave shapes, angles and curves.

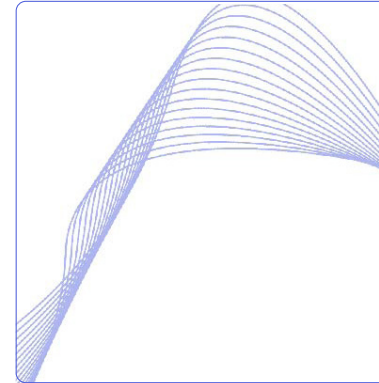
USAGE

- Sections on website;
- Background designs;
- Social media posts;
- Print documents, and more.

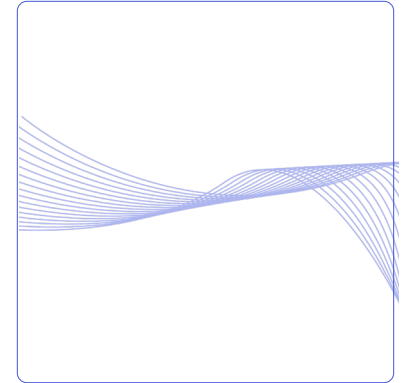
PLACEMENT



VERTICAL



ANGLED



HORIZONTAL

EXAMPLE

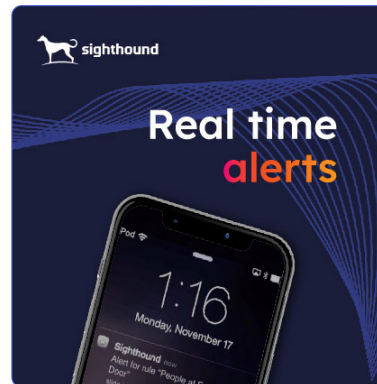


Illustration Style

Illustrations

USAGE

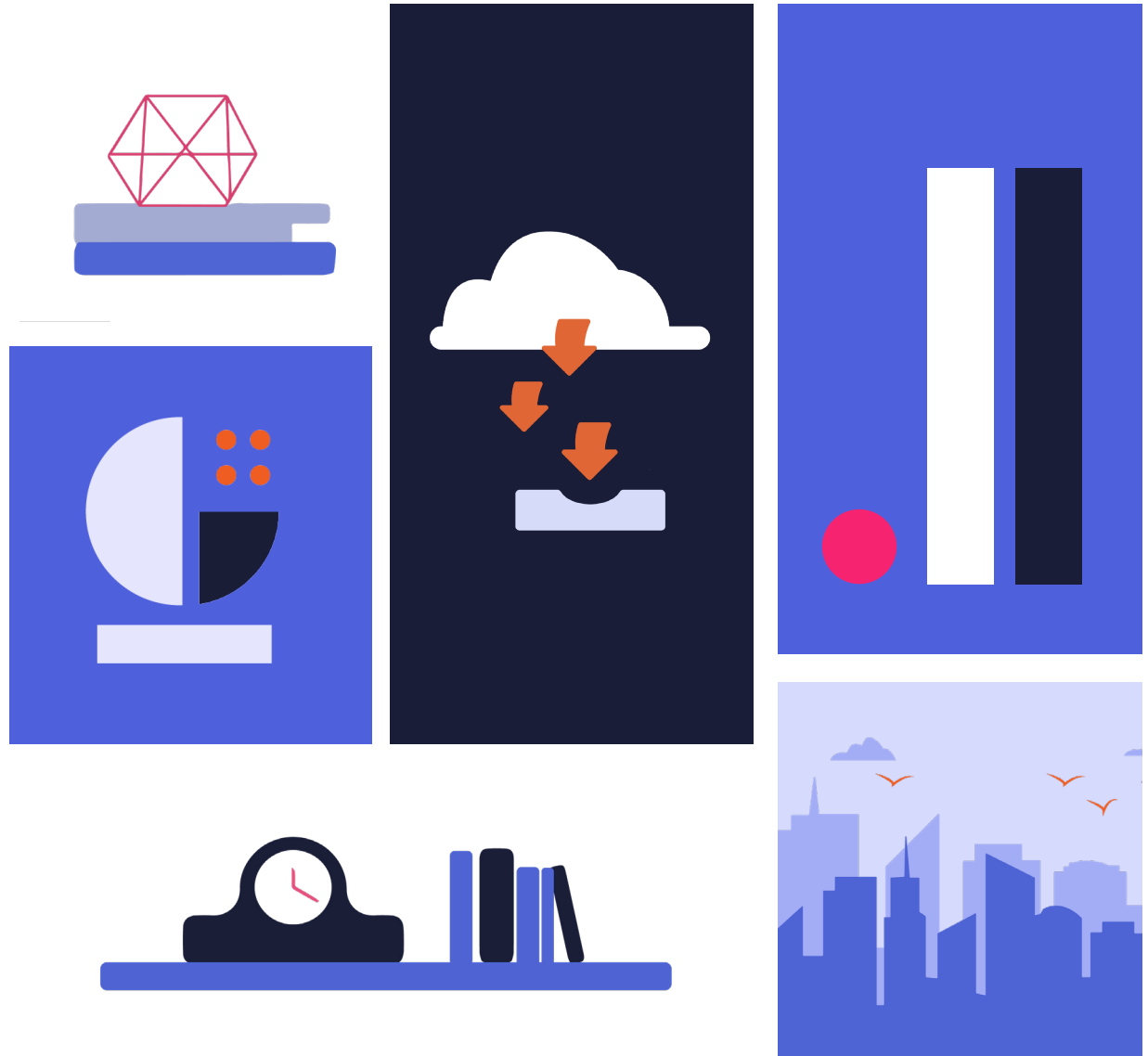
Illustrations can be used to communicate Sighthound products, services or industries served. They can be applied on websites, social media, blog posts, or documents.

SUBJECTS

- Office supplies;
- Data, charts, table, graphs;
- Cities, highways, parking spaces.

STYLE

- Abstract shapes;
- Flat and minimalist design;
- No more than 3 colors applied.





Thank you.

Contact

MARIA BURPEE

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maria@mariaburpee.com



sighthound