The Source Code's

Logo and Trademark Standards Reference Guide
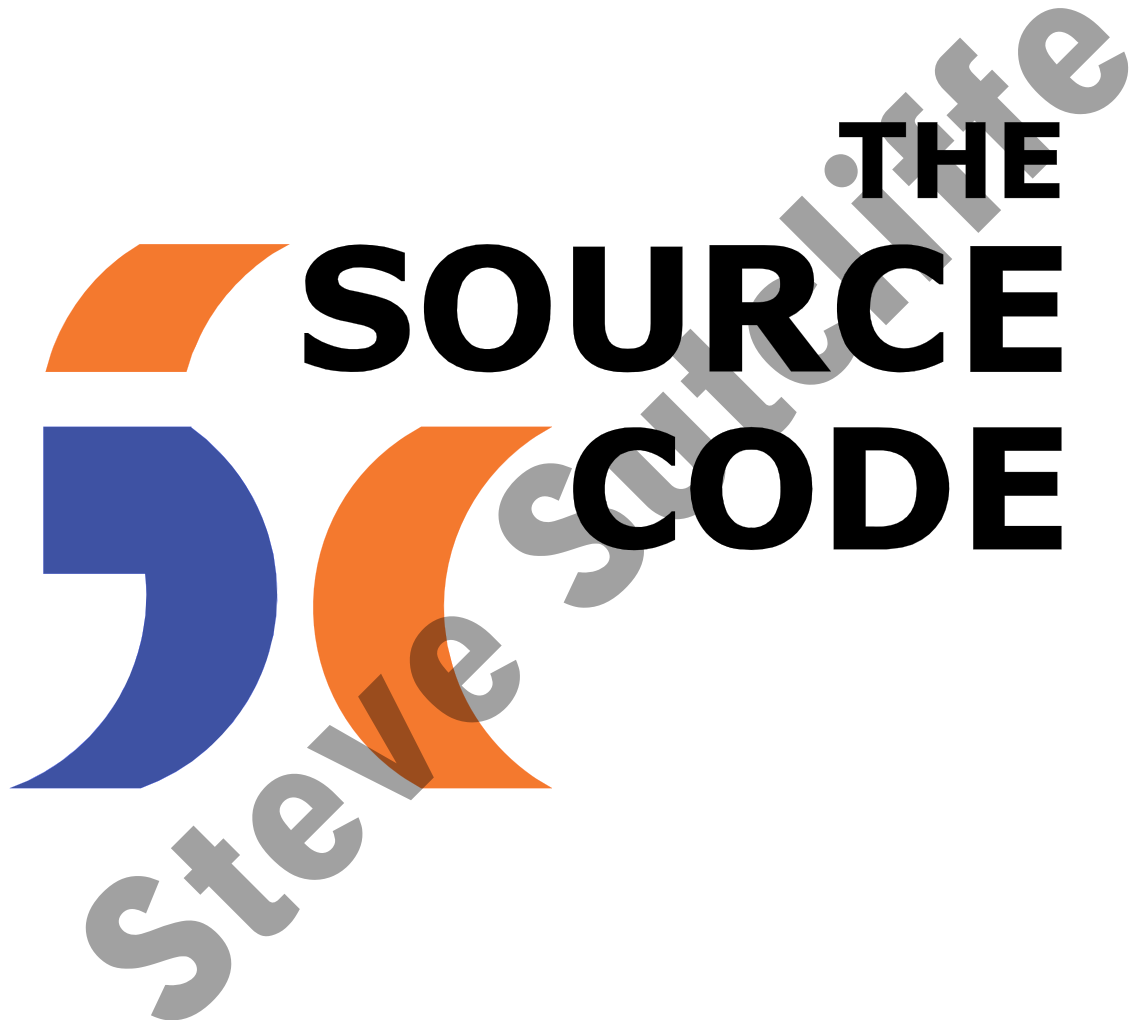
THE
SOURCE
CODE

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About The Source Code Logo

The Source Code is a mentoring company that trains new employees entering into a software company. The Source Code brings new employees up to speed without draining the company's resources and reducing overturn costs.

The target audience includes software companies, young employees and recent graduates who are then trained by experienced professionals. The logo conveys a mentor-apprentice relationship that is key to The Source Code's mission statement.

There are three distinct parts about the logo. First, The Source Code's initials (S.C.) are formed out of two common programming symbols, a semicolon and an open parenthesis. Second, the open parenthesis is smaller than the semicolon, indicating a relationship with a mentor. Third, the open parenthesis is often used at the start of a coding function, where a semicolon denotes the final end statement. This is similar to the position of a new employee learning from a master.

The colors of the logo also play an important step. The color blue indicates loyalty, wisdom, experience, and trustworthiness. All of these attributes our experienced professionals exhibit. The color orange indicates enthusiasm and passion, attributes of new employees excited to start at a new company. The orange square in the semicolon indicates that this enthusiasm and passion does not need to end, but with the guidance of a trained mentor we can show you how to keep that enthusiasm as your experience grows.

Logo Usage

Color Guidelines

The colors used with the logo are blue and orange as defined in this section.

Two Color Logo

PANTONE:7455C
C:87 M:78 Y:0 K:0
R:62 G:82 B:163
Web:3E52A3

PANTONE:1505C
C:0 M:65 Y:91 K:0
R:244 G:121 B:46
Web:F4792E
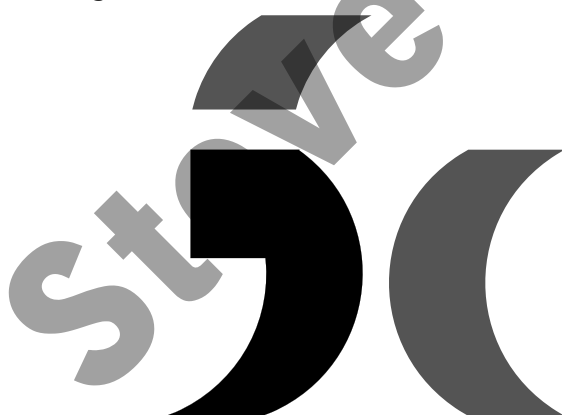
Note: When the one-color logo is being used, the center square in the semicolon character is removed, since there is no longer an association between this character and the open parenthesis.

Black or any dark color may be used

Greyscale Logo

The grey scale image should include the dot inside the semicolon.
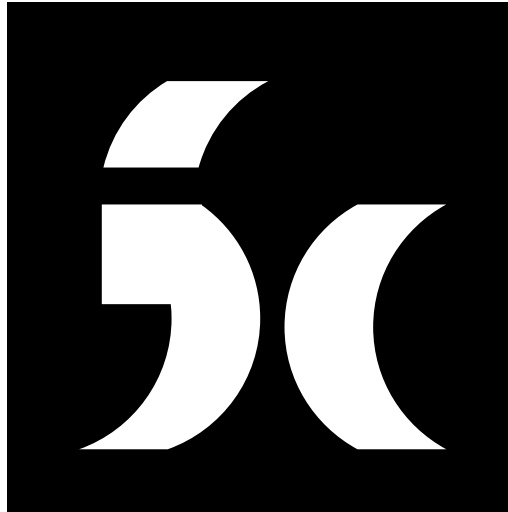
Pantone: Neutral Black C

C:100 M:100 Y:100 K:100

R:0 G:0 B:0

Web:000000

PANTONE:7540C

C:64 M:56 Y:56 K:32

R:84 G:84 B:84

Web:545454

Logo on a dark background

If the logo is to be printed on a dark background, then the logo should be entirely white, as seen in this section.
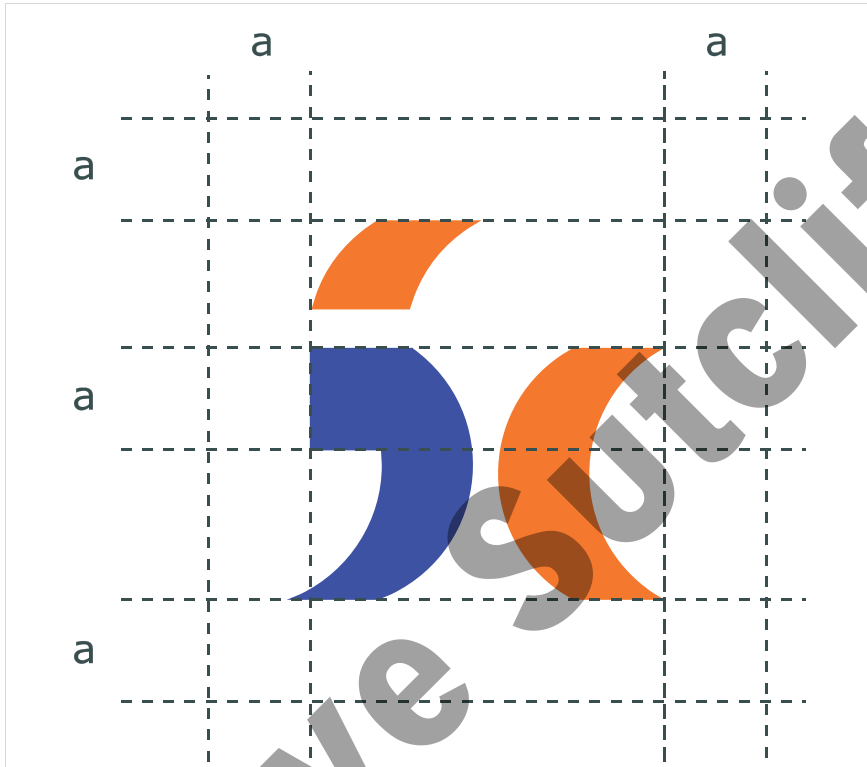

Sizing Guidelines

In order to present an image of mentorship, the sizing of the open parenthesis must match the top and bottom of the comma in the semicolon, then scaled proportionally.

The open parenthesis must match the height of the comma of the semicolon and be aligned to the bottom of the semicolon.

The Source Code logo should always be displayed clearly with ample space around the logo (the isolation zone). The area around the logo should be equal to 'a' where 'a' is the height of the top section of the comma in the semicolon.

Using the logo by itself is fine in the case where The Source Code is defined elsewhere in the page or design. If The Source Code is not clearly defined elsewhere then this logo should be used.

The semicolon and open parenthesis were based off of the font Verdana, and so that font has been chosen to represent the title of the company.

This logo should be used as-is without alterations.

Note the following examples of misusing the logo colors, sizing and positions.